

Timber Demand



The STA Marketing Strategy

MARKET CONTEXT

OUR OPPORTUNITY

- Low carbon agenda is here to stay
- All political parties want more homes to be built
- Structural timber meets future legislation
- House-builders are now convinced and acting
- Offsite (panelised) meets Homes England needs
- TiC Roadmap will help unlock Gov't support
- Demand is on the rise

- Still only **circa 10%** of the market in England



Barratt, Crimchard
Donaldson's Timber Systems

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TIMBER
ASSOCIATION

OUR APPROACH

- Surveyed 168 members to get your views
- Interviewed each board member for insights
- Audited all 2023 marketing to assess success
- Undertook a market assessment of priorities
- Agreed our target markets
- Developed a detailed robust Marketing Strategy
- Set out an Execution Roadmap for our internal team
- Agreed KPI's to measure our performance

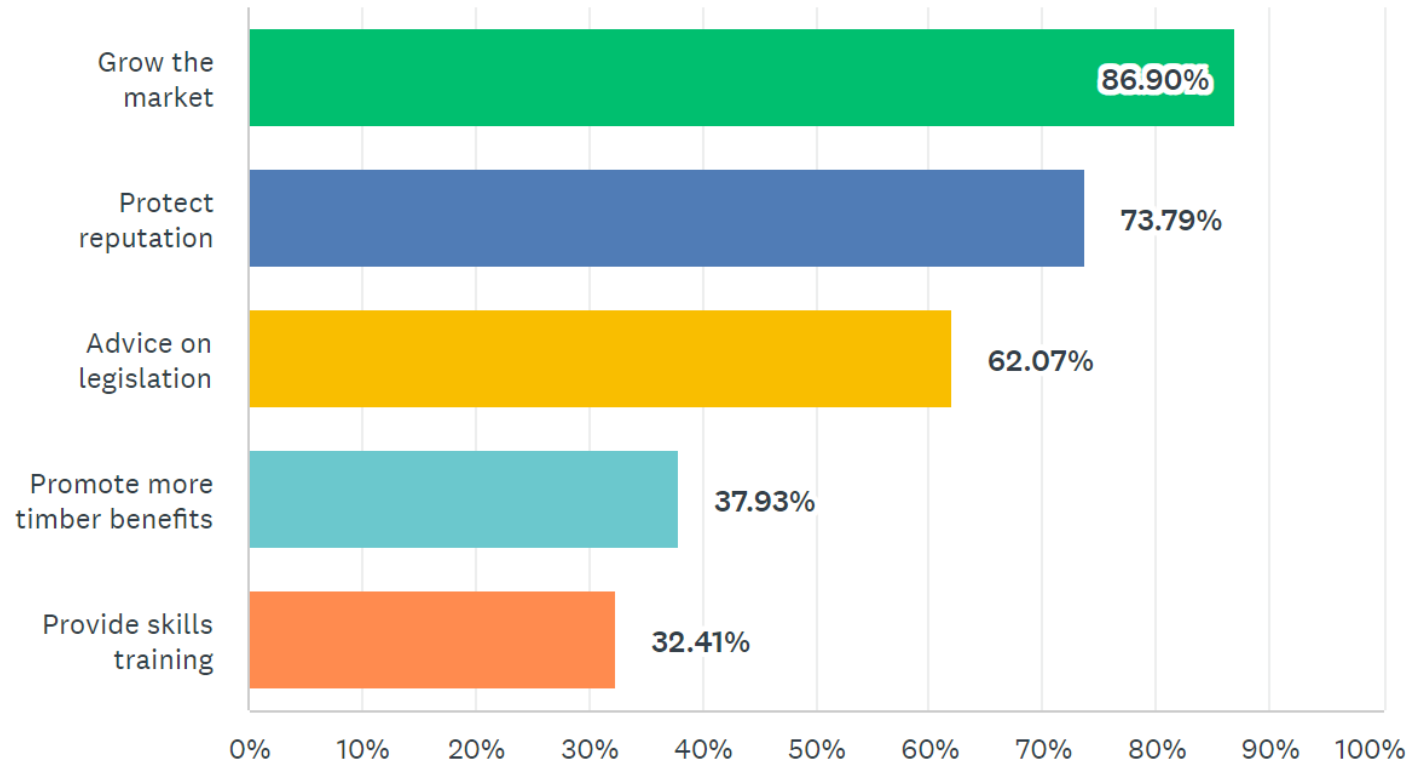


Hillside Garden Lane
CCG

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ALIGNED STA MEMBER & BOARD INSIGHTS

