



TABLE OF
CONTENTS.

03. WHO WE ARE	04. OUR TEAM	05. BUSINESS DIAGRAM	06. POINT OF DIFFERENCE
07. LOCAL BUSINESS AWARDS	08. OUR CLIENTS	10. OUR INDUSTRIES	12. SBS FENCE
14. MBS	16. PROMINENT KITCHENS	18. HASBUILT	20. ROOFING GROUP
22. RAPID SERVICE PLUMBING	24. LABOUR CONNECT	26. OLYMPIC ELECTRICAL	28. LEAKY ROOF
30. MARKETING HOURGLASS	31. WKM PRIVATE COACH	32. WKM CHRISTMAS & VIP NIGHT	33. SISTER BUSINESSES



WHO WE ARE

Trades Unlocked is a dedicated marketing brand designed specifically to serve the trades industry. With years of experience helping trade businesses thrive, we bring a deep understanding of the unique needs and preferences of tradespeople.

Our goal is simple: to create powerful, results-driven marketing that speaks directly to the no-nonsense world of trades. Leveraging social media, web, print, and direct out- reach, Trades Unlocked doesn't just promise results - we make noise and deliver growth where it counts.

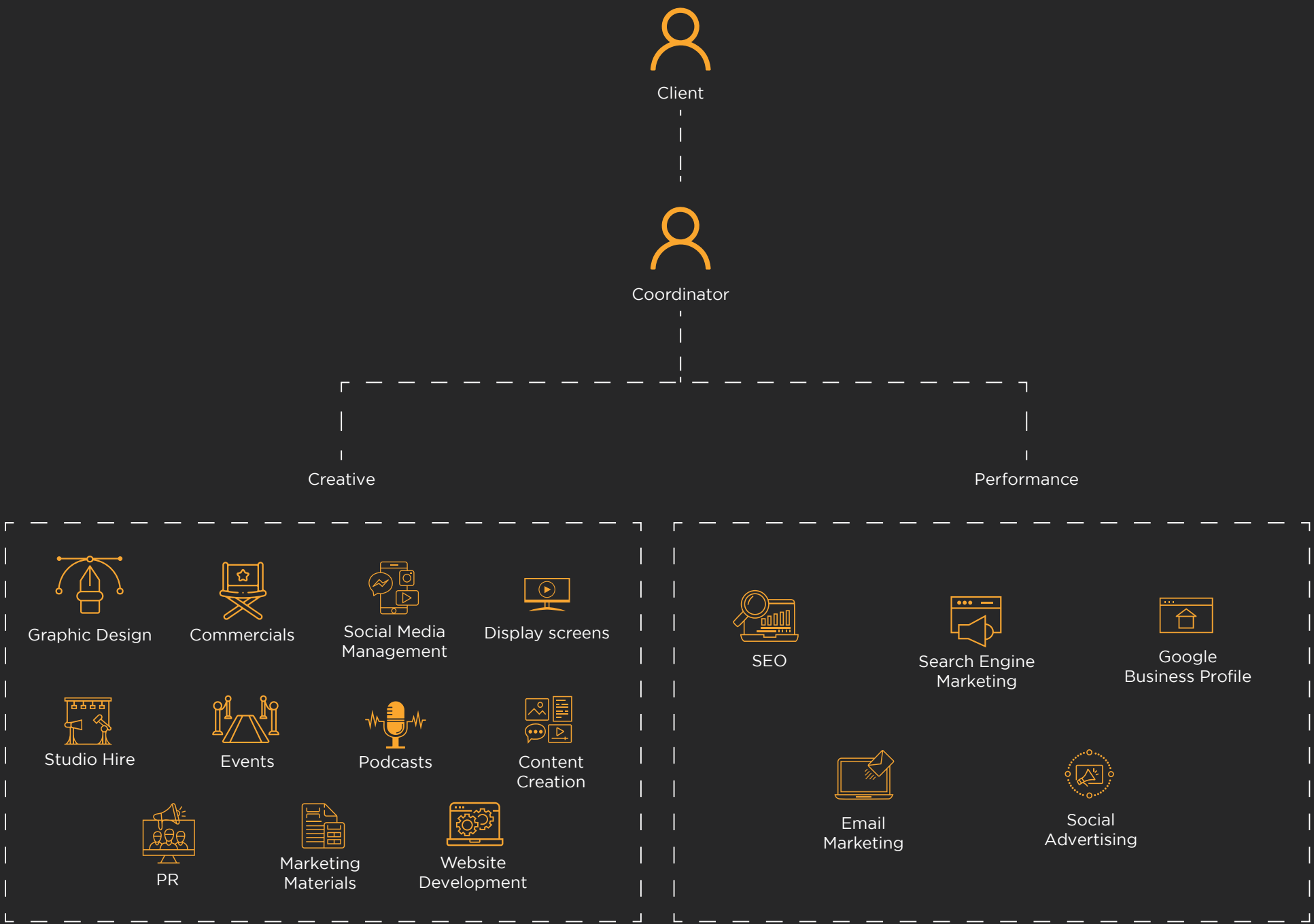


2024 SPONSORS OF THE LOCAL BUSINESS AWARDS

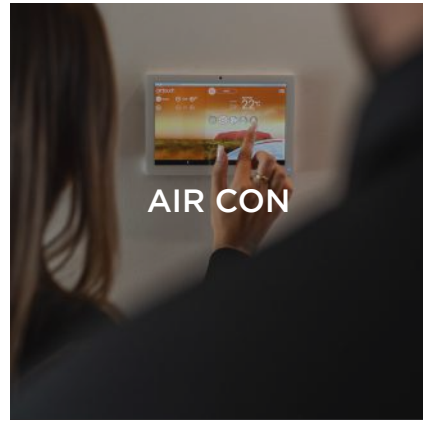
OUR POINT OF DIFFERENCE

What sets Trades Unlocked apart is our industry-specialised approach. Unlike general marketing agencies, we've worked extensively within the trades sector, offering tailored SEO, Google Ads, and digital campaigns that connect and convert. We know trades aren't about flashy sales pitches but about practical, straightforward solutions.

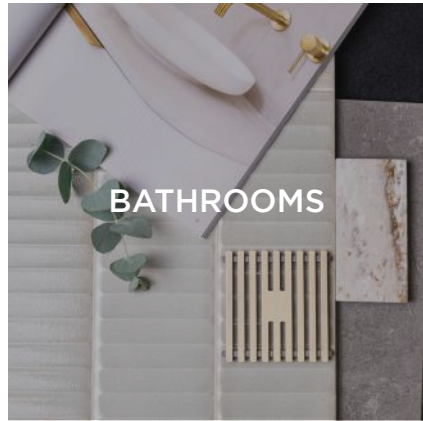
Our team combines relatable representation, targeted content, and a vast library of case studies and media to deliver a personalised, results-focused experience for each client. With Trades Unlocked, it's marketing that fits the trades lifestyle, builds real connections, and drives measurable success.







