

# THE OUTSOURCED MARKETING

DEPARTMENT

Information Pack



MITCHELL  
& STONES  
POWERFUL. DIGITAL. PRESENCE.

MEET YOUR

# MARKETING DEPARTMENT



**Josh Mitchell**

Josh is your business development expert who will mastermind alongside you lead generation strategies, new ways of getting you in front of decision makers and providing a creative and modern approach of strategies to help fill up your pipeline. Josh is passionate about lead and sales funnels and will look at ways to drive new revenue into your business.



**Chris Stones**

Chris is your creative director and will be advising on visual content, video production, mapping out and implementing plans to ensure you are seen as a point of authority in your sector. He will also oversee that your branding guidelines including your voice, visuals, perception and communication traits are maintained to a high standard.



### Tasha Turnbull

Tasha is your social media manager and will be responsible for keeping all of your social channels posting regularly with high quality and engaging content. She will also report back with new ideas, statistics and performance to ensure we are consistently growing your audience.



### Ady Cosma

Ady will be looking after all of your paid advertising, whether on Google, social media or any other form of PPC we run on your behalf. Utilising his extensive experience in running successful campaigns, Ady brings a wealth of knowledge and wisdom in helping our clients achieve impressive ROIs for the lowest possible outlay.







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

Struggling to find the time to be consistently active on social media?

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Frustrated with your current marketing efforts and this could be due to a lack of results, or being able to find a marketing strategy that works for you?

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Confused as to what to do to grow your brand effectively and be positioned as the expert in your sector?

### 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





# 5 challenges your business may be experiencing without even realising

**1. A marketing manager will cost your business anything between £25-58k a year and will likely need to find additional services such as graphic designers, video production, paid ad managers to fulfil your marketing needs.**

## **Solution**

Our packages are all inclusive of the services you need at a fraction of the salary you would pay for a marketing manager.

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**2. The salary of a marketing manager gives you access to one skill set and way of thinking**

## **Solution**

With us, you have a team of people bouncing ideas on how we can grow your business, with diverse skill sets and specialities.

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**3. Your marketing and sales team are disconnected and not working to a common purpose**

## **Solution**

We believe in marketing and sales integration. Our success triangle focuses on brand growth, lead generation and human positioning to align our daily behaviours with yours to reach a desired outcome.

**4. Frustrations with new ideas to win business**

## **Solution**

We have cross-sector experience with clients and can bring ideas to the table, which you may have never even considered to cut through the noise of your competitors.

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**5. No playbook in place to repeat successful activities**

## **Solution**

From day 1, we are consistently working on and building your playbook of success, which is where we document successes and behaviours that produce tangible results and repeat the activities.



# Marketing Expense Calculator

Marketing-related salaries

**Additional Services Costs**

Video/Animation Production

Graphic Design Services

Social Media Management

Content Creation

Other agency expenses:

Total Cost:



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



	Would like to Improve	OK	Very Good
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 marketshare you have?	1	2	3

Confidence Calculator

## Scores out of 15

- 14-15 - You probably don't need us
- 12-13 - Your marketing is strong but you have a clear sense of where improvement is needed
- 10-11 - You have OK foundations but understand there is a lot of work to do
- <9 A review of your marketing strategy is required along with desired outcomes and how you are going to achieve these goals





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## Tier 1

**£2,000** per month

or

**£24,000** per year

### What's included

- ✓ Social Media Management
- ✓ Content Creation
- ✓ Graphic Design on Demand
- ✓ Social Media Paid Ads Management
- ✓ Google, Bing, PPC Management up to £1,000 per month
- ✓ Monthly Meeting
- ✓ Monthly Social Media Report
- ✓ Dedicated Account Manager

### Package Overview

This package is designed to increase your visibility online with high quality content, and have a professional and creative marketing team as an extension of your team.

Your social media channels will be regularly updated with well branded content that is tailored towards reaching your desired outcomes. You also have an on-demand graphic design service to create brochures, flyers, banners, website banners and anything else you need to equip your sales team with on a monthly basis, with no cap to what you want designed and 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 business.

You will be presented with a monthly report to see how your social media is performing, along with monthly face-to-face strategy meetings.



