MITCHELL
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POWERFUL. DIGITAL. PRESENCE.

# Your extended Marketing Team for the price of a single salary

**Information Pack**

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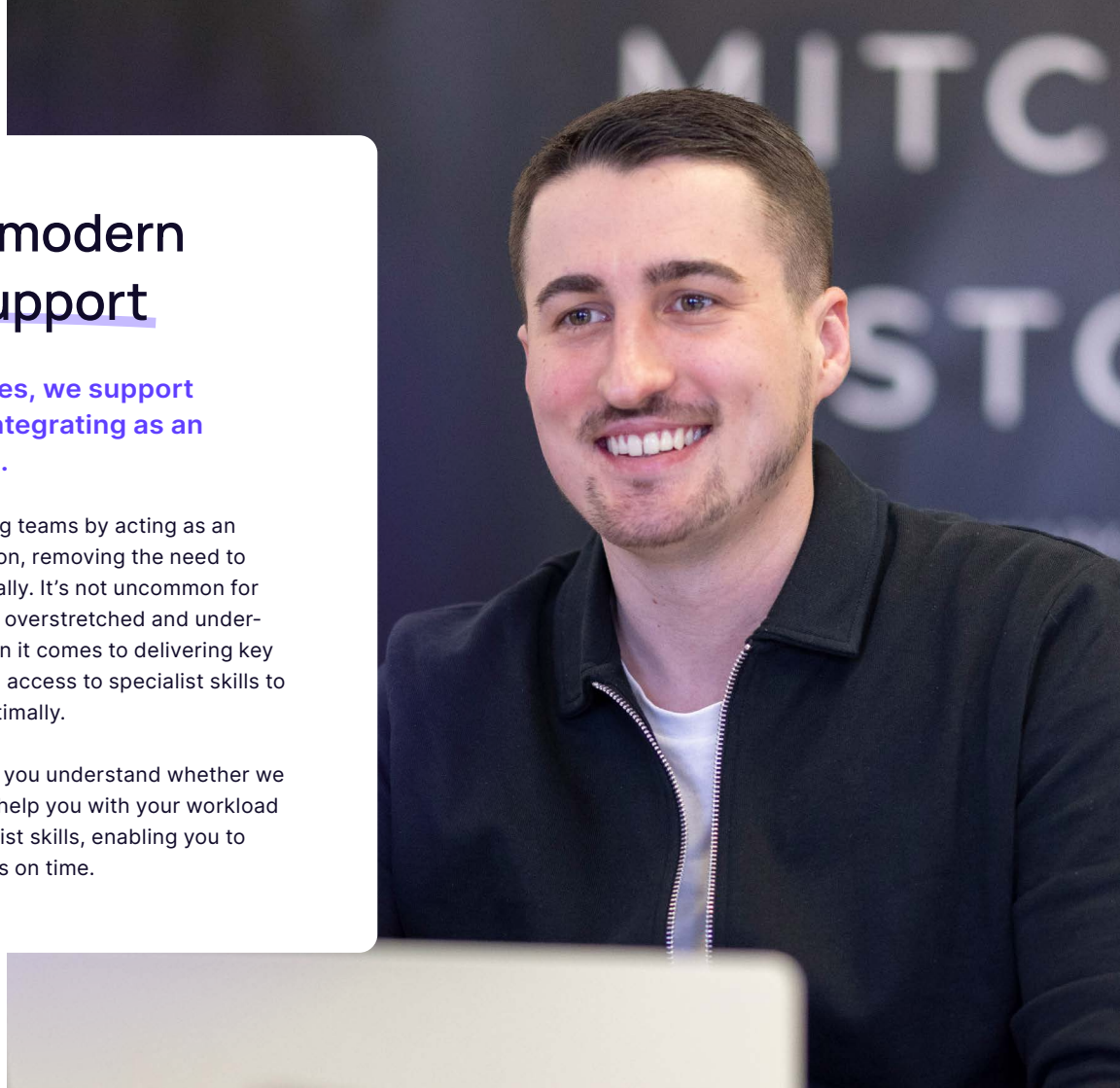
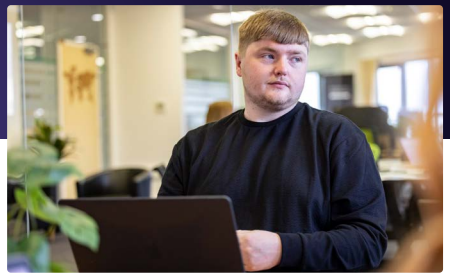
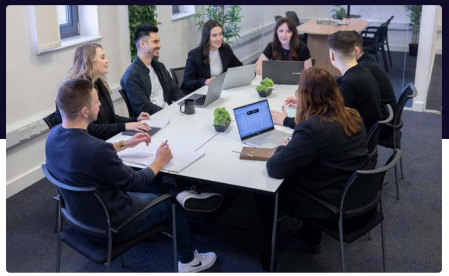
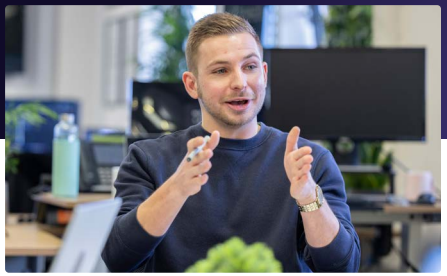
# Welcome to modern marketing support

