

4 new product ranges & 575% revenue growth:

How the right sales and marketing support took Terra Firma from a small local business to an industry leader



Terra Firma Industries is Australia's leading manufacturer and supplier of composite lids and access covers and FRP structure and grating. Their products provide a lightweight, strong, secure, and durable alternative to traditional industrial materials like steel and concrete and have been used in hundreds of residential, commercial, and government projects around Australia.

10 years ago, this wasn't the case.

In 2009, Terra Firma had seen early success in the Victorian market with pioneering deployments of their composite covers in 12 local councils (along with a small number of pilots in non-local government settings). Early sales were the result of a good product, meeting prospects at trade shows, and some entrepreneurial sales activities. But Managing Director Ashley Reid knew he needed more.

Chasing a strategic growth approach

One of their biggest challenges was introducing an innovative product to an industry that was traditionally slow to adopt new solutions. “The building industry has probably been the most conservative industry as far as adoption of technology and innovative products. It’s been a fairly slow process,” says Ashley.

With previous experience leading businesses across Canada, Russia, Ukraine and the UK, along with an MBA in entrepreneurship, Ashley possessed a wealth of Finance and Management credentials. However, he understood GTM strategy and B2B Marketing were specialist skill sets, and had seen first-hand the value of independent advisory.

“Prior to engaging align.me we really lacked any focus in marketing,” says Ashley. “We had

some direct sales, which were primarily driven by me. But the messaging wasn’t clear. There wasn’t a clear focus on who to target and what the message should be – or how to address specific problems. Frankly marketing was more of a task list, rather than a strategic approach to supporting growth.”

“When I met with Brett Bonser, Director and Co-Founder of align.me, what became clear was that he and his team really understood B2B Sales and Marketing and it was a bonus that Brett had deep credentials in sales targeting the local government sector.”

After engaging align.me, Ashley and the Terra Firma team took part in align.me’s go-to-market planning process called Funnel Camp.

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Managing Director, Terra Firma



Success starts with a plan

During the Funnel Camp, Brett Bonser took the Terra Firma team through a two-day workshop to a 3-year sales and marketing plan and go-to-market strategy – also known as Funnel Plan. The Camp covered everything from homing in on their target market and the problem they best solved to the velocity required to meet their agreed growth and revenue goals.

Ashley identified three key outcomes of Funnel Camp for Terra Firma:



Direction through strategy

Clarity around what they were trying to achieve



Clarity of messaging

Both in marketing and sales



Focus on the right customers

The confidence to look outside their narrow market to new opportunities

After Funnel Camp, Terra Firma needed help to turn their plan into action – so they engaged align.me's Marketing Services team for execution support. This gave them access to a dedicated, experienced account manager and a full team of marketing and creative specialists without needing to hire internally.

30% growth in the first year

Within the first couple of years of working with align.me, Terra Firma grew 30%. But Ashley was confident that they had the ability to grow five to ten times larger. Sales and marketing efforts were directed towards early adopter markets, giving them a depth of knowledge on Terra Firma products. And it worked.

As they started seeing success in new markets and began adding new product ranges to their offering, their marketing needs picked up, too.

"The business and our products have evolved, and the support we've had through that has been great," says Ashley. "It's helped us get various products to market and shaped the conversations we're having. We're now getting our messaging right."

The beauty of working with align.me is that Terra Firma could flex their marketing support as needed and call on extra expertise as the business grew.



"We started off using simple email. Now we're using align.me as a full-service digital agency. We've got many more channels to the market through their marketing support."

Even as the business has grown, the Funnel Plan has been a constant underpinning foundation for their sales and marketing efforts.

"If I go back to what was in that original Funnel Plan, most of it still applies, and we've been able to expand it into other areas. There hasn't been a huge shift away from what that core messaging was - so it's been fundamental to growing the business."

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Ongoing customised marketing support

Over time, align.me has been able to provide strategic support on top of execution to ensure Terra Firma's marketing and web presence matches the size and needs of the business - including implementing an extensive SEO strategy and walking them through two website references.

"We didn't really have SEO in the past. We had a very basic website. If you look back to where we used to be, the differences are really stark."

When Terra Firma got to the point of needing internal marketing support, align.me helped with that too.

"We really needed to get some capability to just execute and do the day-to-day things. Brett suggested we recruit some support out of the Philippines. So, we used align.me's capability to run the recruitment for us."

align.me crafted the job description and helped carry out initial interviews, putting together a comprehensive recruitment plan that resulted in bringing in two highly motivated marketers. These internal marketers now work closely and receive mentoring from the align.me team.

Industry leadership and revenue growth of 575%

As of 2023, the align.me and Terra Firma partnership is still going strong. Terra Firma has more than quadrupled in size since the start of the partnership and is on track to bring in \$10 million+ revenue in 2024.

Since the beginning...

500% revenue growth

Rolled out four comprehensive product ranges

Positioned in 15+ markets

In the last year...

\$8.7m in revenue (14.5% increase)

25% increase in website traffic

21% increase in website leads

456% increase in SEO-driven conversions



Standing the test of time

Terra Firma are entering the year with a brand new website and a complete brand refresh, driven by align.me. The next step will be to integrate an eCommerce functionality into their website – one of the biggest steps for the business so far.

Despite the exceptional growth and the addition of internal marketing capacity, Terra Firma plan to continue their partnership with align.me well into the future.

“The biggest thing is the depth of knowledge and breadth of capability. By using align.me, we get a much broader skill set that we can draw on. Even more important than that though is the strategic part of it. We get a high level of strategic guidance from align.me that allows us to stay ahead of the curve,” says Ashley. “It’s really a good, solid relationship.”

Where to next for Terra Firma?

As we look to scale our business to the next level, align.me's support has evolved from Sales and Marketing strategy and execution to encompass input into operational processes, coaching and mentoring of our team, finding and equipping our off shore resources and helping us to define what will be needed for this next stage of growth. It remains a strategic partnership that we see as a core platform in our growth.



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