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## Tier 2

**£3,000** per month

or

**£36,000** per year

### What's included

- ✓ Social Media Management
- ✓ Content Creation
- ✓ Animated Social Media Posts
- ✓ Graphic Design on Demand
- ✓ Social Media Paid Ads Management
- ✓ Google, Bing, PPC Management up to £1,000 per month
- ✓ 3 Full Day Video Production Throughout Year
- ✓ Videos Edited and Delivered to Requirements
- ✓ Monthly Meeting
- ✓ Monthly Social Media Report
- ✓ Dedicated Account Manager

### Package Overview

This package includes everything in Tier 1 plus key marketing services to increase your visibility and authority online.

In Tier 2, you will have access to four full day video shoots to film social media content, company materials and anything you need to keep fresh communication messages being deployed.

In order to ensure success, we will speak monthly on Zoom to brainstorm, review and identify new ways to grow the business sustainably.



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## Tier 3

**£4,000** per month

or

**£48,000** per year

### What's included

- ✓ Social Media Management
- ✓ Content Creation
- ✓ Animated Social Media Posts
- ✓ Graphic Design on Demand
- ✓ Social Media Paid Ads Management
- ✓ Google, Bing, PPC Management up to £1,000 per month
- ✓ 3 Full Day Video Production Throughout Year
- ✓ 2 Half Day Photography Shoots Throughout Year
- ✓ Photos Professionally Edited and Delivered
- ✓ Videos Edited and Delivered to Requirements
- ✓ Monthly Meeting
- ✓ Quarterly Review
- ✓ Monthly Social Media Report
- ✓ Dedicated Account Manager
- ✓ Email Campaign Management
- ✓ Discount B2B Contact Data

### Package Overview

Tier 3 is where we look to put the accelerator flat to the floor to make a real high energy, 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, whether it's to update headshots, take new photos of what you are up to and more!

You also get email campaign management, where we will design, launch and maintain an email campaign, whether that's to drive sales of a product to booking people onto a demo call with you.

### Our highest impact package





# ADD ONS

Add these onto any package



## Email Marketing

- ✓ Use your preferred email marketing provider if in place
- ✓ Weekly email to your subscribers, designed and written in your language and voice criteria
- ✓ All emails approved before dispatch
- ✓ Monthly meeting to plan the following 4 weeks, communications

£180 per month

## LinkedIn Prospecting

- ✓ Management of a Personal LinkedIn Account
- ✓ LinkedIn Sales Navigator lead building
- ✓ Opening up new connections with prospects
- ✓ Driving new opportunities through your lead generation process

£300 per month

## Marketing Automation (Advanced)

- ✓ Automate lead capture to sync with your CRM
- ✓ Automate marketing activities to deliver data to email marketing, pipeline and other key collection points
- ✓ Automate SMS, customer journeys and client acquisition strategies

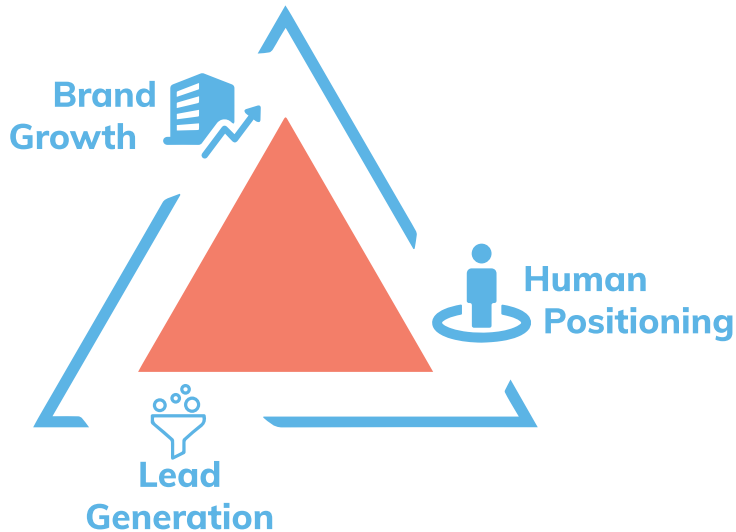
POA

## Blog Creation & Distribution

- ✓ 3x 500-word blogs
- ✓ SEO optimised
- ✓ Professionally written and edited

£200 per month

# How we approach marketing your business



## 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 digital using your brand tone. Using high value content to achieve authority status, which is measured through engagement and feedback.

