



Case Study – Marketing Project Management, incorporating social media and media

Pinpoint Marketing and Swindon Silicon Systems

The Scenario

Through a mutual associate, Pinpoint Marketing was introduced to Richard Mount and Sharon Moore of the established, global and growing Swindon Silicon Systems. Swindon Silicon Systems is a global leader in the design and supply of automotive and industrial mixed signal ASIC solutions for today's increasingly connected world. Their engineering excellence and innovation guarantees product leadership while improving safety, efficiency and comfort for millions of people every day. (<https://www.swindonsilicon.com/>) The team of Richard and Sharon were productively working on business development, sales and lead generation and long term strategic marketing, but they needed marketing support on a day to day basis. As well as Pinpoint Marketing, the outsourced team consisted of a PR and content expert and a digital marketing expert. Pinpoint took on the areas that between all the parties were not covered and these were for media, social media and overall project management with the goal to maintain deadlines, teamwork and so on.

The Solution

During the working relationship, Pinpoint Marketing would attend a monthly meeting with the internal Swindon team and the outsourced team. Pinpoint would create an agenda for this meeting and liaise with all team members to collate a monthly marketing report of activity completed and goals and actions to take for the coming month. This was our project management role. Therefore, holding the team accountable each month, in a supporting role.

In addition to this, Pinpoint Marketing support Richard by creating social media content and posts (using internal content and researching external content) plus uploading the posts and tracking performance, across Facebook, Twitter, LinkedIn and Google my Business. Finally, Pinpoint Marketing also created an annual media plan by liaising with the industry media and Richard and booking on and offline media space in the relevant media. This role included creating the artwork, URLs, UTMs and copy, with the relevant team members, then getting it approved, sending it off to the media, receiving visuals and then tracking each media campaign afterwards in terms of spend, ROI and analytics.

This monthly meeting meant Pinpoint Marketing was involved and therefore able to add more value to the team and the client.

The Result

This monthly meeting ensured that the client got regular support and feedback and maintained their marketing budget and plan, as well as ensuring the marketing remained consistent and timely without Richard and Sharon getting unnecessarily bogged down in the day to day detail and activity of the Marketing and business team.

As a result of this client/supplier working relationship, Swindon Silicon Systems has a marketing department which is well set up, organised and proactive with systems and processes in place.

Due to internal changes resulting in the need to bring the skillset in house, Pinpoint Marketing finished working with Swindon after over 6 years at the end of 2019.

“Nicole has helped Swindon Silicon Systems lay the foundations of our marketing strategy and controls. I would highly recommend Nicole to any company that is looking to outsource their marketing strategy role. Nicole has been working for Swindon since 2014 and during that time she has proven to be a much valued member of the team and it is through her efforts that the marcomms administration is on a professional footing.”

Richard Mount, Director of Sales and Marketing



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