

Case Study

Pinpoint Marketing and Profile Video Ltd

The Challenge

Pinpoint Marketing was approached by Profile Video Ltd to promote a new and improved product to allow innovative presentations and tutorials in schools, universities and classrooms. The challenge was sourcing customers to target and then writing a letter and factsheet to send a direct mail campaign to.

The Solution

Pinpoint Marketing had an email conversation, having met a few months back. The first and immediate action point was to source an education based mailing list, using select and relevant criteria to match against.

Secondly, we created a covering letter and an A4 2 page colour factsheet which explained the background, the company history etc and it importantly introduced the new product using a diagram and by explaining the features and benefits.

Once the letter and factsheet was approved, both were then personalised using key data from the purchased mailing list. Simple, yet to the point.

In addition, Pinpoint Marketing suggested some telemarketing script type questions for Profile Video to refer to during their internal telemarketing after the direct mail campaign has been distributed. Profile Video saved further costs from external printers by printing the documents in house and mailing them out themselves.

The Result

The direct mail campaign is underway now and the telemarketing will begin soon.

“Nicole provide a friendly and efficient marketing service. She produced a great visual for our fact sheet which made the product much easier to understand. The mail merge has created a personalised letter to each of the schools in Buckinghamshire. Great work!”

Angela Willson, Profile Video Ltd, Oxfordshire



Identifying effective solutions for all your marketing needs

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