



## **Case Study – Graphic Design, Website, Social Media and Marketing accountability**

### **The Bespoke Homes Company – M Glynn Builders Ltd**

#### The Scenario

Established in 2007, M Glynn Builders specialise in the delivery of outstanding new homes as a main contractor for small and medium sized developers based in and around Buckinghamshire. Managing Director Matthew Glynn has more than 20 years of experience in the building industry. The Bespoke Homes Company was then established in 2017 by the M Glynn Builders team, Matt and Gemma. The companies pride themselves on high levels of customer service, using high quality products and contractors, as well as immersing themselves in the local community. Matt and Gemma have their own business and personal skills to bring to the company but combined they both have passion, interest and good working ethics. Offering a “solution” and customer satisfaction is very important to them and this needs to come through in any marketing messaging as part of their USP. To help the business launch in its infancy, the directors wanted a website, a logo and some marketing support.

#### The Solution

##### **Jo Dickie and Associates**

I was referred to Gemma and Matt from The Bespoke Homes Company by Nicole from Pinpoint Marketing. They were quite clear in their brief about creating a high end brochure website to showcase their build projects and to provide credibility and reassurance for client's/ enquirers of the Bespoke Homes Company. They were looking for a site that is high end, simple and sophisticated with clean typography using a “Farrow and Ball” palette. The

site should inspire confidence, professionalism and reassurance Gemma provided lots of beautiful images so we kept them large, clean and clear with white space around them.

### JWJ Design

Bespoke Homes contacted Alison after Nicole from Pinpoint Marketing recommended her design services. The client was looking for a new brand identity creating for their property investment and build company. They had some clear ideas on what their logo could look like but needed some guidance from JWJ Design on how best to achieve this stylish look and feel. Alison worked closely with the client, recommending some different type lock ups and colour combinations until the chosen identity was finalised. Since the logo was created, JWJ has also supported Gemma and Matt by creating a sleek looking investors pack in pdf form.

The finished result is an upmarket, clean and professional brand identity that makes their business talk to the right target audience.

Alison supplied all the necessary files for print and online usage as well as the profile and banner images for their social media pages, plus the colour breakdowns for Jo Dickie Website Design so that the whole brand would be consistent on all platforms.

### Pinpoint Marketing & Associates

Once the logo was designed and finished and the websites launched, The Bespoke Homes Company engaged Pinpoint Marketing to create an online social media presence. Pinpoint set up Facebook and Instagram and merged the two company LinkedIn profiles as well as creating an annual, top level content plan. On a monthly basis, client and supplier meet, discuss marketing ideas and themes and content and then we use these discussions to create and upload a content plan across the social media platforms. A monthly report is also generated and circulated to gauge progress and ROI digital marketing wise.

### The Result

As a result, The Bespoke Homes Company has a professional looking and engaging online presence. Due to the client/supplier working relationship, they also have a mini marketing department in place to organise and support and to be proactive with systems and processes in place.

“One thing that I would say, it has been really important and extremely helpful that you all know each other and work in tandem. Although you deal with quite succinct areas you are

also considering the overarching strategy and goal rather than just your individual areas. That really comes through when discussing initial ideas- you really consider how your individual work will flow through elsewhere.”

*The 3 supplier businesses met as a result of the Athena Network and together through this strategic alliance, the client has everything they want and need marketing wise to run their business.*

" Jo was recommended to me to help create a website for a new brand and refresh an existing website. From the outset, Jo was looking at our business from a short, medium and long term perspective so our website and its content could grow with the business. We had clear ideas about the overall look we were trying to achieve and Jo was able to make it happen. From the initial brief, Jo was superb to work with, using her vast experience to guide us through and provide options so we could achieve our end goal. Jo was always on hand to assist, no matter how small or silly our questions were. I look forward to working with Jo again and would not hesitate to recommend her. "

“Alison provided invaluable support and advice to help us achieve our branding vision. Initially we met to discuss our brief, and using her expertise and experience, Alison transformed our ideas, creating a brand and logo that captured exactly what we wanted. Alison helped us to choose colour palettes and select appropriate layouts, always providing a number of options so we could see what worked best. Alison understood our business and our target market which made the whole process seamless; we look forward to working closely with Alison as our business grows and expands into other areas. Highly experienced, always delivers and is there at all times to guide you through the process, Alison offers a superb collaborative partnership that I would recommend to other businesses.”

“Using Nicole monthly has ensured we have a constant flow of varied content going out to customers, potential customers and potential investors. As well as organising our marketing, supporting with ideas and connecting with suppliers and partners, Nicole ensures things get down without us having to worry and in return we are getting the businesses name out there in the local area.”

**Gemma Shinh – Director, The Bespoke Homes Company**



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