



# Marketing Manifesto: The Business Leaders' Guide to Marketing That Really Works

Sharp-tongued consultants. Flash agencies. Endless tools, tactics and fads. It's no wonder some business leaders struggle to take marketing seriously.

This guide is for business leaders who want to do real marketing that drives real results. No hacks. No gimmicks.

Just practical, hands-on advice from over 100 Marketing Directors based on decades of experience helping small to mid-size business leaders grow their businesses.



# Why Can't Marketing Just Be **Easy**?



Most of our conversations with business leaders start the same way. They're frustrated. They're at the end of their tether. You can see it in their eyes: "Why can't marketing just be easy?"

Most of the time they've already tried hiring a junior marketing manager. When that didn't work out, they brought in an agency. And when that didn't fix it, they rolled up their sleeves and did it themselves. And all they have to show for it is a lot of sunk costs and precious time they'll never get back.

Here's the thing...

Skipping from one thing to the next is a slow, frustrating and expensive way to figure out how to make marketing work for your business.

Agencies alone aren't the answer, neither are junior hires (although both will probably play a role). We know this because we've run a lot of agencies and hired hundreds of junior marketers.

This guide will explain how we help business leaders break out of the cycle of 'random acts of marketing'. How to stop skipping from one thing to the next and take control.

So you can spend **less time worrying about marketing** and **more time running your company.**

# How To Make Marketing Work For Your Business

We think there are four key ingredients you need to do marketing that really works:



## The Right Person

A proven marketing leader with a track record of growing SME businesses



## The Right Decisions

A methodology for translating your business goals into marketing activities



## The Right Team

Trustworthy specialists who are properly briefed and held to account



## The Right Mindset

An acknowledgement that marketing is about driving long-term business growth, not short-term tactical activity

Let's explore each of them in detail.



**“Working with The Marketing Centre has definitely transformed our business. The added value that they are giving me is way above the marketing director I could afford to have.”**

Mark Radley, Managing Director, Radleys



# The Right Person

## The Quick Version

- Junior marketers and agencies can only help you with day-to-day tasks and will need to be managed by you
- Good full-time Marketing Directors are too expensive for most small to mid-size businesses
- A part-time Marketing Director gives you top-tier talent at a price that works for your business

Junior hires can take care of some of your day-to-day marketing activities. Agencies can help out with specific jobs like building your website or getting press coverage.

But neither can tell you how to hit next year's sales targets. Or whether now is the right time to expand into a new market or develop new channels. Or which CRM is the best option for your budget.

These are big decisions. Get them right and good things will follow. Get them wrong and you'll waste a lot of time and money.

With this in mind, some business leaders decide to hire a full-time marketing director. But now you're faced with a new problem: top-tier Marketing Directors are expensive. So either you commit to spending a fortune or compromise on skills and experience to get a cheaper one.

So what should you do?

A part-time Marketing Director gives you access to top-tier marketing talent on a flexible and affordable basis. Our team have held leadership roles at household brands like Pepsi, Heinz and IBM and now work across a portfolio of SMEs just like yours. You don't need to commit to anything long-term or deal with the admin of hiring a full-time employee.

Best of all, you benefit from their decades of experience growing revenue, improving marketing ROI and handling marketing operations.



# The Right Decisions

## The Quick Version

- Most businesses misunderstand what marketing is
- They waste money 'doing stuff' without knowing why or what they're trying to achieve
- A part-time Marketing Director will analyse your business and customers to identify the right combination of channels, tactics and campaigns to hit your business objectives

Pop quiz: what is marketing?

Is it making content? Designing a new logo? Doing email outreach?

Sure, those things are marketing activities. But there's much more to it than that. Fundamentally, it's about helping your business hit its objectives, usually expressed as revenue, profit or sales targets.

The most surefire way to burn through your marketing budget with almost nothing to show for it is to start 'doing stuff' without a proper plan. Or without a proper understanding of what marketing is and how it works.

We break the marketing process down into four pillars:

- **Define** - know what your potential customers look like and what your product or service can do for them
- **Find** - identify ways to target customers based on their behaviour and habits
- **Win** - devise strategies to close sales and create customers
- **Keep** - monitor customer churn (loss) and create retention activities to remedy it

Our Marketing Directors will come equipped with frameworks and tools they can use to translate your business goals into meaningful marketing activities.

And, crucially, they'll have the hands-on knowledge and experience to know which methods to apply **to help your business hit its growth targets.**



**“Christine is a fantastic asset to your business and ours. She is insightful, responsive, driven and she feels very much a part of our business despite being an outsourced resource.”**

Jonathan Hall, Managing Director, Consumable Solutions



**“Our part-time Marketing Director, Mark, got to grips with our business and our ambitions for growth quickly, helping us build our brand and develop a marketing strategy that realised positive results for the business. We have been delighted with all of Mark’s work and support.”**

Simon Lee MBE, Ex-Chief Executive Officer, CSSC

See real-life examples how our team have helped UK SMEs to develop and execute marketing plans that unlock real growth.

