

MITCHELL
& STONES
POWERFUL. DIGITAL. PRESENCE.

MITCHELL
& STONES
OUTSOURCED MARKETING DEPARTMENT

An entire Marketing Team for the price of a single salary

Information Pack

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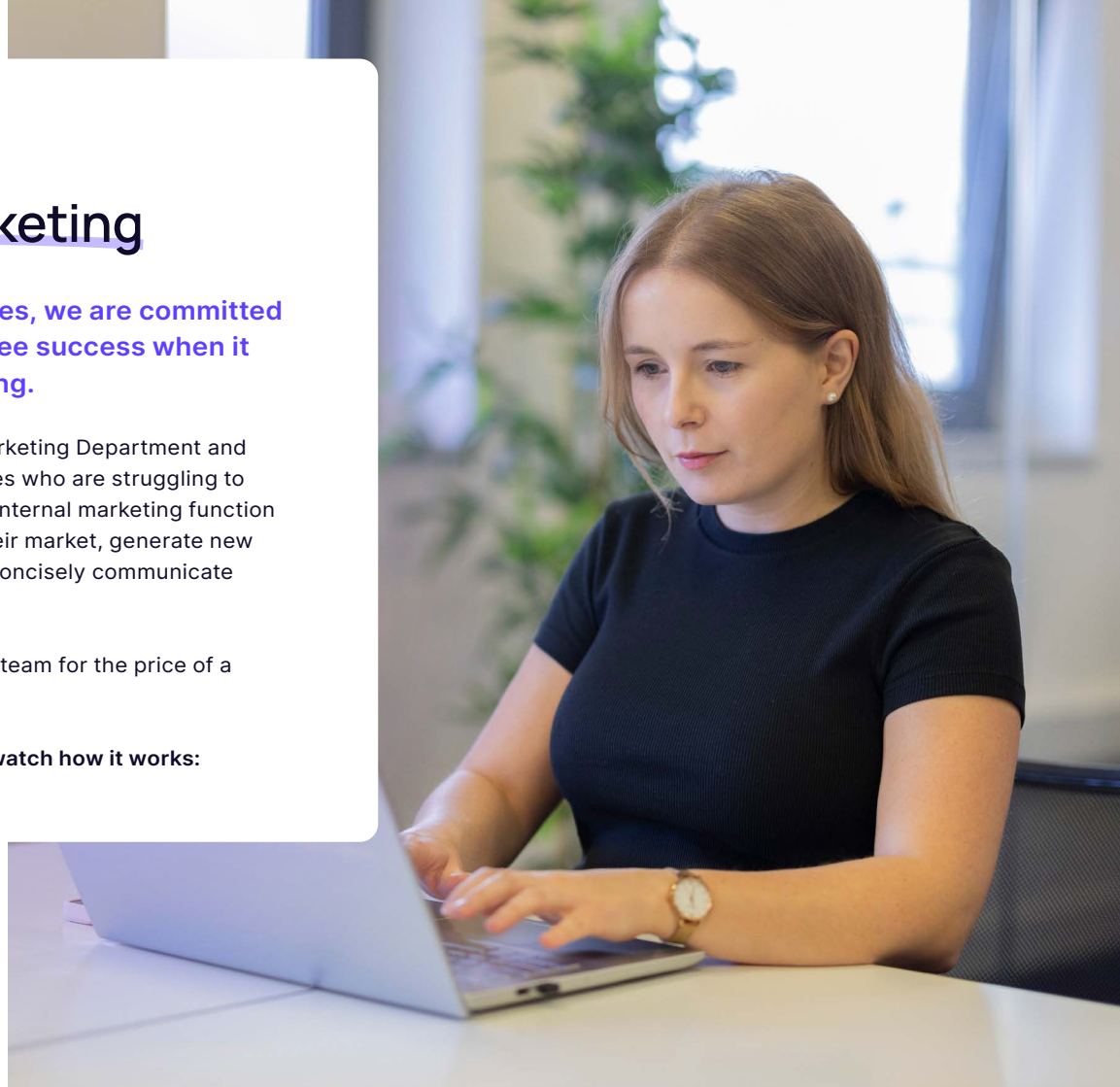
Welcome to modern marketing

Here at Mitchell & Stones, we are committed to helping our clients see success when it comes to their marketing.