WHAT ARE THE 3 OBJECTIVES YOU WOULD LIKE THE STA TO DELIVER IN 2024



A NEW STRATEGY | DEMAND CREATION

- Grow the market for the benefit of all members
- Increase England market share to 50%
- Create new demand for both self-build and B2B
- Provide confidence in the use of structural timber
- Promote STA and its members as market leaders
- Focus on our strengths and differentiators
- Promote quality and safety through STA Assure
- Reinforce the role of timber in carbon reduction
- Protect our market and sector

- Move from “WHY” to “**HOW**” timber



WHAT WE SET OUT TO DO

WHO WE ARE ENGAGING WITH

GOVERNANCE

Lenders
Surveyors
Warranty providers
Building control
Insurers

FANS

Current users
Net zero
believers
Climate
changers

DECISION MAKERS

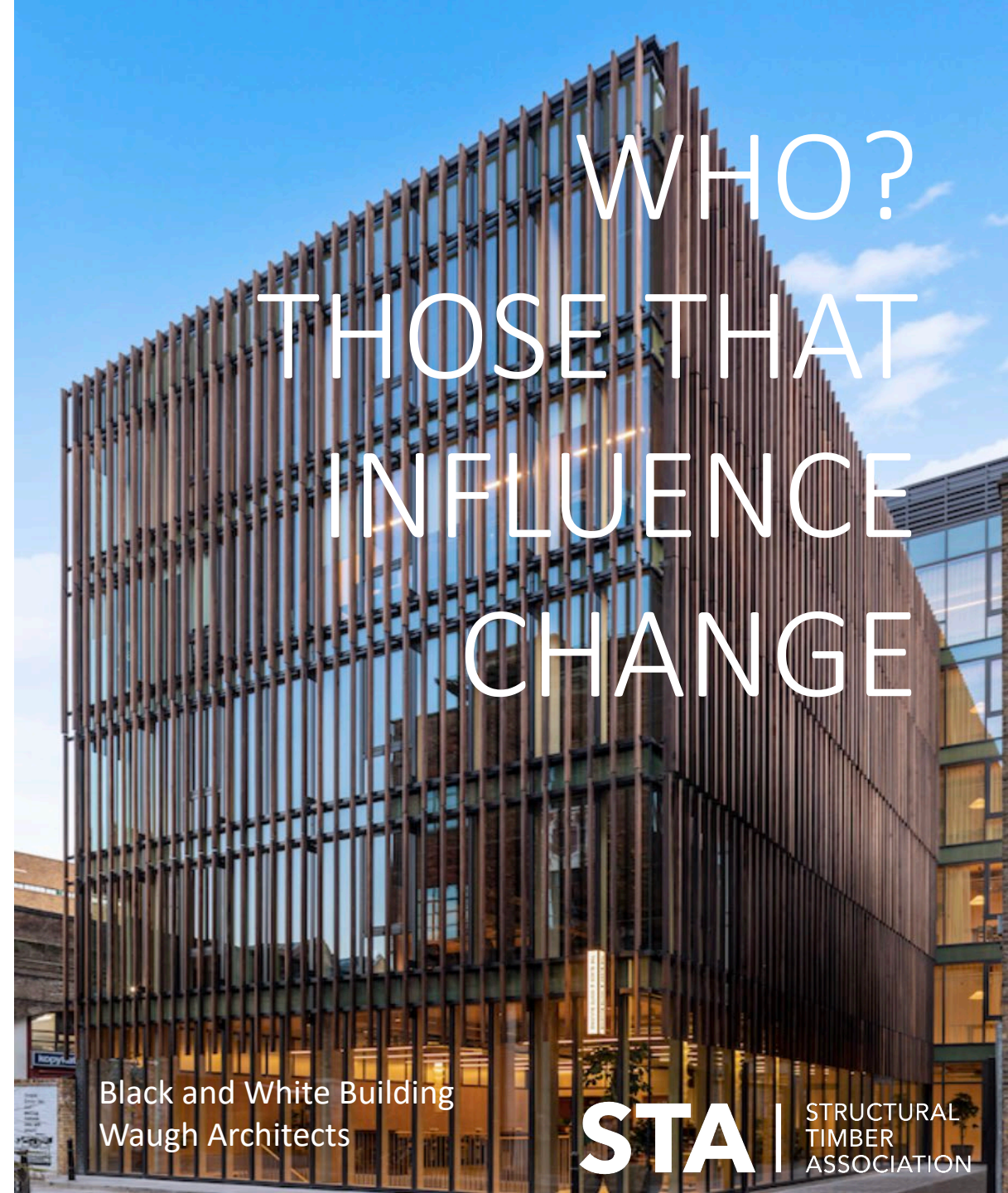
Government
Policy makers
Local authorities
Architects
C Suite executives
Specifiers

