



CASE STUDY

How Honey Bee Media Helped Oceania Plumbing Attract \$65K in Commercial Work

The business grew so much, owner Joe Currey had to hire three new plumbers. It gave him his life back.



CLIENT STUDY SNAPSHOT



Oceania Plumbing

THE CLIENT

Oceania Plumbing

In a market saturated with over 1200 plumbing businesses, we helped Oceania Plumbing rise above the noise with story-driven, trust-building marketing. Owner Joe Currey wanted to win more commercial and strata clients – and he did. Quickly.

“I picked up three brand new clients within the first five days. When you see the video, you see people’s feelings, their reactions, and their belief in what you’re doing.”



CHALLENGE

Other plumbers were already subcontracting their toughest jobs to Joe Currey of Oceania Plumbing. But he didn't know how to attract those high-value clients directly.

SOLUTION

Honey Bee Media produced a full campaign of **Client Trust Kits** – unscripted client interviews, detailed written and video case studies, and a professional capability statement.

RESULTS

- Landed 5 new commercial gas jobs worth \$65,000
- Attracted higher-value clients including schools, strata, and restaurants
- Had to hire 3 new plumbers to meet growing demand

The Challenge

Joe Currey, founder of Oceania Plumbing, already had the respect of his peers. Other plumbing companies regularly subcontracted their most complex work to him – particularly commercial gas installations and high-pressure systems. He was already delivering on the tough jobs.

What he didn't know how to do was attract those clients directly.

There are more than 1200 plumbing businesses on the Gold Coast. Standing out in that kind of saturated market – especially to high-volume, high-worth and high-trust clients – is no easy task.

Joe wasn't looking for more of the same. He was looking to grow into the space he knew he was made for:

- Commercial gas installations
- Complex drainage rectification work
- High-compliance strata and property management jobs

But his business wasn't showing that capability to the people who mattered. And although domestic work was still a valuable part of what Oceania Plumbing did – and still does – it didn't reflect the full scope of Joe's experience or ambitions. He knew it was time to reposition.

“***I just didn't know how to attract more customers to my type of business – and the right type of customers,***” Joe says.

“You can't just walk up and say, 'Hi, I'm Joe.' You need more than that. You need professionalism.”



The Solution

That's where **Keeley Henderson from Honey Bee Media** came in.

Keeley brought more than just marketing experience to the table – she brought **two decades** of award-winning journalism experience.

With 20+ years spent interviewing people for national newsrooms and magazines, she knew exactly how to draw out the real story behind Joe's service.

These weren't surface-level interviews. They were layered, emotionally intelligent conversations that revealed what Joe does differently, how he thinks under pressure, and why clients come back.

The result: Content that gives prospective clients a clear, fly-on-the-wall view of what it's like to work with Oceania Plumbing – not just what they do, but how they do it.



Joe worked with Keeley to clarify exactly what kind of work he wanted more of – and how to position himself to attract it.

“Keeley asked questions about the business, my personality, the type of client I suit, and the type of personality that suits me. Because not everybody is suitable for each other.”

From those conversations came a tailored content strategy.

At the centre of it? A campaign of **Client Trust Kits** – unscripted interviews with Joe's own clients, turned into video case studies, written stories, social snippets, and a professionally designed capability statement to support proposals and outreach.

It's not just content – it's content built on a journalist's instinct to find the details that matter, and structure them in a way that builds trust.