We act as an Outsourced Marketing Department and typically work with businesses who are struggling to establish a high-performing internal marketing function to raise their brand within their market, generate new business opportunities and concisely communicate their offering.

We offer an entire marketing team for the price of a single salary.

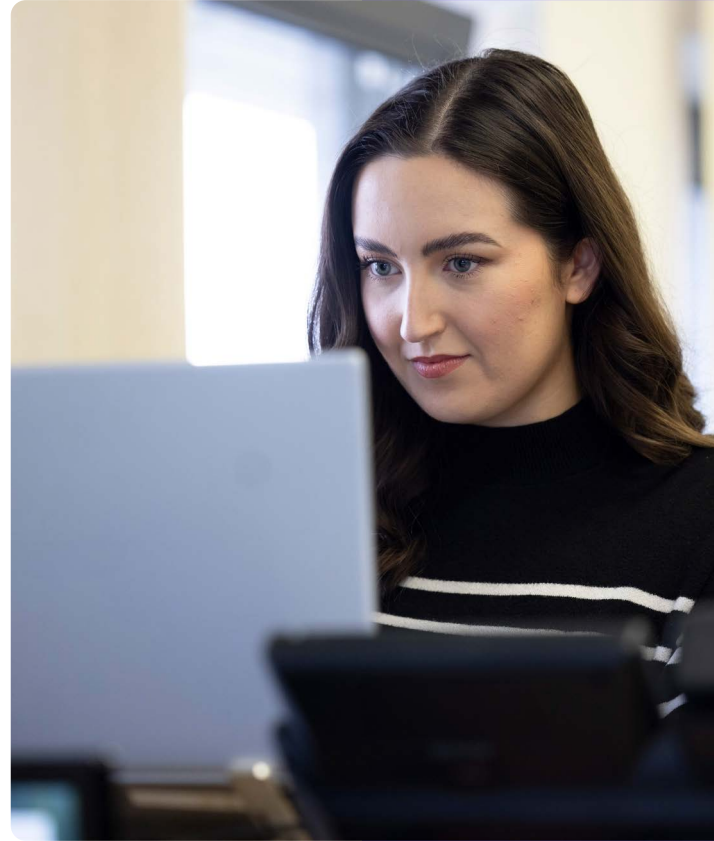
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Are you facing any of the following challenges?

- 1 Struggling with time** - Many businesses struggle to give marketing the attention it needs due to time constraints. This can lead to over-reliance on outdated strategies, missing growth opportunities, and failing to adapt to rapidly evolving marketing environments.
- 2 Frustrations with results** - Sometimes there is a lack of confidence due to previous unsuccessful attempts at various marketing activity whether to drive new business or grow their brand in the market.
- 3 Confusion with what you should be doing** - In many cases, there is an idea of what should be happening but there is a lack of clear direction on how their marketing strategy and activities will help the business achieve it's ambitions.



Internal hire vs external marketing team



Skills gaps

Internal Marketing Team

Most employees are generalists who might have a shallow knowledge of lots of things, but may not be expert level in one particular activity.



Skills ready on-demand

Outsourced Marketing Department

Your central team consists of three marketers, supported by specialists with expertise in design, SEO, PPC and other specialist skillsets.



Time constraints

Internal Marketing Team

Internal marketing employees are typically overstretched and time poor due to being responsible for most if not all of the activity execution.



Well organised distribution

Outsourced Marketing Department

All activities required will be distributed across your core team and to the relevant experts, ensuring the right specialists are on the right activities.



Wishy-washy results

Internal 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.



