

# Case Study

## Pinpoint Marketing and Myelearningstore.co.uk

### The Scenario

MyeLearningstore.co.uk is an online training product, which was recently established by Arc IT Training Ltd to offer businesses an alternative to traditional classroom training. As background, the use of eLearning as a method of training has seen a rise in usage from 2008 to 2012. This demonstrates the need for eLearning in the market place today and it shows that training managers are looking to adopt more flexible methods of training employees.

Arc IT Training Ltd developed and built a product website, but needed some marketing help to streamline the site and make it user friendly and fit for purpose in terms of content and layout. The purpose of the website was to promote the new product and services to existing and prospective customers. Arc IT Training contacted Pinpoint Marketing looking for consultancy on product marketing strategy and day to day marketing tactics.

### The Solution

Pinpoint Marketing and Myelearningstore.com worked together in carrying out a review and putting forward a proposal of recommended changes and additions to the website.

MyeLearningstore.com recruited a website developer to assist them with the project and implemented the changes that Pinpoint Marketing suggested, such as adding to the existing copy, page titles and key messaging. A dynamic site was built and amends were made to incorporate ideas generated collaboratively.

### The Result

With the copy uploaded and included, the website is now live and being viewed daily at [www.myelearningstore.co.uk](http://www.myelearningstore.co.uk) Since this time, Pinpoint Marketing has carried out further research for Myelearningstore.co.uk and reviewed other marketing material that has been produced.

*"Nicole was very easy to work with, I simply asked her how I should be doing something or what could be done and she offered me options that were easy to digest and implement"*

**Rachel Lomas, Solutions Director, Myelearningstore.co.uk**



Identifying effective solutions for all your marketing needs

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