

The secret
ingredients to
marketing

Sharp
Thinking

Meet Nat

- Set up Sharp Thinking 6+ years ago
- Provide sales and marketing consultancy to small businesses across Kent including marketing reviews, marketing and sales strategy and plans
- Over 25 years' experience marketing experience gained at British Airways, Vodafone as well as worked at major advertising agencies in London as well as start up's
- Had dozens of marketing articles published
- Award winner for best marketing & PR organisation at The Local Awards, finalist at the Times of Tunbridge Wells 2022 Business Awards, British Business Awards & 2024 Small Awards
- A business mentor for the last 4 years to the Kent Foundation and now Small Business Britain



Who I've worked with



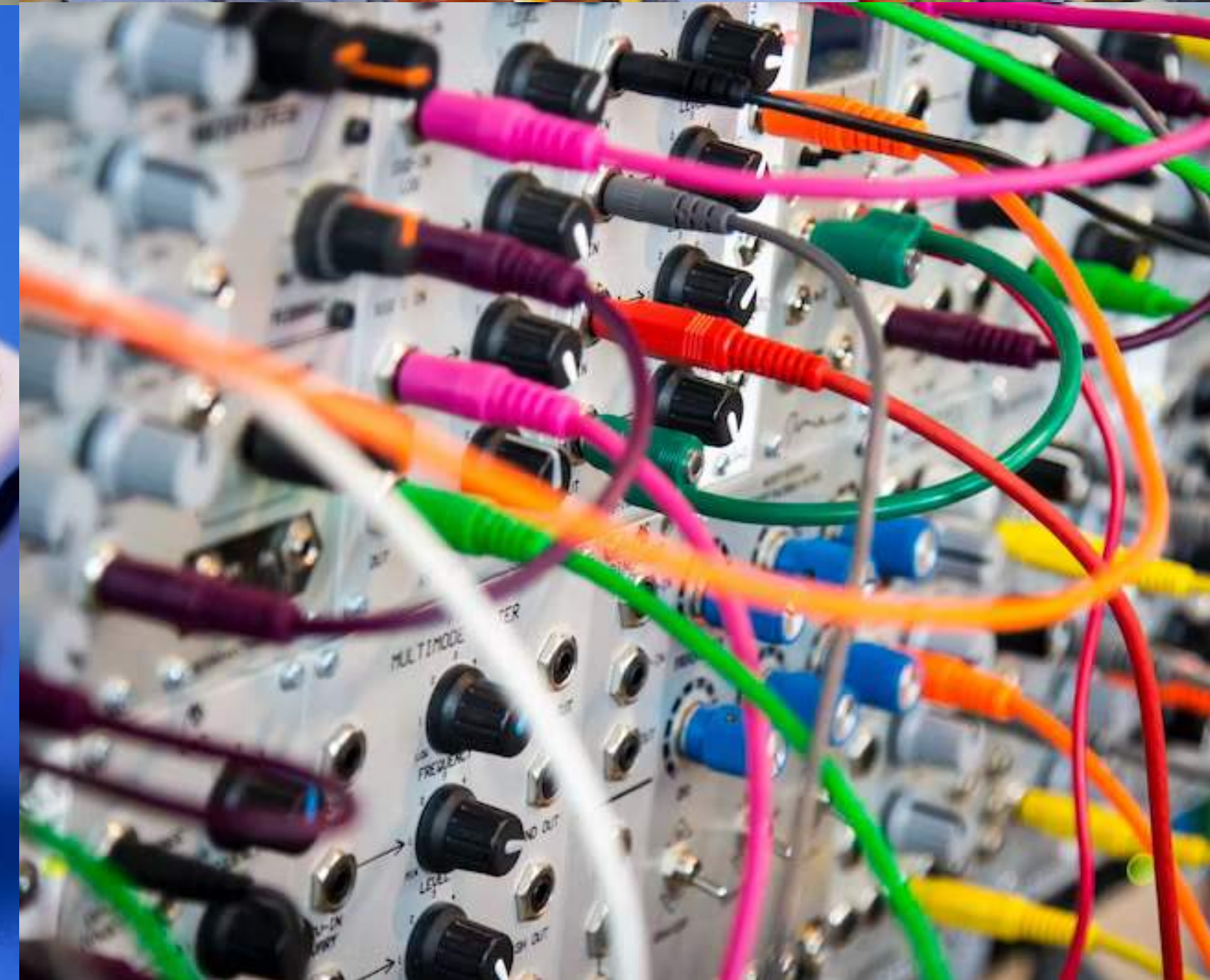
Today...

