

# THE **OUTSOURCED MARKETING**

DEPARTMENT

Information Pack



MITCHELL  
& STONES  
POWERFUL. DIGITAL. PRESENCE.



# 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.

We are a goal-orientated, energy-boosting and forward-thinking team who love to work with brands to level up their marketing activities.

Sound interesting? We might be just the answer you have been looking for. Check out this information pack for more details on who we are, what we do and whether we could be a good fit for you.

**MITCHELL  
& STONES**

POWERFUL. DIGITAL. PRESENCE.

# Meet your *Marketing Team*

**Our vision** is to become leaders in modern marketing by empowering our people, clients and partners to achieve the extraordinary.



**TASHA TURNBULL**  
Digital Marketing Executive



**SOPHIE GAMBLE**  
Digital Marketing Manager



**BETH WARD**  
Digital Marketing Manager



**BEN SHARPE**  
Graphic Designer



**JAMIE REILLY**  
Junior Content Producer



**JON HELIS**  
Junior Content Producer



**EMILY PARSONS**  
Business Development Manager



**CHRIS STONES**  
Creative Director



**JOSH MITCHELL**  
Managing Director



**THEO**  
Resident Good Boy

If any of the following challenges resonate in your world, **we could be a good fit for you!**



---

**1.** Are you struggling to be **consistently active** on social media?

---

**2.** Are you **frustrated by not having the right structure** and plan in place to market your organisation effectively?

---

**3.** Are you **confused by where to start** to make digital and social media marketing work for your business?

---

# Three things to think about before hiring a marketing employee

**1. A Marketing Manager will cost your business anything between £35-60k a year, and will likely mean that you'll need to find additional services, such as graphic designers, video production agencies and paid ad managers in order to fulfil your marketing needs.**

**Solution:** Our packages are all-inclusive, comprising all of the services you need at a fraction of the salary you would pay for a marketing manager.

**2. Does a single way of thinking inspire creativity and new ideas?**

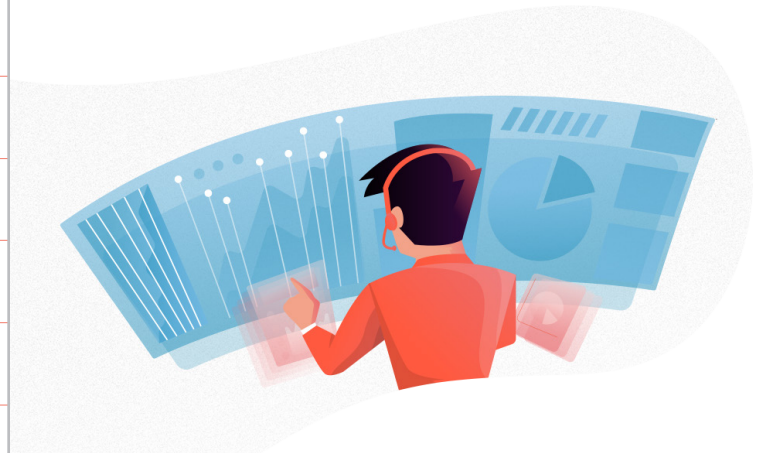
**Solution:** Our fixed-fee Outsourced Marketing Department packages give you access to our entire team. We regularly hold internal strategy meetings to generate new ideas and look for ways to improve the delivery of your marketing strategy.

**3. Will a marketing employee have the business acumen to understand your sales process?**

**Solution:** Opportunity generation is an important part of a marketing strategy, otherwise known as lead generation. Marketing and Sales are functions which can, when integrated seamlessly, provide a consistent stream of new opportunities, with a percentage converting to new clients.

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

Marketing-related Salaries:	
Additional Services Costs:	
Video/Animation Production:	
Graphic Design Services:	
Social Media Management:	
Content Creation:	
Other Agency Expenses:	
<b>Total Annual Spend:</b>	<b>£</b>



### Did you know?

The average Marketing Manager salary is between £35-58k in the UK (source: [reed.co.uk](https://www.reed.co.uk)) and typically requires additional resources from external agencies to fulfil the company's marketing needs.

