



THE SME MARKETING PLAYBOOK

SMART STRATEGIES FOR
UK SMES TO THRIVE

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FOREWORD BY CLAIRE FERREIRA FOUNDER, MUMS IN MARKETING



I founded Mums in Marketing (MiMs) to bring together skilled marketers, freelancers, in-house leads, consultants, and CMOs, many of whom live the reality of SME life daily.

Marketers are often under pressure to deliver results fast, wear multiple hats, and create magic without a clear brief, budget, or long-term goal. And the data reflects this. We are in a landscape where 65% of SMEs struggle with time constraints, and 54% are limited by budget.

“ **Start here if you're ready to turn marketing from a 'necessary cost' into a strategic advantage.**

Marketing in SMEs is still too often misunderstood. It's expected to do everything, yet it rarely gets the strategic seat it deserves. That's why this report is so important. It provides a roadmap for smarter, more impactful marketing.

What you're about to read is the product of genuine collaboration, the role that marketing often is. The brilliant authors behind it met during my mentoring sessions, where we talked openly about the realities, frustrations, and the ambition we all share to raise the bar for SME marketing. This report is a perfect example of what can happen when marketers are given the space to think, connect, and lead.

Mentoring sits at the heart of this work. It's a skill marketers bring naturally into business, and I believe marketing is more than a title; it's a combination of skills, experience, and instinct that you rarely find in other industries. From a myriad of backgrounds, entry points, and career paths, you'll hear the same message from us: marketing works when it's taken seriously. And the graft that SMEs put into their businesses deserves that seriousness.

This whitepaper was created to help SMEs:

- Understand what good marketing looks like, and why it matters
- Identify what kind of support is right for your business stage and size
- Make smarter, long-term decisions about how and where to invest in marketing
- Move away from reactive fixes to sustainable growth strategies

Whether you hire a freelancer or consultant, build an in-house team, or bring in an agency, the most important thing is treating marketing as what it truly is: a strategic function that deserves time, investment, and trust.

Start here if you're ready to turn marketing from a 'necessary cost' into a strategic advantage.

This paper is your first step to brilliant, hard-working marketing, written by brilliant, hard working marketers.

Claire, Founder of Mums in Marketing

INTRODUCTION



With more than 5.6 million private sector businesses in the UK, the impact of small and medium businesses on the economy is undeniable. The most recent data confirms that “5.51 million businesses were small (0 to 49 employees), 36,900 businesses were medium-sized (50 to 249 employees) and 8,000 businesses were large (250 or more employees).” (Department for Business & Trade, 2023).

SMEs account for at least 99% of the overall population in each of the main industry sectors.

SMEs accounted for 61% of employment and 53% of turnover at the start of 2023.

Source: (Department for Business & Trade, 2023)

However, despite the significant impact and reach of the SME sector, business legislation, regulatory processes, and best practice guidance are often designed for large organisations. This leaves smaller businesses struggling to understand how they can navigate the growing complexities of business ownership and the growth opportunities available to them.

While this report does not aim to address the growing complexities of other departments, we can help small and medium-sized businesses identify and

overcome their key marketing challenges.

Too often, SMEs fail to differentiate themselves from their competitors because they are not considering how best to use their marketing investments. They may feel that marketing becomes a “hassle”. Marketing may be something that they’ve tried before but haven’t felt was the best use of funds, or it could be that they’ve struggled to identify what specific skills they need their employees to have to make the most of their business plan or marketing strategy.

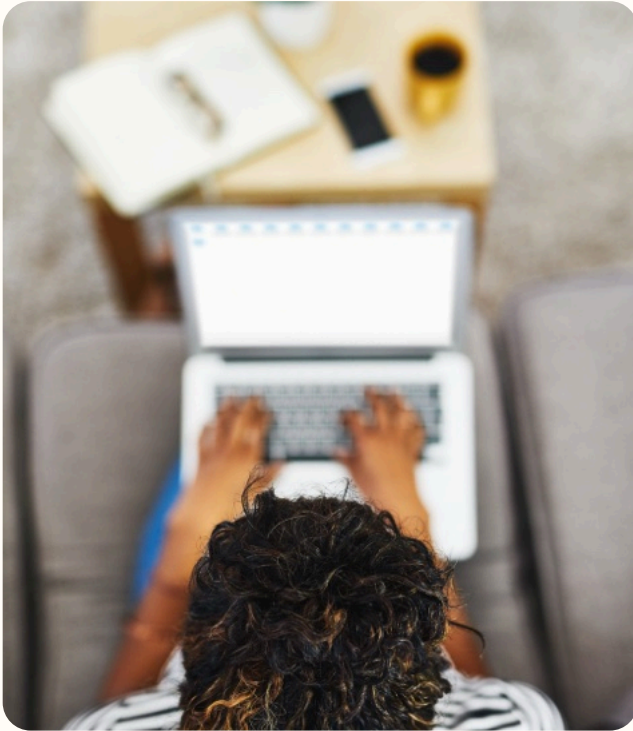
“ As a collaborative team of marketing experts, this report will identify the common challenges faced by small and medium-sized businesses in the UK. It will give practical solutions for how you can overcome those challenges.

We want to empower you to understand why your marketing may not have been impactful to date and give you the tools and know-how to make a change in your marketing approach, overcoming the most common issues we know you face.

Most importantly, we want to share how you can maximise your marketing budgets, so you can make sure that you are spending your money in the *right places*, at the *right time*.

We want you to walk away from this report with the practical insights you need to update and improve your current marketing strategy, be more aware of the pitfalls to avoid, and who to turn to for outsourced help.

01 BUSINESS ATTITUDES TOWARDS MARKETING



Writing for Forbes.com, Denise Lee Yohn, states “Innovation alone cannot sustain a company; it must be paired with marketing.” (Yohn, 2019)

This remains as true today as it was six years ago.

The reality is that you can have the best product in the world, but without telling people about that product, you have nothing. That’s why marketing is so important.

It’s your opportunity to not only reach new customers, separate yourself from your competitors, manage your reputation and connect audiences with the right product or service that they are looking for; it is a crucial tool to ensure your business is delivering on all levels with the customer in mind.

No customers? No revenue. No business.

In this context, marketing is never a luxury, it is always a necessity.

“ **All too often, marketing is seen as a ‘luxury’.**

There remains a frustration, among the majority of marketers, that marketing itself isn’t taken seriously enough by businesses and business owners. All too often, marketing is seen as a “luxury”, “something for large businesses with big budgets” or as a “misunderstood activity that just costs money.’

These common misconceptions are more prevalent than you would think, and in fact, marketing is a tangible, measurable and strategic way of driving predictable, long-term, and sustainable business growth.

