



## CASE STUDY

# How Rob Beadle Helped Always Networks to Talk its Clients' Language



“I’ve had two pieces of work done (so far!) by Rob and am extremely happy with both. His work is excellent, he is professional and his contribution to my business has been invaluable.”

“ **Nick Shaw**  
Always Networks

## Location

United Kingdom

## Industry

IT Security & Support

## Services Provided

Copywriting

- White paper
- Landing page
- Blog content creation

# The Client

## Always Networks

Always Networks has helped businesses and other organisations with IT security and support for over 15 years. It's a Cisco Premier Partner and Microsoft Silver Partner.

# The Challenges

## Explaining Cyber Security to Clients

Security is at the heart of Always Networks. Founder Nick Shaw's goal is to take the stress out of security for small and medium-sized businesses.

As a result, Nick planned a white paper to educate business leaders about the threats they faced. As well as showing how cyber security could protect their business.

But Nick needed help to target Always Networks' audience of professional services firms.



“A lot of firms are baffled by the technology of cyber security and think it's too complicated so they avoid using it. But with cyber attacks on the rise, it's important they have the right security protection.

Straight away I knew the white paper wasn't right for me to write. I'm good at explaining the jargon, but I'm still a techie and so I don't speak the same language as law firms. Instead, it needed the impartial eye of a copywriter.”

# The Solution

## A Copywriter with Ideas and a Plan

Nick turned to Rob Beadle for help with the white paper.

First, Rob clarified the aims of the white paper and its ideal readers with Nick. From this, Rob created an outline so Nick could review and agree to the structure early on.

Then Rob wrote an engaging narrative to guide readers through the paper. Whilst Nick provided technical content on cyber threats and security tools.

Finally, Rob supplemented the content with industry research and references.



“Rob was clear on the scope right from the start. He took charge of the project and was specific on dates. So I always knew what would happen when. He’s never been late.”

“Reliability is as important as the quality of the work and both of them were brilliant from Rob.”

As a result of this work, Nick also asked Rob to write a landing page and blog post for a separate campaign. As well as the content itself, Rob created ideas for how to position and structure this marketing.



“One of the big things that I enjoyed working with Rob is that he’s not a yes man. He wasn’t afraid to give me his ideas as well as take mine. For both projects, Rob was happy to push back and say, ‘That might not be right, have you thought about X, Y, and Z?’”

# The Results

## A New Way to Talk to Clients

The assets that Rob created are the core of Nick's future marketing strategy. And they helped Always Networks to become a Cisco Premier Partner.

But they also changed how Always Networks talks to its clients through marketing. From working with Rob, Nick has learnt how to write in the language his clients use.



“The value of Rob's work is not restricted to a couple of documents because I've used the content elsewhere.”



“Rob's writing has also influenced other marketing too. It's allowed me to understand how to write copy and content myself.

Now I'm more in tune with the language I use and how that relates to my clients.”

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# Want to talk to your future clients?

You've got to attract and engage your leads -  
that's where I can help.

Get credible content to start a conversation.

[CONTACT ROB BEADLE](#)