

# Case Study

## Pinpoint Marketing and Tasty Talks

### The Scenario

Tasty Talks is a new company launching “Bite Size” workshops and a membership programme to locally based women in business, to help them improve and learn presentation and general business skills through training, one on one coaching and self learning. Yvonne, the director, wanted marketing assistance to brand the concept and to develop a marketing plan.

### The Solution

Pinpoint Marketing and Tasty Talks worked together, along with a graphic designer, to develop a marketing plan which looked at determining the target audience, the messaging, USP and branding, carrying out market research, a SWOT analysis and a step by step tactical plan on which marketing tools to use for the launch of these workshops and programme.

### The Result

The Tasty Talks Bite Size™ workshops are now branded and a marketing programme has been worked on and market research has been carried out and analysed.

On-going marketing assistance will continue after the forthcoming launch.

‘Pinpoint provided all of the base information necessary to determine the best marketing strategy for my new business.’

***Yvonne Gurney, Tasty Talks***



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