

Case Study – Marketing Audit/health check and Content Planning



Pinpoint Marketing and HR by Tara

The Challenge: Growth Brings Growing Pains

HR by Tara, a thriving HR consultancy, was experiencing exciting growth. With a team of staff, including apprentices and T-level students, Tara, the founder, recognised they needed a more structured marketing approach. Consistency in posting across channels – blogs, newsletters, social media – and ensuring clear messaging became crucial. While Tara is passionate about HR and enjoys helping SMEs, she lacked a strategic marketing plan.

The Solution: Deep Dive and Content Roadmap

HR by Tara partnered with Pinpoint Marketing for a marketing audit. Pinpoint delved deep, asking insightful questions to understand the business, target audience, unique selling proposition (USP), services offered, marketing goals, and current channels used. They assessed return on investment (ROI) and more, offering an objective perspective from an outsider's viewpoint. This in-depth analysis resulted in a comprehensive report with actionable recommendations.

Following the audit's advice, Tara opted for Pinpoint to create a content plan. This plan mapped out the year across all HR by Tara's marketing channels. Themes were chosen for each month, considering Tara's services, seasonal trends, and target audiences. The plan then suggested top-level content ideas for each channel, theme, month, and even week. It provided both a high-level overview and detailed guidance. Consistency and measurability were at the heart of this plan.

The Result: A Roadmap for Success

HR by Tara now has a clear roadmap for their marketing. The plan allows them to consistently put out targeted messages with defined calls to action. Easy to implement and measure, the content plan is already showing positive results. They are actively implementing the plan and tracking its impact. This strategic approach ensures consistent, on-brand marketing activity for the future.

A Client's Perspective

Tara Hopkins, founder of HR by Tara, says, "I met Nicole from Pinpoint when I first started my business. I instantly appreciated her approach. We had many conversations, sharing our experiences of running a small business. Initially, we experimented with marketing, trying different things to see what worked. However, by the end of 2023, we knew we needed a plan. Nicole's insightful questions helped her understand our business and challenge us to think strategically. The resulting Marketing Audit Service Report summarised our current situation and offered clear next steps. This will be instrumental in prioritising, planning for consistency and clear messaging, and hopefully with Nicole's continued support, achieve even greater success."

Pinpoint Marketing Consultancy Ltd

Phone: 07523 569288

info@Pinpoint Marketingmarketingconsultancy.co.uk

www.Pinpoint Marketingmarketingconsultancy.co.uk

26 Oak View, Great Kingshill, Bucks HP15 6HB
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