“ **Innovation alone cannot sustain a company; it must be paired with marketing.**

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1. SME marketing budgets

It's almost impossible to state with certainty how much money small and medium-sized businesses are investing into their marketing budgets. After all, there are too many variables at play, from sector to size, as well as age, available skill set and geographic reach.

In a November 2024 blog post, marketing firm Aedus suggested that:

"Industry benchmarks suggest that small businesses should allocate 5-10% of their annual revenue to marketing.

For example:

A business generating £200,000 a year might budget between £10,000 – £20,000.

Businesses aiming for aggressive growth could consider investing up to 15-20%."

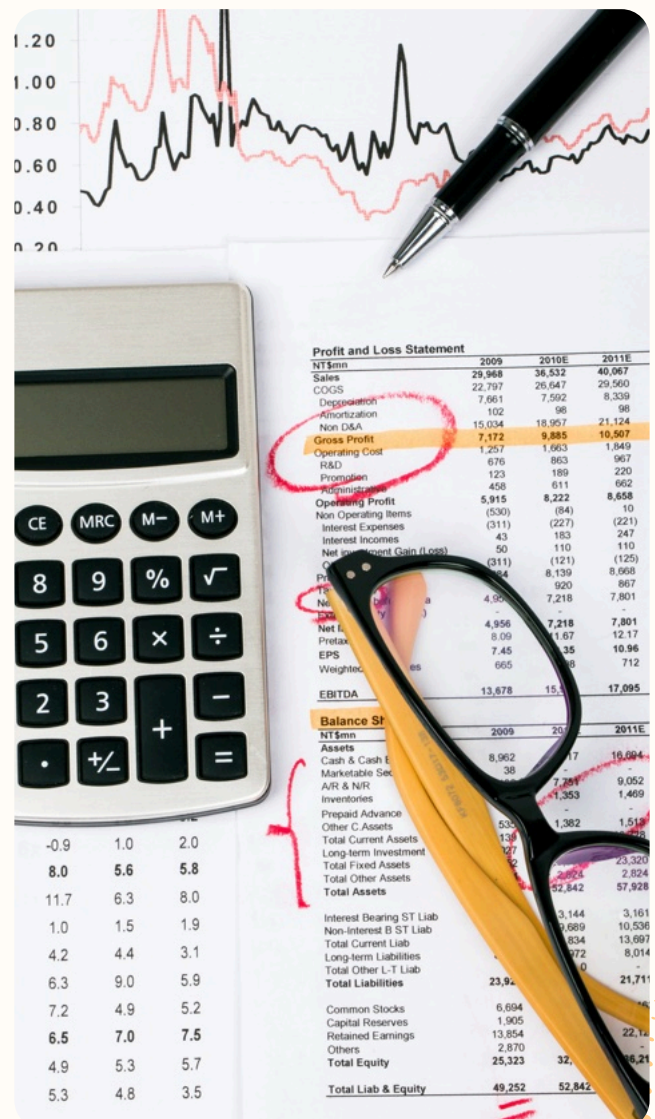
Source: (Aedus, 2024)

But while this is an ideal marketing budget, where does this leave smaller businesses who can only dream of generating £200k per year? Let alone spending £20k of it on marketing?.

In their 2020 business blog titled "How to get the best from your marketing budget" Experian wrote, "According to research by Alba SEO Services, 38% of small businesses asked, spent less than £1,000 on marketing each year, another 38% spent between £1,000-£5,000, while 5% spent between £5,000-£10,000 and 14% spent more than £10,000." (Experian, 2020)

We delved into the source material which confirmed that previously "The average spend on marketing ranged from £500-£5000 a year for smaller businesses, with the vast majority spent on online methods." (ALBASEO, 2019)

However, six years on, business priorities have changed. During that time, marketing budgets have increased (and retracted), while artificial intelligence and automation have become game-changing for SMEs searching for ways to expand their marketing reach.

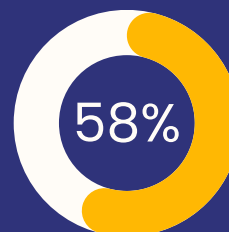


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Creating on the ground insights

To get to the crux of the issue, we created our very own user-led research to identify how much different-sized businesses in different sectors are spending on marketing activities per month.

We quizzed 48 businesses through an anonymous survey hosted on LinkedIn (data collected 07.03.2025 – 21.03.2025), in order to understand the context behind the average marketing budget, it needs to be broken down into the context of business size and scope.



**of businesses spend
less than £250 per
month on marketing**

From the data collected, we discovered that 58% of respondents were spending less than £250 on marketing initiatives per month – or a mere £3,000 per year.

Business size	Average (mode) Marketing budget per month
Nano enterprise (typically 1-3 employees)	Less than £100
Micro business (less than 10 employees)	Between £501-£750
Small business (10-49 employees)	Between £751 – £2,500
Medium-sized business (50-249 employees)	Between £751 – £3,500
Large business (250+ employees)	£4,000+

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With minimal spending available, it becomes essential to ensure that every penny counts. SMEs need to feel confident that their marketing is working effectively, yet when questioned, less than half of the respondents (49%) said they had a formal marketing strategy in play. Even more worryingly, 20% told us that they “try different things but have no idea what is working.”

“ **This tells us that more work needs to be done on education, and the importance of strategic planning to help small and medium-sized organisations better manage their marketing budgets.**

2. In-house marketing teams within small and medium sized businesses

Resourcing remains a problem for small and medium-sized businesses. For marketing initiatives to succeed, there needs to be enough resourcing and time allocated to ensure its long-term success. Too often, marketing is managed internally by one person who may also be responsible for other job roles. That person might not have the required skills, knowledge or interest to ensure that marketing expenditure provides a positive return on investment.

Pre-pandemic research from Blue Corona suggested that “47% of small business owners handle marketing efforts on their own” and this was also backed up by the research from Alba SEO Services, which stated that 62% of businesses do their online marketing themselves.

However, handling marketing in-house can bring its own challenges. In their 2023 report, The State of B2B Marketing Teams 2023, Clearbit (now part of HubSpot) identified:

“B2B marketing departments make up about 5% of the total employee count.”

(ClearBit, 2023)

5%

However, it goes on to state that “Out of the top 10 B2B marketing titles, only three are specialised roles: Product Marketing Manager, Digital Marketing Manager, and Product Marketing Director.”

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This indicates a clear problem where marketing is seen as a one-size-fits-all skillset, with a lack of differentiation or understanding of how different marketing components need different skills and capabilities.



Marketing is seen as a one-size-fits-all skillset, with a lack of differentiation or understanding of how different marketing components need different skills and capabilities.

