

West Coast PR/marketing firm teams with East Coast copywriting partner for seamless on-demand services

Executive summary

Three thousand miles is a long commute. But when the head of a busy and creative ad agency first spoke with Pawling & Associates, he began to wonder if proximity was less important than creativity, dependability, hard work ... and a chance to save money.

Client

Operating from two offices in southern California, The Shepherd Group works with clients from all over the nation, in many verticals, including prominent national not-for-profit organizations. When it comes to copy, founder Michael Shepherd demands words that drive campaigns toward larger business objectives.

Challenge

Shepherd had for years grappled with surges in demand and the need to be able to depend, on a moment's notice, on copywriters who truly know his clients. Hiring staffers can be inefficient and expensive, but so was continually finding and training contract writers. Too often, he was forced to write copy himself because only he could get it right. This meant he had to shortchange business development efforts.

Solution

Shepherd was one of the earliest clients to recognize the value of the Pawling & Associates "bucket-o-hours" program, in which companies hours for use on any copywriting/marketing projects for an entire year. The Shepherd Group buys monthly buckets for client newsletter copy, ghostwriting jobs and other copy for clients in direct marketing and financial services.

"Pawling & Associates came to me as a cold call, and I had doubts - so I tried them on a couple individual jobs and they did well. Since then I've been tapping into their demand copywriting services for ghostwriting, press releases, quick-turn jobs - whatever. It's a dream come true." - Michael Shepherd, President, The Shepherd Group

Benefits

Savings: In a four-person firm, a new hire locks the organization into an annual expenditure that may not make sense. The Shepherd Group saves an estimated \$50,000 annually by using Pawling & Associates over hiring a staffer. **Efficiency:** "If you go with contract copywriters, there's enormous time associated with briefing them on every new project because they don't know your clients," said Shepherd. "Pat Pawling knows our clients. He's part of the team." **Flexibility:** From ghostwriting in the voice and style of a client CEO to press releases and ad copy, P&A tackles any copywriting project the Shepherd Group sends its way. **Efficiency:** "When we're overwhelmed I buy more hours," said Shepherd. "When I don't need them as much, I buy a smaller "bucket." I love that flexibility. Pat's great with clients and his copy rocks, so now I can focus more on business development."

Pawling & Associates

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