



Identifying effective solutions for all your marketing needs

Nicole Martin
Pinpoint Marketing Consultancy Ltd



Identifying effective solutions for all your marketing needs

Don't have time for Marketing?

Or do you have the time, but not the creative skills?

Or has your business grown and you need to start implementing Marketing campaigns?

Pinpoint Marketing could be the answer.....

Pinpoint Marketing Consultancy Ltd
Nicole Martin

Mobile - 07523 569288

info@pinpointmarketingconsultancy.co.uk

www.pinpointmarketingconsultancy.co.uk



What we do?

Identifying effective solutions for all your marketing needs

We are a locally based generalist marketing consultancy business who can work with you and your business to identify effective and sound business solutions for all your marketing needs!

We work independently, but part of a creative network with excellent contacts in print, design, website building, merchandising, photography and in the local media.

Pinpoint Marketing is a member of the Chartered Institute of Marketing

"Stick to what you know and what you are good at"
Mike Clare, Founder and President of Dreams Plc



Who are we?

Identifying effective solutions for all your marketing needs

Who are we and what do we stand for?

- Pinpoint aims to provide small to medium sized companies with realistic and effective marketing advice and support to grow and develop their businesses.
- We value our clients and strive to make them happy and to succeed in achieving their marketing and company goals.
- How do we do this? We listening and understand and **pinpoint** your marketing needs. We do this via a free initial consultation, followed by a detailed proposal of marketing ideas and suggestions to move your business forward.

About Nicole Martin, Managing Director

- over 8 years experience in the world of marketing communications
- highly organised, professional, trustworthy and good at listening.
- creative, intuitive and effective.



How we do it?

Identifying effective solutions for all your marketing needs

How will you benefit from Pinpoint?

- you get expert marketing advice and knowledge at a low rate/low risk level. Project work ad hoc or regular daily commitment.
- you get access to current customers allowing them to create awareness, update and sell/promote whilst being able to track responses and follow-up
- you can find and contact new customers, profile them and generate new sales
- you get advice from an outside perspective allowing them to make changes for the better, make improvements and so on.
- you get an insight into the competition allowing client to understand the market better, improve communications to customers, make themselves better to combat the competition
- you get local knowledge and access to contacts within print, design, merchandising and event management

Differentiating from the competition:

- Generalist marketers, utilising the entire marketing and promotional mix
- We don't have a large infrastructure in place allowing speedy decisions and open lines of communication with a dedicated contact
- We are not an all services agency trying to sell you everything. We provide what you need, but contacts in key services like design and print are available if needed

Identifying effective solutions for all your marketing needs

Pinpoint can help you build and Implement a Marketing Plan including:

- Objective & Goal setting
- Messaging
- Defining a strategy considering any constraints – utilising the Promotions Mix
- Developing tactics and collateral
- Defining the target audience
- Implementing the plan
- Measuring and evaluating afterwards

We pride ourselves on being experienced and knowledgeable in all areas of marketing communications, particularly:

- e-marketing
- event management
- customer profiling
- copy editing and
- generating and maintaining customer relationships





Pricing and Projects

Identifying effective solutions for all your marketing needs

Pinpoint is a marketing specialist consultant, able to work on project work and longer term commitments.

Pinpoint Marketing has a fixed daily rate and we are competitively priced. Longer term project rates can be subject to discounting.

We can take on all types of projects from one off projects such as an email campaign or an events to committing to a number of hours/days per week or month for a fixed period of time.

Essentially, we are flexible and here to meet your budget, needs and timelines.



Who we do it for?

Identifying effective solutions for all your marketing needs

Zynk Design
Stavros Theodoulou, Managing Director
87 New Cavendish Square, London W1W 6XP
Creative agency specialising in interior design and branding



Affymetrix UK Ltd
Emma Shipstone, Marketing Director
Voyager, Mercury Park, Wycombe Lane, Wooburn Green HP10 0HH
company type - Life sciences product company



Escultor
Nickola Jones, Owner
The Old Post Office, Hurley Village SL6 5NB
company type - Hair dressing salon



Complete Ions
Peter Lovering, Owner
Vermont House, Clifton Road, Deddington, OX15 0TP
company type - Engineer

Sygnus Office Partnership Ltd
Jez Hodges, Director
1 Central Park, Bellfield Road, High Wycombe, Bucks HP13 5HG
company type - Office Furniture design and construction



IMS Book-keeping and Accountancy Services
Ian Shiell, Owner
4 Plantation, Everton, Hants SO41 0JU
company type - Book-keeping





Who we do it for?

Identifying effective solutions for all your marketing needs

Profile Video Ltd.
Angela Willson
23 Gaisford Road, Cowley, Oxford OX4 3LH, 01865 715429
Audio-Visual & Programme Making specialists

