

Case Study

Pinpoint Marketing and formally Manorwood Design Limited – now IMS Bookkeeping & Accountancy Services

The Challenge

Pinpoint Marketing was approached by Ian to promote his business and to find new customers in the South of the UK. The challenge was initially the branding and naming of the company and then how to find new customers on a minimal budget.

The Solution

Pinpoint Marketing had a 1 to 1 meeting with the owner, Ian. The first and immediate action point was to change the company name as the current name did not give over the perception of bookkeeping but more of interior or graphic design. The USP, service and company ethics are based around local and small businesses and in supplying a friendly yet efficient and professional service. The new name suggested by Pinpoint and agreed upon was IMS, the initials of the owner. Simple, yet to the point. A basic logo was also designed around this as well.

Secondly, we created a proposal of ideas detailing ways to raise awareness and the profile of IMS. This detailed proposal covered all the main disciplines of marketing, but emphasised low budget methods such as online marketing, advertising and more traditional direct mail.

We worked together to create an A5 colour leaflet, designed to use in a commercial/b2b leaflet drop on industrial parks and estates. The leaflet focussed on the services on offer, emphasising the pertinent tasks required for Tax Year end and annual accounts and it contained vital contact information and a FREE initial consultation offer.

Word of Mouth and advocacy are one of the most effective forms of marketing. Pinpoint Marketing also registered IMS on various online advertising sites in order to generate sales leads.

The Result

The leaflet drop is underway and has already resulted in some very real interest in using IMS and its bookkeeping services. The marketing is on-going and is the start of a long term relationship. IMS/Ian has already recommended Pinpoint Marketing to a customer of his.

“Nicole focused her skills on a task that I could not have achieved. She allowed me time to review and modify her suggestions while I attended to the day to day running of my business. The outcome is excellent and I will continue to use her – I now have a proper “shop window” for my business.”

Ian Shiell, IMS Bookkeeping and Accountancy Services, Hampshire



Identifying effective solutions for all your marketing needs

Pinpoint Marketing Consultancy Ltd

Phone: 07523 569288

info@Pinpoint Marketingmarketingconsultancy.co.uk

www.Pinpoint Marketingmarketingconsultancy.co.uk

39 Farnedale Gardens, Hazlemere, Bucks HP15 7HE

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