**Here at Mitchell & Stones, we support marketing leaders by integrating as an extension to their team.**

We empower internal marketing teams by acting as an addition to their current function, removing the need to hire additional resource internally. It's not uncommon for senior marketing leaders to be overstretched and under-resourced, whether that's when it comes to delivering key day-to-day activities or having access to specialist skills to help their function perform optimally.

This information pack will help you understand whether we might be a good fit for you, to help you with your workload and give you access to specialist skills, enabling you to increase returns and hit targets on time.



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# Common challenges marketing leaders face when running an internal team

1. **Under resourced** - Marketing leads can often be stressed by not having the hours within the team to deliver everything that needs to be executed, or simply not having the right resource in place to deliver on objectives.

2. **Disjointed support** - There is often real concern around the lack of strategic cohesion across agencies and/or freelancers, all while individual supplier fees just seem to keep mounting.

3. **Lack of time** - With a constant need to be dragged into the day-to-day workload and support for their team, marketing leads also often feel that their time is not used efficiently, and that they struggle to focus on longer term strategy and creative approaches.

# Ways we can work together

### Streamlined support

Allow us to remove the hassle of managing multiple agencies and freelancers entirely. Our marketing support team offers comprehensive assistance on a monthly fixed fee or flexible hourly basis, ensuring your time is spent efficiently on core business activities and strategic growth initiatives.

### Centralised expertise

Access a range of specialist skills including SEO, PPC, graphic design, and paid social under one roof. We consolidate the disjointedness of working with multiple providers into a centralised relationship, providing coordination and cohesive strategies meticulously tailored to your business objectives.

### Creative consultancy

Need a fresh perspective? We can also support you and your team by assisting in the idea generation stage, providing innovative and strategic concepts for campaigns and projects. Whether you need a second opinion or a burst of out-of-the-box ideas, we can help you to avoid creative blocks and maintain your marketing momentum.

Watch the 90-second explainer video

# Package example #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 need support with a specific area of their marketing service delivery. With this package, our 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.

# Package example #2

**£2,500** per month or **£30,000** per year

## What's included:

- Social media management – 3 x Channels
- Social media graphic design
- Google ads - Set up, management and ongoing optimisation to generate opportunities up to £1,000 p/m ad spend
- Monthly review presentation – What worked, what didn't, objectives and business updates
- Dedicated Digital Marketing Manager

## Package overview

**This package is designed to increase your visibility online with high-quality content and give you a professional and creative marketing support team to help you achieve targets and generate results.**

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.

# Package example #3

**£3,500** per month or **£42,000** per year

## What's included:

- Social media management – 3 x Channels
- Social media graphic design
- Google ads - Set up, management and ongoing optimisation to generate opportunities up to £5,000 p/m ad spend
- Email Marketing (Newsletter style) - 2 x per month to target data segments
- Monthly review presentation – What worked, what didn't, objectives and business updates
- Dedicated Digital Marketing Manager
- Ongoing Marketing Consultancy

## Package overview

**This package includes everything from Package #2, plus additional services to increase your visibility and authority online.**

As well as your social media and Google Ads, 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.

