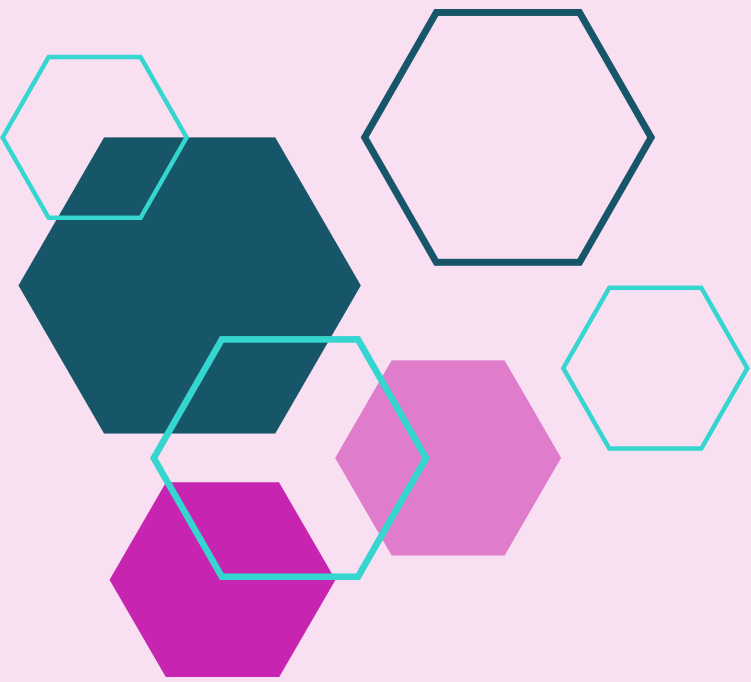


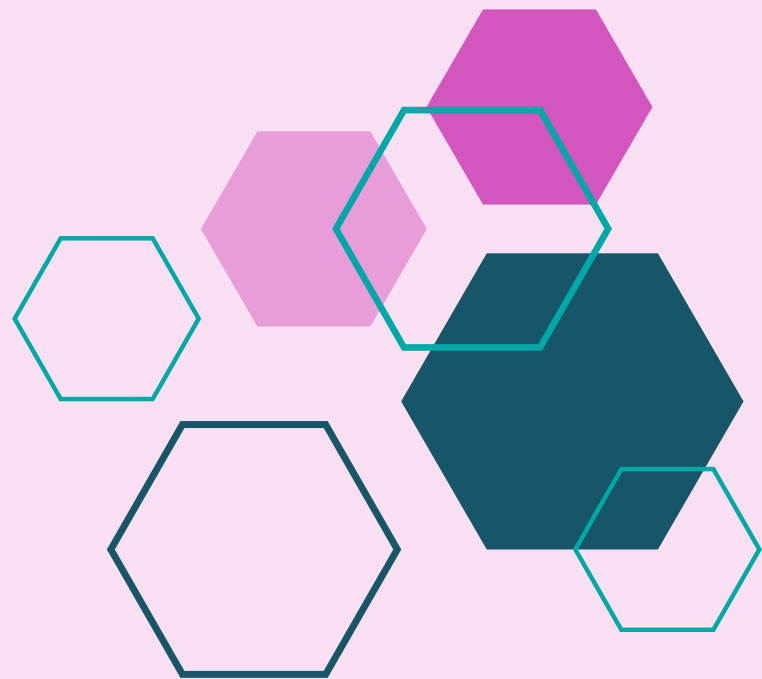


CASE STUDIES



*Amazing help for our
special business.
Thank you :-)*

HOST ANGEL NOOSA





BOOSTING BUSINESS GROWTH FOR LOCAL ACCOUNTANCY FIRM

AT A GLANCE

OBJECTIVE

- Drive sales and attract new clients to the business

CHALLENGES

- Limited visibility in a competitive market.
- Underutilisation of digital channels for client acquisition.
- The need for a cohesive and results-driven marketing strategy.

RESULTS

- ROMI of 4
- Increased traffic and engagement
- Improved brand awareness
- Enhanced lead generation and client acquisition

"Elaine's work has enabled me to look at marketing in ways I would not have considered before and helps me to drive growth. I highly recommend."

