

Case Study

Pinpoint Marketing and Affymetrix UK Ltd

The Scenario

As someone familiar with the bespoke email service tool used at Affymetrix, Nicole Martin from Pinpoint Marketing was an obvious person to call upon to implement a number of email campaigns at short notice.

The Solution

Pinpoint Marketing had in depth experience in using the bespoke email service tool in place. During the consultancy period, various email marketing campaigns were then designed and worked on behalf of various marketing managers and products.

The campaigns focussed on key customer events, including invitations and announcements, and on key customer programmes and schemes.

The content written required a knowledge and appreciation of the company's messaging, USP, branding and personalisation of content to make it applicable to the recipient's and their business needs.

The Result

The range of email marketing campaigns were distributed to the existing database, having segmented the database into targeted and relevant groups and lists. To design, write and implement these campaigns involved working with various marketing personnel based both in the UK for Europe and in the USA at the head office.

"Nicole worked diligently and efficiently to deliver our marketing campaigns to tight deadlines. Throughout the project regular progress communications ensured everyone was kept up to date and our goals and objectives were met."

Emma Shipstone, Affymetrix UK Ltd, Buckinghamshire



Identifying effective solutions for all your marketing needs

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