- **Common challenges**
- **7 mandatories**
- **Summary**
- **Q&A**

Warm up

What has been your most successful marketing move in your business to date?

Common challenges



7 **mandatories**

1.

**Marketing
alignment with
business strategy**

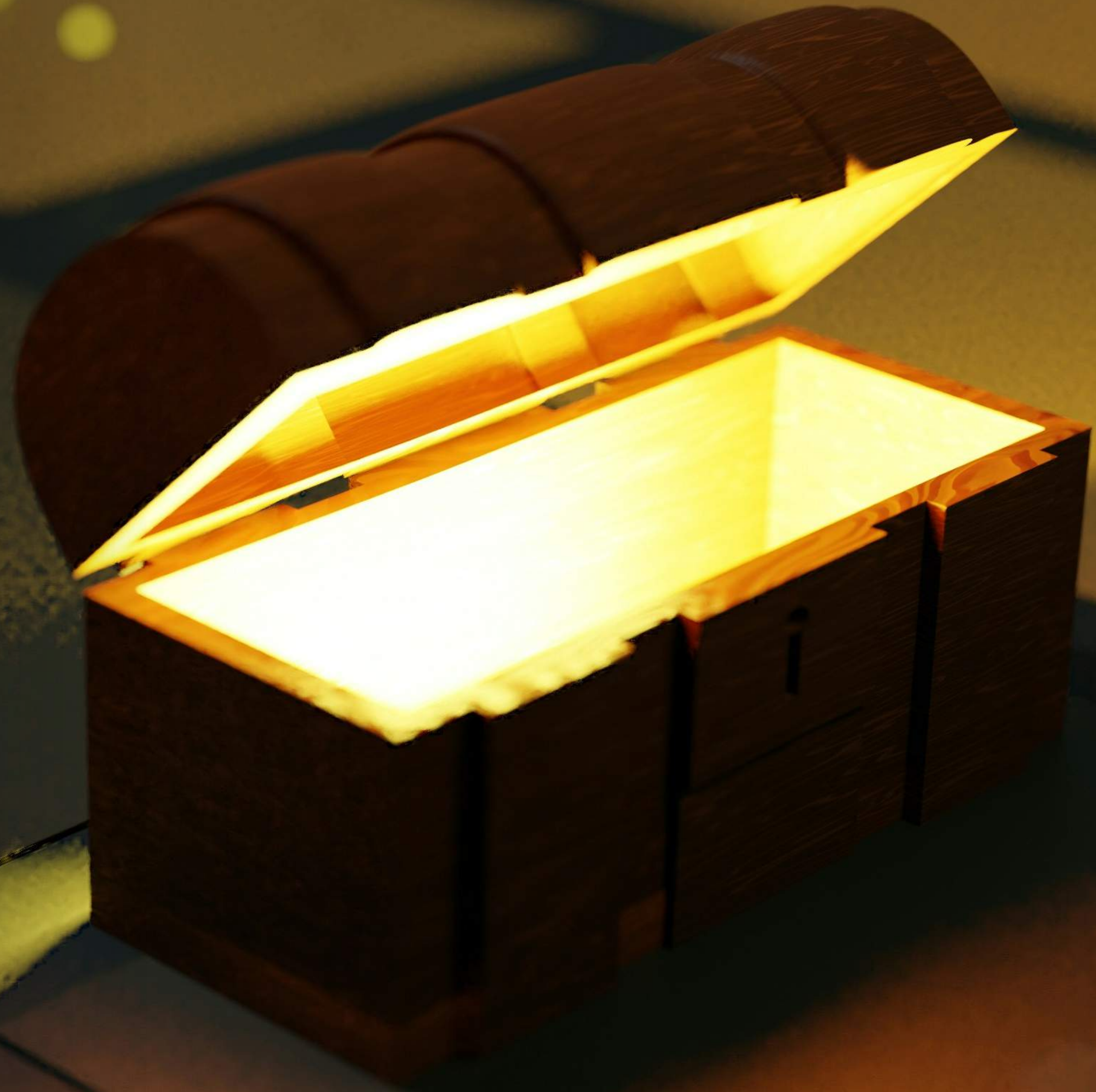
1a. No silo working

- Your marketing activities shouldn't operate in isolation
- They need to be in sync with your business strategy
- This ensures that every marketing effort contributes to your business goals



1b. Communicate your vision

- Make sure your marketing team understands your vision and the direction your business is heading
- This clarity will ensure campaigns are aligned with your long-term objectives



1c.

