

Case Study: Fox Davidson



Here's 60 seconds with one of our clients Wes at independent mortgage broker Fox Davidson who came to Get Ahead VA in search of some award-winning assistance:

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

"Our business was growing strongly. It was three years since myself and my business partner Sarah had formed the business and we were really proud of everything we had achieved. We were keen to enter awards to gain external recognition of our success and help fuel further growth by generating good PR."



Services delivered:



PR



Marketing

How did we help solve the problem for you?

"My colleague Sarah first met Kimba from Get Ahead VA at a local networking meeting. Kimba put us in touch with our PR specialist VA Caroline who outlined the process and costs involved and we began our first awards entry November last year. Since then we have entered the Bristol Life awards and Bristol Post Women In Business awards and been delighted to achieve finalist places in both of them. We are currently working on entries to the Business Leader and Moneyage awards. We have already been able to use our entries and finalist places to raise our profile online through social media and are keeping fingers crossed we will secure our first win soon."

What difference did this make to your business?

"It's great to feel that Caroline is working as an extended part of our team to help us raise awareness of our business and celebrate our success. She suggests awards to us on a regular basis, as well as providing recommendations about whether she feels it would be worthwhile for us to enter or not. We know that this aspect of our marketing plan is in safe hands and we can get back to what I do best – providing clear, honest, best mortgage advice with a personal touch."

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The team at Fox Davidson are passionate about customer service and putting customers at the heart of their business. It has been a pleasure to work with them to communicate their unique story and assist them in winning awards recognition.”

Caroline, PR Expert

