



# CASE STUDY

Driving Growth Through Apprenticeships

**Axon Point – Jaivinder Bhatti,  
Founder and Managing Director**

**axon  
point**  
DIGITAL MARKETING



## THE CHALLENGE

Axon Point is a growing digital marketing agency specialising in organic search, online advertising, and email marketing. With a team of eight, the business is led by Founder and Managing Director Jaivinder Bhatti.

The business wanted to invest in future talent while avoiding the cost and competition associated with recruiting experienced marketers.

Traditional recruitment alone wasn't providing a scalable, long-term solution. The agency needed a way to develop talent internally while continuing to deliver strong results for clients.

Axon Point set out to:

- Recruit new talent to support expanding services
- Address skills gaps within key marketing areas
- Increase capacity to manage a growing client base



## THE SOLUTION

Axon Point partnered with CT Skills to recruit two Multi-Channel Marketing Apprentices, selecting the programme for its blend of structured learning and real-world application—aligning closely with the agency's need to develop job-ready talent.

The recruitment and onboarding process was seamless, with consistent support provided by the recruitment team, ensuring both apprentices were set up for success from the outset.

Apprentices were embedded into day-to-day delivery, supporting live client campaigns from an early stage while developing core skills in SEO, paid media, and campaign optimisation.

Apprenticeships provided a cost-effective way to recruit and develop talent, combining structured training with practical workplace application from day one.

*"Our experience has been excellent across the board. The initial enrolment process for both apprentices onto the Level 3 Multi-Channel Marketer Apprenticeship was a smooth experience. The guidance and tutelage from our assessor has been amazing, providing strong support for both apprentices."*

- Jaivinder Bhatti



## IMPLEMENTATION

The apprenticeship programme combined:

- Structured, industry-relevant learning
- Hands-on experience with live client work
- Ongoing one-to-one guidance and support



## OPERATIONAL IMPROVEMENTS

- Increased overall team capacity, enabling the agency to manage a growing workload.
- Helped address existing skills gaps within the business.
- Combined additional resource with developing capability to improve efficiency and boost overall productivity.

## BUSINESS PERFORMANCE

- Apprentices generated immediate commercial value & exceeded expectations
- A key client trial in SEO and website optimisation resulted in a renewed six-month contract.
- Contributed to revenue growth and strengthened Axon Point's performance marketing offering.

## RESULTS & IMPACT

Delivered measurable outcomes across commercial performance, operations, and talent development.

Demonstrated the strategic value of apprenticeships in driving both immediate and long-term business success.



## TALENT DEVELOPMENT

- Apprentices rapidly progressed into working on live client projects.
- Demonstrated strong ownership and accountability in their work.
- Consistently delivered high-quality outcomes.
- Reinforced apprenticeships as a sustainable model for developing and retaining skilled talent.



## GROWTH PLANS

- Significant growth achieved in online advertising and performance marketing services.
- Growth driven by successful integration of apprentices into delivery teams.
- Created momentum for further team expansion.
- Apprenticeships now embedded as a core element of the company's long-term growth strategy.

## EXPERIENCE WITH THE CT SKILLS RECRUITMENT TEAM

The recruitment service followed a structured workflow of recruitment, onboarding, and apprenticeship delivery, ensuring a smooth transition from candidate selection to in-role performance. The recruitment process focused on sourcing candidates who aligned with both the technical requirements of the role and the company's culture, with an emphasis on potential, attitude, and long-term development rather than just prior experience. This included careful screening, role-specific assessment, and clear communication of expectations and career pathways.



Once selected, apprentices moved through a structured onboarding and training programme that aligned learning with real business activity. This end-to-end approach enabled apprentices to integrate quickly into the team, build confidence early, and begin contributing to client work within a short timeframe—supporting both immediate productivity and long-term talent development.

Axon Point rated their experience 5/5, highlighting:

A smooth enrolment process

Strong alignment between training and real-world application

Proactive, personable support throughout

The support from CT Skills ensured that both apprentices were able to apply their learning immediately, driving tangible business outcomes

*“Working with CT Skills has been a fantastic investment in our team and our future. The quality of the Multi-Channel Marketer Apprenticeship and the support from the assessor have directly translated into positive business growth, with both of our apprentices quickly making significant and enthusiastic contributions to practical client work.”*

- Jaivinder Bhatti

