

# 14 quick wins to boost your marketing today



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MARKETING

YOUR MARKETING STRATEGY  
AND PLANNING SPECIALIST

**Celebrating 14 years of business!**

# 14 quick wins to boost your marketing today ...

As it's Pinpoint Marketing's 14th business anniversary we are sharing the marketing love with these quick wins to help our fellow b2b small business owners (in this rough order):

1. Before you do anymore marketing, take a snapshot report of where the business is today eg number of social media followers, sales, number of leads and their source, Google analytics (users, page views etc), number on database, number of newsletter opens etc
2. If you haven't already, create a sign up form for your database/newsletter and share this link on your socials, to your network etc to encourage sign ups
3. Chase up on any enquiries, leads and prospects that have not yet responded or signed up
4. Ask any current and past clients whom you have a good relationship with for a testimonial or LinkedIn testimonial/kudos or Google review
5. Check your social profiles. Are they up to date with the right opening hours, contact info, branding etc
6. Check your website. Are they up to date with the right opening hours, contact info, branding etc
7. Ask your network to like and follow your profiles and share your posts for more engagement and exposure

8. Look at your Google analytics and social media insights to see what topics are popular and what posts are engaging people the most. Then create some more posts around these such topics
9. Contact your current or lapsed customers and upsell to them, where relevant and appropriate
10. Whilst contacting these contacts, ask them could they consider referring you
11. And still whilst in contact ask if they fancy a coffee or call or dog walk or whatever suits, so you can catch up on what they are offering and update them on what you are offering
12. Write an upload a blog for your website on a topic based loosely around a service you want to promote
13. Create a promotion or mini campaign around a service you are going to promote and sell more of
14. Go to some networking events (do your research first to make sure they are right for your business and attended by your target audience)

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# What next? ...

- 📍 And if these ideas aren't enough for you, why not make the most of our FREE marketing service which is an audit or review. Find out more  
<https://pinpointmarketingconsultancy.co.uk/marketing-packages/free-marketing-advice-service/>
- 📍 Or if you have been inspired to take more action regarding reviewing your a target audience or doing some marketing planning or more measuring then check out our guides or templates  
<https://pinpointmarketingconsultancy.co.uk/guides-and-templates/>
- 📍 Or if you ready to start your marketing strategy and planning journey as have many have before you, find out more  
<https://pinpointmarketingconsultancy.co.uk/marketing-packages/marketing-strategy-planning/>

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# Keep in touch ...

**For more tips and ideas, follow us on social media:**

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