INFLUENCERS

Industry heads
Architects
Commercial / buyers
Operations teams
Site teams
Consumers
Media

FIXED MINDSET

Competitors
Change inertia
Old school
Habit clingers



WHO?
THOSE THAT
INFLUENCE
CHANGE

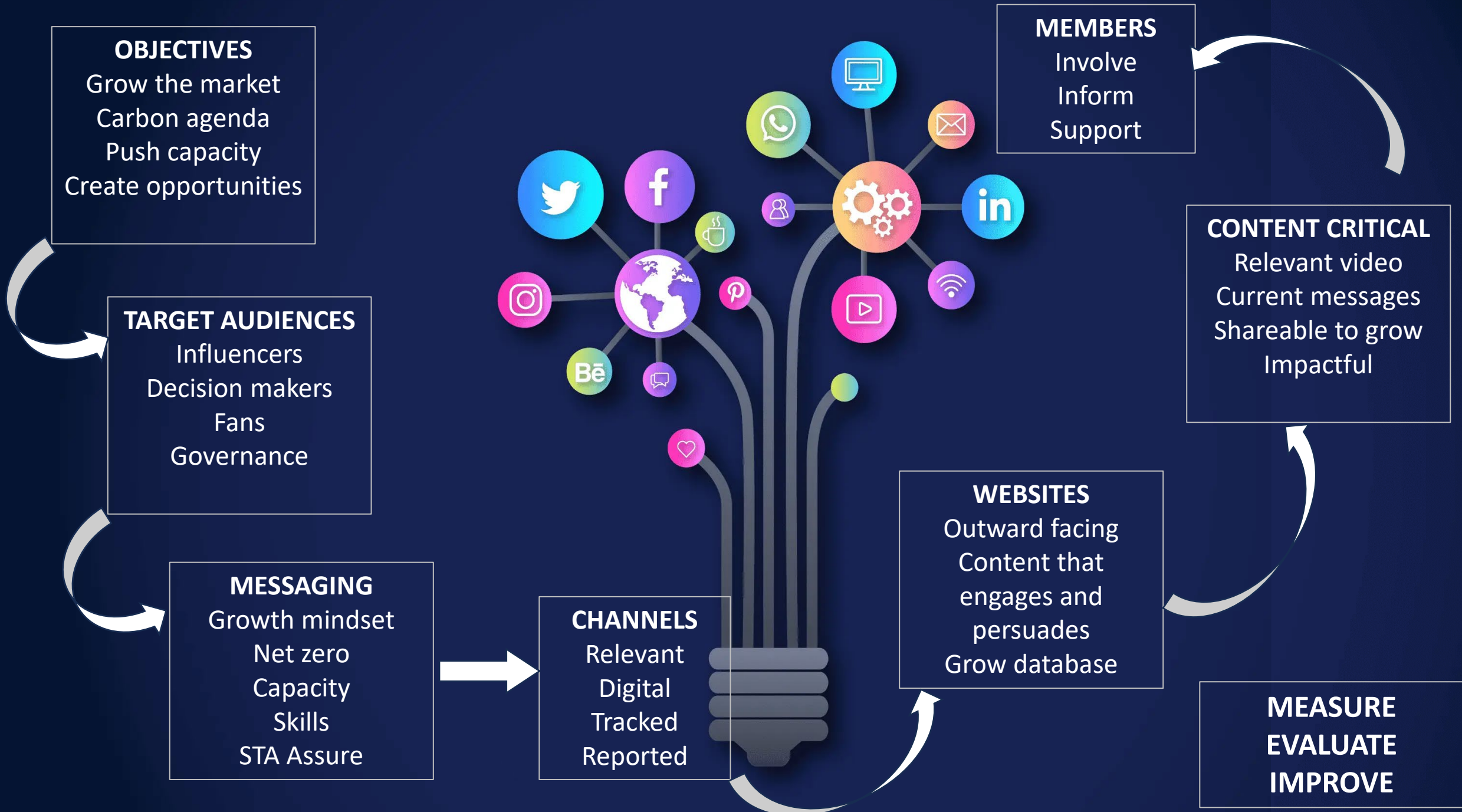
Black and White Building
Waugh Architects