Clear reporting

Outsourced Marketing Department

We communicate daily via Microsoft Teams, and we will also hold a monthly review meeting to review results, progress and discuss upcoming plans.



Risk of employee churn

Internal Marketing Team

With the average tenure in a marketing manager role around 2-3 years, any investment made can quickly feel it's for another organisation's benefit.



Consistent

Outsourced Marketing Department

Get a whole team for the cost of one salary, cutting down on extra expenses like NICs, pensions, and other internal employee costs.

This calculator is designed to **help you understand** what you are spending on marketing efforts every year

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:	£



Confidence calculator

Key

14-15

You probably don't need us.

12-13

Your marketing is strong but you have a clear sense of where you need to improve.

10-11

You have the basic foundations but understand that there is a lot of work to do.

< 9

A review of your marketing strategy is required, along with an analysis of desired outcomes and how you are going to achieve these goals.

Score your business out of 15	1	2	3
How would you describe your activity and consistency on social media?			
How would you describe the amount of opportunities that are generated from your marketing?			
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 for businesses who are considering hiring a Marketing Assistant, whose primary responsibility would be keeping your social media channels active with high-quality content.

As part of this package, we will manage up to three of your social media channels, including Facebook, Instagram, LinkedIn or X. We will map out your content plan for the next 60 days and utilise our internal Graphic Design team to begin producing and scheduling your social media content.

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 is designed to increase your visibility online with high-quality content and give you a professional and creative marketing department as an extension of your team. Your Social Media channels will be regularly updated with branded content, which is tailored towards reaching your desired outcomes.

We will also set up, design and execute a PPC strategy designed to help you win new business or generate sales directly from your website. This enables you to be able to attribute working with us to new opportunities coming into the business.

Every month, we will hold a monthly review meeting where we will present back the data and statistics of how all your activities have performed and if we are on track for our pre agreed KPIs and objectives for what success looks like.

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
- Email marketing (newsletters) - 2 x Per month across target segments
- Bespoke lead generation campaigns – Advanced style outreach designed to support your new business pipeline
- 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 includes everything from previous packages, plus additional services with a focus on return on investment. Best suited for data driven organisations who are B2B orientated and are working within common or complex sales environments.

This package supports you with your day-to-day marketing operation for brand presence online but a more in-depth strategic approach to generating new commercial opportunities for your business development team to explore.

We have worked with organisations in engineering, manufacturing and other complex B2B environments to help them generate opportunities to explore new customer relationships.

If you are not sure whether we could be a good fit, book a discovery call. We can discuss your desired outcomes and discuss whether this package or something bespoke is more suitable to help you see 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
- Email marketing (newsletters) - 2 x Per month across target segments
- Bespoke lead generation campaigns – Advanced style outreach designed to support your new business pipeline
- Search engine optimisation
- LinkedIn team training and accountability structure
- 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 example package builds on the previous but includes long term marketing growth strategies as well as short term sales activation.

This level of activity enables key measurements to be in place for lead generation as well as significant brand growth for awareness within your target market. This package specifically is best suited for organisations looking for a clear ROI attribution.

Diversifying your streams is important to ensure consistent and predictable lead flow which ultimately allows organisations to set revenue forecasts and achieve them.

Bespoke

Price on application

Let's build your bespoke marketing operation

Your company is unique. If you have browsed our Outsourced Marketing Department packages and would like to explore whether we could be a good fit, book a discovery call where we can discuss the current challenges you are facing, how it works and better understand if it makes sense for us to present a proposal to you.

No two businesses are the same, and we might discover that you would benefit from a unique package, made up from the services and features that best suit you and your company objectives. It is not uncommon for us to build a package around our clients, ensuring that they are seeing value and purpose in everything we do for them.

If you're not sure where to start, or which option best suits your business, book a discovery call with us and we can help you decide.



