

Case Study – Marketing Strategy and Plan, and ongoing support



Pinpoint Marketing and Ryemead

The Challenge

The multi-award winning Ryemead Commercial Group Ltd is a long standing, successful business based near High Wycombe. Established 11 years ago, the team continues to grow over time staff wise, also utilising its network of subcontractors.

The business has moved with the times in terms of staffing, recruiting for roles needed, introducing new services, honing current services and introducing technology, such as a new software.

The commercial window cleaning business, which is Ryemead's core service, is a busy market and has always been full of lots of smaller companies and one-man bands, as well as other larger companies. Other services offered are Facilities management based ones to local authorities, businesses, cleaning contractors and managing agents.

The Solution

Pinpoint Marketing went ahead and wrote a bespoke and personalised Marketing Strategy and Plan for Ryemead. 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 to the MD for the business to then implement, with Pinpoint's guidance by their side, as and when needed.

The Result

After this process, Ryemead had a Marketing Plan that 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. In particular, Pinpoint has advised and supported on marketing areas such as telemarketing options, data and GDPR support, Business Development.

In addition to this plan, the consultancy and having Pinpoint's own services to call upon at anytime, Pinpoint has consistently been able to introduce the business to the various marketing related suppliers he needed. Namely, videography, vehicle sign writing, brochure design, copy writing for the blog and website, and so on. This ongoing support and value adding service has been invaluable for Ryemead, via Pinpoint's network.

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.

“Nicole is a marketing professional and is a great networker. Helped us organise our marketing goals and is trustworthy and conscientious in her work. Highly recommended.”

Steve Hughes - Managing Director, Ryemead

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