

Case Study – Website and Marketing Strategy & Plan

Pinpoint Marketing and Idio Web Services for SFE Services



The Challenge

SFE Services has an impressive, growing and sound business and the team has used the time well to implement some basic marketing since starting up. Sophie and the team called in the services of Idio and Pinpoint, to help market the business.

The website that was in place was a very basic one-page site and there wasn't a plan in place for marketing generally, therefore activity was sporadic and therefore the flow of outbound marketing and leads was too.

SFE needed support with a simple yet effective and affordable website, and then help with achieving marketing consistency.

Idio recommended their tailored WordPress approach to websites, which utilizes technology to allow a flexible design that can be easily implemented, but also allows for ongoing changes of the site to be incorporated quickly and without expensive coding. All Idio websites include Cloud Hosting, Daily Backups and SSL certificates. We also have active security monitoring and regular Malware scanning to make sure nothing untoward has happened to the site. And Pinpoint Marketing suggested a Marketing strategy and plan. This strategy and plan document will review what the business is doing, establish the foundations and recommend some one-off and monthly marketing activity going forward, targeted to the target audience with the personalised messaging and channels to use. And including showcasing and promoting the new look website once designed.

The site came first, with great impact, and then Pinpoint Marketing came in and worked on the plan a few months later that would expand on the groundwork already done.

Idio and Pinpoint were briefed and used independently to each other, but their work and teams collaborated as part of the lasting process.

The Solution

Idio Web Services created an incredible website based on their needs and more. Pinpoint's research in the plan showed SFE didn't have much competition as the competitor sites were not great aesthetically or secure wise. This meant they are not good looking, secure or easy to find. The competition identified by Sophie did not feature much in the keywords searches and findings, which is an advantage for SFE and one for Idio to maximise on, which they did. The website, created last year, keyword wise focusses on making sure the website is organically optimised for the local geographies and structured so that each key service delivery area has its own focus.

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 Result

SFE Services has a fully functional, active, supportive and interest generating website and a Marketing strategy and plan for the inhouse team to add to, work on and implement.

As a result, the client has a site and plan, a focus to remain consistent and a strategy to ensure all future online marketing activity is consistent and on brand.

About Pinpoint Marketing

“The advice, ideas and strategic guidance we received from Nicole has really helped us create real clarity and to focus on how we can target our marketing towards both B2B and B2C clients. We now feel we have an exact plan in place, which we look forward to executing. We would highly recommend Nicole to any business who requires marketing expertise; her one-on-one approach means she truly gets to know you and your business meaning she really understands who you are, what you do and what you need”.

About Idio Web Services

“On starting our business, we had a very basic website in place, like many new businesses we could not afford the cost of a luxury website and were really put off by many web development companies who were less than transparent with their pricing. Idio couldn't be further from these types of companies! From day one of working with them we knew we were in safe hands; Peter created us an incredible website based on exactly what we wanted (but even better!) We have seen extensive company growth since the implementation of the site and their continued support developing the pages, monitoring the analytics, and doing everything in the background is amazing – we truly could not manage this without them.”



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