



Soben

Success Stories

How fractional Marketing Director Hari Farzin helped Soben strengthen its marketing foundations and support 40% year-on-year revenue.

About Soben

Soben is a global construction consultancy with ambitious plans for growth.

The company wanted to move beyond its traditional quantity surveying roots and position itself as a leading construction consultancy across international markets.

To support this, Soben needed stronger brand awareness, clearer positioning and a structured marketing function to help drive its next stage of growth.

The Challenge

Soben wanted to expand globally, but limited brand awareness and outdated positioning were holding the business back.

Potential clients often did not know who they were, while business development conversations were slowed by the need to explain what made Soben different.

The company also needed clearer marketing leadership, stronger regional alignment and a more consistent identity across markets.

The Solution

Hari developed a clear marketing strategy, action plan, timeline and budget to support Soben's global growth ambitions.

This included:

- **Brand identity and proposition:** Workshops were held with key stakeholders to define Soben's brand identity and value proposition.
- **Rebrand and website:** A rebrand modernised the company's image, supported by a new website to better showcase its expertise and services
- **Structured marketing function:** A dedicated marketing function was established, including the recruitment of a full-time marketing lead.
- **Business development support:** New marketing collateral and digital assets were developed to support sales conversations and raise market awareness.
- **Social media presence:** Soben strengthened its social media activity by hiring a dedicated specialist and improving content quality.

“Hari brings drive, commitment and a thoroughness to the marketing process that, combined with a drive to see it through to completion, means that she is able to create conditions for growth for ambitious companies.”

Carol Foussat, Non Executive Director, Soben

Results

The impact of the marketing initiatives was transformational:

- Soben is now widely recognised as a top-tier consultancy
- The business achieved c. 40% year-on-year revenue growth
- Prospective clients are more aware of the brand before sales conversations
- Business development became significantly easier
- A refreshed, cohesive brand identity aligned the team across regions
- Soben's marketing strategy positioned the company as a thought leader
- A structured marketing team with clear processes and defined roles is now in place

Long-Term Investment

Hari's work helped Soben build the foundations needed to support long-term global growth.

With clearer positioning, stronger brand awareness, a modernised identity and a structured marketing function, Soben is now better placed to communicate its value, support business development and continue building recognition across its target markets.

Scott Smyth, Founder and CEO, Soben

"Hari immediately understood our vision and brought energy and expertise to drive it forward. The difference in brand awareness and market perception has been game changing."



Have a question?

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