[See case studies](#)





# The Right Team

## The Quick Version

- Business leaders often struggle to find the marketing resource they need
- They end up spending money on full-time staff or agencies that don't deliver
- A Marketing Director will help you choose the right resource for your business - and get maximum value from them going forward

Hiring marketers and agencies is tough. You probably know this already. Most of the business leaders we speak to have tried out multiple hires and agencies by the time they get in touch.

There are a few reasons they struggle:

- They're not sure what support they need
- They know what support they need but they don't know how to get it (full-time, freelance or agency)
- They're not getting value from the support they already have

We often hear that business leaders are spending thousands a month on agencies that don't seem to do anything. Or junior hires that require constant direction.

Building the right team is all about knowing what you need, choosing the right people and holding them to account to deliver. If you can't do this, you'll end up spending lots of money with little to show.

Our Marketing Directors have pre-existing relationships with trusted, high-quality partners - and a team of 100 colleagues each with their own personal networks. We know how to choose agencies and get the maximum value from them. We also know how to recruit marketers, how to manage them and how to help them learn and develop over time.



# The Right Mindset

## The Quick Version

- Marketing isn't a 'quick fix' - and there are very few one-size-fits-all solutions
- A Marketing Director will help you define a documented, budgeted marketing plan and help you execute it, so you can shift from short-term tactics to long-term growth

You're reading this because you're tired of marketing that doesn't work. In which case, you've discovered first-hand that it isn't as simple as it might seem - and certainly not as simple as some people make out.

Marketing is complex. It's full of grey areas, edge cases and "it depends" scenarios. Anyone who tells you otherwise either hasn't worked in marketing very long or is trying to sell you something.

We're not going to sugarcoat this: you'll need to think long-term if you want marketing to work for your business. We consistently deliver growth for our clients - just look at the case studies on our website and the testimonials in this guide - but it rarely happens overnight.

A Marketing Director will help you and your team shift the focus from quick wins to long-term strategic growth. We'll make sure that you have a documented and budgeted marketing plan, along with the team you need to execute it.

We'll help you set up proper reporting across sales and marketing so you have total visibility of what's working and what's not - and, crucially, the tactics that are generating the most revenue.





**“Michael was instrumental in helping us to define our strategy and open up new opportunities for the business.”**

Adam Bennett, Managing Director, John Winter



**“Everybody knows that you can go and get a part-time Finance Director... It’s a little-known fact that you can do the same with Marketing Directors and get the quality of people like Andy that we were lucky to work with.”**

Mark Brackley, Ex-Managing Director, Jade Solutions

See real-life examples how our team have helped UK SMEs to develop and execute marketing plans that unlock real growth.

[See case studies](#)

# Case Study

Find out how we helped this materials handling manufacturer [triple its website leads](#) by upgrading their marketing.

## Challenge

- The company wasn't able to measure its marketing performance or track leads through the funnel
- The branding was also outdated and the website wasn't converting visitors

## Solution

- Implemented a modern CRM
- Refreshed their branding
- Updated the company's website

## Results

- Website leads tripled from 9 leads per month to 29

[Watch Case Study Video](#)

**“I used to think of marketing as a cost to the business. But when you weigh the cost against the number of leads and the number of orders you wouldn't have had, the cost doesn't come into it.”**

Michele Dematteis, CEO, Joloda Hydraroll





# Proven Marketing Leaders. **Real** **Business Results.**

We are a team of 100 proven Marketing Directors trusted by over 1,400 UK small and mid-market business leaders to help them make smarter marketing decisions and grow their businesses.

Here's how we can help you.

- ✓ **Less Trial & Error**  
Tired of switching from one tactic to the next hoping something will stick? We'll analyse your business and customers to identify the right combination of channels, tactics and campaigns to unlock growth.
- ✓ **Better ROI**  
Your business needs to get maximum value from your marketing budget, as well as your team and its partners. Our team has decades of experience managing multinational marketing departments and multi-million-pound budgets to ensure optimal ROI.
- ✓ **More Leads & Sales**  
Every business owner wants more leads. We'll help you fine-tune your marketing and sales processes, to help you generate more leads and reduce sales cycles.
- ✓ **No Long-Term Commitment**  
You don't need to commit to a long-term contract and you won't have to deal with any of the admin of hiring a full-time employee.



# Ready to take your marketing seriously? Get in touch today.

Since 2010, we've helped business leaders make sense of marketing. To make smarter decisions and make the most of their investment.

So if you're tired of switching from one thing to the next hoping one will stick, maybe it's time to try a different approach.

[Get in touch](#)

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