

Case Study – Marketing Strategy and Plan

Pinpoint Marketing and CB Talent Consulting



The Challenge

Prior to Pinpoint Marketing starting work with CB Talent Consulting, both parties had met some years back via various networking meetings.

CB Talent Consulting was established in January 2022. Colin has a background in recruitment in various guises, with over 30 years' experience in total, and has a passion for forming relationships, diagnosing the challenges and helping to shape and deliver solutions. And building a rapport with organisations and people in widely differing cultures and sectors.

Colin and his business are trusted advisers to a wide variety of organisations, looking at their total talent challenges and providing advice and solutions. This covers the employer brand; candidate attraction, engagement, selection and hiring; the entire candidate journey; right through to the onboarding process and early days employee experience.

Colin said he needed some support with marketing consistency therefore some kind of plan to follow, so Pinpoint Marketing started the planning process.

The Solution

Pinpoint Marketing went ahead and wrote a bespoke and personalised Marketing Strategy and Plan for CB Talent Consulting. 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 Colin to then implement, with Pinpoint's guidance by his side, as and when needed.

The Result

CB Talent Consulting 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, sales process, data and newsletters and reporting as well as accountability for monthly marketing consistency.

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.

“It was great to meet up with Nicole recently and she has put together a comprehensive marketing plan for my business <https://cbtalentconsulting.co.uk/>
I get a real sense she really understands my offering and how best to grow my profile, connections, opportunities and revenue.
I know feel like I am focussed and am building up a good head of steam with my marketing”

Colin Barnett - CB Talent Consulting

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