

Case Study

Pinpoint Marketing and Corporate Health Ltd

The Scenario

Back in 2011, Corporate Health was going through a stage of change and growth and an internal decision was taken to review the branding of the business and to start working on marketing the business/charity in terms of raising its profile and raising awareness for Occupational Health and related services to the Thames Valley area. The resources and skills were not available in house, so the Sales and Marketing director decided to employ a marketing consultant.

The Solution

Pinpoint Marketing worked with Corporate Health to initially look at email campaigns and newsletters to the existing database as well as assisting with the rebranding and website project. The objectives of both included standardising the branding to make it consistent, starting in email marketing to attract new customers and to bring in more sales from existing customers.

The initial contract was for 6 months. This was then extended for a total of over 2.5 years where the mutual decision was made to recruit someone internally to maintain and grow the business. This solution best suited the needs of the business.

The Result

Within this time, Pinpoint Marketing has grown the marketing activity and marketing strategy of the business to what it is today including website development, social media presence, product launches, exhibition management, internal event management, database growth and maintenance, email campaigns and newsletters, CRM and much more. This included managing and nurturing an intern.

The branding and marketing processes within Corporate Health are being standardised and becoming more fruitful as the months go on.

“Working with Nicole has been a pleasure, she is very diligent and delivers what is asked of her. Our presence in the market place has grown significantly which has helped drive up our web traffic and sales enquiries. The brand image has been maintained and is now well recognised as being Corporate Health across many sectors. Nicole has delivered a multi skilled service which was very much needed as we rebranded and worked on a strategy to raise our profile.”

Brett Edwards, Managing Director – Corporate Health Ltd



Identifying effective solutions for all your marketing needs

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