

# Golden Frog Case Study



## PANACEA APPLICATIONS LIMITED

Panacea Applications is a SaaS (Software as a Service) provider delivering software over the internet rather than installing and maintaining it on a PC. The company offers award-winning cloud-based solutions that encompass procurement and tender management, contract management, project management, account management, asset management, management of dynamic purchasing systems, purchase-to-pay, translation and interpreting.

Established in 2004 by MD Rachel Wynne, with a strong foundation of loyal public sector and publicly funded clients, Panacea recently celebrated its 20th anniversary.

PANACEA  
SOFTWARE

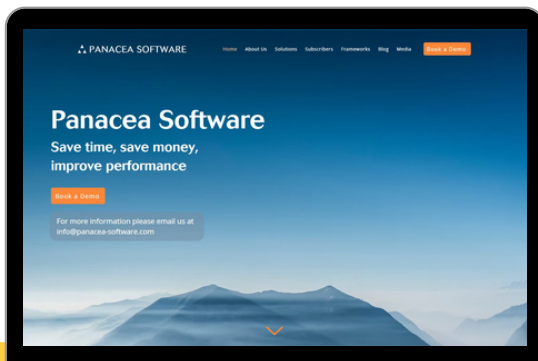
### THE BRIEF:

As a relatively small business, Panacea doesn't have a dedicated marketing function and was keen to raise their online and social media profile to reinforce the brand and employee expertise within the SaaS and procurement industries. A key focus for 2024 was the 20th anniversary celebrations.

### THE APPROACH:

Running alongside a targeted LinkedIn campaign, we have so far increased followers by 300%. Golden Frog manages the Panacea LinkedIn account, advising on strategy and content, writing and scheduling eye-catching posts, and creating associated high-quality graphics and reels. Content is planned in advance, but also last minute and reactive when needed.

We also research and write case studies and blogs to inform, share wisdom and celebrate success. We ran a marketing campaign to celebrate the company's 20th anniversary, creating branding and content for the website and social media.



## CLIENT FEEDBACK:

### ***“They took the time to truly understand how we work”***

*“Working with Golden Frog Marketing over the past year has been an absolute pleasure. From the very beginning, they have been incredibly helpful, responsive, and genuinely invested in our success.*

*“They took the time to truly understand how we work—not just from a business perspective, but on a personal level too. They even visited our office to get to know our team and environment, which meant they could create marketing material that really reflected our personality and values as a small, friendly company.*

I work mostly with Helen, who is such a joy and thoroughly amazing. She’s thoughtful, creative, and full of brilliant ideas, and I would genuinely consider her a friend now!



*Golden Frog were flexible in their approach if we needed to make last minute adjustments or changes to social media plans, but otherwise everything was organised way in advance, which was very reassuring. They deliver thoughtful, high-quality marketing materials that have truly helped us build a brand presence we did not have before. Their creativity, consistency, and strategic input made a real difference; they offered valuable suggestions and helped us brainstorm creative ways to grow our marketing even further.*

*Most of all, they are simply lovely people to work with — kind, caring, and professional. Communication is always quick and clear, it feels like we have an extension of our own team supporting us. I can’t recommend Golden Frog Marketing enough!”*

**Alice Carr, Account Executive and Marketing lead.**

