

Case Study – Marketing Plan & strategy

Pinpoint Marketing and the Athena Network

The Scenario

Back in 2016, Pinpoint Marketing was approached by Jacqueline Rogers, the founder of the Athena Network with the view to having a marketing plan and strategy created for the franchise opportunity. This connection was made due to Pinpoint's membership and knowledge of the network. Pinpoint Marketing and Nicole was very honored when this contact was made. The business at this stage was (and still is) very established and successful, but the management team had a goal to expand even more, which meant engaging new franchisees, and felt the need to cement the strategy and to create a marketing plan that could be followed to maintain and to grow the successes of this franchise.

The Solution

Pinpoint Marketing worked with Head Office to gather the research needed, to ask the right questions to the team in terms of background, reviewing the existing collateral and processes, setting goals and objectives, reviewing the messaging, branding and so on.

The 7 steps of the marketing plan were worked through, created and written up and then collated into one overall working document. These steps are:

Objective Setting

Defining the messaging

Defining a strategy

Defining the target audience

Developing the tactics

Implementing the plan

Measuring and evaluation

Additional work was also carried out to create a detailed SWOT analysis for the franchise opportunity.

The Result

The completed bespoke plan itself was delivered to Head Office and it was well received.

The impact or the result of this marketing plan was to give the organisation a direction and to give them the momentum to step up their marketing activity through a detailed, step by step list of action points to carry out to grow this already successful network and to bring on board more franchisees looking to launch new groups across the UK.

"I've known Nicole for several years, since she became a member of The Athena Network. Over the years, I've seen Nicole not only excel at the core elements of her profession, supporting business owners to create and implement effective marketing strategies, but also witnessed how much she supports other women to excel in business. Nicole is exceptional marketer outweighed only by her desire and willingness to refer within The Athena Network. She is always the first to follow up after meetings and is very much appreciated by all members. Nicole's mastery for marketing have enables The Athena Network to implement a critical marketing plan for our franchise opportunity that has been essential for our

company's growth. Everyone loves to work with Nicole and she treats every client as if they were her only client. It is not unusual to find an email, a post on LinkedIn a tag where you are referenced. Nicole is appreciated by the team at The Athena Network, that includes Head Office and members of the groups that she is in."

Jacqueline Rogers – Founder



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Pinpoint Marketing Consultancy Ltd

Phone: 07523 569288

info@Pinpoint Marketingmarketingconsultancy.co.uk

www.Pinpoint Marketingmarketingconsultancy.co.uk

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