

Advertising & Promotion Case Study



Dandelion consultancy specialises in Activities for Later Life, offering training and supervision to care home staff and therapy, assessment and activity packages for the residents. The occupational therapist behind the business, Amanda Hurst, works part-time for the NHS and the rest of her time setting up and running her Bolton-based company.

What was the client brief?

Amanda met Jan Kelly on a Bolton Business Ventures course when her business was still just an idea. In trying to formulate her business plan, Amanda was looking for support with positioning her idea to possible clients.

A real concern was that Amanda needed to grow her business at the rate that was right for her. Although highly specialised in her field of later life activity, setting up a business was something new, and Amanda needed to start thinking like her customers.

How did JMK help?

Over a series of one-to-one advice sessions, Jan advised Amanda on building up a promotional plan and devised a manageable action plan to build her business at a controllable rate.

Amanda recalls, "Jan helped to me to look at my business from a customer's point of view and to understand their needs". Using Jan's excellent network of connections, Amanda was introduced to a number of local contacts from whom she gained some valuable client insight. Using this feedback, Amanda began to understand how her business should be marketed to potential customers.

Working together, JMK and Amanda enhanced the advertising literature for Dandelion Consultancy, and embarked upon a targeted telemarketing campaign. By taking some simple steps, and approaching her advertising in the right way, Amanda soon saw her business develop at a rate she was comfortable with.

Amanda says, "Through meeting Jan, I got some fantastic contacts which have lead to the successful generation of all of my current workload".

Would they use JMK again?

Dandelion consultancy now has a good relationship with the Bolton Association of Registered Care Homes, meaning Amanda has a workload that can be serviced properly. Amanda puts this success down to the contacts she gained from Jan and JMK Marketing.



When asked about her current marketing plans Amanda says, "In effect, thanks to Jan, I have had no need to advertise for more clients. Should I need to advertise in the future, I would definitely come back to Jan for her advice – and I would have no hesitation in recommending her to any other businesses."