## 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 to attract inbound interest. Designing and executing daily behaviours to ensure your people are consistently active online with strong visibility on social media.

## 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 and consultations, meetings based on pains and challenges your prospects are experiencing that you can help them with.

# Measuring your authority

## Celebrity Authority

The celebrity authority is well known throughout the UK and potentially globally. Clients are usually pre-sold before engaging and are happy to pay whatever the celebrity authority demands, within reason.

## Authority

The authority is well known regionally and has a proven track record of delivering success to their clients. Clients expect to pay more of a premium due to trust and credibility that they have built up in the marketplace.

## Expert

The expert tends to excel in a certain niche and might be well known locally. The expert is trusted within the niche and therefore customers are happy to pay more of a premium.

## Generalist

The generalist offers a wide range of product or service lines that are very common in the marketplace, and the only fluctuating factor is typically price.







## Common **FAQs**

### **Why would we hire you over bringing in a marketing manager full time?**

We bring an entire team with diverse expertise at the fraction of what one employee would cost you. Moreover, our packages are all inclusive, which means you minimise any additional services you have to source, which will also come with an additional fee.

### **How often can I speak to my outsourced marketing manager?**

You can call your outsourced marketing manager between 9-5 Mon-Fri on the office phone.

### **Is graphic design on-demand really unlimited?**

In short, yes. We will complete one project at a time for you with no limit to revisions to ensure your brochures, flyers, banners etc. are up to standard and you are completely satisfied. 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, there will be an in-house discussion around your business weekly to see how we consistently improve with new ideas and strategies. Reinforcing the benefit of an entire team for less than the price of one employee!



## Common **FAQs**

### **How does payment work?**

When you hire us, we will set you up on a direct debit that 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 marketing manager?**

As part of the 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 upcoming events, promotions, campaigns 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 any time 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 60 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 on-boarding process.

# Stage 1

## Introduction Zoom Call

Your dedicated marketing manager will contact you to arrange an introductory Zoom call. The purpose of this welcome call is to get a good understanding of your brand and how we are going to position you. We will take a deep dive into your world by understanding various elements to educate ourselves on how we are going to push you forward with your brand values in mind. +