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THE WORLD HAS CHANGED

Expertly use a range of digital tools and channels, to attract, educate, engage and influence those who can make a difference in your businesses and achieve our goal to grow the market for all





FROM WHY TO “HOW”

TIMBER DEMAND

- Our solutions to the market challenge
- Capacity, value, innovation, reliability, performance

CARBON

- Net Zero – promote embodied carbon
- Future Homes standards – provide solutions

SKILLS

- Share our education programmes (CPD)
- Promote our installer competency programme

PROTECT

- STA Assure, quality, accreditation, standards



MAKING OUR POINT

Market led
Add value
Relevant

Nottingham Rad Building
SIPS Build UK

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REFRESH BOTH OUR WEBSITES

INCREASE VISITOR LEVELS TO 10,000 BY 2025

Both websites refreshed to provide:

- User journeys so we know our audiences
- Better navigation to find information
- Fresh digital SEO content that influences change and is sought after
- Signposting to demonstrate excellence
- Call to actions to capture data
- Showcase great member projects for all
- Spotlight those that have moved to timber



WEBSITES HOW WE APPEAR

Heart Building
Fairhurst

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IMPORTANCE OF SOCIAL CHANNELS

INCREASE FOLLOWERS TO 11,600 BY 2025

- Consistent business relevant posts each week
- Focus on sharing and increasing engagement
- React to every comment received
- Follow and engage other high-profile users
- Use new digital content to build followers
- Create LinkedIn ambassadors amongst you, our members to reshare content
- Increase following of new users across both self-build and B2B