Full service list

Ongoing specialist services

- Search engine optimisation
- Advanced lead generation activities
- Paid social media advertising
- Email drip campaigns
- **Human positioning** – Team LinkedIn training, accountability structure, content plans

One-off projects

- Branding design and development
- Website design and development
- Explainer animations
- Bespoke campaigns
- **Marketing strategy** – Basic and comprehensive

The Mitchell & Stones marketing framework



Brand growth

This addresses three key aspects of brand awareness and its capacity to generate inbound opportunities and enquiries through brand recognition. Attributing revenue solely to awareness activities is challenging but can yield long-term dividends. Successful brand growth strategies facilitate a decrease in our customer acquisition costs over time.



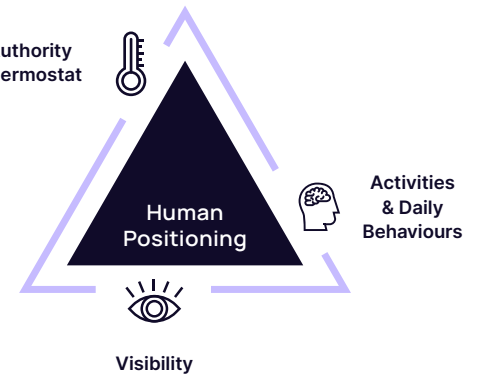
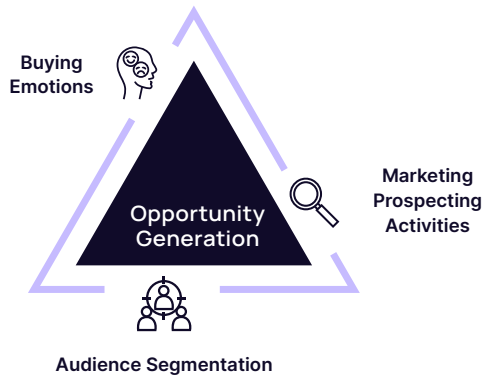
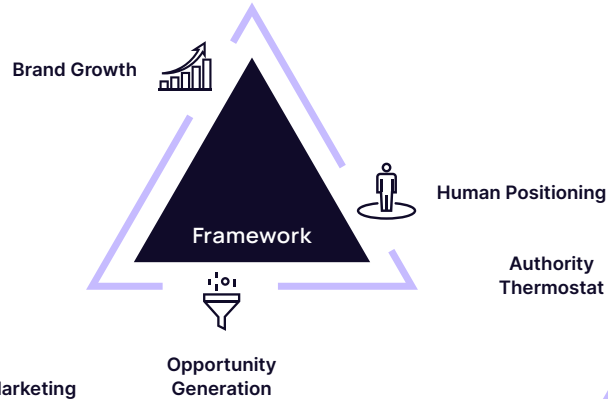
Human positioning

Within B2B environments it is imperative that we empower employees who are responsible for generating revenue for the organisation to grow their personal brand through a strategic, calculated and well managed approach. Channels such as LinkedIn can be fruitful and reliable platforms to generate deal flow as well as position organisations as thought leaders and experts within their respective industries.



Opportunity generation

This pillar emphasises short-term sales activation and diversified deal flow. Over-reliance on one lead source, like Google ads, events or cold calling, poses a substantial risk to the organisation's pipeline robustness. Our approach ensures that an organisation develops between 3 - 5 lead generation streams to mitigate pipeline challenges and achieve revenue forecasts predictably.



Common FAQs



#1

How often do we communicate?

Our belief is that unless we are integrated and operating as part of the day-to-day of your business, then developing a strong relationship and understanding the nuances of your organisation are unlikely. We communicate daily via Microsoft Teams and you can call us/email us anytime. Every month we will hold a monthly review meeting to review progress, understand the successes and the challenges and gain any updates within your business.

#2

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

It may not be the right thing to do... There are certainly situations where an internal hire makes more sense than working with an Outsourced Marketing Department. To help figure this out, you can book a discovery call where we will ask you a whole pile of questions to better understand your business. You can ask us any questions and between us, we can work out whether it makes sense to continue the conversation.