# Confidence *calculator*

		POOR		NEEDS WORK		GOOD
SCORE YOUR BUSINESS OUT OF 15	How would you describe your activity and consistency on social media?	1		2		3
	How would you describe the amount of opportunity that is generated from your marketing?	1		2		3
	If applicable, how would you describe the effectiveness of any external agencies you are using?	1		2		3
	How would you describe the effectiveness of your digital marketing e.g. Google Ads, PPC, Blogs etc?	1		2		3
	Are you satisfied with the level of market share that you have?	1		2		3

---

**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

---



# Marketing Assistant

£1,500 per month

OR

£18,000 per year

## What's included?

- ✓ Social Media Management - 3 x channels
- ✓ Graphic Design - Social Media Graphics
- ✓ Content Planning
- ✓ Monthly Social Media Report
- ✓ Dedicated Digital Marketing Executive

## 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 Twitter.

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.

In addition to this, as part of your Marketing Department, you have access to our design team for one project per month to support you with presentations, brochures, flyers, bespoke graphics and any other marketing collateral you might need within your business.





# Tier 1

£2,500 per month

OR

£30,000 per year

## What's included?

- ✓ Social Media Management
- ✓ Social Media Graphics Design
- ✓ Graphic Design x 1 project per month
- ✓ Google, Bing, PPC strategy, set-up and management up to £1,000 p/m ad spend
- ✓ Monthly Meeting
- ✓ Monthly Social Media Report
- ✓ Dedicated Digital Marketing Manager
- ✓ 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. You also have an on-demand Graphic Design service to create brochures, flyers, banners, and anything you need to equip your business development function on a monthly basis.

We will work on one project at a time with you, with unlimited revisions. Your Social Media Paid Ads strategy will communicate marketing messages to your target audiences, positioning relevant messages to customer segments on a targeting and retargeting schedule.

Likewise, we will manage your Google Ads and retargeting budget to drive new leads into your business, to help you win new opportunities.

# Tier 2

£3,500 per month

OR

£42,000 per year

## What's included?

- ✓ Social Media Management
- ✓ Social Media Graphics Design
- ✓ Graphic Design On-demand
- ✓ Google, Bing, PPC strategy, set-up and management up to £5,000 p/m ad spend
- ✓ Monthly Meeting
- ✓ Monthly Social Media Report
- ✓ Dedicated Digital Marketing Manager
- ✓ 2 x Half-Day Video Production
- ✓ 2 x Half-Day Video Editing and Post-production
- ✓ Videos edited and delivered to requirements
- ✓ Email Marketing
- ✓ Ongoing Marketing Consultancy

## Package overview...

**This package includes everything in Tier 1, plus additional services to increase your visibility and authority online.**

Within the Tier 2 package, you have access to 3 x Half-day Video Production shoots to film Social Media content, bespoke videography or even videos to support important areas of your business, such as talent attraction.

In addition, we will manage your Email Marketing campaigns, whether this may be to current data lists within your business to open new sales opportunities or setting up email drip sequencing to cold prospects to support your pipeline for new business.

This package is designed to support new revenue generation in your business should this be a key measurable as part of our engagement together.

# Tier 3

£4,500 per month

OR

£54,000 per year

## Our highest impact package

- ✓ Social Media Management
- ✓ Social Media Graphics Design
- ✓ Graphic Design On-demand
- ✓ Google, Bing, PPC strategy, set-up and management up to £10,000 p/m ad spend
- ✓ Monthly Meeting
- ✓ Annual Board Representation (optional)
- ✓ Quarterly Directors Meeting (optional)
- ✓ 2 x Press Release annually
- ✓ Monthly Social Media Report
- ✓ Dedicated Digital Marketing Manager
- ✓ 3 x Half-Day Video Production
- ✓ 3 x Half-Day Video Editing and Post-production
- ✓ 2 x Half-Day Photography Shoots
- ✓ Photos professionally edited and delivered
- ✓ Email Marketing
- ✓ Annual Brand Alignment Meeting
- ✓ Ongoing Marketing Consultancy

## Package overview...

**Tier 3 is where we look to accelerate the marketing function within your business with maximum impact to work towards building your high-authority and highly visible brand.**

Along with everything in Tier 1 and Tier 2, you have access to a professional photographer twice a year to update team headshots, photos with clients for press releases and more! In addition to this, we will have an Annual Brand Alignment Meeting, where we deep dive into how your brand will develop over the next 12 months.

We will look holistically at your brand, taking into consideration your visibility, voice, character and perception, to ensure that your brand stays current and is always progressing.

You also have the option to invite one of our Directors to your board meeting to outline the detailed marketing strategy of the business over the next 12 months, along with deliverables and measurable to align your marketing strategy with your company goals.

