

Joe Pearson Marketing Case Studies

Outbuildings Dorset Interview

July 2026



Building A Brand

*from the ground up

Objective

Build an original band into a commercially sustainable business by creating a recognisable brand and loyal audience.

Strategy

Use storytelling to make people feel like members of the band – not just followers of it.

My Role

Brand Identity • Photography & Video • Social Media Strategy • Paid Social Advertising • Website & Copywriting • Merchandise • Tour Promotion • Mailing Lists

Results

150+ Live Shows • **30+** Festivals • **30,000+** Live Audience • **£60k+** Revenue Generated • **1800+** CDs Sold • **800k+** Spotify Streams



“Our KPI wasn't followers. It was feet through the door...”

Turning Data into Creative Decisions

Objective

Grow a YouTube channel from zero by understanding audience psychology, creating highly clickable content and continuously optimising performance.

Strategy

Treat every upload as a hypothesis, testing audience psychology through analytics and continuous iteration to improve click-through, retention and viewer satisfaction.

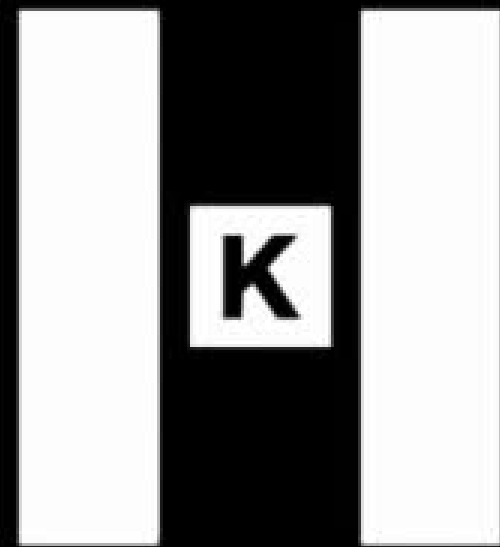
My Role

Channel Strategy • Audience Research • Content Strategy • Scriptwriting • Thumbnail Design • Video Production • Editing • Analytics • A/B Testing • SEO • Community Management

Results

1.5M+ Impressions • **298k+** Views • **1,815** Subscribers • **5.0%** CTR • Audience in **135** Countries • **8,400+** Likes • **850+** Comments





KELLY HOPPEN
LONDON

Communicating Premium Value

Objective

Position a luxury CGI and architectural visualisation studio to attract premium residential and commercial clients through stronger branding, communication and marketing.

Strategy

Bridge the gap between world-class creative work and premium client expectations by creating communications that inspired confidence long before the product was ever delivered.

My Role

Brand Positioning • Website Strategy • Copywriting • Client Communications • Proposal Writing • Brand Messaging • Creative Direction • Marketing Support

Results

Long-Term Client Relationships • Kelly Hoppen Interiors Partnership • Premium Brand Positioning • Repeat High-Value Projects • Trusted Client Communication

CONDÉ NAST

Restaurant & Bar
Design Awards


KELLY HOPPEN
LONDON

NORTHACRE
LONDON

V&A


LONDON
DESIGN
FESTIVAL

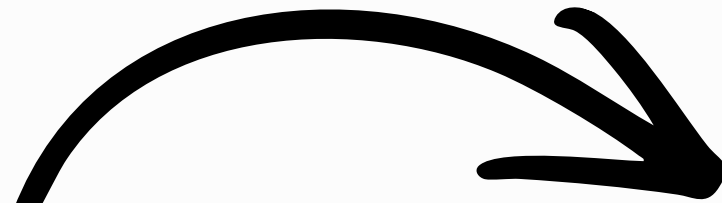
**"People judge quality
long before they
judge the product."**

From Attention to Booking

A strong social presence deserves an equally compelling booking journey.

Instagram

Current Strength
Starts the Conversation
Inspires Discovery

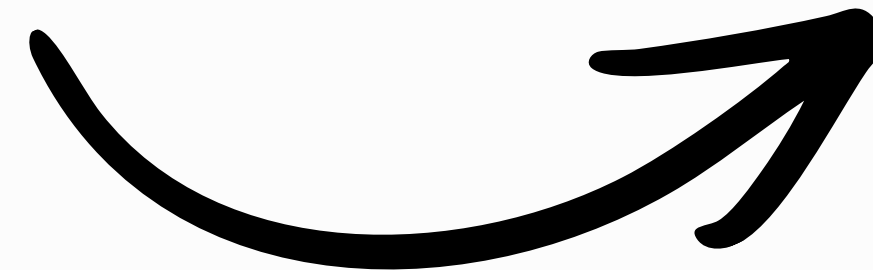


Website

Opportunity
Transform curiosity into
emotional commitment

Booking

Goal
A booking should feel like
the obvious next step.