#3

What's the commitment period?

Typically, we offer clients a 4-month test drive period to experience working with us and to assess the impact of our relationship. Following the test drive period, we commit to a period of 12 months together if we progress into month 5.



Common FAQs



#4

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

We bring an entire team with diverse expertise at a fraction of the cost of one full-time employee. Moreover, our packages are all-inclusive, meaning you can greatly reduce the amount of costly additional services you might normally have to source.

#5

What's the process?

First of all, we will have a discovery call which typically lasts 45 minutes where we can ask each other some questions to better understand if we could be a good fit. Following this conversation, if it makes sense to do so we will create a proposal which will be presented to you to help you understand the strategy, process and activities we will be executing day-to-day. Following this, we are usually in a position where we know whether or not it makes sense to work together.

#6

Will you understand our business?

We invest a significant amount of time upfront getting to know you and understand your organisation, nuances and offering. We will never know as much as you, but we ensure we know what we need to know so that we can succeed and drive the desired outcomes you are looking to achieve.

OMD CASE STUDY:

Insituform

Insituform Linings: Bringing an industry leader into the digital world

As the creators of the product that ignited their industry and CIPP for the past 50 years, Insituform Linings undoubtedly hold industry authority and a strong reputation. Their challenge was maintaining consistent marketing activity and building their online presence to match the 'real world'.

What we did:

- Social media management
- Personal LinkedIn management
- Email newsletters
- SEO
- Bespoke opportunity generation campaign

Before joining us, Insituform faced challenges in establishing an online presence that matched their real-world authority. They relied on word of mouth and referrals, and couldn't rely on digital streams due to their lacking online presence. Time constraints and reliance on the holding company's stretched marketing team led to disjointed efforts, because the holding company's marketing team was so stretched they were often left to their own devices, with a lack of in-house skill or strategic direction.



How we fixed it:

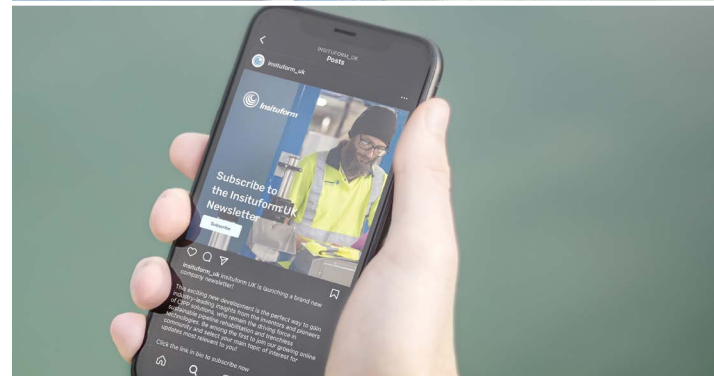
We revamped Insituform's online presence by redesigning their website and crafting a strategic marketing plan to re-establish their industry leadership.

Across social media platforms, we introduced engaging content to boost interaction. Newsletters were utilised to inform existing clients and entice potential prospects, tapping into previously unexplored marketing avenues.

By positioning key personnel as authorities in the industry through personalised LinkedIn management, we enhanced brand recognition. Additionally, our aggressive SEO approach improved keyword rankings and ensured optimal website performance. Through targeted outreach efforts, we initiated conversations with decision-makers in new markets, creating bespoke opportunities for expansion.

Results

- Over 37,000 impressions on LinkedIn
- Over 153,000 impressions on Facebook
- 1,321% increase in LinkedIn followers
- Averaging 3,000 impressions per post
- 66% of followers to personal LinkedIn profile are Senior/Director/Manager level
- Over 100% increase in followers and connections to personal LinkedIn profiles
- Rising traffic to the new website and rising organic search rankings





Scan to see
how it works

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climate
friendly
workforce
1.5k trees