# Bespoke

## Package overview...

**Your company is unique. If you have browsed our Outsourced Marketing Department packages and feel your organisation is not a good fit, or feel you require only certain elements from each package, it could make sense for us to build you a bespoke package.**

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, we can help you decide.

POA

**BOOK A DISCOVERY CALL WITH US**



# Add-ons

## Blog Creation & Distribution – £200 p/m

- 2 x 500-word Blogs
- Optimised for SEO
- Professionally written and edited

## Landing Page – £450

- Designed and built for marketing campaigns
- Optimised for lead generation and effective data capture

## Brand Consultancy – POA

- Brand manual set-up - fonts, colours, logos, logo placements and more
- Brand Alignment Meeting - establish the future of your brand in a Brand Alignment Meeting with us
- Branding Package - logo design and brand expansion for a refresh

## Email Marketing – £200 p/m

- Using your preferred email marketing tool if already established
- 2 x emails per month to your subscribers, designed and written in your language and voice criteria
- All emails approved before deployment
- Added to content agenda as part of monthly meetings with any Tier package

## Email Drip Campaign – £700 p/m

- Cold emailing campaigns to actively target ideal prospects
- Strategy, design, build and implementation
- Monthly review of cost per lead and cost per acquisition
- Up to 2,000 contacts emailed per month in compliance with GDPR\*

\*B2B Contact data required to run campaigns - £320 excl. VAT per 1,000 records

# The Mitchell & Stones *Marketing Framework*

## 1. Brand Growth



We approach your business from three angles; Visibility, Authority Thermostat and Brand Voice/Vision. This is where we look to position you as a point of authority in your sector on Social Media, and elsewhere online, using your brand tone. We use high-value content to achieve authority status, which is measured through engagement and feedback.