As **Rosie Denham from Project Communications** says, “A key reason for this is because business owners typically don’t understand how marketing can be used strategically. That lack of understanding can hinder any progress and potentially waste any marketing investment because they aren’t bringing in the right people, with the right skills, at the right time.

“A key way to tell if a business genuinely understands the marketing function is to look at any job roles when they might be advertising for a general marketing manager. If the job description seems to cover multiple job skills, perhaps incorporating graphic design, content, web development SEO or Google ads, then that marketing budget is always going to struggle to be used in the right place. It indicates an intrinsic lack of understanding that different marketing objectives can require entirely different skill sets and budget requirements.”

We wanted to understand this further and discover how SMEs are truly managing their in-house marketing resources.

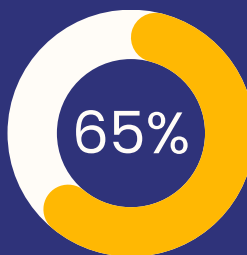
We discovered that six out of ten businesses manage their marketing activities solely through in-house personnel, with a third combining in-house staff and external support.



6/10 manage all marketing in-house

But for those handling their marketing in-house, are they using trained marketing professionals?

Sadly not.



65% of marketing activities undertaken by in-house teams are being managed by the business owners themselves

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65% of marketing activities undertaken by in-house teams are being managed by the business owners themselves. Combining a lack of dedicated marketing experience with a lack of budget, it's clear to see how and why any ongoing marketing challenges are emerging.

However, a third of respondents did confirm that they either had a dedicated in-house marketing person (8.5%) or they had a larger dedicated marketing team comprising more than one person (19%).

The variety of marketing team roles reported by those surveyed makes for interesting reading.

Strategy & Marketing Director	Marketing Executive	Graphic Designer	Marketing and Design Executive	Marketing and Customer Experience Manager
Marketing Manager	Head of Marketing	Chief Marketing Officer	Business Development Representative	Website Manager
Marketing Assistant	Digital Marketing Assistant	Content Writer	Digital Marketing Manager	SEO Specialist
Multimedia Designer	Web Developer	Campaigns Manager	Marcomms Co-ordinator	Social Media Manager

Annique Tate from Tate Digital Consulting says, "As marketing skills are so diverse, it's interesting to see how different teams have different priorities. What is clear is that marketing departments need to have a representative on any Board of Directors.

Strategic marketing solutions can only come from the top; after all, effective marketing isn't about sales or solely about website management, it's about helping businesses reach their overall business objectives.

Therefore, you need to be clear about what your business is trying to achieve to find the specific marketing solutions that you need to help you on your way."

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3. Could SMEs maximise the potential of external marketing support?



If businesses are serious about juggling the balance between time, budget and skillset, an easy solution could be to turn to the external marketing sector.

From agencies to collaborative organisations and freelance marketers, there are endless options that can be used to maximise marketing investment in the right places.

While it may seem more cost-effective to manage any marketing activities internally, it could conversely be far more affordable to outsource the work to a professional.

Sarah Temprell from Keep It Simple Marketing Solutions believes that businesses still stick with the traditional recruitment model because they don't know any difference.

She says, "Unfortunately, there is still a prevalent thought process that external help is expensive and unaffordable for small and medium-sized businesses.

They might be looking at the solution solely through a financial lens, rather than understanding that working with external individuals could offer them the flexibility that they are looking for. They might need someone with the right skill set to establish the strategic side of a marketing plan or work with other individuals to put that plan into action.

"The joy of working with an external marketing agency or freelancer is that you can scale up (or down) your marketing budget as you need. Not only does this reduce budget wastage, but you can benefit from those professional skills you're lacking while also managing your time restraints."



"The joy of working with an external marketing agency or freelancer is that you can scale up (or down) your marketing budget as you need."

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According to the 2023 Longitudinal Small Business Survey (LSBS), Small and Medium businesses are open to the idea of seeking expert help and advice, with “26% of SME employers reported seeking external information or advice in the preceding 12 months – defined as more than just a casual conversation.” (Department for Business and Trade, 2024). The report identified that “advice on marketing was more likely to be sought by micro (10%) than by small and medium-sized businesses (7% and 6%), and within the education (24%) sector.”

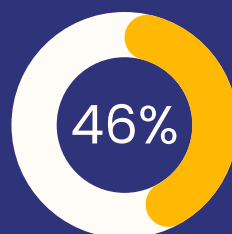
However, that marketing advice will only be beneficial when an organisation is working towards a clear, defined business plan – something which is still lacking within the SME sector. The LSBS report reiterated that “In 2023, 39% of SME employers had a business plan (no change on either 2022 or 2021)...Around 74% of SME employers with a business plan reported keeping it up to date.”

Our own 2025 research backed up LSBS insights, with 46% of respondents stating they “do not have a formal marketing strategy that they use”, and a further 6% saying they were “unsure” if they had one or not.

Liz Malone-Johnstone, from Bureau 43 Digital Marketing Studio, agrees that failing to identify clear marketing KPIs or goals is the biggest reason why marketing spend fails to achieve its desired input.

She says, “Too often, I work with clients who don’t understand the importance of setting clearly defined KPIs. They might be looking only at short-term tactics, without considering whether spend should be better placed focusing on the longer-term brand building and strategic marketing that is proven to result in business growth.

A lot of this is because businesses don’t know what they don’t know. There’s a real blind spot where they might not have the time, or knowledge, to really sit and think about what they want their marketing to achieve, and how to do it meaningfully.”



46% of businesses told us they “do not have a formal marketing strategy.”

The good news is that 60% of businesses would consider investing in external support to help them achieve their goals. This shows that SMEs are aware of a potential solution to their current marketing challenges.

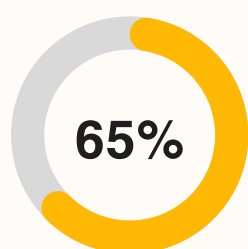
As employment costs continue to rise, and recruitment campaigns become more expensive to deal with, we anticipate that the freelance and agency sectors could become a far more prevalent part of any marketing department over the next few years.

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM

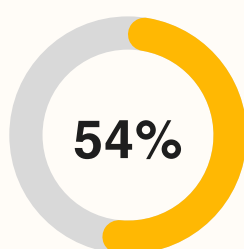
But what are the current and emerging marketing challenges that SMEs are dealing with?

Through speaking with small and medium-sized businesses across the UK, we've uncovered the clear challenges that they face when it comes to marketing.

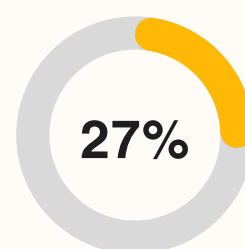
But before we delve into those challenges, we wanted to ask our respondents what their three biggest priorities were when it came to their marketing activities.