# Package example #4

**£4,500** per month or **£54,000** per year

## What's included:

- Social media management – 3 x Channels
- Social media graphic design
- Google ads - Set up, management and ongoing optimisation to generate opportunities up to £10,000 p/m ad spend
- Email Marketing (Newsletter style) - 2 x per month to target data segments
- Monthly review presentation – What worked, what didn't, objectives and business updates
- Dedicated Digital Marketing Manager
- Ongoing Marketing Consultancy
- LinkedIn team training and accountability structure
- Annual board representation
- Search engine optimisation
- 2 x Half day photography shoots
- 2 x Half day video production
- 2 x Half day video editing and post production

## Package overview

**This package example would be looking 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 the previous packages, 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.

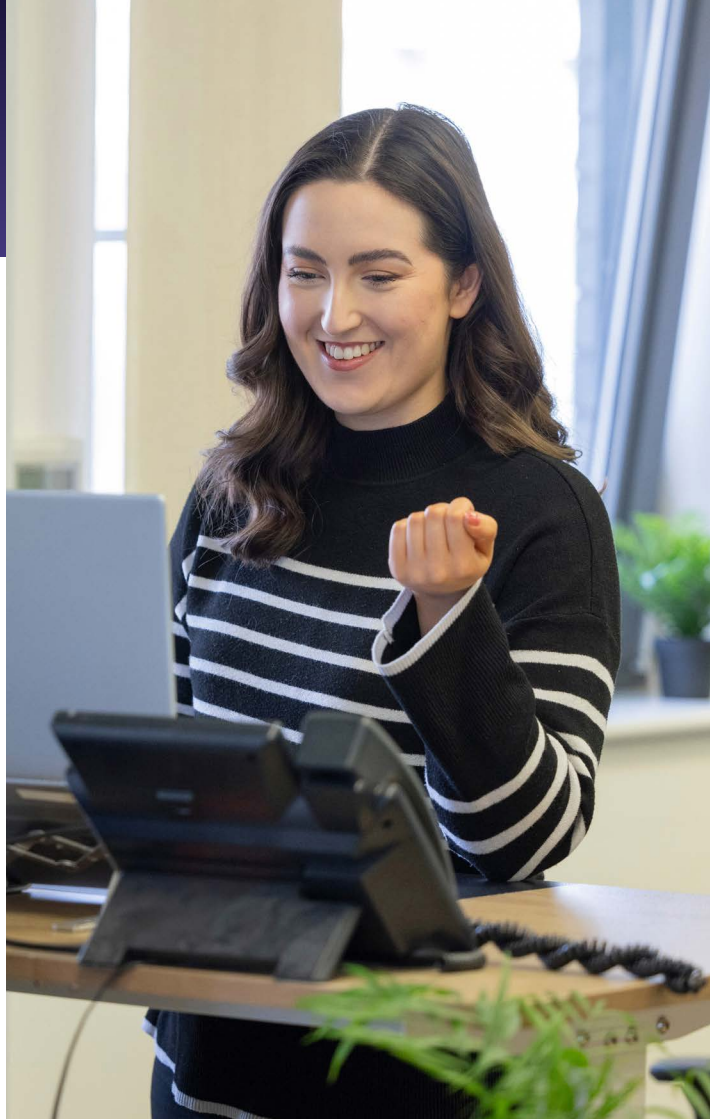
# Bespoke

## Price on application

### Let’s build the perfect support solution for your team

**Your company is unique. If you have browsed our marketing support 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 we work 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.



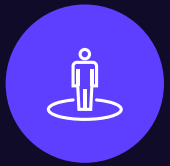
# Full service list

- Search engine optimisation
- Advanced lead generation activities
- Paid social media advertising
- Email drip campaigns
- LinkedIn content training & accountability
- Social media management & strategy
- Video production & photography
- Google ads
- Branding design and development
- Website design and development
- Explainer animations
- Bespoke campaigns
- Marketing strategy
- CRM management
- Graphic design on demand
- Email marketing (newsletters & lead nurturing)

