

Case Study – Marketing Strategy and Plan, and ongoing support



Pinpoint Marketing and 76 Services

The Challenge

76 Services offers IT Support and advice, Backup solutions for on premise equipment and cloud services such as Microsoft 365 or Google Workspace, Internet Connections and Cloud Telephony for one-man startups up to and including 100-man international organisations. Cyber Security is also a service offered.

These clients and businesses are spread across different markets, including freight forwarding which is a particular niche area of expertise.

The business is also an employer of T-level apprentices.

Based in High Wycombe, James and the team have been successful and busy to date, and wish to continue to sustain, and then grow. Unfortunately the business lost a large customer, which wasn't the fault of James but due to external factors, but this loss/change did identify a need to make up for some lost revenue and therefore the need to review and ramp up the marketing output and activity.

James has a real passion for what he does and for helping other fellow SME's, and he is very personable, well networked, easy to work with and distinctive with his colourful suits and attire.

The Solution

The business decided they needed some Marketing guidance was needed, but they were also willing and able to implement the marketing themselves. Therefore, it was felt that after a chat, a marketing strategy and plan would be the best solution to create for the business, along with a retainer package of 3 months to support on the content, content planning, consistency and measuring.

Pinpoint Marketing went ahead and wrote a bespoke and personalised Marketing Strategy and Plan for 76 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 to the MD for the business to then implement, with Pinpoint's guidance by their side, as and when needed.

Primarily, after the plan was submitted, Pinpoint's role was around creating a content plan for James to execute as well as post/content ideas and gathering monthly stats and analytics, and then measuring these. Plus giving commentary and recommendations monthly on the report and its findings.

The Result

As a result of consistent marketing from Pinpoint's advice as well as the client's hard work, website users increased by 77% over the time we worked together, Facebook, Instagram and LinkedIn posts added, and the number of blogs posted went up by over 70%. Impressions and engagement increased too. Google my business impressions and profile views also increased, and leads were generated as a result.

After this process, 76 Services 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, events, networking, new service ideas and so on.

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 various suppliers he needed as well as to other networking group hosts. And vice versa from James to Pinpoint. This ongoing support and value adding service has been invaluable for 76 Services.

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. 76 Services marketing journey continues and Pinpoint wishes them all the very best.

“Working with Nicole was a pleasure and also a very enlightening experience. We had tried to do our marketing ourselves and weren't getting anywhere, just a short time with Nicole and we saw the difference. Nicole is a true master of Marketing and explained everything to us in terms that we understood and could comprehend and they are translated into real world increases.”

James Scudder – Managing Director, 76 Services

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