Have a strong business case

- Every marketing activity should have a compelling reason behind it
- A score card can help to assess opportunities or even a ROI calculator
- If there isn't a solid business case, it's time to reevaluate and STOP that activity



2.

A focused
target audience

A large crowd of diverse LEGO minifigures sitting in yellow stadium seats. The minifigures are of various colors and designs, representing a wide range of people. The seats are arranged in rows, and the background is filled with more minifigures, creating a sense of a large gathering.

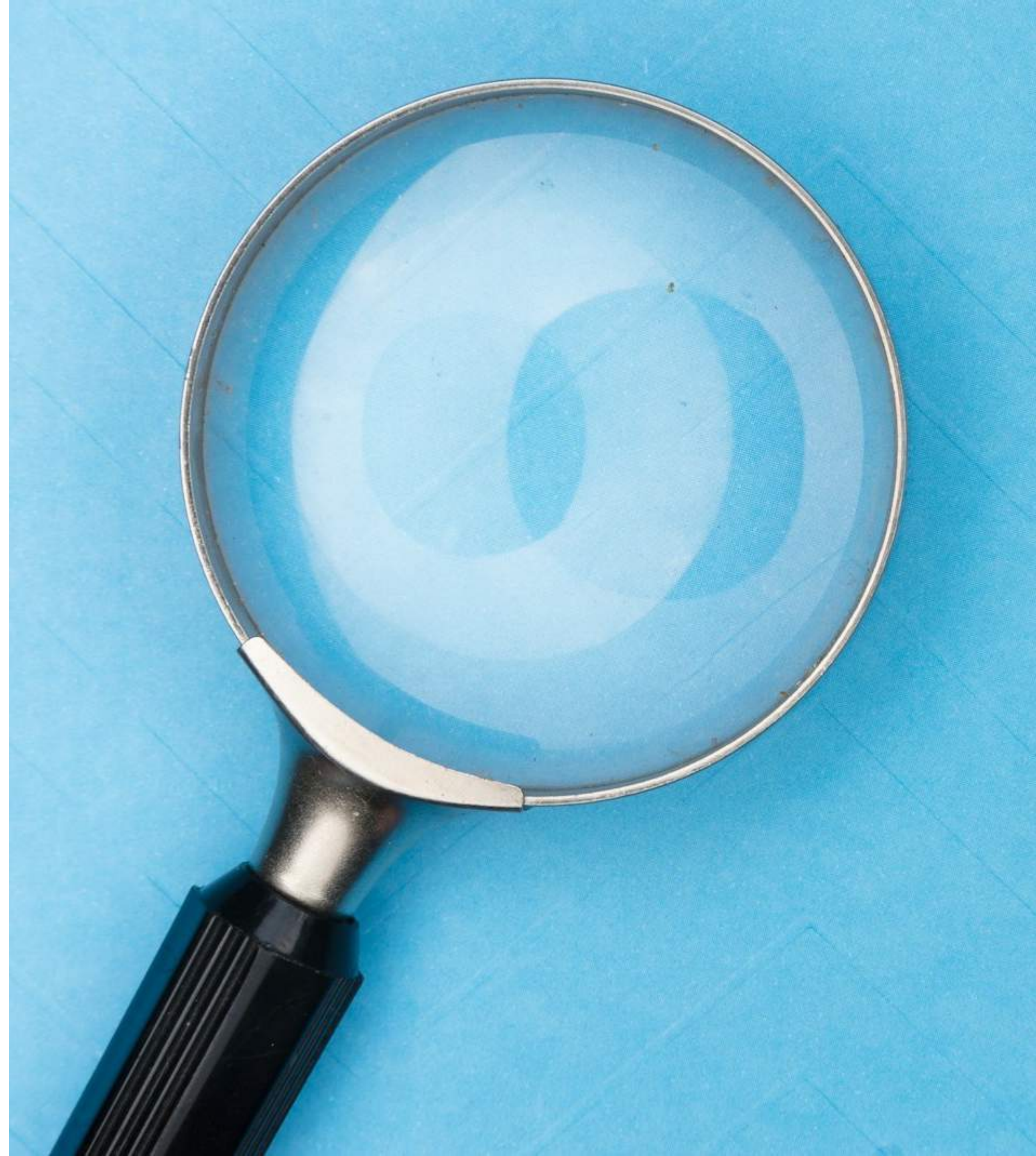
“Not everyone is your customer”

Seth Godin

2a.

