



STUDIO NINE GROUP LTD

BUSINESS GROWTH AND DIGITAL VISIBILITY CASE STUDY

Client A Nutritionist

Prepared by:

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- **Executive Summary**

This case study outlines the support provided by Studio Nine Group Ltd to Client A Nutritionist between April 2026 and the present day.

The project focused on improving digital visibility, strengthening business positioning, increasing confidence in social media marketing and developing a sustainable content strategy aligned to the client's business goals.

Through a combination of strategic consultancy, audience analysis, content planning, confidence-building support and ongoing mentoring, the client achieved significant improvements in online visibility, consistency, messaging and business confidence. The project also supported the development and launch of a new client programme, resulting in increased client engagement and advocacy.

- **Initial Position**

At the start of the project, Client A Nutritionist had strong professional expertise and a clear passion for supporting clients but was experiencing challenges in translating this expertise into a consistent and effective online presence.

Key challenges identified included:

- Limited confidence using social media as a business development tool.
- Uncertainty around content planning and content themes.
- Difficulty identifying key messages and audience needs.
- Limited understanding of platform analytics and performance measurement.
- Inconsistent posting habits.

- Lack of confidence appearing on camera.
- Unclear positioning and long-term content strategy.

The client expressed a desire to increase visibility, communicate expertise more effectively and develop a stronger connection with prospective clients.

• **Support Delivered**

Studio Nine delivered a structured programme of consultancy and mentoring support which included:

- Social media and visibility audit.
- Audience and positioning review.
- Strategic business discovery sessions.
- AI-assisted content and communication analysis.
- Identification of growth opportunities and barriers.
- Development of three core content pillars.
- Search behaviour and keyword research.
- Brand voice refinement.
- Content planning and scheduling support.
- Social media confidence coaching.
- Analytics interpretation and performance review.
- Ongoing mentoring, accountability and business support.

Support was delivered through regular consultancy sessions alongside ongoing communication and practical implementation guidance.

• **Outcomes Achieved**

The project delivered a range of measurable and non-measurable outcomes.

Business Development Outcomes

- Clearer business positioning and messaging.
- Development of a more focused content strategy.
- Improved understanding of customer needs and audience behaviour.
- Increased confidence in communicating expertise online.
- Increased confidence using social media platforms and analytics.
- Improved content planning and posting consistency.
- Greater willingness to create video content and appear on camera.

Digital Visibility Outcomes

Recent analytics demonstrated:

- Views increased by 13 times over a 28-day reporting period.
- Interactions increased by 333%.
- Net follower growth increased by 71%.

These improvements were achieved through consistent implementation of the agreed content strategy and increased confidence in content creation.

Programme Development Outcomes

As a result of the increased confidence and clarity developed through the support programme, the client successfully designed and launched a new 7-Day Challenge programme.

Following completion of the programme:

- Six participants voluntarily attended Studio Nine to record video testimonials describing their experiences and outcomes.
- Participants actively advocated for the programme and shared their positive experiences.
- Two participants subsequently enrolled onto a further live programme delivered by the client.

These outcomes demonstrate both client satisfaction and growing confidence in the client's services.

- **Client Feedback**

Throughout the project, the client provided positive feedback regarding both the support process and outcomes achieved.

Feedback included:

"A significant part of that has been our discussions, and your patience with me and support."

"I'm getting a bit more familiar so the teaching stuff could be working."

"Love your help, so empowering and not too overwhelming."

The client also highlighted the value of receiving support at an appropriate pace, having complex concepts explained clearly and feeling comfortable asking questions throughout the process.

- **Key Learning**

This project demonstrated that effective business support extends beyond content creation alone.

The most significant outcomes were achieved through combining strategic guidance, confidence building, practical implementation and ongoing accountability. By simplifying complex concepts, providing structured support and helping the client develop confidence in their own abilities, the project created sustainable improvements that extended beyond social media performance into wider business development.

- **Conclusion**

The support provided by Studio Nine enabled Client A Nutritionist to strengthen business positioning, improve digital visibility, increase confidence and develop a more consistent and sustainable approach to marketing.

The project demonstrates how targeted business support can help SMEs overcome barriers to visibility, improve communication and build the confidence required to grow their business over the longer term.