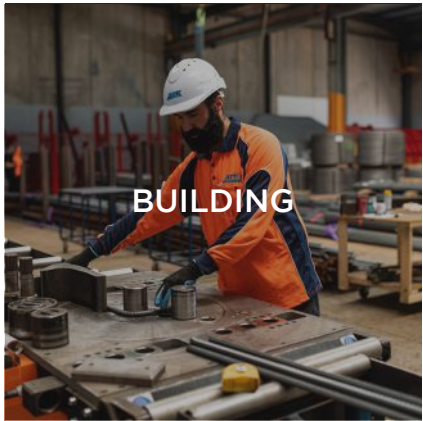
AIR CON



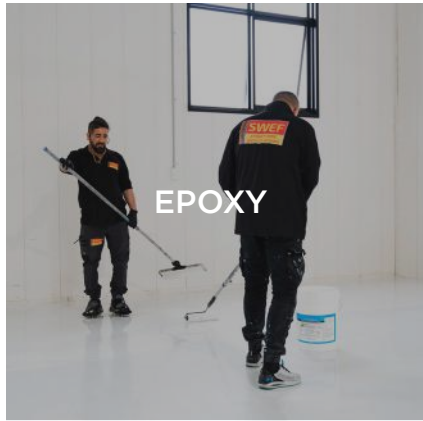
BATHROOMS



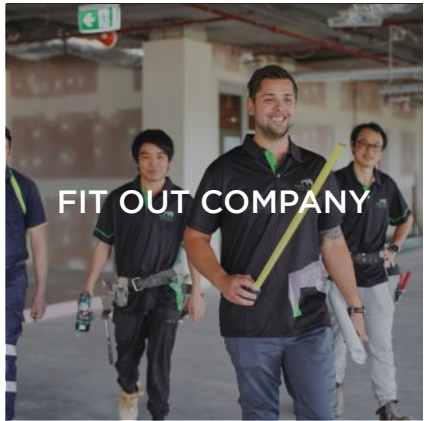
BLINDS



BUILDING



EPOXY



FIT OUT COMPANY



HOME BUILDERS



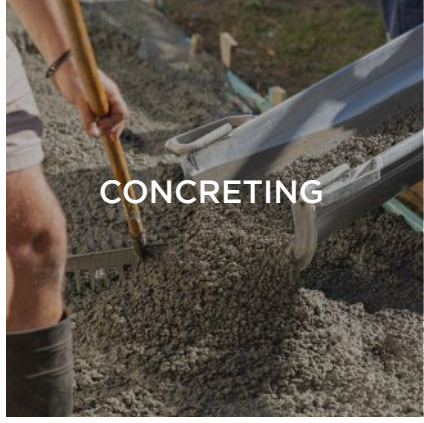
JOINERY



CARPENTRY



CIVIL



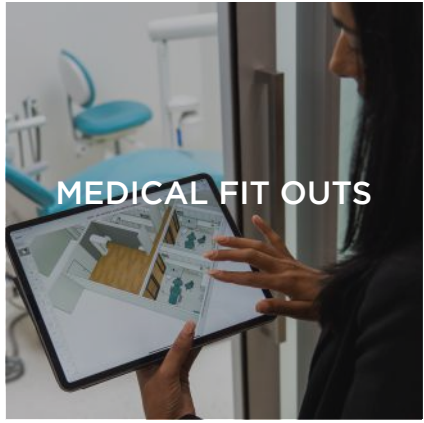
CONCRETING



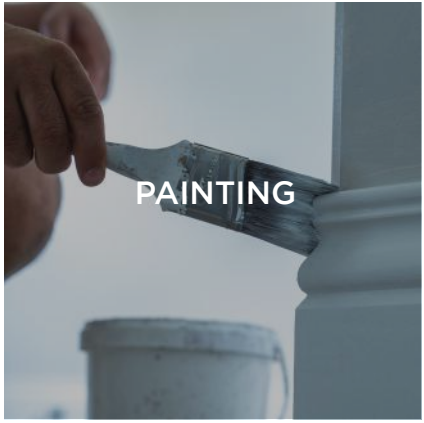
CONSTRUCTION



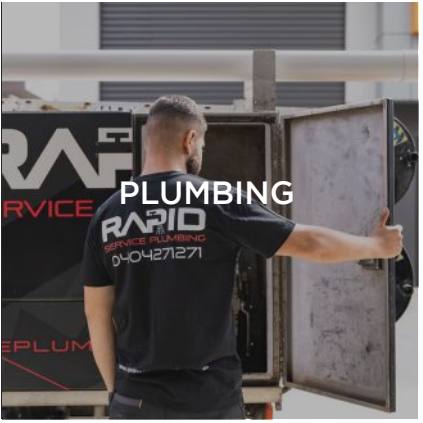
LANDSCAPING



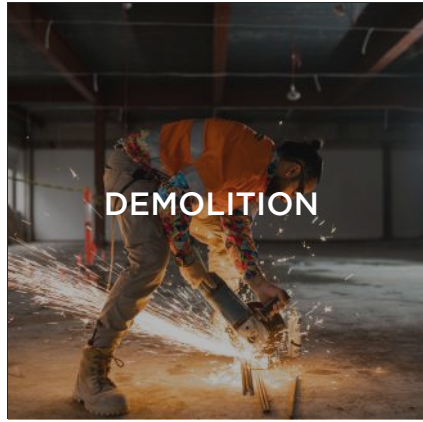
MEDICAL FIT OUTS



PAINTING



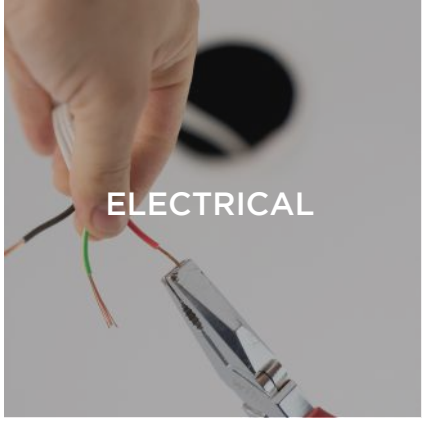
PLUMBING



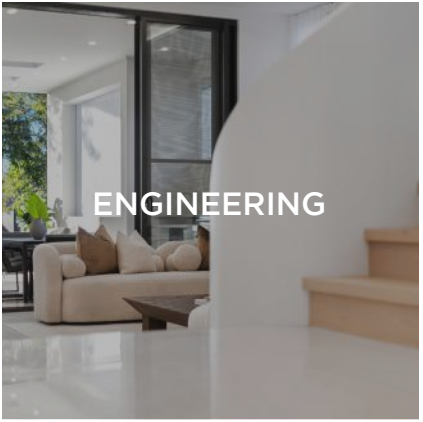
DEMOLITION



DEVELOPMENT



ELECTRICAL



ENGINEERING



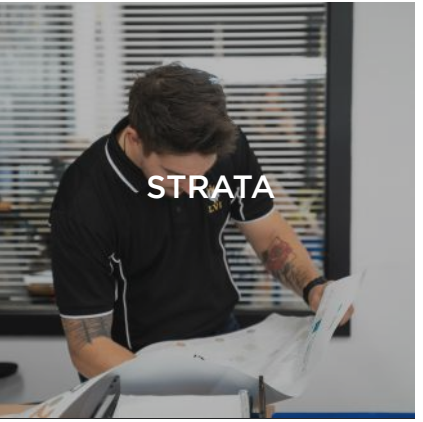
RECRUITMENT



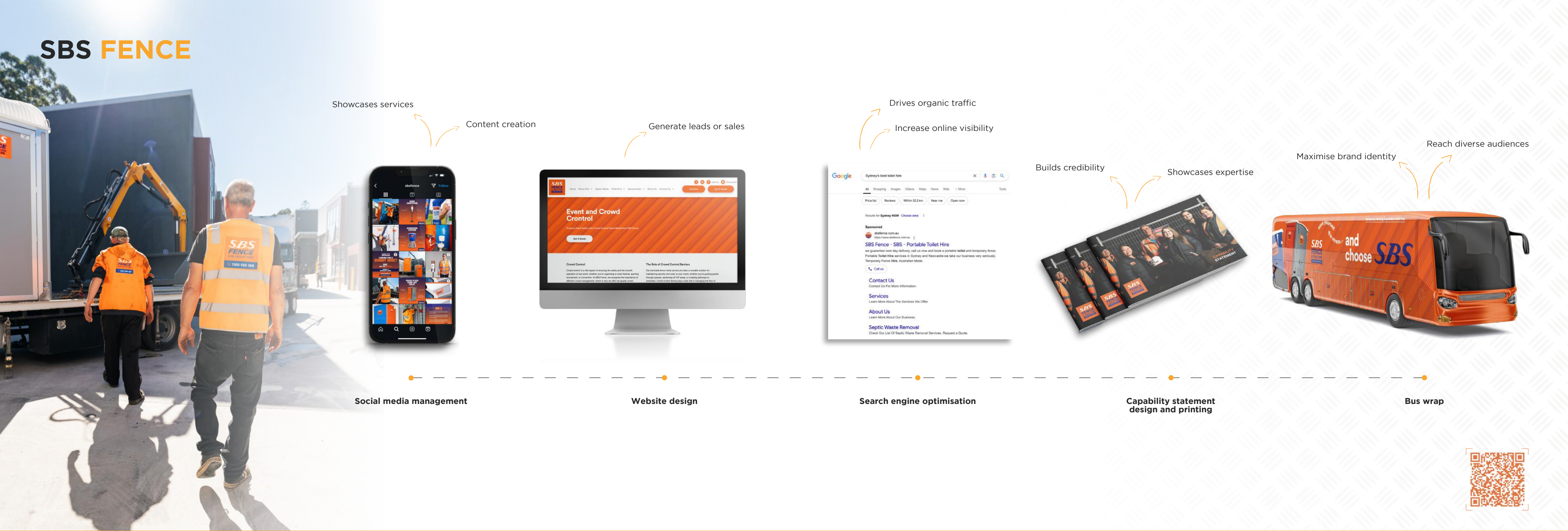
