



Case Study – Marketing Plan, consultancy support and branding

Pinpoint Marketing and Pinewood Nurseries

The Scenario

Pinpoint Marketing and one of the owners of the family run Pinewood Nurseries, Liz, met to discuss potential marketing support for the business. Liz wanted ideas and support with the direction in terms of options, planning it out and having a defined strategy. The nursery business has many facets to the business including a farm shop, plants, a bistro, and more recently, pop up markets.

Liz is also a busy working mum who works very hard but as us small business owners know, there are only so many hours in the day which can lead to needing support skills wise and also time wise too. Consistency and the need to be so, is key to marketing which was something identified by both parties as being needed in this case.

Due to the pandemic, a click and collect style service was introduced for Christmas and beyond and the Liz wanted a marketing plan to work on how to promote this service, including looking at the messaging, target audience/s, online presence and also a promotional strategy for the launch.

The Solution

Pinpoint Marketing went ahead and wrote a bespoke and personalized Marketing Plan for Pinewood Nurseries. This plan covered 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.

One of the steps identified in the plan, was to look at the branding and create a new logo along with variations of this for all the businesses facets. Pinpoint brought in trusted colleague Alison Joshi of JWJ Design.

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 brand for the business.

Alison pulled together mood boards around the business' values and their brand positioning, worked on fonts, colour combinations and graphic devices to communicate all facets of the business through an original and bespoke brand identity. The client was involved at all stages, providing clear input and direction to drive the design to something that all parties were happy with and spoke to the target audience effectively.

The Result

Pinewood Nurseries 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 in areas like content, social media, making PR and marketing recommendations, introducing Liz to our contacts and more. Liz and Pinewood also has a new logo and variations of it to use across all current and future marketing collateral. As a result, the client has a plan, a focus to remain consistent and a strategy to ensure all future marketing activity is consistent and on brand.



“Highly recommend Pinpoint marketing for small local businesses. Nicole has been helpful and reliable, creating a clear plan for my business going forward. I'm looking forward to continuing to work with her and put the plan in to action. “

Liz Robinson – Owner, Pinewood Nurseries



Identifying effective solutions for all your marketing needs

Pinpoint Marketing Consultancy Ltd

Phone: 07523 569288

info@Pinpoint Marketingmarketingconsultancy.co.uk

www.Pinpoint Marketingmarketingconsultancy.co.uk

Registered in England and Wales No.06597648