# 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.

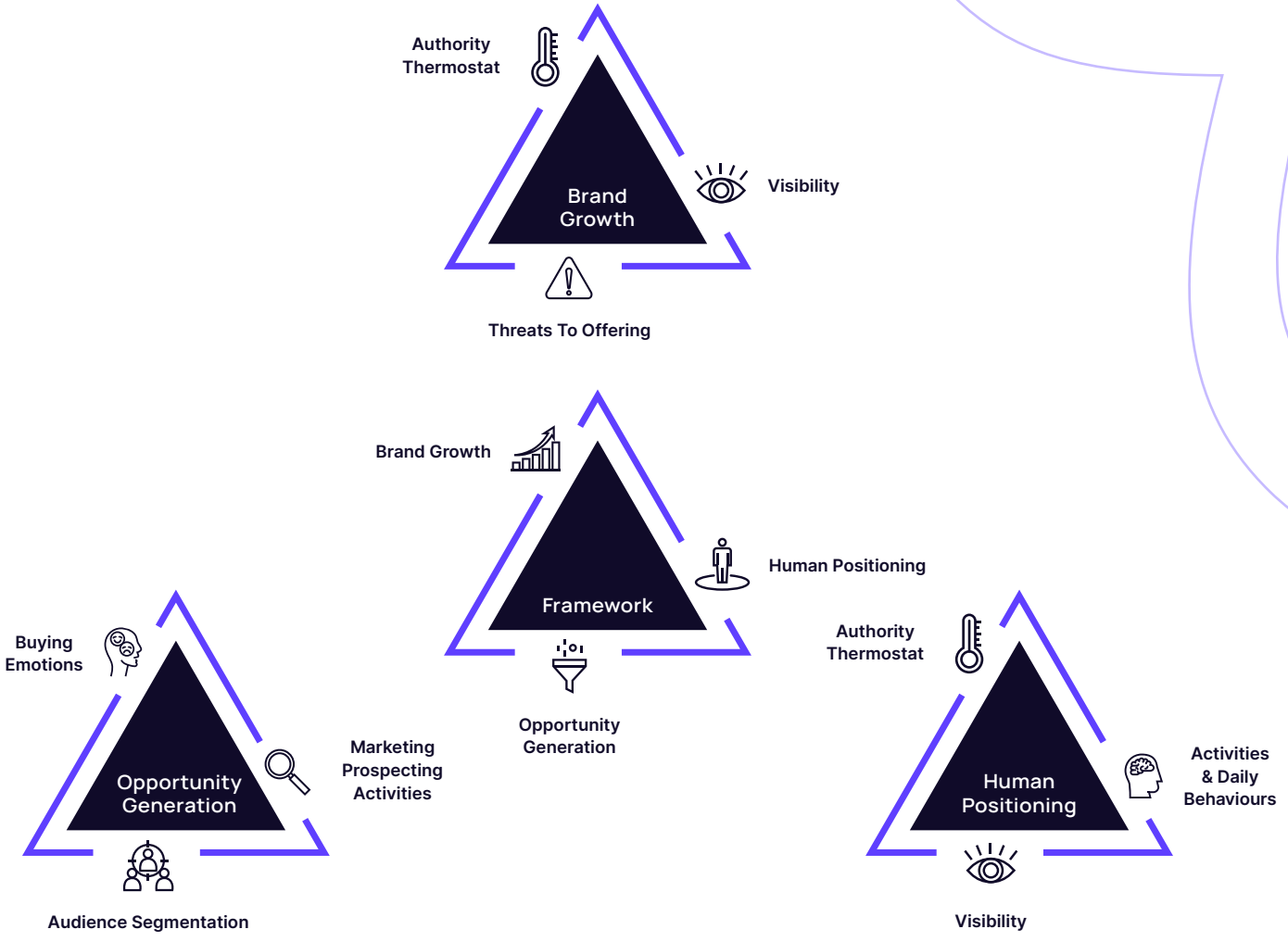


## Human positioning

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.


Authority Thermostat
Brand Growth
Visibility
Threats To Offering
Brand Growth
Framework
Human Positioning
Opportunity Generation
Buying Emotions
Opportunity Generation
Marketing Prospecting Activities
Audience Segmentation
Authority Thermostat
Human Positioning
Activities & Daily Behaviours
Visibility

# Common FAQs

#1

## How often do we communicate?

As part of our commitment to integrating into your team, we will be communicating almost daily via Microsoft Teams. Communication is key and it will feel no different to having someone working remotely. Every month, we will also have a monthly review meeting so we can review progress, results and discuss upcoming plans.