## 2. Human Positioning

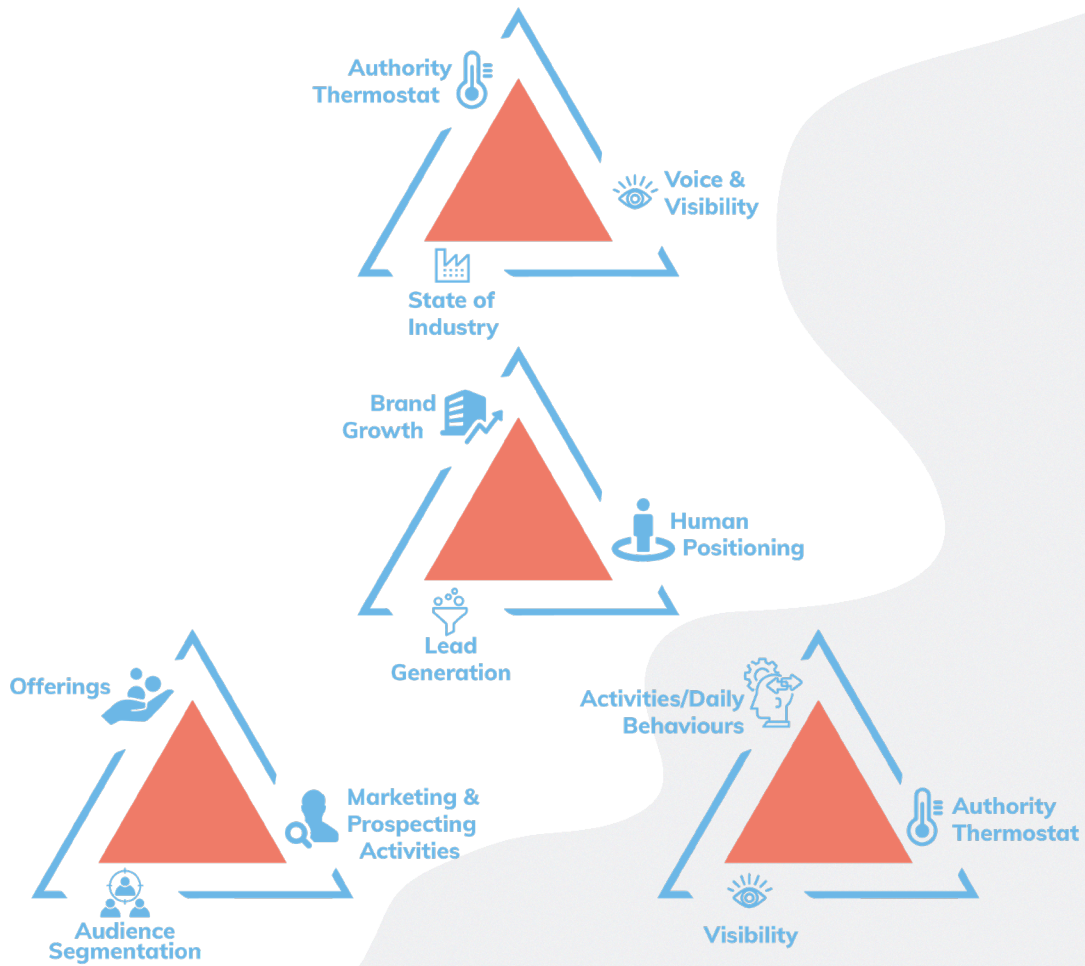


This is approached from the following angles; Authority Thermostat, Personal Brands and Daily Behaviours. This is where we build the personal brands of your employees to be individually positioned as experts and authoritative in your sector, in order to attract inbound interest. We design and encourage daily behaviours to ensure your people are consistently active online with visibility on Social Media.

## 3. Lead Generation



This is segmented into understanding the audiences you wish to attract to specific offerings and ensuring regular prospecting activities are being executed to maintain a healthy pipeline. Examples would be setting up webinars, consultations and meetings based on pains and challenges your prospects are experiencing, which you can actively help them with.





# Common **FAQs**



## **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 what one employee would cost you. Moreover, our packages are all-inclusive, meaning that you can greatly reduce the amount of costly additional services you might normally have to source.

## **When can I speak to my Outsourced Marketing Department?**

You can get in contact with us via phone at any point between 9am and 5pm, Monday to Friday.

## **What is graphic design on-demand?**

This service is to support you with design projects you may require on a fair usage basis. You can use this for brochures, flyers and other materials inclusive of your monthly fee. You can queue up to 2 more projects at a time.

## **Will you advise us on how we can grow our business?**

Absolutely! As part of our internal processes, we will have quarterly internal strategy meetings around your business quarterly and will discuss how we can consistently improve with new ideas, processes and strategies. This reinforces the benefit of having a team working with your business for the price of a single employee.

# Common FAQs



## **How does payment work?**

When you hire us, we will set you up on a direct debit which will debit the amount of your package on the same day each month automatically. You will be emailed an invoice along with payment confirmation.

## **How often will I meet my Digital Marketing Manager?**

As part of any Tier Marketing Manager package, a monthly video Zoom progress meeting will be scheduled to discuss the previous month and what is upcoming in your business, such as what you want to focus on and more.

## **What if we are not happy with the service or results?**

Our entry-level Tier 1 plan is rolling and you can cancel at anytime if you are not happy. We are long-term relationship driven and actively look to become integrated into your team. If you are on a Tier 2 or 3 package, we need 30 days notice to wind down your account with us.

## **How do I get started?**

Simply give us a call or email letting us know which package you would like to proceed with and we will begin the welcoming and onboarding process.

# Getting *started*

Our onboarding process is designed so that we can integrate into your team seamlessly. Here's how it works!

---

**1. Discovery meeting**

**2. Proposal**

**3. Onboarding**

**4. Integration**

**5. Launch**



# Hear from our **clients**



## **Allteks**

In Q1 of this year, we set out to seek a strategic marketing partner to help guide our brand to the next steps of our growth, and after a few reviews, it was clear Mitchell & Stones were the right fit for what we required. They have immediately started driving significant momentum in our Go-to-market strategy, providing value time and time again. No task is too little or too large for them. We are pleased with their professionalism and leadership.



## **Rocket Projects**

The Mitchell & Stones team are hugely talented and genuinely love what they do. We have worked with them to create our LinkedIn strategy and an upcoming email campaign. I personally have learnt so much from this lovely team about the new and latest marketing methods and I am delighted that we have reached our goal of new work opportunities opening up as a result of their hard work. Thank you Mitchell & Stones!



## **Coconut Learning**

I must say working with Mitchell & Stones has helped us lay the foundation of branding and marketing. We are able to get large impressions on the posts because of the quality and design of the content. Mitchell & Stones really help companies represent their brand values and create a top notch visibility in the market. They work with purpose, and are outcome driven. They understand the business first, create a strategy and devise the outcome.

# MITCHELL & STONES

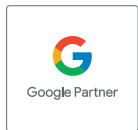
POWERFUL. DIGITAL. PRESENCE.



Watch to see  
how it **works**

**Phone** - 02381 680303

**Email** - [info@mitchellandstones.com](mailto:info@mitchellandstones.com)



**Ecologi** | **climate  
positive**  
workforce

