

Case Study

Take Note

small
goes
big

Take Note was a transcription and notetaking service supporting individuals and businesses who need to transform speech into text. Take Note was successful, but the original owners felt that they had achieved as much as possible with the business and hoped to sell it in the future.

Problem



Take Note had identified its secure service as a key USP and Market Research as the target audience it could best serve. However, despite a strong team, Take Note did not have a dedicated resource to build a marketing strategy and plan.

Take Note had worked with marketing agencies in the past but was often left underwhelmed by the outputs and results – especially when considering the level of investment.

Solution

Take Note initially approached Small goes Big to develop a strategy and plan to promote its transcription and notetaking services to the Market Research sector. Kat conducted engaging workshops (working with challenging COVID restrictions) to deep dive into the Take Note business and devise a practical marketing plan aligned with the overall business strategy and goals.

Due to the positive results and the strong working relationship the project evolved into a longer-term partnership, with Kat leading the marketing efforts for Take Note and supporting the sales function.

Outcome



Increased brand awareness

Consistent LinkedIn presence, industry event participation, consistent brand visuals

Enhanced content across the marketing funnel

Content for SEO, explainer videos, educational eBook, email marketing, online service selector (quiz)

Strengthened sales enablement

Developed compelling case studies, testimonials and email campaigns

The marketing efforts were instrumental in Take Note...



Consistently appearing in the top 10 of Google for transcription services in the UK



Meeting or exceeding all revenue targets



Being successfully sold in 2022



Kat quickly understood our business and goals to offer valuable marketing direction and plan the necessary activities. Kat became an integral part of the team, providing senior-level marketing support across strategy and execution. Kat brings a wealth of knowledge and experience, combined with enthusiasm, energy and a desire to succeed.

David Abbott, Former CEO, Take Note



Let's talk!

I help businesses understand their customers so that they can build stronger connections through marketing and create better customer experiences. Get in touch to find out more.



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