ROOFING



SECURITY



STRATA





Enhance brand consistency
Creates visual cohesion



Social media management

Optimises user experience



Website design

Reiterating brand identity
Showcases services



Magazine design and printing

Enhances professionalism



Branded folder design

Attracts attention
Instant brand visibility



Pull-up banner



PROMINENT KITCHENS



Establishes brand identity

Builds trust and credibility



Logo and branding design

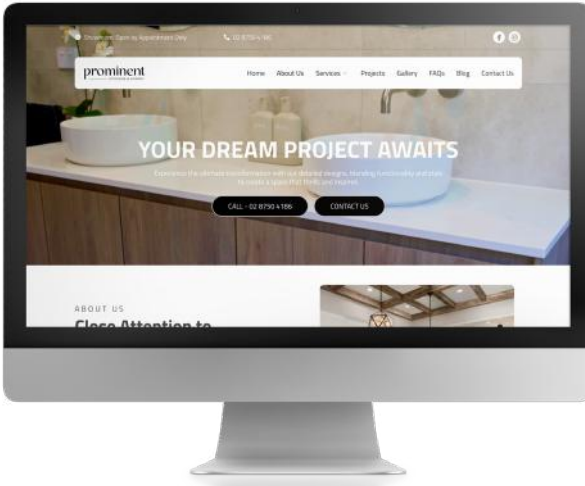
Showcases brand personality



Social media management

Telling the brand's story

Showcases services



Website design

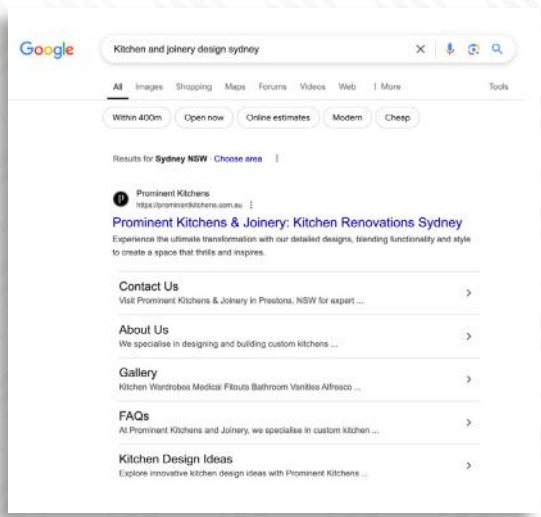
Builds client confidence



Capability statement design

Outrank competitors

Enhance website visibility



