



An entire Marketing Team for
the price of a **single salary**

Are you swimming in a sea of these pesky problems?

1 **Time is not on your side:** When time is limited, businesses may overlook marketing efforts, rely on outdated strategies, hinder growth opportunities, and fall behind in marketing competition.

2 **Your marketing results are not what you hoped for:** At times, a lack of confidence stems from past unsuccessful marketing activities aimed at attracting new business or enhancing brand growth.

3 **Confusion Regarding Task Clarity**
Many times, people have a rough understanding of their tasks but struggle due to the lack of specific direction on how their marketing efforts will help the business reach its objectives.



Inhouse vs external marketing team

Skills gaps

In-House Marketing Team

Most employees have a broad range of skills, but they may not be experts in a specific area.

Time constraints

In-House Marketing Team

Internal marketing employees often find themselves stretched thin and short on time because they are usually tasked with handling the majority, if not all, of the activity execution.

Unclear Outcomes

In-House Marketing Team

Senior management often struggle to attribute marketing activities with new revenue and as a result can be reluctant to invest more into marketing.

Risk of employee churn

In-House Marketing Team

Investment in marketing managers with an average tenure of 2-3 years may benefit other organisations more than your own.

Skills ready on-demand

External Marketing Team

The core team comprises two marketers, backed by specialists skilled in design, SEO, PPC, and other specialised areas.

Well organised distribution

External Marketing Team

All activities will be allocated to your core team and relevant experts for specialised tasks.

Clear Reporting

External Marketing Team

We will have regular communication through Microsoft Teams and monthly review meetings to discuss progress, results, and upcoming plans.

Consistency

External Marketing Team

Hire a full team for the price of one salary, saving on additional costs like NICS, pensions, and internal employee expenses.

This calculator is here to help you understand your annual marketing expenses better.

Type	Cost
Marketing-related salaries:	
Additional services costs:	
Video/animation production:	
Graphic design services:	
Social media management:	
Content creation:	
Other agency expenses:	
Total annual spend:	£



Marketing-Confidence Calculator

Key

14-15

You probably don't need us.

12-13

Your marketing efforts are robust, yet you have a clear understanding of the areas that require enhancement.

10-11

While you have laid down the fundamental groundwork, you acknowledge that there is still plenty of work ahead.

To improve your marketing strategy, it would be beneficial to review your current plan and consider the desired outcomes you hope to achieve. By analysing these goals and outlining a clear path to success, you can enhance the effectiveness of your marketing efforts.

Score your business out of 15	1	2	3
How do you characterise your engagement and regularity on social media platforms?			
What is your perspective on the number of opportunities created by your marketing endeavors?			
How would you describe the effectiveness of any external agencies you are using?			
How would you describe the effectiveness of your digital marketing e.g. Google ads, PPC, and blogs?			
Are you satisfied with the level of market share that you have?			
Score:			

Tier 1

£1,500 per month or **£18,000** per year

What's included:

- Social media management – 3 x Channels
- Social media graphic design
- Content planning
- Monthly social media report
- Dedicated Digital Marketing Executive

Optional extras:

- Monthly or quarterly video production with social media clips to diversify content plan
- Paid social media campaigns to significantly increase following, sales and/or lead generation

Package overview

Our entry-level package is designed for businesses who are thinking about bringing on a Marketing Assistant. Their main focus would be to ensure that your social media channels remain engaging with top-notch content.

As part of this package, we are excited to offer social media management for up to three of your favourite platforms, such as Facebook, Instagram, LinkedIn, or any other platform that you prefer.

We will work closely with you to plan engaging content for 60 days and leverage our talented in-house Graphic Design team to create and schedule your social media posts.

Tier 2

£2,500 per month or **£30,000** per year

What's included:

- Social media management – 3 x Channels
- Content planning – 30-60 Day content plans
- Content creation – Social media graphics
- Google ads - Set up, management and ongoing optimisation to generate opportunities up to £5,000 p/m ad spend
- Email marketing (newsletters) - 2 x Per month across target segments
- Monthly review presentation – What worked, what didn't, objectives and business updates
- Dedicated Account Manager, Digital Marketing Executive and Digital Marketing Assistant
- Ongoing marketing consultancy

Package overview

This package boosts online visibility with high-quality content, acting as a professional extension of your team. It provides regular updates on your Social Media with branded content aligned with your goals.