Focused target audience

- Narrow down your target audience by looking at the market size & value
- Target those where there is most growth potential & customers who deliver a high profit margin
- Take a deep dive into your audience and ensure you know their purchase motivations and barriers
- Engage with your customers on the platforms they use



3.

Product

excellence

3.

Brilliant product

- Ensure you have a product or service that consistently delivers and meets a strong market need
- Stay relevant and ask for customer feedback
- Be ready to evolve and pivot in response to customer needs and market trends
- Flexibility is key to staying relevant



4.

Long term
investment and
brand building

4a.

Be patient, think long term

- Marketing is a long-term investment – at least six months
- Instant results are rare, so patience is key
- Successful marketing requires consistent effort over time
- Brand awareness activity should be a constant



4b. Striking brand

- Your brand should resonate with your target audience
- It should be professional, striking, memorable and consistent
- People pay **14% more for brands** they find to be meaningfully different (*Kantor*)
- Be memorable via:
 - Brand identity
 - Your USP and your product & services
 - Your marketing



4c.

Maintain a high performing website

- Your most important asset
- 46% of people judge a business's credibility by their website (NewsCred)
- People will only spend **10 seconds** on your website before leaving if they don't connect to your marketing message
- Ensure you regularly run a performance audit
- Update your website once a month



5.

Have a

budget

Why bother budgeting?

Successful companies should be able to deliver **10-20%** savings by eliminating inefficient spend
(Mckinsey)

Up to **60%** of marketing budgets are wasted
(Proxima)

Strategic spending

- Allocate an annual budget to ensure you're thinking about things more strategically and being less impulsive
- Achieve economies of scale
- Budget **5-10%** of projected turnover – more for startup businesses
- This will ensure you're allocating the right level of spend to give your business the best chance of success



6.

Be efficient


6a.

Repurpose content

- Repurpose your assets and content across different channels
- This saves time and budget while maintaining consistent messaging
- Reuse content




Get repurposing



16:07

Interview with Vernini from The Social Champion | Top LinkedIn Tips for Small Businesses



14:57

Social Media Tips with Helen Williams | Instagram Marketing for Small Businesses

GUEST POSTS

From likes to leads: Social media strategies for small businesses



Social Media Champion Hey Helen Williams

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Top tips from Hey Helen Williams on Instagram marketing



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- 1. Define your purpose**
Your content shouldn't be all about you. Think about your audience - what will inspire them?
- 2. Be original and authentic**
Show your personality. Keep it real and engaging.
- 3. Develop a clear strategy**
Decide what you want to be known for. Identify your content pillars and be consistent.
- 4. From followers to customers**
Grow your followers with a strong strategy, and then convert them into sales with a valuable freebie. Identify an entry-level product that can lead to higher-tier sales.

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Top tips for small businesses on leveraging LinkedIn from The Social Champion




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6b.

Use tools and automation

- Leverage tools and technology to automate processes, warm up leads, and convert them quicker
- This efficiency saves time and money





“Marketing automation is the technology that propels your business into a new era of relationship based marketing with quantifiable results.

When powerful technology meets effective implementation and internal process management, your business will soon find itself on a journey that leads to new heights of business success”

Jon Miller

Effortless efficiency

You could save
26 hours a year by
automating one task
that takes you
30 minutes a week

Marketing
automation drives
a 12% reduction
in marketing
overhead

76% see ROI
within one year

The most
automated channel
is email marketing

6c.

Leverage everything

- Be smart
- Never miss an opportunity
- Think PR, social media, your marketing funnel & social proof
- How can I make the most of it?
- Always think about the follow up



7.

Data should be
your best friend

7a. Measure

- Track the performance of your marketing efforts
- Your most important metrics: CAC, LTV, ROI, NPS, Conversion rate, AOV & MQL
- Stop reporting on vanity metrics
- Continuously check what is working and what isn't
- Track conversions – sales are more important than leads
- Track the source of the lead and sale
- Drill down on a granular level ensuring consistent terminology
- Use campaign URLs & QR codes
- Use this data to evolve your plan, improve results & make key business decisions



And to summarise...

Going back to the warm up...