Search engine optimisation

HASBUILT PROJECTS

Brand loyalty

Strengthens brand voice

Builds trust and authority

Boost conversation rates

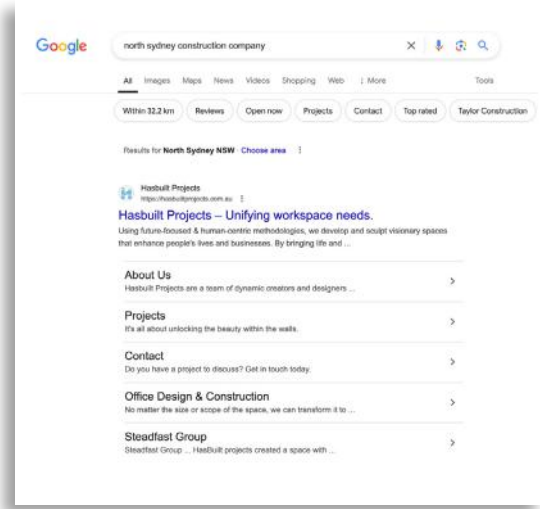
Target relevant keywords

Builds credibility

Showcases expertise

Brand cohesion

Personalised marketing material



Social media management

Website design

Search engine optimisation

Capability statement design and printing

Flyer/invitation design



ROOFING GROUP

Provides a portfolio of work
Increase online visibility



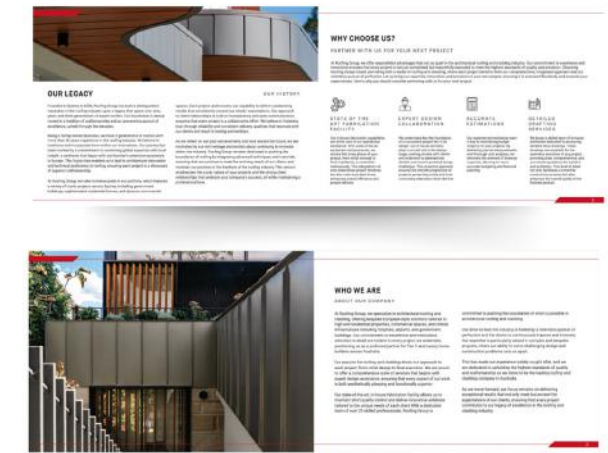
Social media management

Centralises all services and information



Website design

Highlights core competencies



Capability statement design

Facilitates networking opportunities