Generating new leads



Increasing revenue



Increasing lifetime customer value

It was no surprise that generating new leads (65%) and increasing revenue (54%) were the two clearest priorities. After all, marketing spend is designed to help grow a business. But what was surprising was that the third priority was "increasing the lifetime customer value" while "differentiating your business from others" was fourth. This tells us that SMEs are aware that effective marketing can help you stand out from the crowd.



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As **Janine Owen, from JO&Co.** says, “These insights are vital because it helps to establish clear KPIs from the outset. When you know what you want to achieve, it suddenly becomes a lot easier to figure out how you are going to achieve it. The important thing is to work out how to make those KPIs measurable. Using the SMART formula is often the easiest way, as it allows you to benchmark your progress and see your small improvements as well as your rapid wins.

“From here, you can start to easily identify which particular channels are driving the most return on investment and therefore make informed decisions about when and where to place your marketing budget.”

However, before small businesses dive straight into developing specific marketing KPIs, they need to think about how those KPIs relate to their wider business goals. Janine believes that to do this effectively, it’s important to begin by understanding how you define success.

She says, “Too often, SMEs focus on surface-level metrics like likes, impressions, or follower counts because they’re visible and easy to track. But unless those numbers tie directly to what the business is actually trying to achieve, be that more sales, stronger client retention, or market expansion, they’re not helping.”

“Marketing isn’t there to look busy or generate noise; it’s there to drive business results. That’s why marketing objectives can’t be set in a vacuum. They need to be anchored to clear commercial goals and baked into the wider business strategy. Without that link, marketing becomes a side project, something fluffy, optional, and disconnected from the real levers of growth.”

Begin by identifying what you want to achieve and how you will measure success.

Articulating this from the outset will help you to define any return on investment.

Be SMART (Specific, Measurable, Achievable, Relevant, Time-bound) in your objectives – it will help you to benchmark progress.

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Remembering the roots of marketing – product, price, place and promotion

“ While modern marketing has rightly evolved beyond the much talked about 4Ps of marketing, the reason they mattered was that they linked marketing activity directly to commercial outcomes.

Marketing wasn't just comms, it influenced how a product was built, priced, and taken to market. That commercial backbone is still essential today. Even if the channels have changed and customer journeys are more complex, marketing's job remains the same: to drive profitable growth. So when SMEs view marketing purely as creative output or social media management, they're missing its strategic, commercial purpose.

Tactical KPIs then sit underneath those broader objectives to give you a way of tracking progress. They show whether your actions are moving the dial or need adjusting. It's the difference between saying “We want more website traffic” and saying “We need a 20% uplift in qualified leads from our website because we're targeting £X in new revenue this quarter.”

As Janine says, “When marketing is aligned to strategy, it earns its seat at the table—because it's proving its value in pounds and pence, not just presence and perception. And that's the shift SMEs need to make. If you want your marketing budget to work harder, stop measuring what's easy and start measuring what matters.”

4. Identifying and articulating your marketing challenges is the first step

SMEs are constantly dealing with a variety of business challenges – from political to societal, along with ever-changing customer expectations and behaviours, as well as evolving social media algorithms.

Last year Allianz Commercial revealed that SMEs consider “inflation and the cost of living, the state of the UK economy and cash flow” as the three biggest threats to their business. (Allianz Commercial, 2024) With so much to contend with, it's no wonder that business owners lack the head space to deal with marketing on top of the pressures of everyday business operations.

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In a 2024 article published on SME News, Kristy Shaman wrote, “It now takes a lot more effort to engage a consumer’s attention, let alone keep it. SMEs need to work harder simply for their marketing efforts to generate interest and achieve visibility in a landscape of increased competition.” (Shaman, 2024)

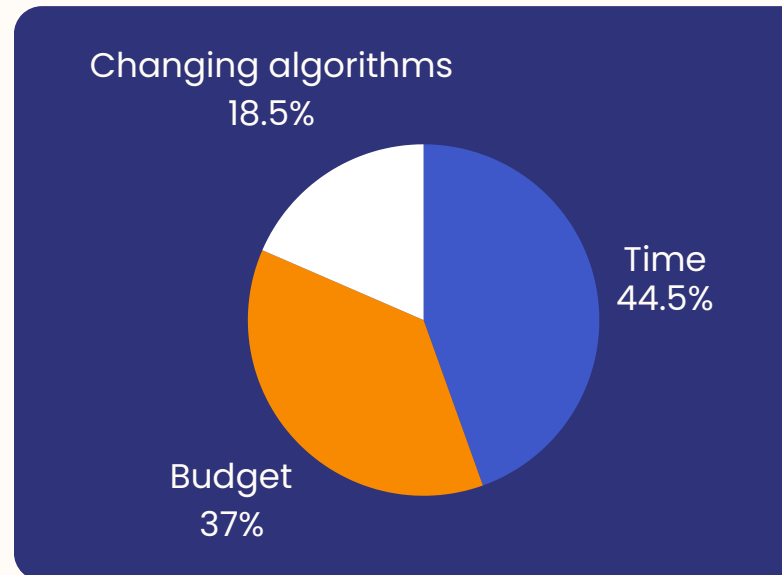
“**The first step in overcoming any challenge is being able to identify and articulate what that challenge is. The more specific you can be, the easier it becomes to create a particular solution that overcomes that issue.**

Tania Prior from Prior Marketing & Co says, “When clients contact me, they are usually struggling with sales, but aren’t sure what the root cause of this is and hope that marketing can fix it. When we go through the strategy development process it often becomes apparent the client is sales and/or product oriented and they don’t have a deep understanding of who their customer really is and the problems they are solving for them. There is a lack of understanding that marketing is about the market.

Many businesses start with tactics and spend a lot of their time trying to beat algorithms, without realising their time would be better spent first understanding their customers needs, wants and desires so they could align their messaging in a way that speaks to them.”

As part of our research, we asked businesses what their three biggest challenges were – and the results were conclusive.

The 3 biggest marketing challenges for SMEs



- 65% of businesses say their biggest challenge is time restrictions
- 54% said it was budget – particularly not knowing how much marketing should cost
- 27% said it was the constantly changing social media algorithms

Other marketing challenges include:

- 16% said a lack of measurement meant they didn’t know if marketing was working or not
- 14% were affected by ever-changing technologies (such as the growth of AI)
- 10% didn’t know how or where to get started with any marketing efforts
- 8% said they had a lack of understanding of marketing functionality
- 6% said they had a lack of buy-in from senior management teams
- 6% said they’d previous bad experiences with marketing have put them off further investment

To make this report a practical support guide, we are going to delve into the top five challenges and provide businesses with some detailed insights into what you can do to overcome them.