OWNER

Accountancy Firm

OVERVIEW

This client, was a new established accountancy firm when we started working with them. They had large growth ambitions to expand their client base and increase sales. They partnered with Tibbsy Communications to create and execute a tailored marketing strategy aimed at achieving these goals. Over the course of six months, Tibbsy Communications implemented a multi-channel approach that delivered impressive results, including a return on marketing investment (ROMI) of 4.

APPROACH

Tibbsy Communications designed and delivered a comprehensive marketing plan that leveraged the following strategies:

Organic Social Media

- Managed engaging social media campaigns to build brand awareness and establish thought leadership.
- Fostered community and trust by sharing client success stories and engaging consistently with followers.

Website Optimisation & SEO

- Conducted a website audit and implemented SEO best practices to improve search rankings and attract targeted traffic.
- Optimised content to align with clients' search intent, enhancing website relevance and visibility.

Email Marketing

- Created targeted email campaigns with valuable content, like financial tips, to nurture leads and re-engage contacts.
- Leveraged data analytics to refine campaigns and improve conversion rates.

CONCLUSION

By partnering with Tibbsy Communications, this client successfully achieved their goal of driving sales and attracting new clients. The tailored marketing strategy and execution not only delivered measurable results but also set a strong foundation for continued growth.



DRIVING GROWTH FOR A BUILDING AND PROPERTY MANAGEMENT COMPANY

AT A GLANCE

OBJECTIVE

- Increase the number of managed properties by 10% over 2 years.

CHALLENGES

- The need to present a cohesive brand image across three distinct but related businesses.
- Limited digital presence and outdated website content, reducing engagement and conversions.
- A lack of marketing materials that effectively highlighted the company's successful projects and capabilities.

RESULTS

- Increased property lets by 5% in 6 months.
- Enhanced brand recognition and credibility through a cohesive online presence and high-quality case studies.
- Improved engagement across social media platforms, driving inquiries and interest in the company's services.

"Thank you so much everything looks fantastic! The website is already delivering results, and we've secured 2 new contracts because of it."

OWNER

Building and Property Management Company

OVERVIEW

A building and property management company sought to grow its property management business while effectively managing and promoting its portfolio of three interconnected businesses (roofing, building and property management). Tibbsy Communications was engaged to develop and deliver a comprehensive marketing strategy that unified all three businesses and drove measurable growth. Over six months, through strategic updates and targeted marketing, the company achieved a ROMI of 11.

APPROACH

Tibbsy Communications worked closely with a building and property management company to create a tailored marketing strategy that addressed these challenges and drove results. Key actions included:

Marketing Strategy Development

Designed a unified marketing plan that combined all three businesses into a cohesive strategy while targeting distinct audiences and maintaining a consistent brand identity.

Website Updates

Refreshed the website with updated content, improved navigation, and visually engaging design elements. Highlighted the company's key services and added dedicated sections for case studies and testimonials.

Organic Social Media Campaigns

Delivered tailored social media content across platforms, showcasing the company's expertise through project highlights, customer success stories, and industry insights to effectively reach the right audience for each business.

Case Studies Creation

Developed compelling case studies for key projects, featuring professional imagery and detailed project descriptions to demonstrate the company's capabilities, results, and enhance credibility and appeal.

CONCLUSION

Tibbsy Communications helped the building and property management company achieve its growth goals by unifying marketing efforts and delivering targeted digital strategies. The updated website, engaging social media, and impactful case studies showcased the company's expertise, attracting the right audience and driving tangible results.



PHOTOGRAPHY'S MARKETING TRANSFORMATION

AT A GLANCE

OBJECTIVE

- Drive sales and attract new clients to the business

CHALLENGES

- The need to pivot towards a new business area while maintaining brand identity.
- Lack of a marketing strategy tailored to their evolving goals.
- Limited prior experience with organic social media.

RESULTS

- Achieved ROMI of 42 within 9 months.
- Increased inquiries and new client acquisitions.
- Gained confidence and autonomy in executing a successful marketing strategy.
- Established a strong foundation for ongoing growth and brand recognition.

