Case Study – Lead generation and ongoing retainer support

Pinpoint Marketing and Leadjen

The Challenge: Successful and busy

Leadjen is a fairly new business but with Jeni at the helm, the business is growing and doing very well. Jeni is great at finding her clients with sales, in bound lead generation and opportunities and therefore she is naturally good at doing this for herself. Hence the busy ness!

Jeni and Nicole met via LinkedIn and various networks, and Jeni approached Nicole earlier on this year to support her through this busy period. At the time Jeni knew she wanted help and wanted Nicole to help her but the how and can you do piece needed resolving. So the two had a call and ...

The Solution: Regular and consistent project, admin and marketing

Nicole helped Jeni to support her clients by outsourcing some of the list generating and lead creation work she does on behalf of some of her clients, to Nicole. Jeni could concentrate on the sales and also concentrate on the sales reports and analysis work and niching/avatar work she does for clients whilst Nicole/Pinpoint Marketing created the lists as the middle man or woman, based on Jeni's work and findings. Seamless and smooth.

The Result: Freed up time and mind

This approach and work meant Jeni had her time freed up to do what she does best, the work got done and on time and the clients were very happy. Projects and accounts were timely and done to a high level, leading to satisfaction all round.

A Client's Perspective

Jeni, founder of Leadjen says: " Nicole has given me a new lease of life with the work she's been doing for me. She is sensible, reliable and uses common sense to ensure prompt delivery of projects. She just kind of takes the thing and makes it work really well and then delivers it back and saves me hours and

hours of time.

What I do is pretty niche, and the job Nicole does for me is even more niche, but her background knowledge of the industry has been invaluable and there hasn't been a single mistake in her work to date. I highly recommend Nicole. But you can't have too much of her time because I need it."

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