

## Case Study – Marketing Plan and consultancy support

### Pinpoint Marketing and AMH Fitness

#### The Scenario

Through a mutual associate, Pinpoint Marketing was introduced to Alison of AMH Fitness. Due to the Covid-19 pandemic, Alison's business was at a crossroads in terms of what to do next because in person Pilates and fitness classes were not allowed, so she considering moving these online. This move had prompted thoughts of a rebrand, a general marketing review and working on ideas how to move forward. Marketing hadn't been needed in the past, but this pivot of how the business ran required a strategy and change in thinking. After an initial phone chat, Pinpoint Marketing submitted a proposal of options and ideas, one of which was to invest in a Marketing Plan and strategy. The reason for this recommendation was to use this moment to analyse and define the target audience, the goals, the messaging, work on routes to market and so on.

#### The Solution

After asking the client key questions to establish the current situation, gauge future goals and assess the best options and routes to market based on the lockdown, budget and client needs, Pinpoint Marketing created a bespoke and personalised Marketing Plan for AMH Fitness, covering the 7 stages.

Objective Setting – setting goals and knowing your why

Defining the messaging – the wording used to attract your audience

Pinpointing a strategy – this is the blue sky thinking by us before the doing

Refining the target audience – your prospects, leads and then your customers

Developing the tactics – this is the doing by us and the decision making by us both, based on the strategy

Implementing the plan – this section is split into 3 phases. Phase 1, the foundations. Phase 2, the one-off campaign and 90-day marketing activity. And phase 3, a 30-day mini marketing plan

Measuring and evaluation – knowing the results then the ROI

The plan was presented to the client for approval and for her to then implement, with Pinpoint's guidance by her side. The first step was to show the graphic designer the messaging and audience sections of the plan, allowing her to redesign a new logo and strapline for AMH.

During the branding process and the implementation process of getting up and running with the social media profiles and using Mailchimp for email marketing (template design, campaign creating, using the new brand and so on), Pinpoint Marketing was on hand when needed to feedback, consult and do what was needed on a consultancy and hands-on basis.

## The Result

AMH Fitness has a Marketing Plan they can follow and refer to on an ongoing basis as well as having a consultant to call upon when needed. AMH also has a new logo and strapline to use across all current and future marketing collateral. As a result, the client has a plan, a focus and a strategy to ensure all future marketing activity is consistent and on brand.

“Thank you very much for the amazing Marketing Plan you delivered for me. I was at a crossroads with my business due to a change from community-based classes to online and you came recommended from a friend. The extensive plan has been amazing, the content and your attention to detail is fabulous and was delivered in a very professional and clear way that now I can go forward to plan my business within the social media aspect and also having the plan to refer back to anytime is what I need to keep me on track! I appreciate times change and when I have a new marketing idea, I will not hesitate to contact you. Thanks again. “

***Alison Marcuse-Harris – business owner***



Identifying effective solutions for all your marketing needs

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