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My Work



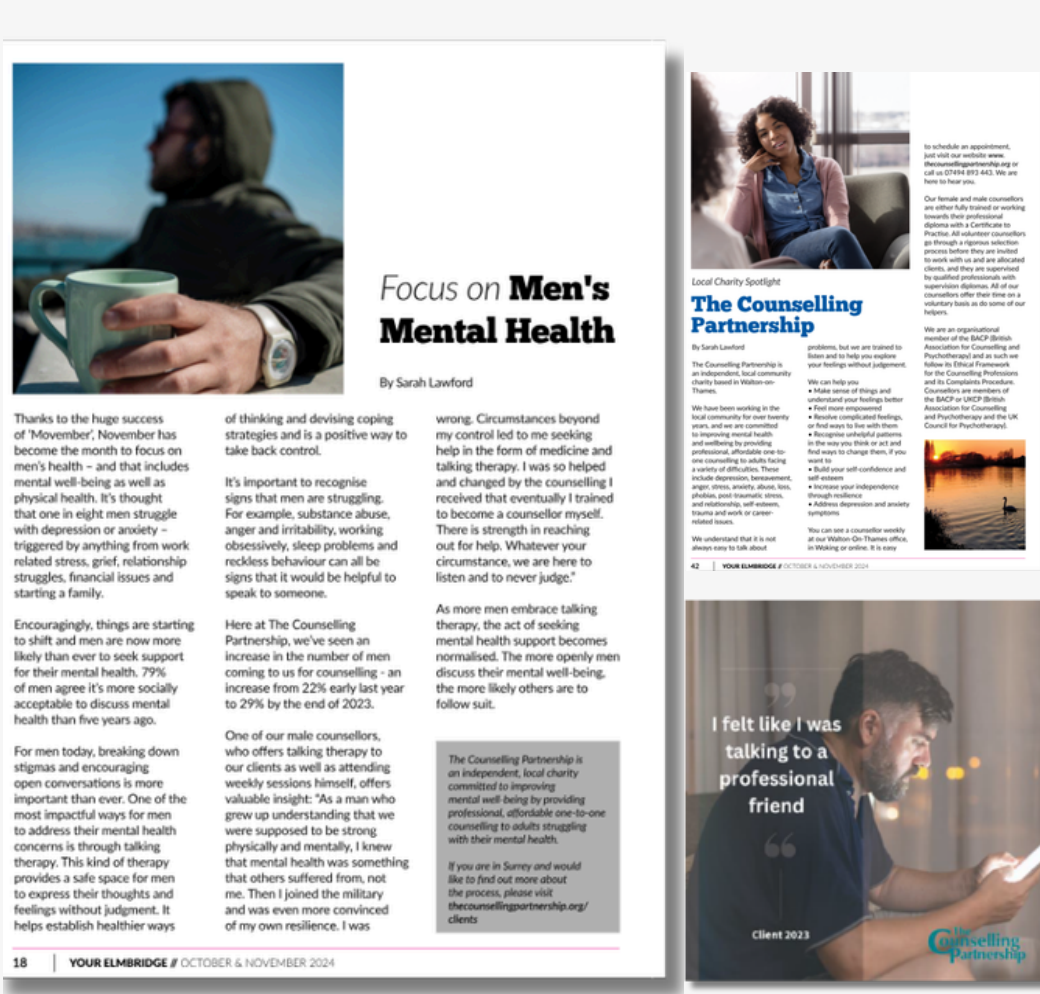
Here are a few examples of projects I've worked on and the results they delivered. Every business is different, but if you're looking for reliable marketing support that actually moves the needle, let's talk.

Social Media, Content & PR

The Challenge The Counselling Partnership wanted to reach more male clients — a notoriously hard audience to engage on the topic of mental health. Awareness was low and male enquiries weren't reflecting the level of need in the community.

What I Did Created and ran a targeted social media campaign focused on men's mental health, wrote editorial content for the website, designed and distributed printed campaign materials, and built community partnerships to extend reach beyond their existing audience.

The Result 1,400+ new website users generated. Facebook reach increased to 1,600 users, male engagement hit a 77% engagement rate, and male enquiries grew to 27% of total enquiries received.



Email Marketing Campaign

The Challenge The client had a large email list of over 6,000 subscribers but wasn't getting strong click-through from campaigns. A previous campaign sent by the client achieved a 5.13% click rate — below average for the sector and not converting at the level the list size should allow.

What I Did Took over management of the campaign, rewrote the content with a clearer hook and stronger calls to action, and restructured the email layout to improve readability and mobile usability. The subject line and send timing were also refined.