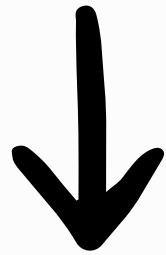
Instagram should make people want to visit the website.
The website should make them unable to leave without booking.

Beyond Beautiful Photography

By giving people something to fall in love with before they compare prices

Current Website

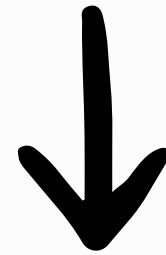
Beautiful rooms
Features
Prices
Availability



Logical

Surface The Story

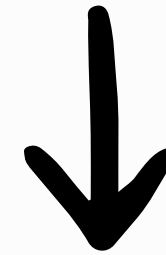
History of each room
Why the buildings exist
Local Dorset makers
Chef stories
Seasonal life



Emotional

Add Personality

Dry British humour
Real People
Behind the scenes
Staff personalities
The Dogs
Imperfection



Memorable

Result

People book with logic. They choose with emotion.

Finding the Brand Voice

Moving from information to emotional connection

The Goal

Create a brand voice that feels unmistakably Dorset, quietly premium, and unmistakably human.

Principles

- Dry British humour
- Intelligent, understated confidence
- Story before selling
- Celebrate Dorset, not just the rooms
- Every post should start a conversation
- Bring followers behind the scenes

Instagram shouldn't be trying to sell weekends away.
It should be making people wish they were already there.

Don't just advertise a room.
Advertise the feeling people take home afterwards.









Dorset
isn't trying
to impress
anyone.

That's exactly
why people fall
in love with it.

OUTBUILDINGS
DORSET



Dave from
Accounts
will still be
annoying on
Monday.

So give yourself
three days where he isn't.

OUTBUILDINGS
DORSET

A warm, rustic bedroom interior. A bed with a white duvet and several patterned pillows is in the foreground. In the background, there's a small kitchenette with a black refrigerator, a toaster, and some pots hanging on the wall. The room is lit by warm, pendant-style lamps.

Your inbox
will still be
there on
Monday.

Unfortunately.

OUTBUILDINGS
— DORSET —

A wide-angle shot of a coastline. In the foreground, there are white, craggy cliffs meeting the sea. The water is a deep blue, and the sky is a lighter blue with some clouds. In the distance, there's a green coastline with some buildings and a few boats in the water.

There are
no motorways
here.

That's probably why
everyone seems *happier*.

OUTBUILDINGS
— DORSET —

A person with long dark hair is sitting on a beige sofa, reading a book. They are wearing a light-colored sweater. To their left is a black wood-burning stove with a fire inside. A small dog is lying on the floor next to the stove. Large windows in the background offer a view of a green landscape under a bright sky. Two glass pendant lamps hang from the ceiling.

Your only
notification
should be
breakfast.

Everything else can wait
until Monday.

OUTBUILDINGS
— DORSET —

Start Conversations (*Not Campaigns)

The best marketing isn't always something people watch.
Sometimes it's something they can't stop talking about.

**Real engagement isn't impressions.
Real engagement is conversation.**

Question
Conversation
Community
Trust
Booking



- What's the longest you've ever ignored your phone?
- What's your idea of a perfect slow Sunday?
- What's your favourite sound that isn't a notification?
- Finish the sentence: "A perfect weekend always includes..."

