



CLIENT CASE STUDY

NEW HORIZONS (NW) LTD



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INTRODUCTION

This case study looks at the services and support provided for New Horizons (NW) Ltd.

These include the following from our portfolio: digital marketing, social media management, website hosting, website maintenance, content creation, copywriting, and photography.



CUSTOMER

New Horizons (NW) Ltd are an expanding company based in Preston, Lancashire.

They are specialist providers of high-quality residential care for children and young people, across the North West of England.

With homes currently serving Southport, Tarleton, Hesketh Bank, Preston, Leyland, Chorley, Skelmersdale, Ormskirk and Aughton. With more planned.



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REQUIREMENT

Initially, New Horizons (NW) approached us to manage their social media estate. The reason for this is that when the company was smaller, someone within the business did a bit of posting now and again but their content wasn't getting engagement and their following wasn't growing.

There were several reasons for wanting to improve their online presence. To grow their social following and engage their audience. They wanted to be able to publish relevant content about their homes, such as Ofsted ratings and information about staff progression and development, through training.

They also wanted to show the human element of the company and how the staff work towards positive outcomes for the children and young people living within their residential care homes.

Another reason was to promote the company to prospective employees through recruitment drives. As New Horizons (NW) have a policy of promoting and developing staff from within, there is always a requirement for new staff. Being able to do this over multiple social media platforms was something they wanted to build on.

SOLUTION

Working as part of their extended team, we have helped New Horizons (NW) Ltd with its digital marketing by developing content strategies for its social media accounts, curating content to post, and engaging with its audience.

As our relationship has developed, we have introduced additional services, as and when required, such as web hosting, web development/management, SEO services and photography.

Our web hosting service ensures their website is secure and kept up and running. Our maintenance package helps keep it up-to-date with accurate information and our copywriting service creates content that is engaging, informative and optimised for search engines.

We have also helped develop their website, working with Directors and key stakeholders within the company, to turn their ideas and requirements into coherent, content-rich web pages. Improving the user experience (UX) and functionality.

Along with this, we provide DBS checked photography services, taking professional photos of the different residential homes, staff and activities that New Horizons (NW) Ltd provides for their staff and young people. The images are used for various purposes, some are used for their website and social channels, while others are used for official purposes.



SUMMARY

Our work for New Horizons (NW) Ltd has been instrumental in helping them create a positive and dynamic online presence, as well as providing engaging content for their website and social media accounts.

To ensure our work is effective, we gain an understanding of the business, its target audience, and its goals. Then, we develop a tailored strategy that meets their needs and helps to achieve their desired outcome.

Through hard work and dedication, we are confident that our services are of great benefit to New Horizons (NW) Ltd and will continue to be so in the future.

We are committed to providing exceptional customer service and building a solid relationship with the New Horizons team. We look forward to continuing our work with them and are excited to see how our services will benefit them in the future.

Our aim is to build long-lasting and meaningful relationships with our customers, to gain a better understanding of their business, enabling us to make more informed and strategic decisions, based on the kind of insight that can only be brought by working in close partnership.

CLIENT TESTIMONIAL

New Horizons (NW) are delighted to have 127 Media Ltd as a business partner and have been working with Gary and his team since 2019.

Working as an extended part of our team, they have been instrumental in looking after our social channels, developing and maintaining our website, and the constant advancement and improvement of our online estate.

They have helped establish our brand online and have made massive improvements to our digital presence. They have been proactive in suggesting new strategies to reach our target audience and have consistently delivered results.

Their approach to client service is exceptional and are always available to answer any questions we have. Always going above and beyond to ensure that we are satisfied with their services.

We have seen a significant increase in our online traffic and engagement and would highly recommend their services to any business looking to enhance its digital marketing efforts.



Tracy Sucksmith



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