

Case Study: Taylor Clarke

Here's 60 seconds with one of our clients Taylor Clarke, an organisation effectiveness and development consultancy who were looking to develop new clients, reposition their service portfolio and open up new markets for their services.

Services delivered:



What situation was your business in when you first came to Get Ahead VA?

"The oil and gas sector had been a major source of business for us, but times were changing. Development budgets were being squeezed as the price of oil dropped. We needed to put more emphasis on developing other channels for our business to balance our risk and provide a strong basis for future growth."

How did we help solve the problem for you?

"Our Managing Director spoke with Kimba Cooper of Get Ahead VA and Kimba got started on diagnostic work straight away. She took our brief and spoke with all of our consultants to distil the issues we were facing, working preferences and develop a strategic plan of action. The first area she tackled was social media management – organising how we use LinkedIn and Twitter. She then went on to help us with copywriting – both for social media as well as our website, educating us in the world of content marketing. She is now working with our consultants to bring a planned approach to the events that we run and make sure that each one is as effective as it can be, being promoted through social media. She is enabling us to develop a model for generating marketing collateral and prospects that we can rollout across the business."



What difference did this make to your business?

"Working with Get Ahead VA has made a real difference. We now have some momentum and energy for business development. We are moving forwards in a positive way and are confident that it will pay off through increased sales in the longer term"