Creates a memorable first impression



Business card design and printing

Enhances professionalism



Email signature design



RAPID SERVICE PLUMBING

Drives website traffic

Increases follower interaction

Educate potential clients

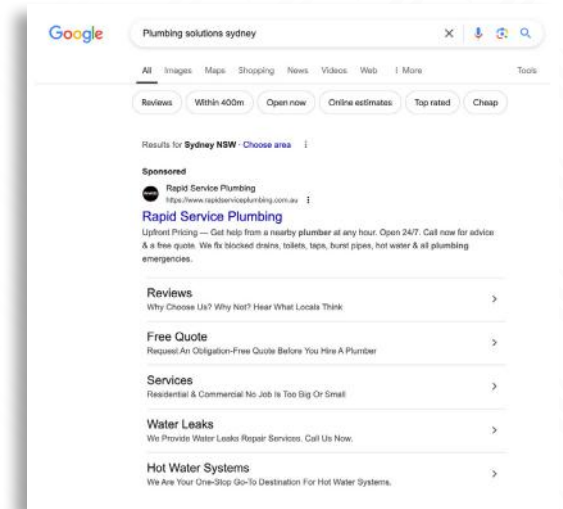
Attracts new customers

Outrank competitors

Optimises user experience

Strengthens brand consistency

Showcases key information



Social media management

Website design

Voucher design

Search engine optimisation

Instagram story highlight design



LABOUR CONNECT

Engage target audiences

Showcase products or services

Reinforce brand identity

Provide a professional introduction

Demonstrates key values

Grab attention on the street

Create a professional resource

Highlights brand consistency