#2

## Why wouldn't we just hire additional resource?

In some cases, this might be the right thing to do. Additional hires can be quite costly and the salary is fixed. Some clients use us on an ad-hoc basis which is flexible while others have a requirement for a specific skill or expertise which may not require a full time contract. You can dial us up and down based on what your organisation requires at that point in time.

#3

## What's the commitment?

If you are utilising us on an ad-hoc basis, there is no commitment. If the level of activity is something that needs to be worked on every month, we will work together initially on a fixed 4-month period. At the end of the four months, you can decide based on what you have seen whether you would like to part ways or continue together. If we continue into month 5 we will commit to each other for 12 months.

Case study:

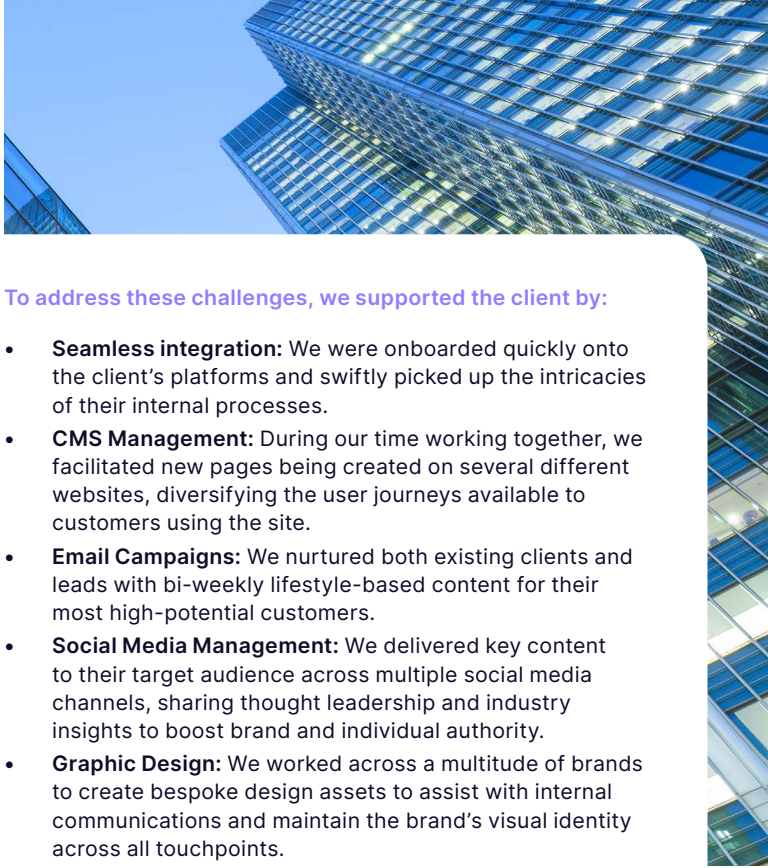
# UHNW Finance Broker

## Strategic content management for international finance firm

**With an existing internal team of content producers, our client had a structure in place to take care of the majority of marketing needs, but felt that they lacked specialist expertise in social media strategy and CMS. We supported our clients existing high-performing marketing function through pinch points.**

### The business faced two main challenges:

- **Lack of internal resource:** Prior to collaborating with us, our client was in between marketing managers yet still had vital activity and content distribution tasks needing to take place.
- **Not enough time:** Time was a key issue for our client – simply not having enough hours in the day to produce high-quality, well-thought-out content, meaning that opportunities for sharing posts were often missed.



### To address these challenges, we supported the client by:

- **Seamless integration:** We were onboarded quickly onto the client's platforms and swiftly picked up the intricacies of their internal processes.
- **CMS Management:** During our time working together, we facilitated new pages being created on several different websites, diversifying the user journeys available to customers using the site.
- **Email Campaigns:** We nurtured both existing clients and leads with bi-weekly lifestyle-based content for their most high-potential customers.
- **Social Media Management:** We delivered key content to their target audience across multiple social media channels, sharing thought leadership and industry insights to boost brand and individual authority.
- **Graphic Design:** We worked across a multitude of brands to create bespoke design assets to assist with internal communications and maintain the brand's visual identity across all touchpoints.

We supported the client through a time when they needed hands-on assistance from a team with the capability to action work quickly, providing a more structured plan for the client moving forward after the involvement of our team.

Scan to see how it works

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