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Key issue #1: The time factor

65% of businesses say their biggest challenge is time restrictions.

If you are a small-medium-sized business owner, there's no doubt that you'll be wearing multiple hats, trying to establish different department workloads within your business. This means that any time you have to spend on your marketing is significantly reduced. Tasks you have been meaning to do for a while may fall to the bottom of your to-do list, and before you know it, your marketing efforts become a 'hassle' and something you haven't got time to deal with.

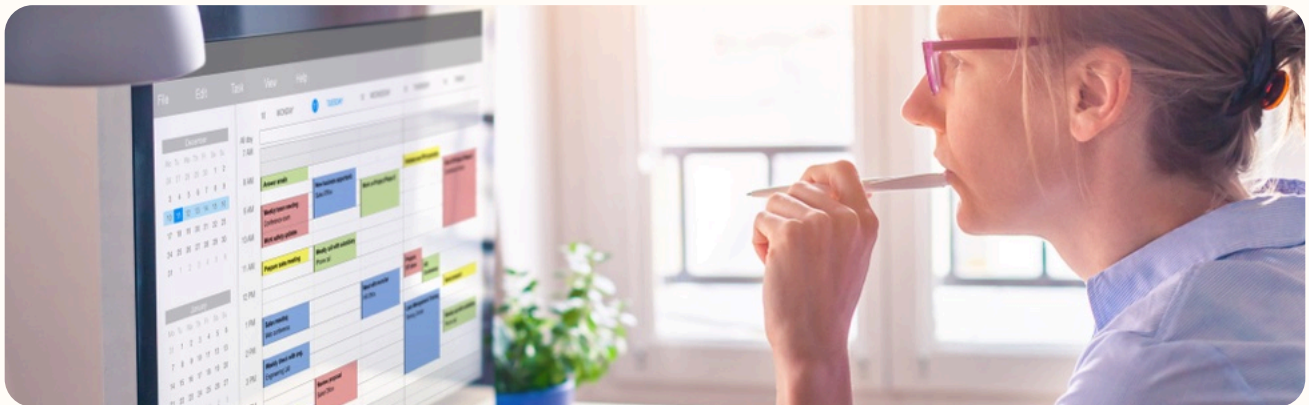
However, that could be putting your business at risk. While you are focusing your time on more deadline-pressing priorities, your competitors will be spending time and money on their marketing, increasing their market share and growing their profit margins.

“ You can expect marketing efforts to take at least six months to show an impact, so the longer you delay, the more time your competition has to move ahead of you. ”

As a collective of marketing professionals, we know how important it is to take a drip-feed approach to your marketing initiatives. It comes down to being organised – when you know what you want to do (and have your pre-set KPIs, which we'll come to shortly), you can take steps to organise your 'quick wins' and 'daily must-haves' before establishing plans to cope with your longer-term activities.



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Alex Stone, fractional CMO and marketing strategist, says, “When working with clients, one of the biggest challenges I observe is the struggle to find the time to focus on marketing their business. Even when they understand that marketing is a key business growth lever, and an essential activity for sustainable business success, operations, sales and other priorities get in the way.

“Outsourcing your marketing is often the quickest and easiest solution for time-poor businesses. Fractional CMOs, marketing consultants and agencies are well-versed in getting up to speed quickly with the needs and objectives of businesses, and then creating marketing strategies and the all important marketing plans to support them.”

To help you maximise your time, we’re sharing some useful hints and tricks.

Having clarity makes everything so much easier

It’s a lot easier to get the most out of your time if you know what you want to get from your marketing efforts, i.e. how is your marketing going to support your business goals? Thinking through the key elements of any marketing activity is going to make it more successful all round. Think about:

- **Goals – what do you want to achieve?**
- **Audience – who are you trying to talk to?**
- **Message – what are you trying to say?**
- **Channel – how will you get that message out there?**

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Marketing tools are there to help you: make the most of free trials and low-cost subscriptions

There is a wide range of tools that are readily available to help you make your time more efficient, whether you are looking for email automation, social media scheduling or other needs. The more you can schedule tasks, the more time-efficient you will become.

Recommended tools that you might like to consider using include:

- ✓ **Social media scheduling tools:** Hootsuite, Buffer, Sprout Social, CoSchedule, Loomly
- ✓ **Content and keyword planning tools:** SEMRush, Ahrefs, SE Ranking, Answer the Public
- ✓ **Email marketing tools:** HubSpot, MailChimp, MailerLite, Zoho
- ✓ **Live events and webinars:** Teams, Zoom, Facebook Live, LinkedIn Live
- ✓ **Workload and project management:** Trello, Asana, Monday.com, ClickUp
- ✓ **No code automation platforms:** Zapier, Make
- ✓ **Generative AI:** ChatGPT, Claude, Perplexity, Gemini, Jasper
- ✓ **Design:** Canva, Adobe Express
- ✓ **Video editing:** CapCut, Descript
- ✓ **Analytics tracking:** Google Analytics, Fathom Analytics, Plausible, Matomo

Many of these tools offer free trials, allowing you to experiment and see what works for you at a low cost. Remember, if you work with a freelance or external agency, they will have access to their own subscriptions that may make your marketing more efficient.

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Automate email sequences

Automating key email sequences could be the most effective and impactful use of your limited marketing time – with the email channel generating up to a third of revenue for eCommerce businesses. Putting in the work upfront to automate your email sequences, or "flows", will allow you to respond to incoming customer enquiries, celebrate new sales and handle lead generation in your sleep!

As a CRM and email marketing consultant, **Kate Hammond from Sunbeam Marketing** knows how important it is to select the right tool for the job.

She explains, "There are many tools out there to choose from and this can be overwhelming. However there will be a lot of overlap in their functionality, so consider what is important to your business and what budget you'd be comfortable with spending. Platforms like Klaviyo, MailChimp and HubSpot are always a popular, solid choice. Your eCommerce platform, such as Shopify, may even allow you to set up basic trigger emails.




Email generates up to a third of revenue for eCommerce businesses. Putting in the work upfront to automate your email sequences, or "flows", will allow you to respond to incoming customer enquiries, celebrate new sales and handle lead generation in your sleep!

Once you've chosen your platform you can set up emails that trigger based on customer behaviour in real time. These actions could include completing a contact form, subscribing to a newsletter, making a purchase or abandoning a basket. As these emails are directly based on a customer action they are timely, relevant and personalised – resulting in much stronger engagement and sales rates than your average newsletter. Once these emails are in place and doing the heavy lifting you are free to devote your time elsewhere."