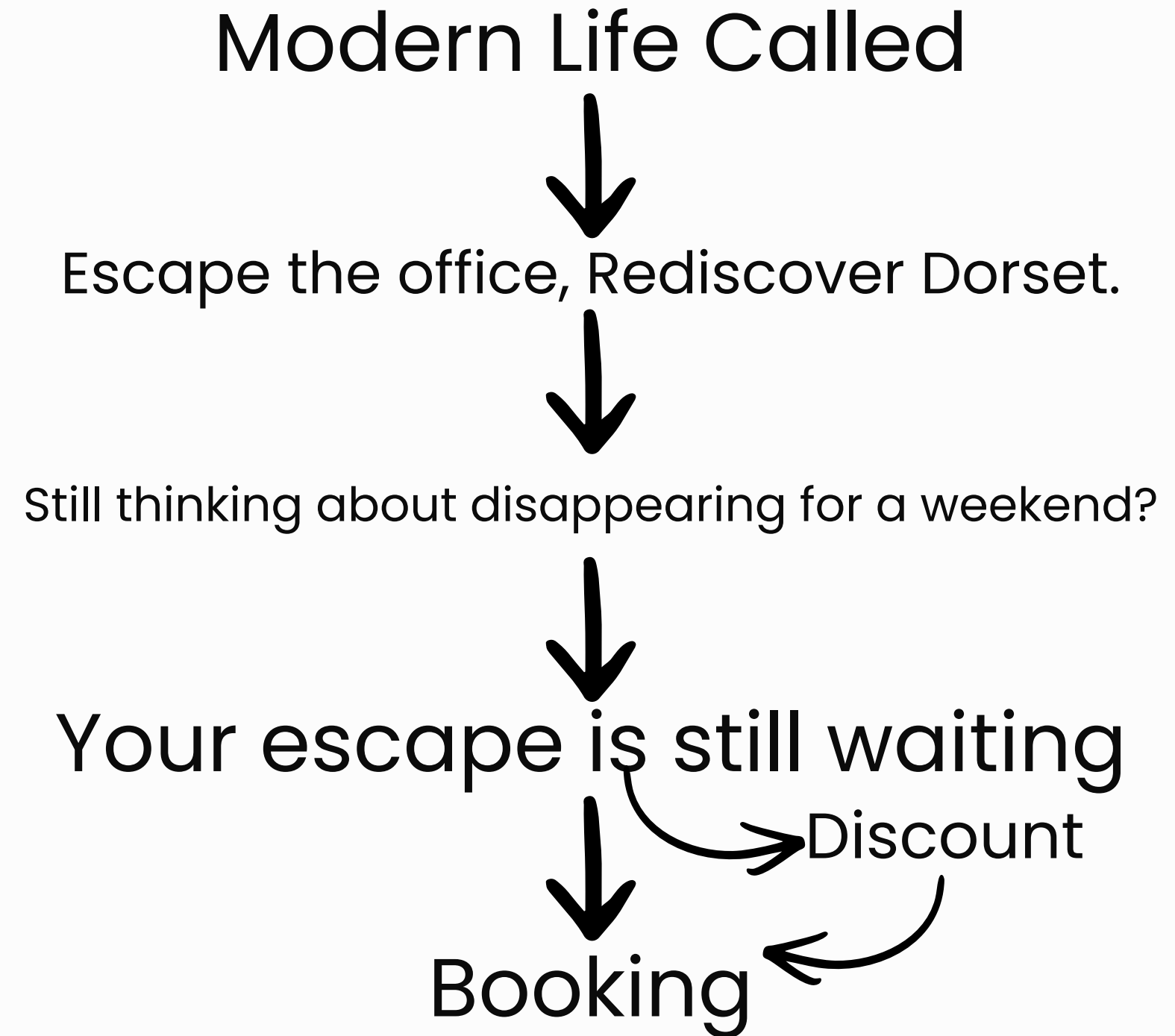
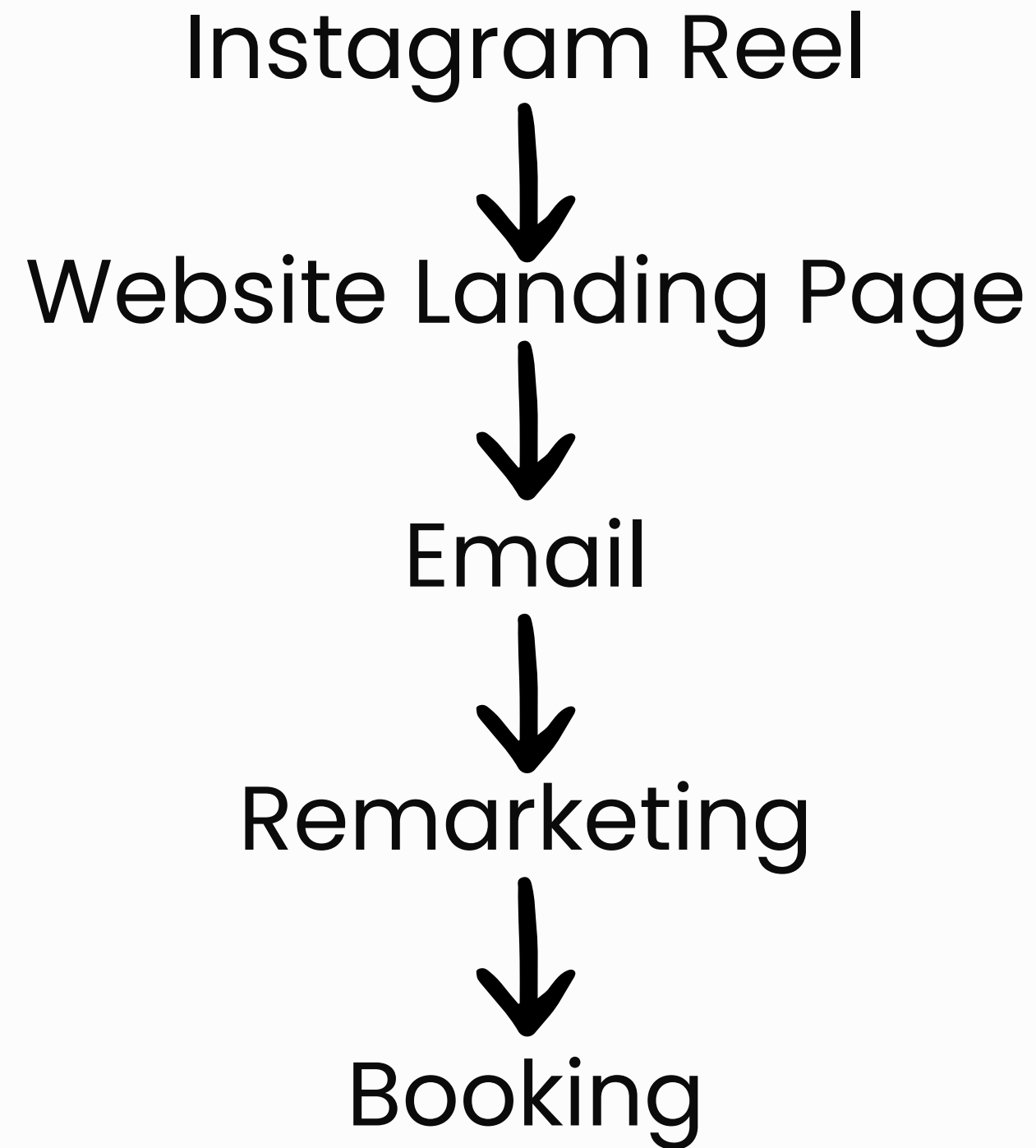
The conversation doesn't stop there.

