

# Case Study: **Excalibur Healthcare Services Ltd**

Here at Get Ahead VA, we are privileged to work with a wide variety of clients who recognise the value of outsourcing. Here's 60 seconds with one of our clients, Lee Lomas, from Excalibur Healthcare; a supplier of high-quality medical products and services, founded by Professor Sir Christopher Evans OBE.



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

We launched XP21 under our parent company, Excalibur Healthcare Services Ltd- an established healthcare business which supplies products to the Government & NHS.

XP21 was launched to provide high quality PPE and medical supplies to organisations and individuals dealing with the Covid-19 pandemic in 2020.

We had an agency who built our website and were using digital channels for growing web traffic, but we needed to reach more businesses and organisations in the UK to tell them about our products and how we could help them survive and continue to operate.

## What difference did this make to your business?

Having the Get Ahead team as our partners has allowed us the band width to get on with growing our business.

Starting this new division of the business in a difficult economic period has been a challenge and having a reliable marketing partner with specialist expertise has ensured we have confidence in our marketing plans and that our campaigns are working towards our ambitious targets.

We are continuing to work with Marie and the Get Ahead team to develop our ongoing client communications and grow our customer base with further marketing campaigns.

## How did we help solve the problem for you?

Marie from Get Ahead took our brief and put together a 3-month plan to support our launch using email marketing and a radio campaign.

They handled every element of the campaign which included:

- Planning & buying digital radio spots most suited to our budget and target audience
- An evaluation of tech platforms and recommending the most suitable solution for our email marketing needs and future CRM requirements
- Sourcing data for business email marketing, producing compelling and engaging content and managing the broadcasts in line with the agreed plans
- Reporting on results and making recommendations for future optimisations

Marie and the Get Ahead team worked really closely with our web agency in a collaborative way to ensure all of our marketing efforts were aligned and we got the most value from each of our partner agencies through sharing assets and learnings.

## Services delivered:



**Marketing**

If your business could benefit from the help of our highly experienced virtual assistants please contact us on 01483 332220 or email [office@getaheadva.com](mailto:office@getaheadva.com).

**We pride ourselves on being the staff you don't see, but the difference you do.**

**Get Ahead**  
your virtual agency