But as she also points out, "They will need regular optimisation to ensure the content stays fresh."

Repurpose content as much as you can

If you're struggling to keep your website updated, or you are unsure what to post on social media, don't be afraid to repurpose content that you've already used. Pre-written emails introducing yourself to new leads can be repurposed into a blog post or pull-out quotes from your articles can be shared on social media.



02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM

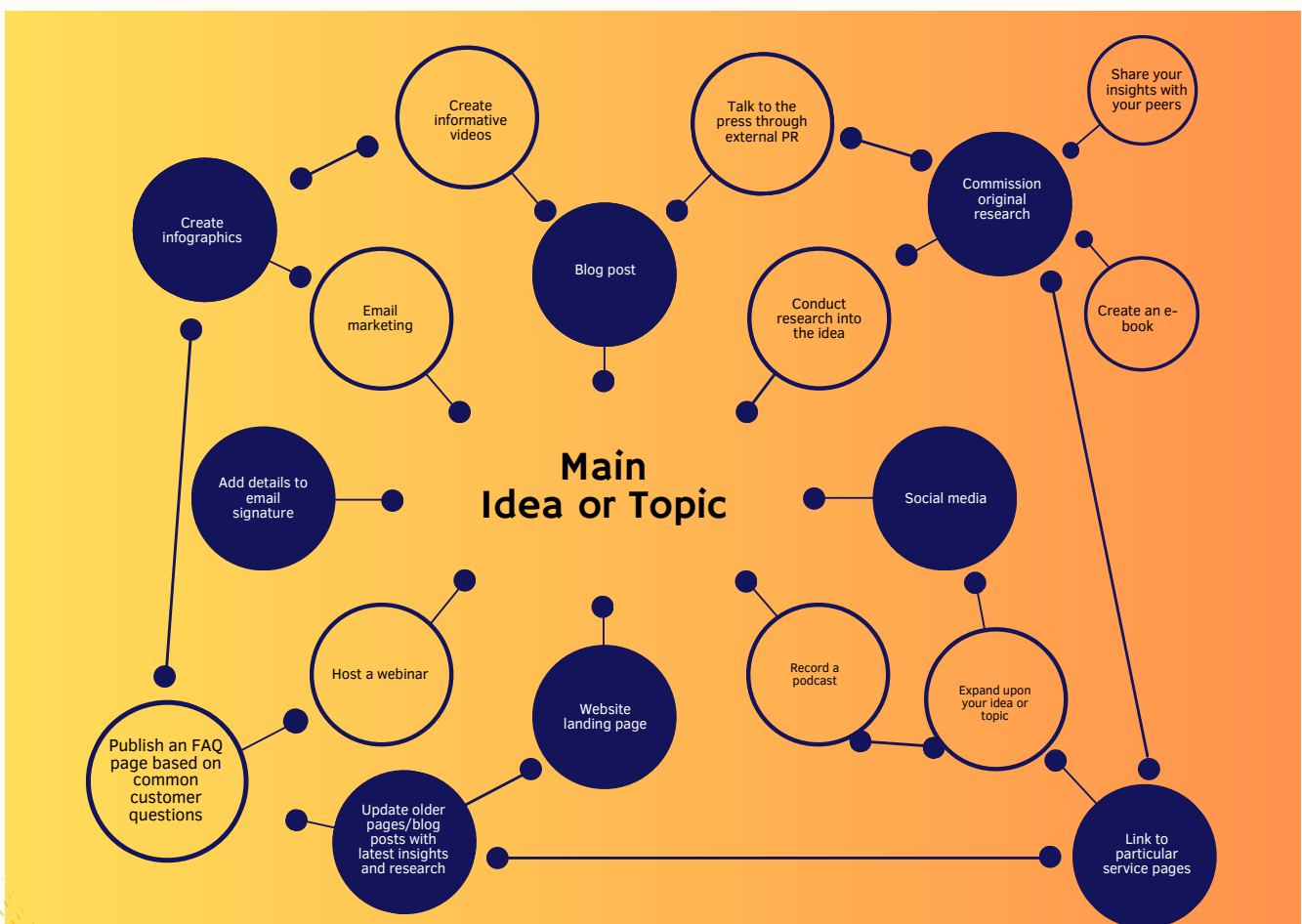
Content marketing provides a great way of talking to customers about the things that matter to them – but to do it effectively can be time-consuming. An easy tip is to read through your old blog posts and see how current they are. Updating and editing older content is a great way of sharing new insights and information, without investing significant time or money.

Amy Dawson from Gatekeeper Communications believes that repurposing content is one of the most time-effective, and cost-effective activities you can do. The more you can reuse your content, the better!

She says, “Repurposing content is another way of saying to update and reuse your current content. Articles you may have written years ago may still have some relevance but might need a little extra insight and knowledge. Perhaps your services have changed, so you can tweak pages to focus on new core areas of your business, or maybe you can edit some existing content to better fit with search engine keywords.

“The best way to get started is to focus on your profitable areas – what are the parts of your business that drive the most money? Or which services offer passive income? That way, you can ensure that your marketing is directly impacting your business goals.”

The mind map below shows how you can use one singular idea in multiple ways.



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Key issue #2: Budget constraints, how can you do more for less?

54%

of businesses say their budget is one of their biggest marketing challenges – particularly not knowing how much marketing should cost.

Budget constraints will always be an issue for any business. Marketing teams across the globe are always crying out for more budget to invest in marketing activities – but the trick is to establish how you can make your investment stretch further.

As we outlined earlier within our research findings, 58% of our respondents were spending less than £250 on marketing initiatives per month – or a mere £3,000 per year.

With such limited funds available, it's essential to see how you can make the most of that budget. Tools such as Canva, iStock, SE Ranking, HubSpot, CapCut, CoPilot, Google Analytics and WordPress may become your best friends, allowing you to make the most of your marketing budget.



To explain more, we've broken this down so you can see how you can maximise that £3,000 average marketing budget.

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM



	Price (approx)	Details
Strategy	£450	Digital marketing strategy Access to marketing strategy, mentoring, and KPI setting
Website	£240	WordPress platform (access for 12 months)
	£89	Beaver Builder page plugin for WordPress (1 site access)
Design	£100	Canva Pro subscription (1 person access for 12 months)
	£100	iStock photo credits (access to 18 images, 3 videos or a mix of both)
Copy	£900	4 landing pages 2 blog articles 3 emails
SEO	£290	Ubersuggest lifetime subscription – allows you to check for keywords and search capabilities.
	£0	GA4 Google Analytics Google Search Console
Social media insight	£650	Social media audit Competitor analysis 3-month content plan Reporting tools training
Total	£2,819	

Different businesses will have different priorities, and costs may depend on your sector but the table below allows you to see how you can better spread your budget.

