

# Case Study – Marketing consultancy and accountability



## Pinpoint Marketing and Wycombe Carpet Centre

### The Scenario

Last year, husband and wife management team, Martin and Julie contact Pinpoint Marketing regarding needing support and help with the online marketing aspect of their business, particularly with the social media and content aspects. The business recognised they perhaps did not have the skills or time inhouse to manage their marketing directly themselves. The business was and still is doing well. Martin then requested a meeting with Pinpoint Marketing.

### The Solution

Pinpoint Marketing met with Martin and Julie and submitted a quote and proposal based around writing social media posts for the businesses Twitter, LinkedIn and Facebook accounts.

Pinpoint recommended a monthly meeting between all parties to discuss what is happening in the business, news, products and so on. Then based on the content of this regular meeting, we create posts, 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 marketing going. We are still working with Martin and 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 Martin and Julie, who are very busy, getting bogged down in the day to day detail.

As a result of this meeting, Wycombe Carpet Centre also benefit from marketing mentoring and consultancy in all any and all areas of marketing that arise within the business. For example, during the meetings and between meetings, Pinpoint Marketing also supports with website consultancy and advise, keywords and content, advertising opportunities, supplier liaison and so on. We also supported in the initial stage with a brand redevelopment.

Within this time, Pinpoint Marketing has helped grow the businesses online profile and presence (for both the commercial and domestic flooring sides of the business) and therefore has grown the overall brand and personal brand.

“Since employing Nicole’s services for our Marketing and Social Media needs, we have been delighted and amazed at the response we have had to the many posts that she has put on Social Media on our behalf. The ideas that she has used to encourage more sales and interests are very innovative. By using the before and after photos of customers’ flooring, congratulating our fitters for working with us from 1 year to 13 years! Also promoting any new contracts that we secure and notifying the customer base that our employees are continuing to learn by taking courses on Health & Safety Issues. With many of our contacts looking forward to the ‘Friday Funny’! By regularly posting information, advice, ideas or photos regarding our Shop or work has kept our name present within the social media community.

We now have an up to date platform for our customers to post their comments, which helps to highlight our company in the area and improve customer base. In order for us to ‘move with the times’ the service that Nicole has provided is essential, and the constant work that she puts into our Marketing and Social Media page has been evident from comments made by family, friends, customers etc of items they have ‘liked’ and shared.”

**Martin Fardell – Managing Director**



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