- Warm
- Witty
- Human

**A brand's personality
isn't just what it posts.
It's how it responds.**

People don't remember every post they see. They remember the conversations they joined.

One Idea – Everywhere



One message. Five touchpoints. One booking journey.



outbuildingsdorset
Dorset, England



The
Americans
have Aspen.
*We have
Dorset.*

WINTER STARTS HERE
OUTBUILDINGS DORSET



Liked by **dorset.days** and **1,248 others**

outbuildingsdorset The best part of winter is escaping it. ❄️

[#WinterStartsHere](#) [#DorsetDoesntRush](#) [#EscapeBeautifully](#)



outbuildingsdorset
Dorset, England



Aspen
has snow.
*Dorset
has fires.*

WINTER STARTS HERE
OUTBUILDINGS DORSET



Liked by **dorset.days** and **1,342 others**

outbuildingsdorset The best part of winter is escaping it. 🔥

[#WinterStartsHere](#) [#DorsetDoesntRush](#) [#EscapeBeautifully](#)

Winter Starts Here

The campaign idea

Winter doesn't have to be something you endure. It can become something you look forward to.

Positioning

Turn Dorset into Britain's winter escape.

Winter Lie-In is the product.

Winter Starts Here is the reason people want it.

Campaign execution

Instagram → Build desire

Website → Tell the story

Email → Keep the conversation going

Remarketing → Convert interested visitors

Success measures

- Reach & Engagement
- Saves & Shares
- Website Visits
- Winter Package Bookings
- Repeat Guests



Long-term outcome: **Own winter in Dorset.**
When people think: "I need a winter escape."
They think: **Outbuildings.**

Marketing should make
people feel something..
..long before they click "Book".

I don't think Outbuildings needs a different product.
I think it deserves a stronger story.