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM

SMEs forget that internal costs also have a price

Many businesses are reluctant to invest in professional marketing support, fearing that the costs would be prohibitive. Too often, marketing is left to business owners to deal with, or delegated to other internal staff who may not have the knowledge or interest in managing their marketing activities.



Businesses need to remember that internal staff members also have their own costs affiliated with their time.

Any time they are spending on marketing tasks could be better spent elsewhere. Professional marketing personnel (whether internal recruits or external contractors) are far more likely to get work done to a higher standard, in a shorter time. For example, a business owner may be reluctant to invest in copywriting support for their website, preferring instead to write the text themselves. While they might turn to generative AI tools to help them prepare the content, the lack of knowledge of how to write great content could hold them back.

It should be noted, however, that at the time of writing this report, Google is ranking AI-written pages lower in their search engine algorithm. This may change in the future, so it's important to recognise that any gen-AI content needs to be carefully planned and considered.

As **Amy Dawson from Gatekeeper Communications** says, "I've spoken to many business owners who tell me that they struggle with content because they don't know what they want to say. They spend hours trying to get a few sentences on a page, before giving up to focus on something else. That time that they've spent has a cost attached to it – that cost could be spent far more productively by hiring a freelance copywriter to do the job for you.

"Unlike gen-AI, a freelance writer will know how to tell your story, how to effectively weave in search keywords, pinpoint readers to specific service pages/internal links and give some new, informative insights that align with your preferred tone of voice. But most importantly, your copywriter will be able to adhere to Google's helpful guideline mandate – ensuring that your content is written with your core stakeholders in mind."

If you are looking to write yourself, the following four-step process will give you an insight into how to get started."

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM

Research. Write. Talk. Share



What are you passionate about?

Find out what others are saying about that subject – are there any insights you could share or new research you could commission?

Write down your knowledge

Write down your thoughts – perhaps in a blog, a pitch, a report and back your opinions up with qualitative and quantitative data. Use that document as the hook for your marketing and PR outreach.

Talk about it with your audience

When you have an opinion, talk about it with the people who matter – your stakeholders. Tell them about your informed expertise through press releases, social media, articles, interviews, webinars, events etc.

Share those insights far and wide

Sharing your insights and any external verification (such as feedback, media coverage, anecdotal insights) will help you to shape your reputation as a true thought leader.

Save your subscription costs with external support

A little-realised insight that many businesses may not realise is that hiring an external contractor or freelancer to deliver marketing support has added financial benefits.

Although it is clear that investing in freelance support frees businesses from the burden of employer costs (such as holiday pay, sick pay, maternity/paternity, national insurance etc), there are also additional financial benefits that SMEs could benefit from.

Earlier in this report, we mentioned some free and low-cost subscriptions that could help your business. Investing in freelance support may save these expenses, as contractors will likely have their own (pro) subscriptions that they will use while working on your projects.

For example, businesses looking to raise their reputation via PR support may not realise the costs involved in setting up minimum 12-month subscriptions for media databases, journalist enquiry databases, image libraries (and more). Working with an external team allows your business to benefit from the advantages of those tools without the increased costs, further demonstrating the value-added support that the freelance sector brings.

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Maximise your SEO potential

SEO can be daunting, however, there are a few basic foundational elements you can do yourself in the content management system of your website. With a little bit of time and effort, you can soon start to see your site rise in the search rankings.

1. Website basics

- Use clear page titles – Make sure each page has a title that includes what you do (e.g. “Brighton Dog Grooming Services | FluffyPaws”).
- Meta descriptions – Add a summary for each page (under 160 characters) that includes your main keyword.
- Alt text on images – Describe what the image is about. This helps Google understand, and it’s good for accessibility.

2. Think like your customer

Write in the words your customer would type into Google. For example: if they’d search “eco-friendly yoga mats,” make sure that’s in your content. You can enter the search term into Google’s search engine and at the bottom of the page you’ll see ‘People also searched for’ or ‘[Answer the Public](#)’ if you need more ideas.

Make sure you avoid jargon or fancy terms. Google loves plain language.

3. Blog or FAQs

A super simple blog or FAQ page answers questions your customers often ask. Each post is a chance to show up in search. E.g. “How to Choose the Right Yoga Mat” or “5 Tips for First-Time Pet Owners” – based on real questions. Use the suggestions mentioned above for ideas.

4. Get links from friends

Ask your suppliers, local directories, partners, or business networks to link to your website. Google sees links like “votes”, the more good



ones you have, the better, but don’t ask just anyone.

5. Use Google Business profile

It’s free and helps you show up in local searches and on Google Maps. Add your business hours, services, photos, and reviews. Make sure you keep it updated.

6. Ask for reviews

Google loves fresh reviews, and they help build trust. Ask happy customers to leave a review on Google or Facebook.

7. Make sure your website works on mobile

Use your phone and visit your site, if it’s clunky, slow, or hard to read, fix it. Most visitors (and Google) are on mobile, so this matters.

Bonus tips:

- Use a tool like Ubersuggest for free keyword ideas.
- Don’t worry about being perfect, consistency matters more than complexity.

Keep it human. You’re talking to people, not just search engines.

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM

Advertising spend is beneficial – but at the right time, in the right places.



You may be tempted to put all of your marketing budget into advertising spend – after all, direct clicks onto your website are a sure winner. But, investing in Google Ads represents a significant investment for many small and medium-sized businesses.

Google Ads specialist Rachel Williams has shared her insights on when and where you should be investing in ad spend, and how to make sure that you are generating value for money.

She says; “Getting started with Google Ads isn’t for the faint-hearted. It’s something that requires clear management and oversight, to make sure that your money is going in the right places. Unfortunately, many businesses don’t understand how to set clear goals, nor do they understand how to track their performance. Another common issue is that they neglect to check that their website is ready to cope with an influx of traffic – but with some careful planning and hand-holding, they can make much better use of their budgets.

To help you make the most of your ad spent, here are some useful tips from Rachel.

“

Getting started with Google Ads isn’t for the faint-hearted. It’s something that requires clear management and oversight, to make sure that your money is going in the right places.

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM

When is the right time to spend money on Google Ads?

When you have a clear business goal

Google Ads work best when you align your adverts with specific business objectives. You might be looking to generate leads, increase sales, boost brand awareness, or promote a new product launch – whatever the case, having a clear goal helps structure your campaigns effectively. Without defined objectives, you risk wasting ad spend on poorly targeted campaigns.

When your website is conversion-ready

Before investing in Google Ads, you need to ensure that your website can convert the additional traffic you'll be paying for. This means having optimised landing pages with clear calls-to-action, mobile responsiveness, and quick loading times.