The Result Click-through rate tripled to 15.61% — three times the previous campaign — with 926 clicks from 6,052 recipients and a healthy 37.6% open rate. The unsubscribe rate also dropped slightly, suggesting the content landed well with the audience.

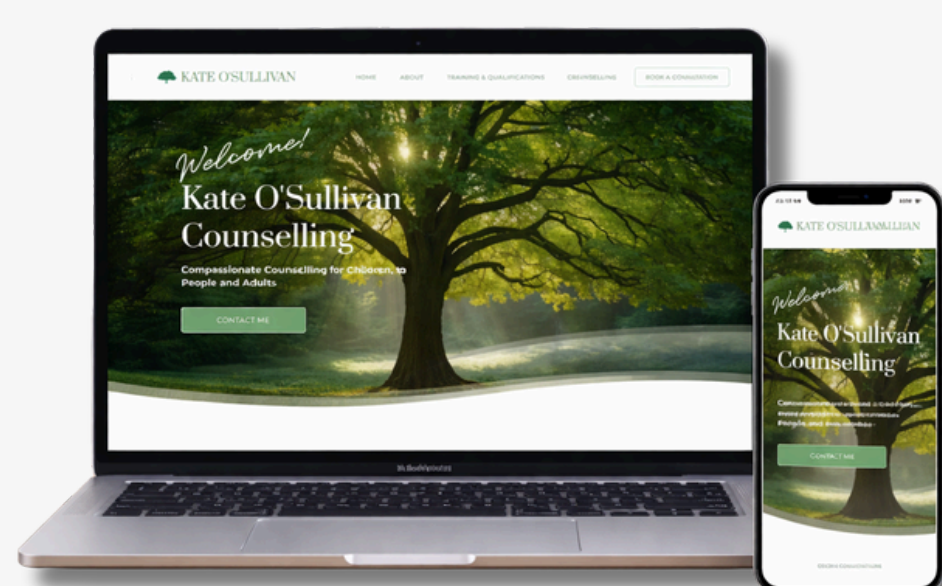


Website Content & Lead Generation

The Challenge Two newly launched counselling practices had websites that weren't generating enquiries. The messaging wasn't clear about who they helped or why someone should choose them over other therapists.

What I Did Rewrote website copy for both practices from scratch, restructuring pages to speak directly to the right clients and making it easy for visitors to take the next step. Focused on warm, reassuring language that built trust and reduced the barrier to getting in touch.

The Result 20 new enquiries generated within the first month of the new copy going live.

