

# Leading Office Interior Company Launches Floor to Ceiling Campaign

Submitted by: Omni Search

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This week sees the launch of Meridian Interior's Floor to Ceiling campaign. Offering website visitors insight and techniques associated with office planning, fit-out and refurbishment, the campaign will feature a series of comprehensive on-site articles each profiling an individual area of interest.

Paul Kyriakou, Operations Director for Meridian Interiors made the following statement about the campaign: "over our years of working with businesses we have developed established systems of office planning. By providing potential and existing clients with access to our knowledge we hope to help strengthen our existing connections and attract new business."

He went on to add "in 2017 we are placing a greater focus on utilising the internet as one of the primary tools in our communication strategy. This is why we have opted for an approach that centres of using our skills and ability to provide visitors to our website with an insight into the real value of our service"

The first topics of the two articles are key considerations that companies should review before moving into a new property and a closer look at deploying partitions within an office environment to aid efficiency. The business produces the content in a raw format and then using the services of a professional content expert to style the information into an engaging and intriguing article.

Not only is the campaign intended to assist SMEs in effectively planning office layouts and understanding the furniture options available, it also forms part of a larger web strategy for the business. Through content marketing Meridian Interiors hopes to widen their audience base on popular search engines including Google and Bing.

Meridian Interiors has been in business since 2002. Operating in the commercial sector, they provide clients with a fully comprehensive office interior service. This includes initial design consultations, furniture supply and managing the installation of essential services. You can find more about Meridian Interior's here: <http://www.meridian-interiors.co.uk>

Source: <http://www.meridian-interiors.co.uk>

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