

COUNTING
KING

CASE STUDY

SUPPORTING A PIVOTAL PHASE IN COUNTING KING'S GROWTH, LEADING TO ENHANCED BRAND RECOGNITION AND CUSTOMER ENGAGEMENT.



CASE STUDY

COUNTING KING

Counting King (CK), specialising in R&D Tax Credit consultancy, sought strategic marketing support to align with their business objectives in a rapidly changing tax environment.

MARKETING CHALLENGES AND OPTIONS

Counting King (CK), a leading R&D Tax Credit Consultant and Advisory firm in the UK, faced a crucial juncture in its growth journey. Recently, the company reached a critical stage where its current marketing setup no longer matched its evolving needs. CK recognised the need for specialised marketing expertise to keep up with the constant regulatory changes and navigate the intricate nature of its niche industry. As a result, they sought a partner who understood their field's intricacies and adapted accordingly.

EMPLOYING MIM

CK required a comprehensive marketing function across multiple channels to support their sales and product teams, primarily focusing on improving customer retention and engagement. MiM were able to help by offering a tailored solution to address their challenges.

"MiM's commitment to understanding our business and delivering tailored solutions has propelled Counting King to new heights."

- Gary Hilton, Co-Founder, Counting King

OBJECTIVES AND OUTCOMES

MiM's main goal was to improve CK's marketing strategy by focusing on the following objectives:

1. Integration and Understanding

Quickly integrating with CK's team to comprehend their values, business ethos, and market dynamics.

2. End-to-End Marketing Support

Providing comprehensive marketing support across various channels to align closely with CK's sales and product teams.

3. Customer Focus

Prioritising customer retention and engagement to meet the evolving needs of CK's clientele.

STANDOUT SERVICE

"MiM's responsiveness, knowledge, and integration depth, as well as their willingness to create a custom solution for us was outstanding."

- Gary Hilton, Co-Founder, Counting King

BENEFITS

The collaboration between Counting King and MiM resulted in significant benefits:

- **Time-to-Value:** MiM's agile approach ensured the swift delivery of tangible results, providing immediate value to CK.
- **Resource Breadth:** CK benefited from MiM's diverse skill set, covering various marketing channels and strategies.

RESULTS

MiM's onboarding process was highly meticulous and thorough, with a focus on understanding every aspect of CK's business intricacies and stakeholder dynamics. CK's initial reaction was overwhelmingly positive, appreciating the prompt delivery of results. Since implementing MiM's solution, CK has seen a significant improvement in several areas, including:

- **Enhanced Brand Recognition:** Securing two prestigious awards, including Accountancy Firm of the Year at Greater Manchester Business Awards 2023 and Best Specialist R&D Consultants at SME Finance Awards 2023.
- **Improved Digital Engagement:** Key metrics such as keyword ranking increased by 150% within 12 months, while email engagement witnessed a significant upsurge of 45%.
- **Strategic Campaigns:** MiM executed three targeted email campaigns within a year, expanding CK's reach and impact.

In summary, the partnership between Counting King and MiM underscores the value of tailored marketing solutions in driving sustained growth. Through strategic insight, agile execution, and a steadfast commitment to client success, MiM continues to redefine marketing excellence.

ABOUT MIM

We are dedicated to creating bespoke, high-quality solutions that resonate with your audience and exceed expectations. With a client-first approach, we ensure that every project combines precision, creativity, and impact- because your objectives are our priority.

From comprehensive marketing plans to campaign execution, MiM provides the expertise and resources you need to grow your brand.

CONTACT US
mim-agency.co.uk



[@mim-agency-official](https://www.instagram.com/mim-agency-official)



[Masters in Marketing](https://www.linkedin.com/company/mim-agency)



[@MiMOfficial1](https://www.facebook.com/MiMOfficial1)