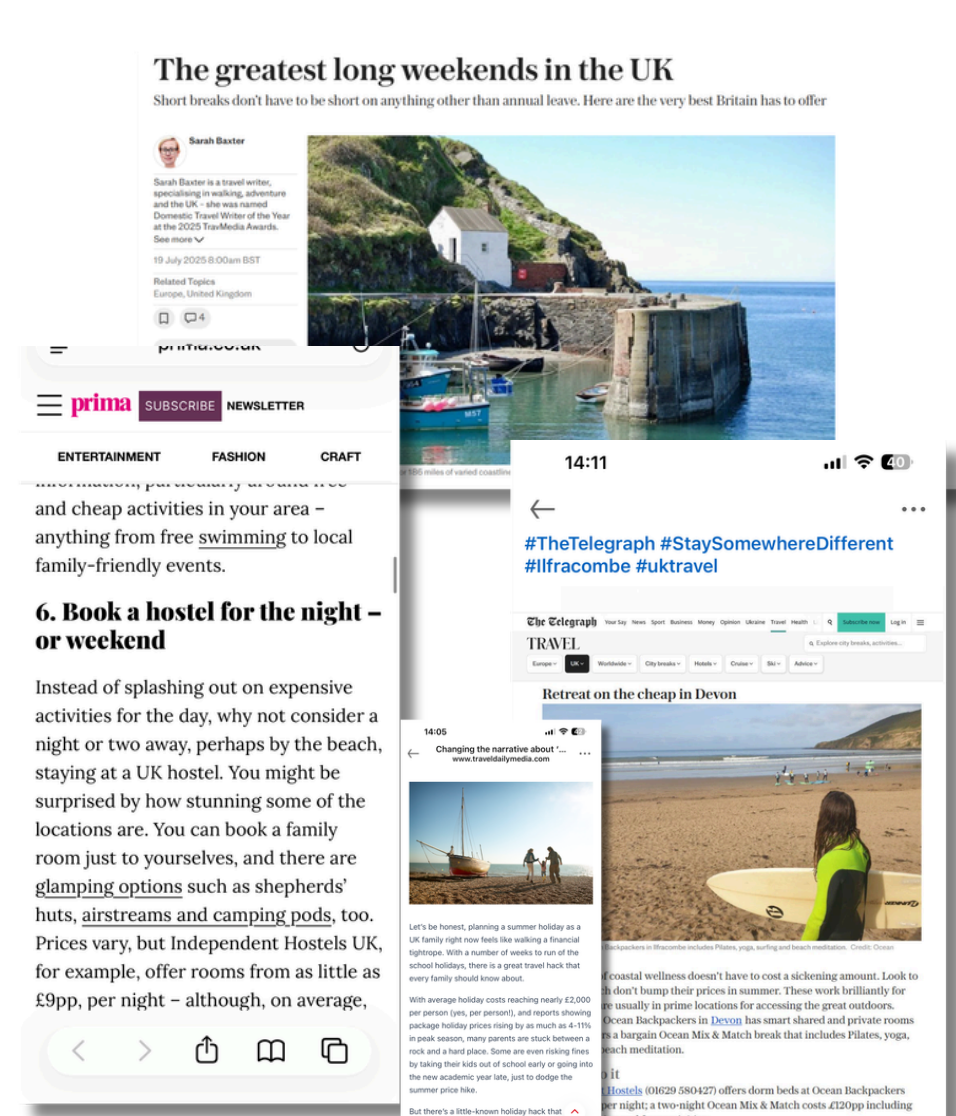


National Press Coverage PR & Content

The Challenge The client needed media coverage to raise their profile but didn't have an obvious news hook or existing press relationships.

What I Did Developed a strong media angle, wrote press-ready content tailored to national publication audiences, and handled outreach to relevant journalists and editors.

The Result Coverage secured in The Telegraph and Prima magazine.

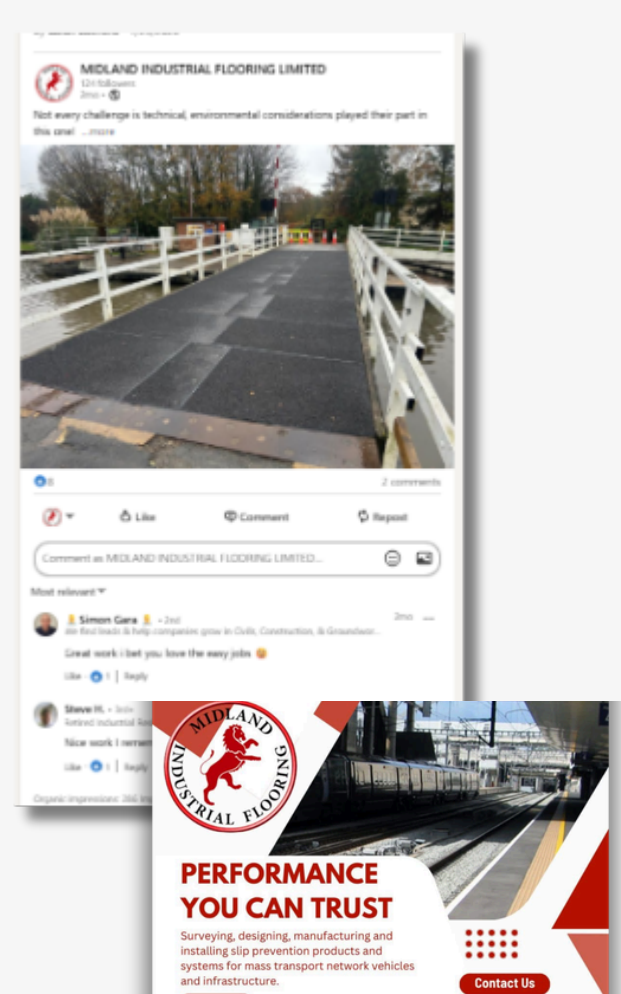


LinkedIn Content & Social Media Management

The Challenge Midland Industrial Flooring had a LinkedIn presence but weren't posting consistently or using it to showcase their project work. With a specialist B2B offering across rail, marine, local authority and industrial sectors, they had compelling stories to tell — they just weren't telling them.

What I Did Took over management of their LinkedIn and Facebook channels turning project information into professional case studies. Each piece of content is published on the website and repurposed across social channels, creating a consistent stream of credible, sector-relevant content without adding to the client's workload.

The Result Over 4,460 impressions generated in the first year of activity, with individual posts regularly achieving engagement rates well above the B2B LinkedIn average. A recent project article achieved a 19% engagement rate and 14% click-through rate — strong performance for an organic, unboosted post in a niche industrial sector.



Work with me



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