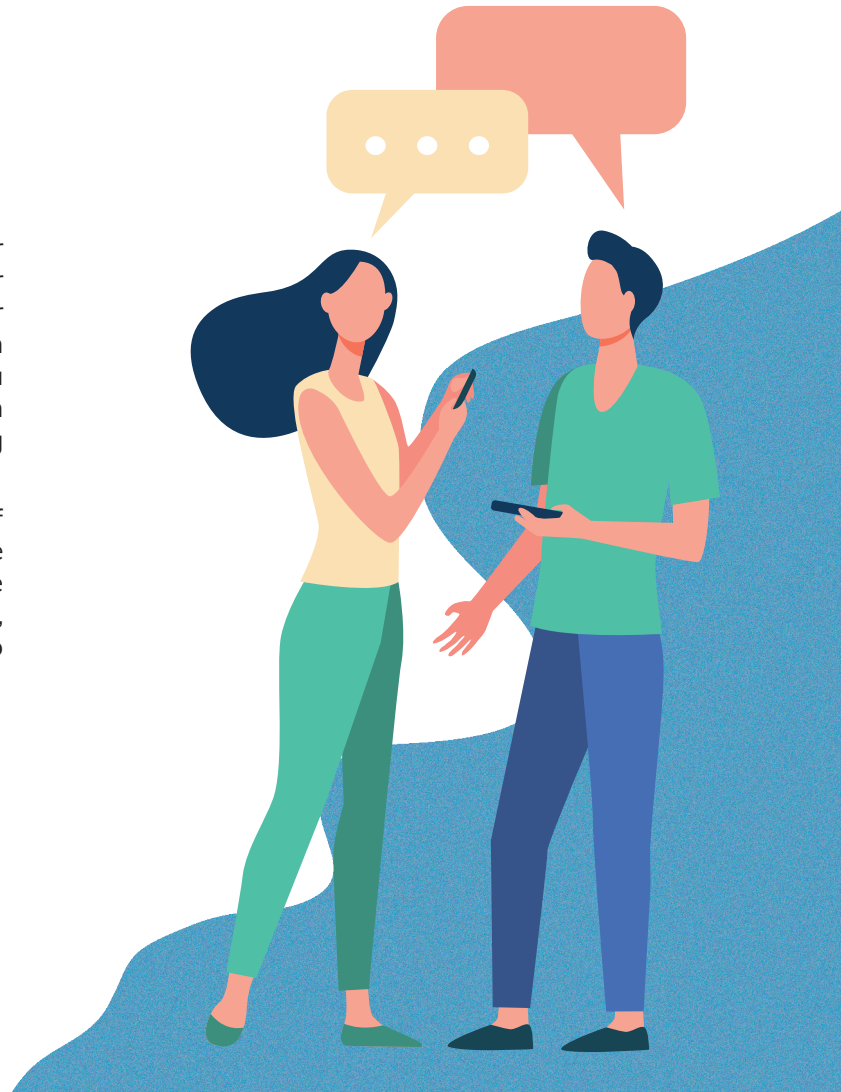


# Stage 2

## Communication

To make communication between your team and your marketing manager, we use Slack. Slack is a messenger service, a little like WhatsApp, but specifically for businesses. This allows you to have instant contact with your marketing manager throughout the day. It is also a great way to ask any questions and to get feedback on projects etc. This is also a gateway to all the marketing services we offer.

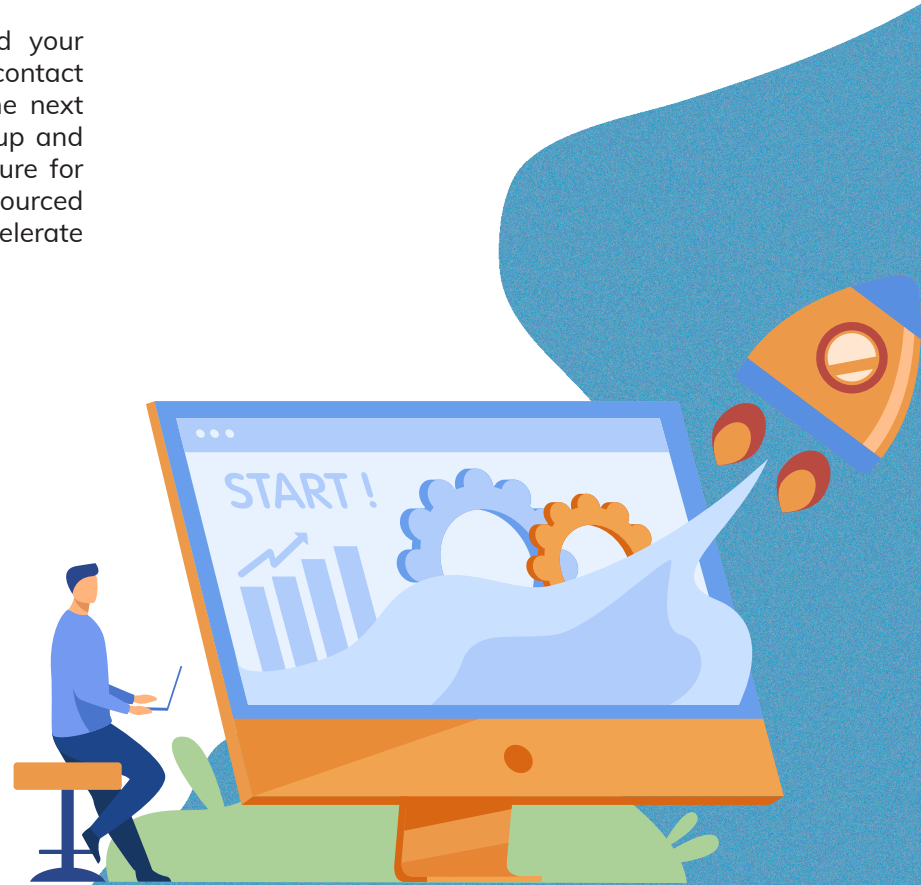
Once you have decided who will be the main point of contact with your marketing manager, we will invite them to join our Slack channel. If you want multiple people to have contact with your marketing manager, no problem, just let your marketing manager know who you want to invite.