The Power of Storytelling

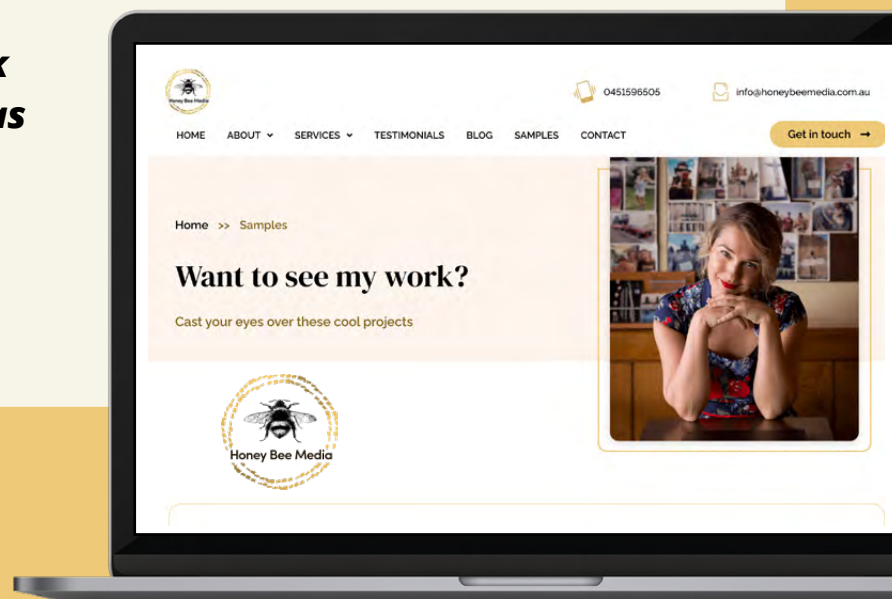
These stories didn't just tick boxes. They showed how Joe's business operates under real pressure, and how his team solves problems before they become bigger ones. Naomi Baber, from Baber & Co Rental Specialists, talked about how Joe notices issues that other trades miss – saving her time and preventing complaints from tenants. Jessica Christiansen, from Emerald Lakes Residential, shared how Joe's documentation and communication give her peace of mind across six busy sites.

The videos weren't glossy or overproduced – just honest, well-edited interviews that allowed Joe's clients to speak for themselves. The effect was powerful.

“When you watch the videos, you can tell they're real,” Joe says. “You see how people feel, how they react, how much they trust you. It's honest - and that's what makes it powerful.”

The case studies also made it easier for Joe to show his value, without having to sell himself.

“Once you see how it all flows together, you get why it works. It shows people what I'm like to work with, the kind of jobs I do – and it builds trust straight away because it's authentic.”



The Results



Within just five days of publishing his first case study, Joe landed **three new B2B clients** and has since secured **\$65,000** worth of commercial kitchen work.

“Since having the videos done, I’ve done five commercial kitchens,” Joe says. **“Those jobs alone were worth around \$65,000.”**



He also began receiving inbound interest from new decision-makers.

“I’ve been approached by facility managers,” he says. **“They were looking for a professional, reputable business to work in schools.”**



His name – already well known within the trade – started to carry weight in the commercial space too.

“There are a lot of plumbing companies on the Gold Coast,” Joe says, **“so it’s nice when people recognise your name.”**



Because of the quality and consistency of clients now coming in, Joe has expanded his team to meet demand.

“I’ve employed three new plumbers just to keep up with the workload.”

The Personal Impact

Having additional staff hasn't just helped Joe scale - it's changed his life.

“Being a dad means the world to me,” he says. “But before I took on my staff, I was spending all my time working. Now my work-life balance is much better, and I don't have to miss out on those special moments with my kids. They grow up so fast.”

These days, Joe has time to take his son to soccer training. To play Barbies with his daughter. To show up – not just for clients, but for the people who matter most.

And it all started with a decision to start telling the right stories.



Oceania Plumbing

Why it Worked



The content didn't just generate leads – it elevated Oceania Plumbing's brand.

Joe now has a bank of high-quality, human-centred stories doing the relationship-building for him – and they're ripe for repurposing.

Client Trust Kit content can be leveraged for:

- Organic social posts
- Paid social campaigns
- YouTube video ads
- Website conversion blocks
- Capability statements and tenders
- Email nurture sequences
- Sales presentations
- Re-targeting funnels
- EDMs and newsletters
- Google My Business and review replies
- Proposal follow-ups and onboarding packs

The videos are doing something that traditional marketing rarely can – building trust before the first call.

“It helped push my brand image into a different place,” Joe says. **“Into a place of consistency. When people see the video, and they see customers' honest responses, it promotes your business. It moves it forward.”**

Today, Oceania Plumbing isn't just known in the trade. They're known where it counts – by the property managers, strata companies, and commercial clients who need plumbing done properly, the first time.



WE CAN HELP

What would more ideal clients mean for you, day to day?

Less late nights at the office?
More time on the golf course?

That's the impact of strategic storytelling.

It doesn't just grow your business.
It changes how you get to live.

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