

## Case Study: A Wise Decision

Nanny and Housekeeper (N&H) was founded by husband and wife team Marcelina Valdez and Elliot Wise.

They provide high quality Filipino staff such as: nurses, carers, nannies and housekeepers to high net worth clients in the London area. Amongst their clients are many celebrities, members of the Lords, the aristocracy, and Royalty both from the UK and internationally. All staff work in the UK legally.

Marcelina manages the operations side of the business whilst Elliot runs the sales and marketing.

### A Growing Business

Elliot says “We were growing quickly on the basis of our personal level of service, good value and high quality staff. But I thought that there was room for improvement and wanted to further accelerate the growth of the business.

We received a recommendation from a marketing consultant to contact Paramarq - a website lead generation specialist.

It was immediately apparent they knew what they were talking about. They knew where our problems lay and how to fix them. We agreed the website needed to be completely overhauled and our Google campaign rebuilt from its foundations. Within days an agreement was reached that Paramarq would launch a new website on return from my holiday, in Paris.”

### Return on Investment

“It launched exactly on time and the Google campaign went live on a Friday. By the following Tuesday we’d already received an order for two members of staff from a single customer. This one deal more than paid for the new website. It had covered all our costs in five days – and that includes the weekend.”

“Building on our initial success we were able to target markets we’d been unable to previously address. Assisted by Paramarq - they really understood what was possible.

Things started to accelerate. Even taking into account Paramarq’s fees, the cost of generating sales enquiries, fell overall over 80%. Enquiries increased from 4 per month to typically 40 per month – a 10 fold improvement.

“I’d seen Paramarq’s case studies but didn’t take in their approach – until the results came apparent.”



Marcelina Valdez -  
Operations Director



Elliot Wise - Sales Director

## A Royal Seal

“Obviously more sales are great – but we’ve found that more enquiries means we’re able to cherry-pick our customers. It’s a virtuous circle.

For cultural reasons our Filipino staff like to work in central London. We can ensure they get the roles they want, where they want. Word quickly spread through the close-knit community. So we’re now able to recruit more good quality staff - and good staff mean happy customers. What more could you want? We even hope to soon receive a Royal Warrant.”

Working with Paramarq has been the best investment I’ve made in years. They know what they’re doing.”



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