

# Case Study – Newsletter and Content Planning

## Pinpoint Marketing and Active Personal Development



**ACTIVE PERSONAL  
DEVELOPMENT**

### The Scenario

Pinpoint Marketing was approached last year by Jean, the experienced, passionate and qualified owner of Active Personal Development to assist her and her growing business with content and messaging for the business. In particular, Jean required support with content writing and planning for social media for her various groups and pages on Facebook, for LinkedIn and also for her newsletter to her customers and contacts. Jean's business was and still is growing and she has the ideas/themes for the content, but the writing of the posts, the creation and the uploading and implementing was the bottle neck.

### The Solution

Pinpoint Marketing and associates then created a quote for Active Personal Development which was accepted and the work commenced for Jean through Pinpoint's experienced associate Gerry. The objectives for the social media posts and the newsletter content and stories was to raise awareness for Active Development and what they can offer to clients and prospects, both services and products wise. The content drafted was full of tips, it was topical and it included calls to action in terms of booking workshops, downloading, signing up for information and so on. The objectives of both types of content included standardising the messaging to make it consistent to attract new customers and to bring in more sales from existing customers.

The initial contract was for around 3 months, and to date this content creating, writing and implementing is still continuing.

### The Result

Active Personal Development and Jean as a result has peace of mind knowing their online marketing, via social media and the newsletter, is remaining consistent and in the front of mind of the customers without having the worry of the day to day detail. The awareness for the brand, for the business and for Jean has also been raised online and amongst Jean's wider network.

“Pinpoint Marketing has been an inspirational support. If you need help planning your marketing, at an affordable price, she is your go to person. A tip I learnt from Nicole that I now use annually is to plan my marketing themes for each month at the beginning of the year. It then makes it easier to plan newsletter articles and social media posts or even outsource these tasks. I am still a client of Nicole' and happy to sing her praises.”

**Jean Gibson – Owner and Director**



Identifying effective solutions for all your marketing needs

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