**What would you say is
missing from your marketing?**

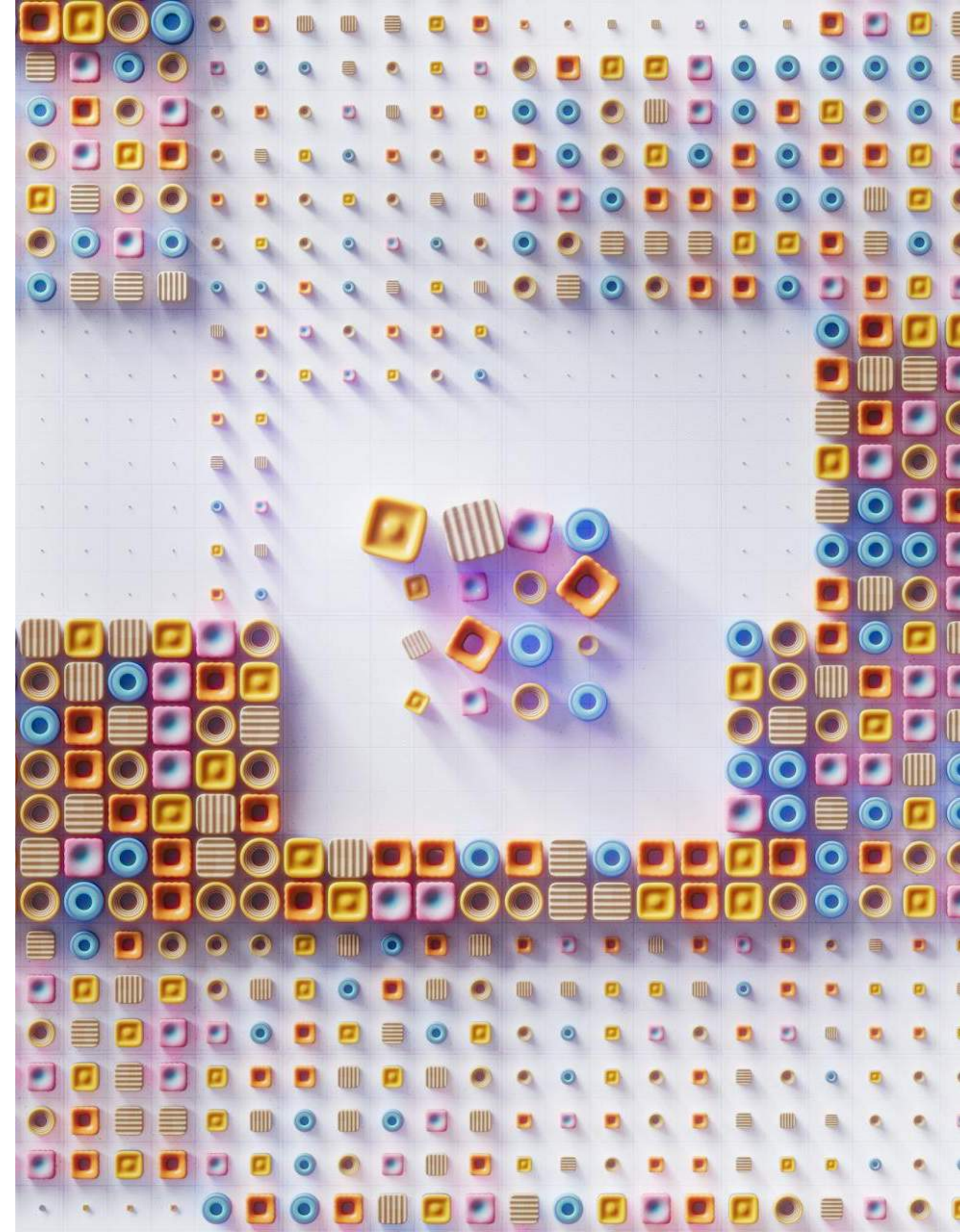
Your blueprint

- 1. Marketing alignment with business strategy**
- 2. A focused target audience**
- 3. Product excellence**
- 4. Long-term investment and brand building**
- 5. Have a budget**
- 6. Be efficient**
- 7. Data should be your best friend**

**What 3 learnings
will you take away
from today?**

Your path to marketing success

- Ensure marketing activities are in sync with business goals and have a strong business case
- Narrow down and define your target audience – know their motivations and barriers to purchase
- Offer a product or service that consistently meets market needs
- Think long term; marketing is a continuous effort
- Allocate an annual budget strategically
- Repurpose content and streamline processes to save time and money
- Use data insights to make informed decisions and optimise marketing efforts



DOMINI
QUINTI

A top-down view of a carved wooden block. The block is rectangular and has the words "DOMINI" and "QUINTI" carved into it in a stylized, blocky font. The letters are filled with a glowing orange light, which is visible through the cutouts. The block is set against a dark, cracked wooden background. The lighting is dramatic, with the orange glow of the letters contrasting sharply with the dark wood.

Thank you

For more help



Questions?

Thank You

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