“Working with Tibbsy Communications was a game-changer for our business. Their strategic insights and hands-on support helped us align our marketing with our new focus, and the results have been outstanding. We now have the tools and direction we needed to thrive.”

OWNER

Photography Studio

OVERVIEW

This photography client sought to expand its client base and increase sales by aligning its business to a new focus area. They partnered with Tibbsy Communications to develop a clear marketing strategy and gain the tools needed to implement an effective, organic social media approach. Over nine months, Trethek Studio achieved remarkable growth, generating a return on marketing investment (ROMI) of 42.

APPROACH

Tibbsy Communications designed a customised marketing strategy that addressed these challenges and empowered the team at the photography studio to take charge of their own marketing initiatives. Key elements included:

Strategic Realignment

- Collaborated with them to clearly define their new business area and its unique value proposition.
- Crafted a marketing strategy that aligned with this focus, ensuring consistency across all communication channels.

Organic Social Media Toolkit

- Provided them with the knowledge and tools necessary to execute their own organic social media campaigns effectively.
- Delivered tailored content guidelines, best practices, and posting schedules to maximise engagement.
- Offered initial support and feedback as the team began implementing the strategy.

Sustainability Focus

- Ensured the marketing approach was practical and manageable for the in-house team to sustain long-term.
- Emphasised authentic storytelling and visual content creation to resonate with their target audience.

CONCLUSION

Through a focused marketing realignment and by empowering the team at the photography studio with the tools to manage their own organic social media, Tibbsy Communications facilitated exceptional business growth.



LAUNCHING WELLBEING SOLUTIONS FOR KS2 SCHOOLS

AT A GLANCE

OBJECTIVE

- Drive small primary schools to adopt client's wellbeing programme.

CHALLENGES

- Limited brand recognition in a competitive education market.
- Communicating unique programme benefits to schools with diverse budgets
- Strong onboarding and support to ensure effective adoption and sustainability.

RESULTS

- Successful market entry, with schools beginning to adopt
- A ROMI of 1, laying the groundwork for continued growth and future profitability.
- Increased awareness among target schools as a trusted provider of wellbeing solutions for KS2.
- A foundation of processes and tools that will support customer success.

"Tibbsy Communications was instrumental in launching our wellbeing programme. Their strategic marketing and hands-on support helped us connect with the right schools and set us up for growth. We couldn't have asked for a better partner!"

OWNER

Education startup

OVERVIEW

An education start-up focused on KS2 wellbeing developed a daily video programme to promote mental health in classrooms. Tibbsy Communications provided strategic marketing support to drive adoption in small primary schools, addressing key functions like sales and customer success.

APPROACH

Tibbsy Communications collaborated closely with the company to create a comprehensive marketing and sales strategy to establish a strong presence in the market and drive school adoption. Key actions included:

Marketing Strategy Development

- Designed a tailored marketing strategy focused on engaging small primary schools, emphasising how their programme addresses wellbeing requirements for OFSTED inspections.
- Highlighted the ease of use and minimal teacher preparation required, making the solution particularly attractive to resource-constrained schools.

Organic Social Media Marketing


- Delivered consistent, high-impact messaging across social media channels, showcasing the programme's benefits for both staff and pupils.
- Engaged directly with educators through campaigns that highlighted the unique value proposition and its role in supporting mental health.

Onboarding and Sales Processes

- Led the sales process from outreach to closing deals, ensuring schools understood the programme's value.
- Provided onboarding guidance and created supporting materials, while collaborating with the client to design a customer success framework that enabled effective programme implementation.

CONCLUSION

Tibbsy Communications helped this education start up launch their wellbeing programme by providing strategic marketing, managing social media campaigns, and overseeing sales and onboarding. This case study highlights how tailored marketing and sales efforts can help start-ups enter competitive markets and build a foundation for growth.



Elaine is an absolute joy to work with. She thought of things I hadn't and communicated in a way that suited how I best respond which was amazing!

SHOWER TO STAGE CHOIRS





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Tibbsy Communications are an established marketing business based in Cornwall. We aim to provide you with the best marketing to drive your business growth.