

# Case Study – Marketing Strategy and Plan

## Pinpoint Marketing and Donna Scott Services



### The Challenge

Prior to Pinpoint Marketing starting work with Donna Scott Services, both parties had met via the Athena Network at our monthly meetings.

Donna said Nicole is currently working on my marketing plan and I am beyond excited (words I never thought I would utter in relation to marketing!). Nicole has a wealth of knowledge on the best way for businesses to utilise marketing processes and shares it in a way that's easy to understand and not overwhelming. Her calm and positive manner puts you at ease straight away and makes any worries you may have around marketing disappear. She is a true asset to any business that might be looking at formalising their marketing plan or outsourcing their marketing to someone trusted.

Donna Scott Services was established in September 2020 providing Excel services to small business owners, in particular, recruitment agencies in the Midlands area and beyond. The business can produce automated Excel spreadsheets and dashboards to enable businesses to track their key KPI's to make informed business decisions. The businesses 3 main specialisms are automation, reporting and virtual analyst. The current main source of leads is currently networking, WOM and referrals from past clients.

Donna said she needed marketing advice and some kind of plan, so Pinpoint Marketing started the planning process.

### The Solution

Pinpoint Marketing went ahead and wrote a bespoke and personalised Marketing Strategy and Plan for Donna Scott Services. This plan covered 7 stages.

1. Objective Setting – setting goals and knowing your why
2. Defining the messaging – the wording used to attract your audience
3. Pinpointing a strategy – this is the blue sky thinking by us before the doing
4. Refining the target audience – your prospects, leads and then your customers
5. Developing the tactics – this is the doing by us and the decision making by us both, based on the strategy
6. 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
7. Measuring and evaluation – knowing the results then the ROI

The plan was presented for approval and for Donna to then implement, with Pinpoint's guidance by her side as and when needed.

## The Result

Donna Scott Services has a Marketing Plan the business 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, newsletters and reporting. 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.

“Asking Nicole from Pinpoint Marketing to produce a marketing plan for my business is one of the best decisions I've made. From beginning to end Nicole was professional, approachable and made me feel like a valued client. As someone with little marketing experience, Nicole put me at ease and explained everything to me in a way that I could understand.

The marketing plan that Nicole produced is full of invaluable information that will help me market my business and grow further. It is concise and easy to understand, with lots of insight on my business. Thanks to the marketing plan I now have a clear vision of where I want to go with my marketing, plus actionable steps to get it up and running to a high standard. Nicole is worth her weight in gold, and I would recommend anyone who needs a marketing plan to get in touch with her.”

***Donna Scott - Owner, Donna Scott Services***

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