

A photograph of three people (two men and one woman) looking at a document or menu in a kitchen setting. The image is overlaid with a semi-transparent dark grey layer containing text.

InspireKBB[®]

SALES & MARKETING FOR HOME SPECIALISTS

The UK's kitchen sales & marketing specialists.

We bring success to ambitious, independent, owner-operated kitchen retailers through effective marketing and sales development.

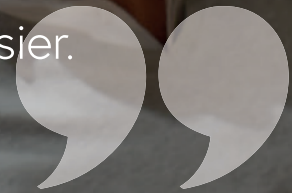
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I want to grow my kitchen business.

I know that I need the help of an external marketing agency. It makes sense that its one that specialises in kitchen sales and marketing.

Also, having everything in one place would make things so much easier.



The comment above sums it up nicely. We hear it often, it's why we exist.

We're a sales and marketing consultancy that works specifically with independent kitchen retailers in the UK. Most typically, with those that don't have a dedicated internal marketing resource.

We'll help you establish an effective marketing plan, then work to develop a marketing system for you, that applies proven KBB industry sales techniques to improve your sales. As part of that, we'll manage and implement various online and offline marketing activities for your business.

Our team has a strong sales background. So, along with significant improvement in the awareness and leads for your kitchen business, we'll also help you convert more of your enquiries through the development of your sales process and even sales skills.

We're renowned for our hard work, commitment, and passion – we also know how to have a bit of fun! Like many other kitchen retailers already do, you'll quickly find we become a great addition to your team.

Your marketing, done for you.



We know how to market kitchen businesses properly; in fact, we're obsessed with it! Plus, we can give you your time back, to focus on the activity in your business that you love doing, and what only you can do well.

We know that the kitchen retailers achieving the best results right now are doing so by taking a longer-term view, by building brand and establishing positioning. In our experience, this is best achieved using a media mix - with offline, mass media as a base, layered with an increasing number of complimentary digital marketing solutions.



Website Creation

We build beautiful websites with marketing-focused web design. They drive a lasting first impression that helps your business grow by converting quality leads for kitchen businesses.



Website SEO

Just having a website isn't enough anymore. We can get your kitchen business onto the first page of Google with a winning SEO approach, tailored specifically for *local businesses*.



Social Media Marketing

We create relevant and engaging content, distributed organically across all your social platforms. Just as importantly, we also manage Social advertising – great creative targeted at the right audience.



PPC & Search Advertising

If you can't immediately be found on the first page of Google organically, you can get there with Google Ads. We can put you in front of your potential customers, at the precise moment they are looking for 'kitchens' and 'kitchen design'.



Remarketing

Also known as Retargeting, it works by tracking visitors to your website and social pages, then keeping you 'top of mind' by continuing to deliver your ads to them on their internet travels.



Content Marketing

We create compelling, responsive content to nurture both your *Retail* and *Contract* contacts during their customer journey. Blog style content leveraged using Email and your Social Media platforms.



Reputation Management

Your reputation is driven by how you position yourself and what other people say about you. We help solicit and manage reviews (Google, Facebook & Houzz) in a way that gives you control over your online presence.



Listings Management

Search engines trust information that is consistent across multiple online directories. We create compelling business profiles, matched with the right contact information – managed on over 550 online directories relevant to the UK.



Graphic Design

Look great, with consistency. We undertake graphic design for a wide variety of online & offline collateral - advertising, leaflets, brochures, stationery.



What our clients think of us.



Grant Davison

"We'd reached a point in the business where I knew we had to become more effective with our outbound marketing, and that to do it properly, I needed professional help. Inspire KBB manages our online presence, produces our content, and runs our social media. The results have been stellar and it has led to more footfall in the showroom that we can convert to more leads and more sales appointments."



Aaron Mundin

"Working with the Inspire KBB team is easy. They listen, they understand what we want to achieve, and they find ways to make that happen. Now, we can speak directly with our target market, while still being free to do all the day-to-day stuff that wouldn't happen without us. Inspire get a lot of reviews for us too, and that's made a huge impact on end-users finding our website and social accounts."



Joanne Hunt

"I have been working with Inspire KBB since October and have been really impressed with their professionalism and attention to detail. They have been absolutely amazing and do what they say they are going to do. I have noticed an increase in business and I feel they are committed to helping me grow my business - It's like having another member of the team. Thank you Inspire KBB you are amazing!!!"



John Lindsey

"The Inspire KBB team continues to impress me as much as their emails initially did. They're professional, they're knowledgeable, and they're all-round good people. Thanks to our regular conference calls, we know how to go after great results. The Inspire team make for the perfect tool for turning those chats and ideas into tangible results. Definitely worth the money!"



Keith Myers

"They're not your typical agency. We're very happy."

