

WHAT SHAPE IS THE SCREWFIX FUNNEL?

A B2B AND B2C MARKETING FUNNEL CASE STUDY

Trade tools and hardware retailer Screwfix's funnel is wide and shallow.

It makes its money by transactional sales at volume. In 2016 it was selling more than 24,000 products, many of them relatively low cost items. It sells to the trade - owner/operators and SMEs - and to the consumer, and as such has a very wide customer base.

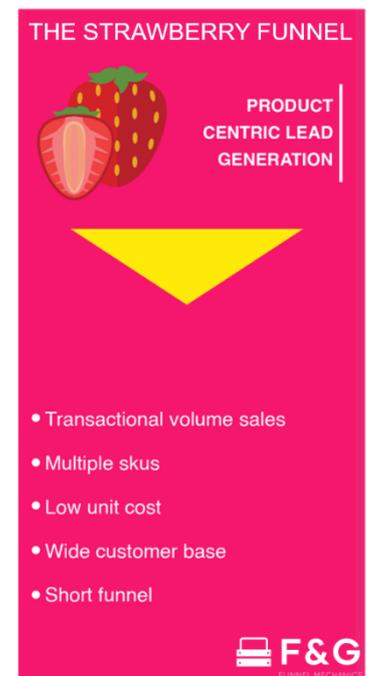
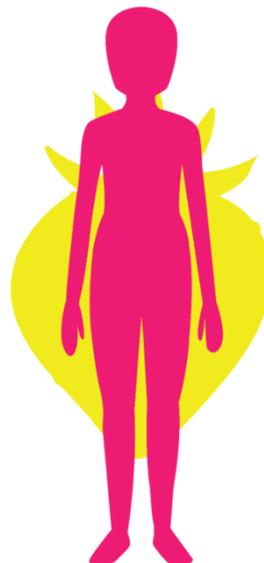
Screwfix sells commodity products. What drives its success is competitive pricing, superior range and product availability. Pretty much half of its range is available in store at any given time.

Its funnel is short because its customers need a tool or accessory fast to complete the jobs they have in hand. The steps from awareness of need to purchase are speedy.

Screwfix's marketing speaks to this. Its voice is friendly and knowledgeable. Its content is no-nonsense and fit-for-purpose, with a bit of banter thrown in. But it also plays - appropriately - on emotion, which shows it understands its personas. They are busy, time-poor tradespeople and DIY-ers.

Some highlights:

- Screwfix's [Legends of the Game](#) idents campaign launched during the last World Cup. The campaign is now on Dave, ITV's darts coverage and Sky's football. It's clever, fun, hard-working brand awareness that reflects Screwfix buyers back to themselves
- 100s of how-to and technical detail product videos on the Screwfix YouTube channel
- Facebook: funny videos and pictures for light touch and on-values engagement
- Twitter for careers



Screwfix has a 'does what it says on the tin' strawberry funnel shape.

About F&G Funnel Mechanics

F&G Funnel Mechanics is an integrated marketing agency.

We help tech & innovation-driven B2B companies from London to the South West to grow through inbound and outbound marketing.

We're a virtual agency with hubs in Bristol, Southampton and London.

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