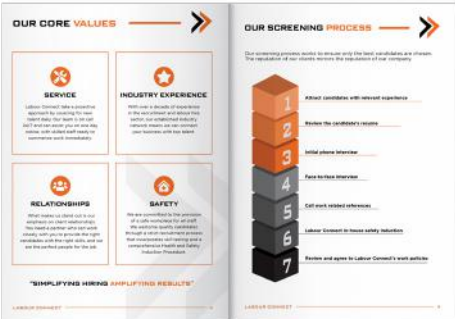
Content creation



Flyer design



Capability statement design



A-Frame design



Rule book design

OLYMPIC ELECTRICAL



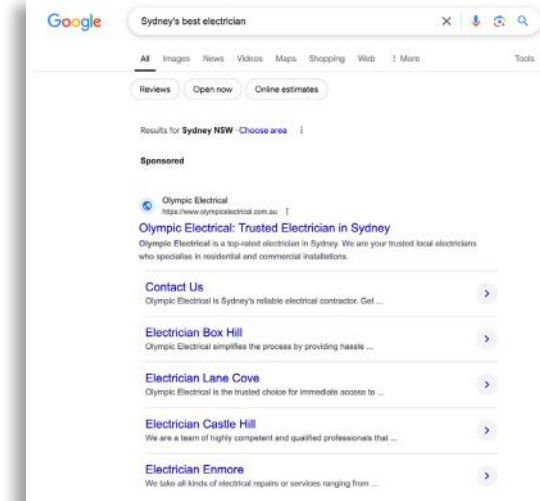
Content creation

Showcase products or services



Website design

Creates a seamless user journey



Search Engine Optimisation

Increases organic traffic



Capability Statement Design

Clearly states services

Showcases competitive advantages



Magazine Design

Showcases brand personality

Portfolio of work

LEAKY ROOF



Strengthens brand voice

Foster community engagement

Increases credibility

Drive high quality traffic

Boost brand visibility

Professionalism in outreach

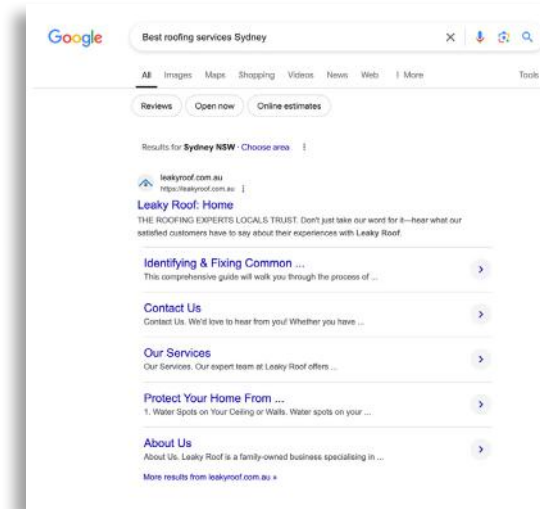
Maintain consistent branding



