

Case Study: **FIVEWAYS**

About

With no internal marketing department, Fiveways needed a way to bring consistency, creativity and professionalism to their digital presence. They wanted to ensure their brand values of reliability, responsibility and innovation, came through clearly online. To achieve this, Fiveways appointed KopyKat Marketing & Communications to lead their social media strategy and execution, aiming to elevate the company's visibility and better connect with customers and the wider community.

The Experience

Monthly catchups have become a key part of the partnership, ensuring content remains relevant and aligned with Fiveways' objectives. "Working with Kate and Eden is a pleasure, they're both very knowledgeable and professional," they added. KopyKat handles everything from content planning and design, case studies and articles to scheduling and posting, allowing the Fiveways team to focus on their core work while maintaining an active and professional online presence. "KopyKat made the process straightforward and stress-free," they explained.

The Result

The impact of the partnership was immediate. The company's image has evolved, becoming more approachable, professional and transparent, while their audience now has a clearer understanding of Fiveways' values and community impact. "It's made a huge difference to the perception of our business," they said. "Our partnership with KopyKat has allowed us to share our efforts more effectively and show the positive impact we are trying to make."

KATE AND EDEN ARE EASY TO WORK WITH, REALLY UNDERSTAND WHAT MAKES YOUR BUSINESS UNIQUE, AND CONSISTENTLY DELIVER HIGH-QUALITY, ENGAGING CONTENT."

EMMA, HEAD OF DEVELOPMENT