



Creating a more interesting read

Title: Forrester Boyd Newsletter

Challenge: Forrester Boyd is a UK Top 60 Chartered Accountancy firm. They had been producing their own newsletter rather than 'buying in' a generic one as most firms do, as they wanted to give their clients more relevant and specific information. They were at a point, however, where the design and copywriting of their newsletter was not doing them justice.

Solution: Kinetic were asked to revamp and re-launch the newsletter. Our first task was to write the articles, which were often fairly 'dry' in subject matter, in a more journalistic and readable style. We looked for the hook or angle that could make their clients take notice. A firm of accountant can be pretty faceless, so we also brought in more information about the people in the practice, stories about client success stories and opinion pieces from some of their experts.

With new content we then created a new name, FB Insight, and a brand new look and feel that was professional yet fresher and more contemporary. The feedback from clients on this first issue has been fantastic

“ In a B2B environment a newsletter can be a key marketing tool. Creating one, however, requires specialist skills in both copywriting and design and for the inexperienced, the potential pitfalls are many. ”