We will create and implement a PPC strategy to drive new business and sales through your website, allowing you to track new opportunities resulting from our collaboration.

We will hold monthly review meetings to present data on activity performance and progress towards pre-agreed KPIs and objectives.

Tier 3

£3,500 per month or £42,000 per year

What's included:

- Social media management – 3 x Channels
- Content planning – 30-60 Day content plans
- Content creation – Social media graphics
- Bespoke lead generation campaigns – Advanced style outreach designed to support your new business pipeline
- Email marketing (newsletters) - 2 x Per month across target segments
- Monthly review presentation – What worked, what didn't, objectives and business updates
- Dedicated Account Manager, Digital Marketing Executive and Digital Marketing Assistant
- Ongoing marketing consultancy

Package overview

This package is ideal for data-driven B2B organisations operating in common or complex sales environments. It includes all features from previous packages and additional services focused on maximizing return on investment.

This package aids in day-to-day marketing operations for online brand presence and offers a strategic approach to creating new commercial opportunities for business development.

If unsure about fit, schedule a discovery call to discuss desired outcomes and determine best package for success.

Tier 4

£4,500 per month or **£54,000** per year

What's included:

- Social media management – 3 x Channels
- Content planning – 30-60 Day content plans
- Content creation – Social media graphics
- Bespoke lead generation campaigns – Advanced style outreach designed to support your new business pipeline
- Search Engine Optimisation
- Google Ads
- LinkedIn Training
- Email marketing (newsletters) - 2 x Per month across target segments
- Monthly review presentation – What worked, what didn't, objectives and business updates
- Dedicated Account Manager, Digital Marketing Executive and Digital Marketing Assistant
- Ongoing marketing consultancy

Package overview

This package expands on the previous one by incorporating long-term marketing growth strategies alongside short-term sales activation.

This package is ideal for organisations seeking clear ROI attribution through lead generation and brand growth in their target market.

Diversifying streams is crucial for organisations to maintain consistent lead flow and meet revenue forecasts.

Customised

Price on application

Let's create a custom marketing strategy for you.

If you've reviewed our Outsourced Marketing Department packages and are interested in collaboration, schedule a discovery call. This call allows discussion of your challenges, our services, and assess if we can propose a fitting solution for you.

We offer customised packages tailored to individual businesses, aligning services with company goals to ensure value and purpose in our offerings.

If you're uncertain about where to begin or which option aligns best with your business, schedule a discovery call with us for personalized assistance in making the right choice.



Full service list

Ongoing specialist services

Search engine optimisation

Advanced lead generation activities

Paid social media advertising

Email drip campaigns

Human positioning includes Team LinkedIn training, creating accountability structures, and forming content plans.

One-off projects

Branding design and development

Website design and development

Explainer animations

Bespoke campaigns

Marketing strategy – Basic and comprehensive



Common FAQs

#1 How often do we communicate?

To develop a strong relationship, we integrate with your business daily through Microsoft Teams, offering constant communication via calls or emails. Monthly review meetings are held to assess progress, successes, challenges, and updates.

#2 How do I know whether outsourcing our marketing is right for us?

It may not always be best to work with an Outsourced Marketing Department. A discovery call can help determine if an internal hire is more suitable by asking questions to understand your business better, allowing both parties to decide if further discussion is beneficial.

#3 What's the commitment period?

We offer a 4-month test period for clients to assess our services. If continued past month 4, we commit to a 12-month partnership.



Common FAQs

#4 Why would we hire you over bringing in a marketing employee full-time?

We offer a team with varied expertise at a lower cost than hiring one full-time employee. Our inclusive packages reduce the need for additional costly services.

#5 What's the process?

We will start with a 45-minute discovery call to assess compatibility. If suitable, a proposal outlining the strategy and activities will be shared. This helps determine if collaboration is viable.

#6 Will you understand our business?

We invest time to understand your organisation and goals, ensuring success in driving desired outcomes.