

PR/marketing firm increases revenues, lowers costs, with Pawling & Associates 'bucket-o-hours' program

Executive summary

How can a contract copywriting partner help a communications firm increase revenues? By providing copy, samples and client service so good that the firm wins new clients and keeps existing clients coming back for more.

Pawling & Associates client:

A fast-growing integrated PR and marketing firm focused on driving sales.

Challenge

No matter what the size of the agency, the challenges – and questions - are much the same: Do we hire more staffers or try to fill the gaps with contractors? Can a contract copywriting partner truly provide the right service, quality, expertise and client management?

Solution

The marketing firm now buys periodic "buckets" of hours from P&A. Pat Pawling, lead writer and co-founder of Pawling & Associates, has essentially become the firm's lead copywriter. When it assigns him a job, he provides a time estimate and dives in, (carefully) handling clients, suggestions when necessary and delivering it all on time and on (or under) budget. The firm uses P&A for press releases, brochure copy, writing, ghostwriting and copy strategy.

Benefits

Increased revenues: Not long ago, the marketing firm was wooing a global company – a true household name – but it needed some specific copywriting samples to help close the deal. With a quick call to P&A, it got the samples ... and the client. But it didn't end there. Pawling did such an impressive job with the deliverables and client service that the client literally raved about the copywriting services it was getting. "Your great work has earned us more assignments and shown a positive light on the agency as we look to get more work from them in other areas," the firm's vice president told Pawling.

Cost savings: By purchasing P&A "buckets," the marketing firm saves an estimated \$66,000 annually over the cost of salary and benefits for an additional full-time copywriter. "It's critical to keep expenses down, but we have to have effective, reliable and fast copywriting," the vice president said. "Before Pawling & Associates I didn't think it was possible for a contract copywriting company to do all that. But Pat and his people "get" agency work. We trust and rely on them."

"Our clients have only had GLOWING reviews for Pat's work. Not only for the great copywriting, but also the excellent client service. He's very responsive and very easy to work with, and that goes for us as well as our clients."

Pawling & Associates

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