Case Study – Ongoing account management and client services support

Pinpoint Marketing and The Polka

The Challenge: Growing the business whilst maintaining client satisfaction and delivery

The Polka is a successful and specialist marketing agency based in Buckinghamshire, helping expertise-led businesses become the go-to in their market. Its work spans all aspects of digital marketing with a strong focus on helping clients connect with the right audiences and grow.

Carys, the founder of The Polka, and Nicole first worked together on a specific project, with Nicole initially brought in to support The Polka with competitor research, client interviews and market research.

What started as a one-off piece of project support quickly showed there was an opportunity to work together more regularly. As The Polka continues to grow and manage multiple client projects and campaigns, Carys needs additional capacity around the day-to-day account management and delivery side of the business.

The Polka naturally wanted ownership of its clients, its expertise and its strategic direction, while having someone experienced, organised and trusted alongside the team to help keep everything moving. And that's where the relationship with Nicole and Pinpoint developed.

The Solution: Ongoing, hands-on account management support

Now working as an ongoing monthly retainer, Nicole provides dedicated account management and client services support across one to two specific client accounts.

Nicole works alongside The Polka's team, supporting the day-to-day running and delivery of client work. She keeps projects and campaigns moving, follows up on outstanding actions and helps make sure things don't get stuck in the gaps between people, tasks and deadlines.

The role is deliberately hands-on. Nicole supports The Polka, The Polka's clients and, where needed, the wider team – acting as an extra pair of experienced hands and helping to keep communication flowing between all the different people involved.

It is classic account management and client services support, but with the added benefit of Nicole's wider marketing experience. She can understand the bigger picture, spot where something needs attention and help turn conversations and plans into action.

In practice, that means being there to:

- Organise and coordinate client meetings
- Prepare agendas, information and actions ahead of meetings
- Attend client meetings and support client communication
- Capture actions and follow up afterwards
- Keep projects, campaigns and deadlines moving
- Coordinate activity between The Polka, its clients and other contributors
- Keep ClickUp and project information up to date
- Chase outstanding information, approvals, assets and actions

- Identify potential blockers before they become bigger problems
- Help prioritise activity and keep workloads moving
- Provide regular project and account updates
- Support the wider team with organisation and delivery
- Bring ideas, practical solutions and an additional marketing perspective
- Generally make sure that the things that have been agreed actually get done!

The relationship works because Nicole isn't there to replace The Polka's expertise or client relationships. She complements them. Carys and The Polka team remain firmly in the driving seat, with Nicole providing the organisation, consistency and delivery support around them.

The Result: More capacity, momentum and a trusted extra pair of hands

Pinpoint has become an extension of The Polka's team, providing flexible account management capacity as and when it is needed.

For The Polka, this means having someone trusted to help manage the detail and day-to-day client activity, while Carys and the team can continue to focus on what they do best: marketing strategy, ideas, expertise and growing the business.

For clients, it means having another experienced person involved who understands their projects, knows what needs to happen next and helps maintain momentum.

And for Nicole, it means being able to do what she does best too – bringing order to busy client accounts, keeping people and projects moving and making sure that good marketing doesn't get held up by the day-to-day delivery juggle.

(This is an ongoing client relationship)

A Client's Perspective

Carys from The Polka says:

“Nicole is an experienced marketer who really knows her stuff. She brings a methodical and ordered approach to the most complex of projects. She's brilliant to work with and an asset to any business or team.”