

**PINPOINT**

MARKETING

YOUR MARKETING STRATEGY  
AND PLANNING SPECIALIST

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Presentation by

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**Marketing without the overwhelm!**

**It is all in the planning ...**

**“A goal without a plan is just a wish!”**



Antoine de Saint-Exupéry

# PINPOINT

MARKETING

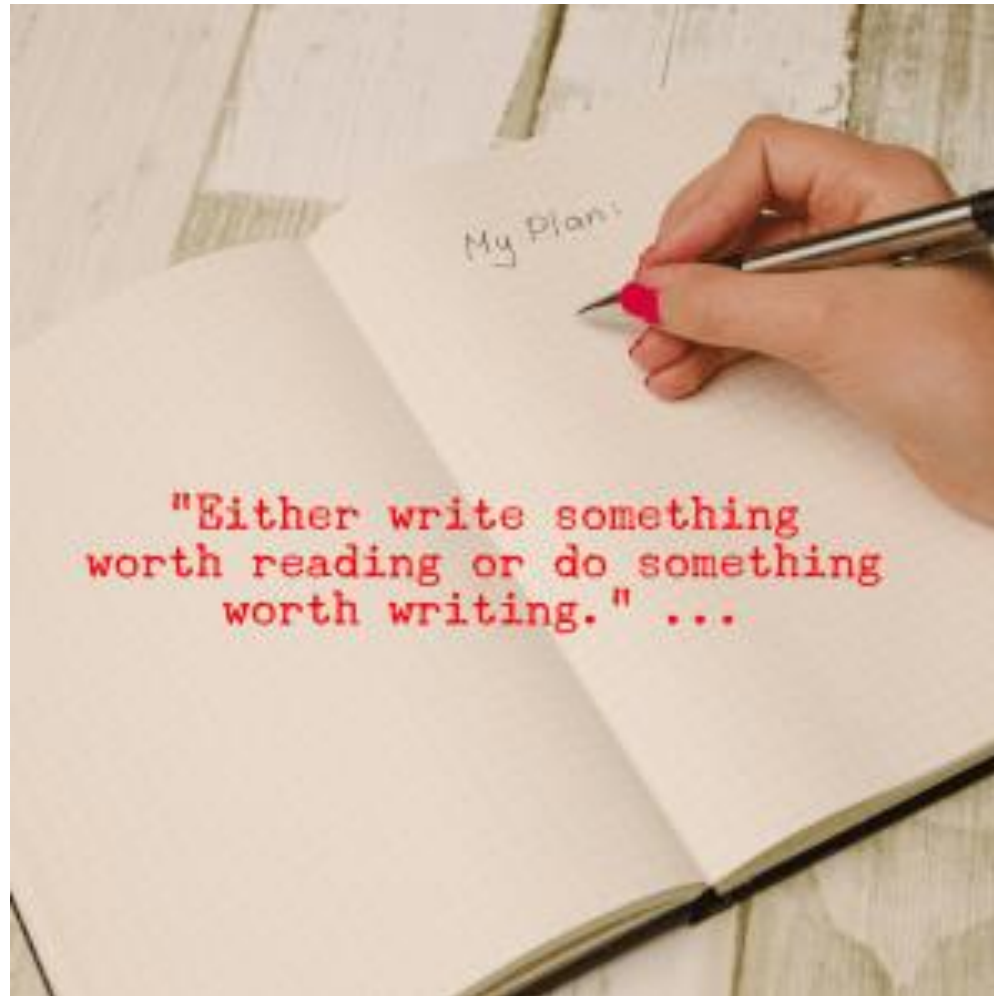
YOUR MARKETING STRATEGY  
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## Marketing without the overwhelm



**How NOT to plan**

### How to plan



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**Marketing without the overwhelm**

Be less Baldrick and be more Nicole ...

**What does this page mean to you?**

No idea? Blank? Overwhelming? Confusing? Pointless?

To mean it means opportunities, new ideas, options, growth, new beginnings and more ...

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## Marketing without the overwhelm

**Every business has to start somewhere ...**  
And somewhere is better than nowhere



### Marketing Strategies and Plans

**Are they different or the same?**

**Can you have one without the other?**

... they are Different ...

... Yes but not advisable ...

And here is why ...









**In summary the strategy is the why and the plan is the what and when  
And they overlap and work together**

You would revise before taking a test wouldn't you?

You would shop for ingredients before cooking?

You would lay foundations on a new build before buying sofas  
and soft furnishings?

**Your Marketing is no different!**



### How do Strategies and Plans work together

As well as detailing the foundations of your business, your crafted strategy will act as a flexible and work in progress piece that will underpin all your mini or sub strategies as in your networking strategy, PR and your comms.

The strategy should change and adapt as you and your business does.

Having a strategy is like having foundations to build upon. And we all now the story of the man who built his house upon the sand ...



### The benefits of a plan

There are MANY, including:

- Saving time in the long run by being organised
  - Saving money by doing what you know works
  - Feeling organised and in control
  - Avoiding overwhelm
  - Taking regular action
  - Ensure your team and suppliers are on the same page
  - Seeing well deserved results and getting an ROI
  - Achieving your goals
  - Making informed decisions based on facts not guesswork
  - Being more professional in your approach
- 
- What's not to love ...



Why you need both?

Your strategy determines the basics before jumping onto the planning phase.

How many times have you wanted to press fast forward in your business? Or go for the shiny stuff eg launching your website or social media or printed brochure.

I understand the excitement and passion to have this stuff, but you cannot have the shiny stuff without doing the groundwork first and laying out your foundations.

So next time you want to get the shiny stuff, take a pause, make your list first.



Once you know your audience and what you want to say

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You can determine your channels

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Then you can plan out the who, what, when, where and how

### **For example:**

**Once you know your audience and what you want to say**  
eg professional service business in the Windsor and Berks areas

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**You can determine your channels**

eg they are professionals and in the b2b space so LinkedIn would be better than Facebook or Instagram. And they are females so Athena is more appropriate than some other networking groups

=

**Then you can plan out the who, what, when, where and how**

eg your VA will post the posts you have written to LinkedIn 3 times a week every month for a minimum of 3 months and you will attend a networking event with Athena at least once a month



### Are you ready to create yourself a plan?

Pinpoint has created a checklist guide on what to include in a marketing plan for your service based business, step by step and how to get consistency

**[Find it here - https://pinpointmarketingconsultancy.co.uk/guides-and-templates/](https://pinpointmarketingconsultancy.co.uk/guides-and-templates/)**

# THANK YOU