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Point Global Marketing celebrates 10 years



/ Our Today
administrator



Wants to be seen as company to introduce new businesses to Caribbean



Javette Nixon, chief executive officer of Point Global Marketing, at Digital Housing Marketing Conference 2019.

What started out as a leap of faith in 2011, Point Global Marketing, headed by Chief Executive Officer Javette Nixon, has just turned 10 years old.

Now boasting an extensive client list, Point Global Marketing has worked with more than 108 companies across the Caribbean in the past 10 years, providing digital marketing and strategic branding work.

The digital marketing company, which focuses on working with small businesses that need to market their goods and services online and on international platforms, has also serviced another 300 companies that have participated in its annual marketing conferences called Digital Housing.

RESEARCH, CONSULTANCY AMONG POINT GLOBAL'S SERVICES



and social media marketing for businesses across the Caribbean.



Nixon (centre) with emerging entrepreneurs from Suriname.

The team also provides new-business development services and sourcing, and marketing and advertising opportunities.

In 2012, Nixon walked away from his full-time role in corporate Jamaica to focus on building Point Global Marketing and has not looked back since.



“... I wanted to make an impact on businesses that were emerging in one way or another... .”

Javette Nixon, chief executive officer of Point Global Marketing

“I had autonomy to shape policy around sales and channel development and I had strong leaders to learn from. I ultimately chose to leave because I was passionate about helping emerging Caribbean businesses, I wanted to make an impact on businesses that were emerging in one way or another, and I knew my leaving EdgeChem was the best way to do that.”

He added: “I was working for a company that I knew I could greatly benefit from, I was leaving behind opportunities for great mentorship through Doreen Frankson, a great Jamaican businesswoman but what spoke to me was my passion.”

Now housed on Holborn Road in New Kingston, Point Global Marketing employs seven full-time staff members with another 11 freelancers and contractors across the region, who are now working remotely due to the global pandemic which has brought about unprecedented changes to how individuals work, study and travel, among other things.

COVID-19 ACCELERATED DECISIONS

“The COVID-19 pandemic has accelerated a lot of the decisions Point Global was already in the process of making in terms of investing in digital technology, such as project management and marketing tools to assist our clients. We had to move quickly, even though we were already a technology involved company,” Nixon said.

“We also had to look at inefficiencies whether through cash flow or personnel. We now run a tighter operation, getting value for money, and we have to make sure we definitively have impact on the businesses we work with



Nixon added: "Though we have managed to pivot in the way we work during this pandemic, we do see an approximate 25 per cent fall-off in projects in Jamaica and 50 per cent from our regional operations. Jamaica, in particular has been challenging from an operational cost standpoint, but we continue to push forward despite these setbacks."



Nixon with speaking with businessman William Mahfood at Digital Housing 2020.

Point Global continues to deepen its ties with small businesses.

Nixon said the Point Global team intends to launch a small business accelerator programme during its 10th year. This programme will see the company directly funding small businesses through an innovation award. Partnerships are being sought to assist with this initiative.

The digital company also launched a venture capital fund called Esther Ventures, where it allows for investments into small businesses between US\$5,000 to US\$50,000.



work across the Caribbean. We want to be seen as the company to introduce new businesses to the Caribbean, that's an important part of our work," Nixon said.

Find out more about Point Global Marketing and their various initiatives by visiting their website at www.pointgm.com

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