

Case Study - Nickel Design

www.nickeldesign.co.uk



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Background

A design agency with over 25 years of experience in the design & print industry. Nickel Design specialises in brand creation, strategy and development, retail advertising, marketing support, and print production.

Clients include: Chevron/Texaco, DeVere Hotels, Moovahome, Toyota, Volvo, and Wilson Tool.

Requirement

Mike Land (Director) of Nickel Design focused on working with Business to Business (B2B) clients of all sizes. Mike had a LinkedIn profile, but neglected to utilise the full potential of it.

Approach

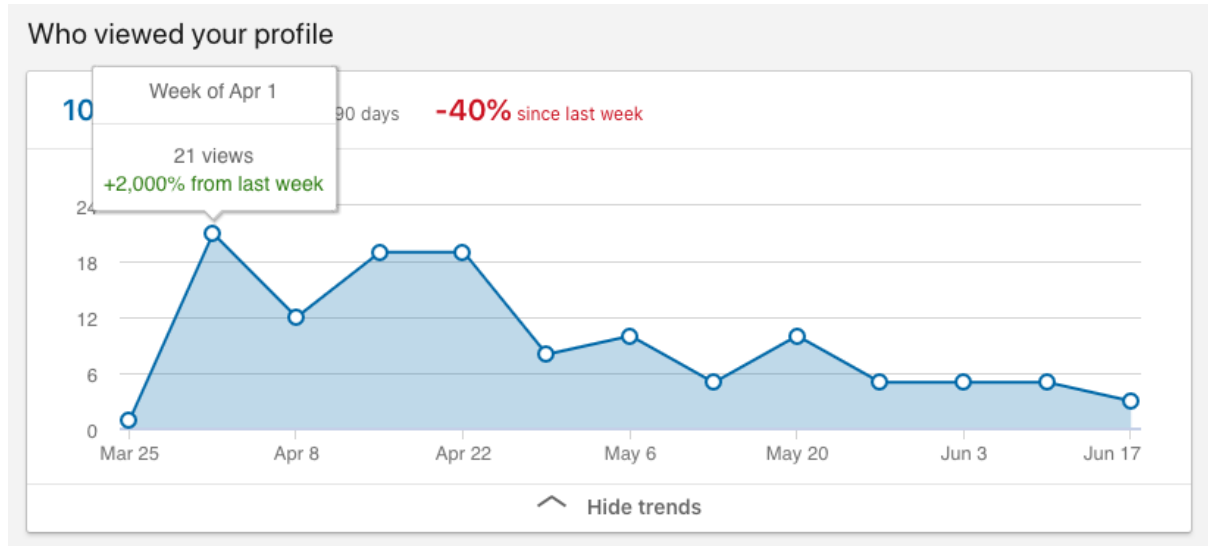
Jamie Martin (Managing Director of Correct Careers Coaching) delivered **Social Media** training over video conference (due to COVID-19) on 27th March 2020, with a follow-up session on 17th April 2020.

Areas of focus included:

- Creating a 5 ☆ social media (**LinkedIn**) profile
- Social media marketing
- 10 step framework for engaging with new prospects
- Relationship building with existing clients
- Social media brand awareness

Results

- Within 2-3 weeks - Mike's LinkedIn professional connections grew by **6%**.
- "My inbox is full of messages and replies, which has all come from commenting on posts."
- **Screenshot below highlighting +2,000% views during my training weeks:**



Testimonial from Nickel Design



Mike Land

Creative Director, Designer & Brand Strategist | BTL Advertising | Marketing Support | Print Production | @designswindon

May 6, 2020, Mike was a client of Jamie's

Easy to follow instructions, engaging conversations and results as promised!

That probably sounds too good to be true. But, it is exactly how I would describe Jamie's coaching technique. He made me feel at ease, gave me plenty of support (and still does), loads encouragement and planned his coaching around my availability, giving me time to complete each task.

Highly recommended and very passionate about his business.

Thanks Mike [See less](#)

Jamie Martin BSc (Hons), PGCert



Correct Careers Coaching - Managing Director & Founder

Modern Sales Trainer & Strategist | Career Coach
Sales Training & Strategy to Transform Businesses

07599 332178 and Jamie@correctcareerscoaching.com and www.correctcareerscoaching.com