Cheyne Terrace, London
Innovare

PR FOR IMPACT

COVERAGE IN THE RIGHT PUBLICATIONS

for B2B and self-build

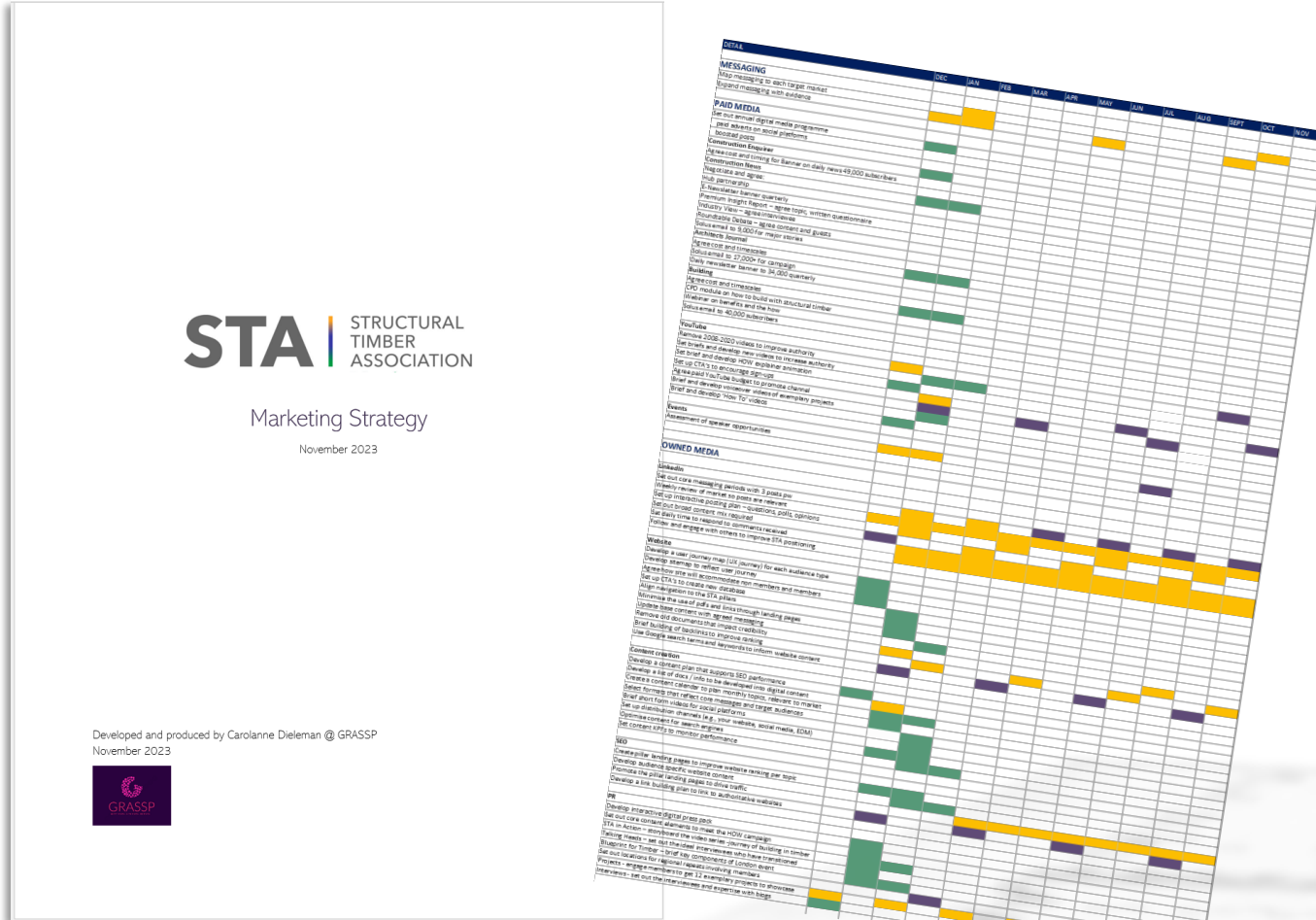
- Move the discussion from WHY to **HOW**
- Reach beyond known users to convert non-users
- Position timber as low carbon efficient solution
- Influence market change and growth
- Outline all the benefits
- Increase our share of voice
- Protect our market



PR
WHAT WE
SAY

A DETAILED ACTION PLAN WITH MONTHLY KPI's

- Monthly action plan in place to deliver the strategy
- KPI's to ensure we make progress



Hardman Square
B&K Structures

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PLEASE PROVIDE YOUR CONTENT
HIGH QUALITY IMAGES, VIDEO and
CASE STUDIES

- High quality images
- Short, sharp video content
- Relevant, interesting case studies
- Positive messages of success achieved

