

# Case Study

## Pinpoint Marketing and Sygnus Office Partnership Ltd

### The Scenario

Sygnus Office Partnership started business life trading in the High Wycombe area. Slowly business started to move away from the area, but not as a part of any intentional plan. They wanted to bring back custom and attract new customers and leads to the High Wycombe and surrounding area.

### The Solution

Pinpoint Marketing and Sygnus worked together to devise 10 objectives to raise awareness for the company and its products and to drive new customers to the website and to get in touch. The objectives included standardising the branding to make it consistent, starting in email marketing to attract new customers and more sales, PR to generate awareness, direct mail letters to specified customer segments to advise them about the products and services and review the website looking at keywords and SEO to increase visitors to the site and gain more sales.

The initial contract was for 6 months. This has been extended to 12 months and is now on-going into 2010 ....

### The Result

3 new lucrative leads, to date, have come into the Sales team as a result of Pinpoint Marketing's email campaigns, plus a press release is due out in the local press this month.

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

In addition, as a result of an email campaign from Pinpoint, an order came in for around £20K! This is incremental sales.

'We were looking for someone to work with who could quickly understand our business and culture and enhance our marketing strategy without the need for constant supervision. Nicole has developed our ideas and added her own with the benefit of being able to view our business from the outside rather than the inside. The result of having a thought through marketing strategy has been reflected in successfully attracting new business'

***Jez Hodges, Sygnus***



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