

Customer Case Study

'THE POWER OF BEING CONSISTENT'

SUMMARY

The client lacked marketing confidence and often posted sporadically on social media, having the time was not an issue as a recent start up but this wasn't the missing ingredient she thought she needed. During a mindset shift, she soon realised the thing she was lacking was expertise, and in particular a marketing professional, a short -long term solution, someone that would assist her and mentor her until she felt confident enough to take the reins.

CHALLENGE

The client was lacking marketing confidence, especially since COVID, she understood her business inside and out but struggled how to portray this to her clients and potential clients online. A master at what she does but when it was time to put pen to paper, she would often draw a blank



SOLUTION

The client required a marketing strategy that would enable her to address issues surrounding marketing but more importantly to change her mindset toward marketing - to take her confidence to a new high. The 6 month marketing plan enabled the client to implement new changes one by one each month without feeling overwhelmed, but it also allowed for her to feel and portray consistency.

RESULTS

The new and improved marketing process has taught the client about the value of consistency.

As a result all of these newfound clients are now feeling more valued, understood and most importantly all of these newfound skills have given her the confidence to strive for success.

"I've come to realise that trust is incredibly important to me as a value, therefore that is important in business relationships.

You didn't just say here's a template you led a process and asked questions

It wasn't transactional it was about two people working together and wanting to make it work for me as the client."