



# Elton Recruitment

## Case Study – Content writing and planning for social media

### Pinpoint Marketing and Elton Recruitment

#### The Scenario

Through a networking/coaching colleague, Pinpoint Marketing was introduced to Richard Owen of the recently established Elton Recruitment. Richard is an expert in terms of recruiting and sales, but he was looking for support with the marketing aspect of his business, in particular, messaging and content writing. Richard had a website that has recently gone live as well as having an associate who writes regular blogs for the website/business. The areas Richard was looking for support in mainly focused around content and social media.

#### The Solution

Before commencing with writing and uploading posts to LinkedIn (which is the main focus for Pinpoint Marketing as the client is looking after the other social profiles), Pinpoint felt it was necessary to carry out some groundwork and market research. This work involved looking at the competition in terms of their content, their online presence, their successes and so on as well as looking into topics and themes. The research was carried out and submitted to Richard. Pinpoint Marketing then created a snapshot report of where the business stands to date in terms of social media likes, followers etc. Knowing where the business is presently before commencing any work enables both parties to see what impact has been made after the posts have been created and uploaded.

Pinpoint then recommended a monthly meeting between both parties to discuss what is happening in the business, news, new job roles and so on. Then based on the content of this regular meeting, we create posts for LinkedIn (personal and company profiles), upload these and then track the impact the social media posts is having in terms of likes, engagement, leads and enquiries. A report is submitted monthly to the client for their perusal. The monthly contact ensures that both parties remain accountable to keep the momentum of the online marketing going.

We are still working with the business to date.

#### The Result

This monthly meeting ensures that the client gets regular support and it ensures the marketing remains consistent and timely without Richard, and his new recruit Bev, getting unnecessarily tangled up in the day to day detail.

As a result of this meeting and working relationship, which is very much in its infancy at this point, Richard and Elton Recruitment benefits from marketing mentoring and consultancy in all areas of marketing that arise within the business during the meetings and between

meetings. For example, Pinpoint has also supported with and advised on networking, videos, keywords and so on.

Within this short time so far, Pinpoint Marketing has started to grow the businesses online profile and presence for the business, the brand and Richard's personal brand.

"I have been and will continue to work with Nicole at Pinpoint Marketing Nicole has been working with me over the last 3 months developing my content, and marketing strategy for my company. Nicole has created a monthly reporting guide where I can see an increase in traffic across all my social media outlets. We have also developed a monthly plan for publishing 2-3 weekly current topics for my business on my social platforms which Nicole manages directly. Nicole also works with my website design partner, to ensure that my website / SEO is also in line with my marketing plan.

Nicole is a pleasure to work with, she is extremely knowledgeable and is always happy to help with last-minute marketing advice I need ( which is often out of office hours)"

**Richard Owen – Director**



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