

Case Study — Helping Scottish Woodlands Tell Their Story

Challenge

Scottish Woodlands Ltd is one of the most successful forestry services companies in the UK and has experienced significant growth in recent years. However, staff were so busy with the day job that the company's external communications were limited.

Solution

PA Cooperative had worked with Scottish Woodlands Ltd on its annual results and helped it respond to media requests, so we were well-placed to work with senior managers more regularly. We knew there was a great story to tell and staff were keen to get involved. We introduced short videos to tell a compelling visual story about the work done by Scottish Woodlands across the UK, and aimed to make media releases and social media posts much more regular and varied — increasing contact with customers, clients and the wider land-based industries, and highlighting Scottish Woodlands Ltd's pre-eminent role in the industry in Scotland and the UK.

Result

PA Cooperative engaged with a wide range of Scottish Woodlands employees, across the whole of the UK, to tell compelling stories about the company and its people in a variety of ways, including high-quality video.

Impact

PA Cooperative started work with Scottish Woodlands in 2022, and helped it to publish 46 stories on its website that year – compared to 5 in 2021. Since then, more than 50 stories have been published on the website every year, supported by social media posts, initially on LinkedIn and Twitter/X, and now on LinkedIn/Instagram, with videos on YouTube. On LinkedIn, PA Cooperative has helped take Scottish Woodlands from less than 3,000 followers in 2022 to more than 7,500 (by July 2026), with posts getting significantly higher engagement than comparable industry accounts.

Media Coverage

PA Cooperative has taken a different approach in recent years to tell the story of Scottish Woodlands Ltd, focused on short-form video and sharing those videos through the company's websites and social channels with clients, prospective clients and a wide range of industry stakeholders. At the same time, it has continued to back this up with more traditional support in terms of stories, including the annual results and acquisition of RTS Forestry, for example, and first-person articles.

“PA Cooperative has helped Scottish Woodlands Ltd raise its communications game significantly. We knew we had a great story to tell, but the business was growing fast and it was very difficult to find time to tell it. Neil and David have worked closely and very effectively with the staff team to tell this story, and to share the successes of Scottish Woodlands Ltd with a much wider audience – helping to generate more business leads and to allow staff to focus on the continued growth of the company.”

David Robertson

Director of Investment and Business Development