

## CASE STUDY



# JUST EAT Takeaway.com

## Revolutionising Just Eat's Digital Materials

### BACKGROUND

At Anita Otchere Marketing, we were honored to collaborate with Just Eat, revolutionising their digital marketing content to drive unparalleled success. Our focus on creating captivating and professional content proved instrumental in enhancing their digital marketing strategy.

Just Eat recognised the pivotal role of robust digital marketing content in their organisational growth. They approached us for 35 pieces of dynamic content, fully aligned with their unique brand style.

### OBJECTIVES

#### Content Refinement:

We delved into their existing content, extracting key elements to infuse vibrancy and relevance into the digital marketing content

#### Innovative Slide Creation:

Leveraging the expertise of our seasoned designers and content creators, we meticulously crafted 35 pieces of content that not only adhered to Just Eat's branding guidelines but also radiated professionalism and consistency.

#### Compelling Visual Elements:

Our team seamlessly integrated visually striking elements, graphics, and imagery that not only aligned with Just Eat's brand identity but also resonated powerfully with their target audience.

#### Engagement-Boosting Interactivity:

Recognising the need for enhanced engagement, we strategically incorporated interactive elements like quizzes and polls, elevating the overall user experience.

#### Precision in Proofreading and Editing:

Every detail underwent rigorous proofreading and editing, ensuring the content's accuracy and clarity, and meeting the highest standards.

### AT A GLANCE

#### Challenges

- Need for Professional and Engaging Content
- Desire for Interactive Elements
- Alignment with Branding Guidelines
- Limited Internal Resources
- Integration with overall marketing strategy
- Error-Free and Polished Materials
- Needs to resonate with the target audience

*Join the ranks of satisfied clients like Just Eat. At Anita Otchere Marketing, we don't just meet expectations; we exceed them. Elevate your brand, engage your audience, and embrace success with our innovative digital marketing solutions.*

**Anita Otchere, Founder**



Empowering every sales moment



Thank you, Just Eat, for choosing Anita Otchere Marketing as your partner in success!



## CASE STUDY

About us

# We think global, we act local

## BACKGROUND

Onstream Group, a prominent player in the Oil and Gas industry, approached our marketing agency to revamp their website copy. Faced with challenges in presenting diverse services to different target audiences, Onstream sought copy that not only informed but also captivated potential partners and suppliers. The primary goal was to persuade them to engage with Onstream Group, showcasing the company as a trusted and authoritative leader.

## OBJECTIVES

- Provide informative content about Onstream Group's services.
- Lead visitors to explore separate pages for detailed information.
- Establish authority, expertise, and trust through testimonials.

### Copywriting Strategy

#### Homepage:

- Introduced Onstream Group as a leading service provider with over 40 years of global industrial experience.
- Highlighted three key service lines: Manpower, Asset Integrity, and Logistics.

#### Service Pages:

- Tailored each service page to address pain points and showcase solutions.
- Incorporated authority-building elements such as client testimonials, industry experience, and adherence to global quality standards.

#### About Us Page:

- Established credibility by outlining Onstream's history, growth, and commitment.
- Highlighted a diverse multi-disciplinary team of professionals.
- Reinforced the promise of consistent, high-quality service worldwide.

## AT A GLANCE

### The results

Onstream Group's website experienced a transformation in both design and content. The revamped copy successfully communicated the company's strengths, addressed pain points, and provided clear calls to action. The website now serves as a compelling platform, attracting potential partners, suppliers, and job seekers alike.

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**Anita Otchere, Founder**

[HOME](#)[SERVICES ▾](#)[WORK FOR US](#)[ABOUT US](#)[NEWS](#)[Contact us](#)

A world of experience right here

# Delivering local solutions Together.

As a leading industry service provider, we serve you with over 40 years global industrial experience.

[VIEW SERVICES](#)[GET TO KNOW US](#)

**Looking for a new job?**

We are continuously looking for employees

[LATEST VACANCIES](#)[UPLOAD CV](#)

## Logistics

Increasing operation's efficiency by continuously thinking of innovative logistics solutions.