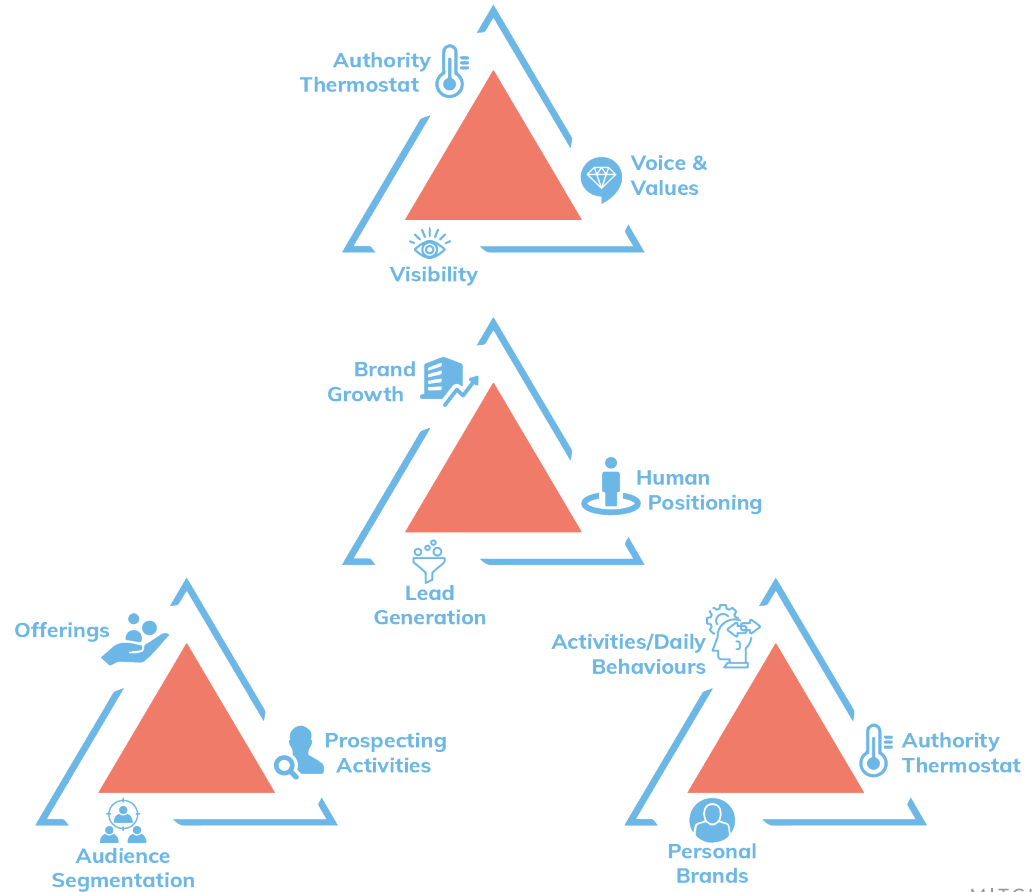
## Stage 3

### Ready to go

Once your marketing manager has completed your company profile and invited your the points of contact to your Slack, we are ready to get started. The next steps might look like getting a PPC campaign up and running, or it could look like producing a brochure for an upcoming event you are holding. The outsourced marketing department is there to help you accelerate your business.



# MARKETING FOCUS TRIANGLE



# MITCHELL & STONES

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## Let's have a chat

**Phone** - 02382 512415

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

**Address** - Mitchell & Stones Ltd  
Ocean Village Innovation Centre,  
Ocean Way, Southampton,  
SO14 3JZ



## THE PROOF IS IN THE PUDDING

"Josh and Chris have taken Gin & Jones from an idea in the back of my head to a functioning brand and business with retained monthly customers. I love the energy they have and how they are always looking to try new methods"



**Andy**  
Gin & Jones



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<https://www.mitchellandstones.com/>