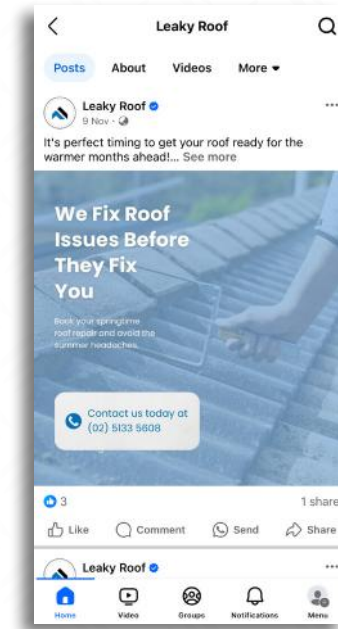
Social media management



Website design



Search engine optimisation

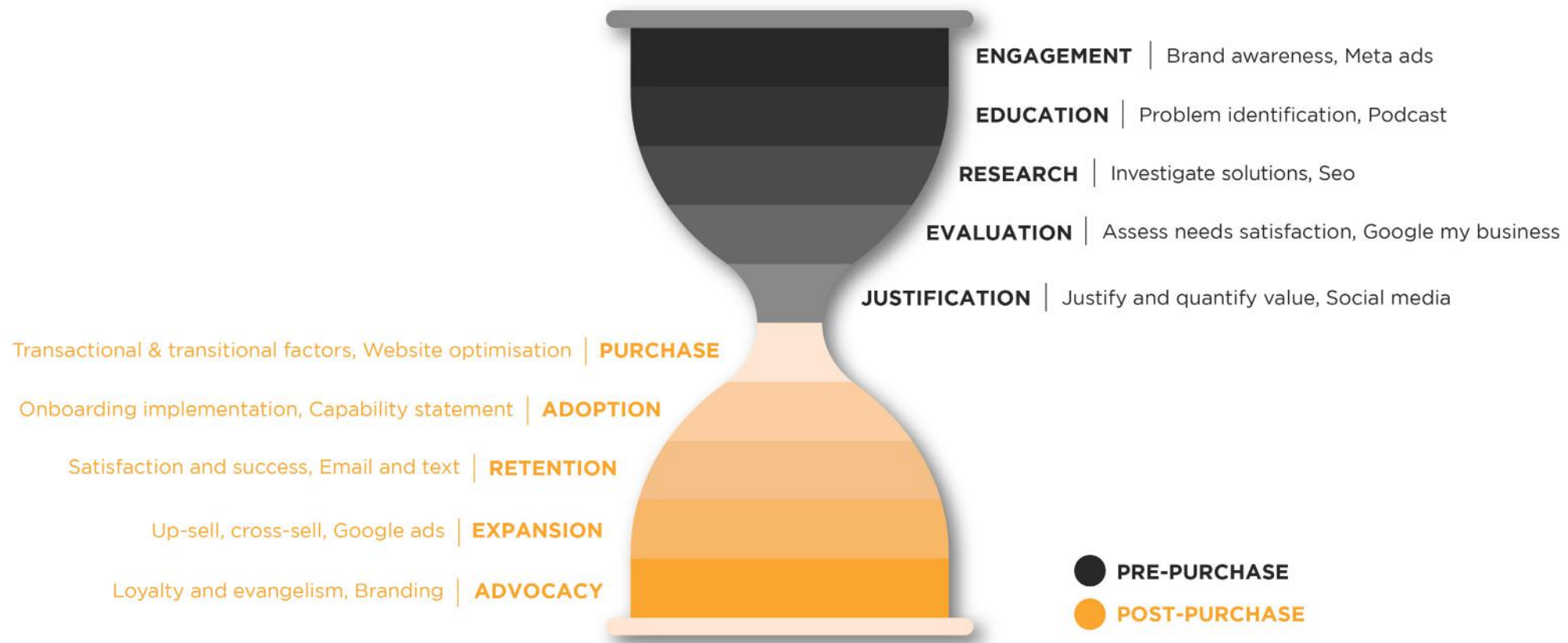


Meta Ads



Email Template Design





CHAUFFEURED IN COMFORT IN THE WHITE KEY PRIVATE COACH

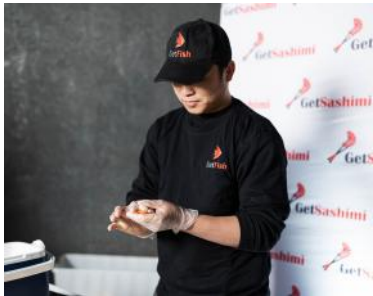
WKM CHRISTMAS PARTY 2023

Our annual Client Christmas Party brought together our network to celebrate our achievements and foster strong relationships, making for an unforgettable evening.



VIP NIGHT

We proudly hosted the official opening of our new office in North Rocks. The VIP Night was a grand success, marking a new chapter for White Key Marketing.



WHITE KEY
MARKETING

BLANKHOUSE
COLLECTIVE

WHITE KEY
PERFORMANCE

STORIES
UNLOCKED

THE key
events.

WHITE KEY STUDIOS