[VIEW LOGISTICS SERVICES](#)

## Manpower

Providing Manpower and Recruitment solutions for a broad range of disciplines.

[VIEW MANPOWER SERVICES](#)

## Asset integrity

Working with the smartest people in the field, offering reliable and cost-effective asset integrity solutions for projects on- and offshore.

[ASSET INTEGRITY SOLUTIONS](#)

## Why our client trust us



### Integrity

Delivering on our promise with transparency and honesty



### Passion

The spark that drives our team



### Innovation

Identifying new solutions for our clients



### Quality

Delivering high end solutions



### Entrepreneurship

Diversifying our offering to better serve our clients

Thank you, Onstream Group, for choosing Anita Otchere Marketing as your partner in success!



## CASE STUDY

# Werken bij Fier

## BACKGROUND

A Daycare facility based in Amsterdam experienced rapid growth and expansion, their primary challenge was acquiring qualified professionals to staff their new locations. With a shortage of specialised staff in the market, they turned to our agency for strategic recruitment solutions.

## PAIN POINTS

- Exponential Growth: BSO's expansion demanded a considerable influx of qualified professionals within a short timeframe.
- Limited Expertise: They lacked the expertise to effectively reach and engage potential candidates online.
- Market Shortage: The shortage of qualified staff in the market posed a significant challenge.

## Strategy

### Objective:

Generate leads and find qualified staff members for the new locations.

### Approach:

Utilise Facebook and Instagram advertising to strategically target and attract potential candidates.

### Execution

- Campaign Design: Our team meticulously designed and crafted compelling advertising campaigns for both Facebook and Instagram.
- Copywriting: Engaging and persuasive copy was developed to effectively communicate BSO's values, mission, and the unique opportunities they offered.
- Audience Targeting: Precise targeting ensured that the campaigns reached individuals with the right qualifications and a passion for working with special needs children.
- Monitoring and Optimization: Constant monitoring of campaign performance allowed us to make real-time optimizations to maximize effectiveness.

## AT A GLANCE

### The results

Within a span of two months, the campaign delivered outstanding results:

- The strategically crafted campaigns generated an impressive pool of nearly 200 qualified leads.
- Swift Staffing Solutions: Fier BSO+ was able to efficiently fill up their new locations with highly qualified and passionate professionals.

*Join the ranks of satisfied clients like Fier BSO+. At Anita Otchere Marketing, we don't just meet expectations; we exceed them. Elevate your brand, engage your audience, and embrace success with our innovative digital marketing solutions.*

**Anita Otchere, Founder**

# Werken bij Fier

Wij kijken ernaar uit om ons team uit te breiden met  
nieuwe, enthousiaste en gedreven collega's

Bij Fier werk je in een organisatie waar iedereen's stem belangrijk is. Zo kunnen we doen wat nodig is en denken wij verder dan alleen het implementeren van beleid en het volgen van protocollen. We staan voor elkaar klaar en gezamenlijk streven we ernaar om de beste kwaliteit opvang en begeleiding te bieden voor onze kinderen. Ontdek welke mogelijkheden er zijn en misschien ben jij binnenkort wel onderdeel van ons fantastische team!



## Eigen inbreng en samen groeien

Jouw inbreng wordt meegenomen binnen het team. Daarnaast vinden we het belangrijk dat er vanuit eigen talent en ontwikkeling gekeken kan worden naar doorgroeimogelijkheden.



## Leuke collega's die klaar staan voor elkaar!

Wij doen een extra stap naar elkaar als collega's, zowel professioneel als informeel! En daarbij genoeg leuke borrels, etentjes en andere activiteiten!



## Deskundigheidsbevordering

Kwaliteit staat bij Fier voorop. Jij bent jouw eigen instrument in het werken op de groep. Daarvoor bieden wij maandelijkse intervisie, individuele coaching, werkbegeleiding en thema trainingen/intervisies.

“

“Ik heb werkelijk waar NOG NOOIT in zo'n fijn team gewerkt; oprechte interesse in elkaar, elkaar altijd ondersteunen waar nodig, en vooral heel veel gedeeld plezier.”

- Gespecialiseerd pedagogisch medewerker