Sending paid traffic to an underperforming website is like pouring water into a leaking bucket.

When you have tracking in place

Google Ads performs best when you can track and analyse results. Having proper conversion tracking in place allows you to measure key performance indicators and adjust campaigns accordingly. This measurement infrastructure should be established before launching any campaigns.

When you've done your research

Google Ads operates on an auction system where competition impacts costs. Businesses should invest in keyword research and check what your industry's average cost-per-click (CPC) is before entering the arena. In highly competitive industries, you'll need a sufficient budget to make an impact and outbid competitors for valuable keywords.

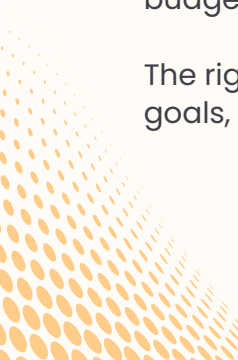
When you need quick results

Unlike SEO, which takes months to build momentum, Google Ads can generate immediate traffic. If you need quick visibility or are launching time-sensitive promotions, Google Ads provides the immediacy traditional marketing methods cannot match.

When you have enough budget for testing

Successful Google Ads campaigns rarely start perfectly optimised. Allocate budget for testing different keywords, ad variations, and targeting options. This experimental phase helps refine campaigns before scaling up spending. It is recommended to have a sufficient budget for at least 3-6 months minimum. Your budget will depend on what keywords you are targeting – you may find working with a specialist can help you to maximise your budget.

The right time to invest in Google Ads isn't universal, it depends on your business situation, goals, and how ready you are.



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Key issue #3: Evolving social media algorithms stopping you from getting started

27%

of businesses say one of their biggest challenges is constantly changing social media algorithms

Ever since the advent of social media, businesses have leapt into action, having a direct way to market and communicate with their core customer base. But while the accounts themselves have been free of charge, the changing social media algorithms mean that businesses have had to spend more and more time and money trying to increase their audience reach.

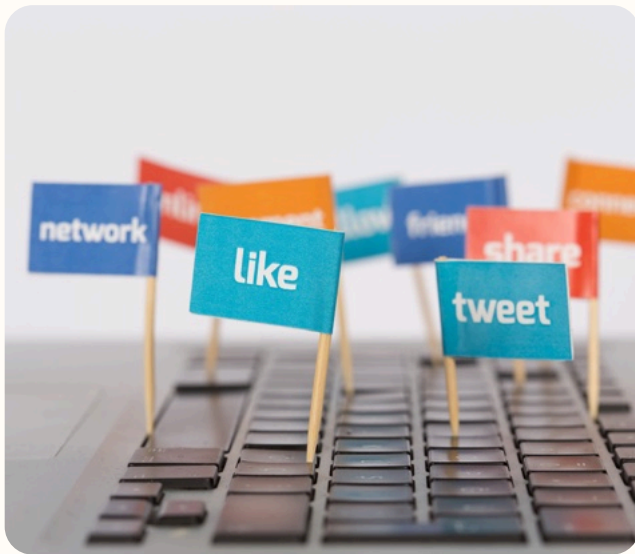
The growing changes in algorithms are a key source of frustration for UK SMEs, with over a quarter (27%) of our respondents telling us that it's one of their biggest challenges. Just when they think they've figured things out, a platform might change ownership or adjust its algorithms, leading businesses to feel that they are back at square one again.

Social media specialist **Helen Feeley, from Indie Marketing**, says, "Navigating ever-changing social media algorithms is a real challenge for SMEs, but it's not insurmountable. Social media offers a unique opportunity to talk directly with your customers and build long-term relationships, so it's about understanding that your output should focus on quality, not necessarily quantity."



Social media offers a unique opportunity to talk directly with your customers and build long-term relationships...your output should focus on quality, not necessarily quantity.

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM



To help explain this further, Helen has shared her own practical insights on how to adapt and thrive in this fast-paced landscape.

It's about quality, not always quantity

Generally speaking, algorithms prioritise engaging content. So instead of flooding your feeds to feel like they're being visible, businesses should:

- Share high-value posts that educate, entertain, or create an emotional connection.
- Use storytelling and an authentic brand voice.
- Play around with formats: reels, carousels, polls, live videos, etc

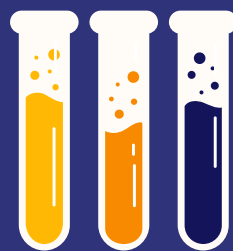
Use your social media as an opportunity to build a community

People forget that social media is about engaging in two-way communication. It's your opportunity to speak directly to your customers, and their opportunity to speak directly with you. Don't be afraid to talk to customers about non-business specific topics, or ask for their feedback on particular issues – perhaps local to your business, or what's happening elsewhere in the world.

Today's customers want to be able to advocate and work with brands that match their values, so your social media gives you a more interactive and informal platform to shout about who you are, what you do, and what you care about.

- Encourage meaningful interactions by asking questions, responding to comments, and starting conversations with other accounts.
- Use features like Stories, AMAs (Ask Me Anything), or UGC (user-generated content). In some circumstances, you may be able to automate the sharing of user-generated content directly to your platforms, which will allow you to minimise your time and effort, while maximising your impact.

Create a sense of belonging to keep people coming back. Algorithms love repeat engagement.



Experiment with the same content repurposed for different platforms

Diversify across platforms

When it comes to social media, don't put all your eggs in one basket! Experiment with the same content repurposed for different platforms. This will allow you to diversify your reach for little effort. Scheduling tools such as Hootsuite, Buffer, Spout, Social Champ or Loomly will allow you to post across multiple platforms from one singular point of contact, saving you needless time logging into different platforms.

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM

- Be active on multiple platforms (Instagram, TikTok, YouTube, LinkedIn, etc.).
- Repurpose content for different platforms, optimising format and tone for each. Think about what audience is using each platform – LinkedIn users will be more business-led and will require business-style news, while Instagram or TikTok can be more informal, trend-led content.

Don't be afraid to re-share content.

If the algorithm is showing your content to one section of your audience, don't be afraid to re-share that content a few weeks later. There is a strong likelihood you'll be reaching other people with that same content. If it's evergreen content (i.e. non-time specific and still relevant), you can repost content from several months ago. Using a repeat scheduling tool will allow you to do this quickly and easily.

Keep your finger on the pulse

Think about what you like to see on social media, and what you can relate to and respond to. By putting yourself in the mindset of your audience, you'll be better placed to think about what they want to see and engage with.

- Follow platform blogs and creators who test and share trends.
- Experiment with new features early. Platforms often boost newer tools to spread the word about their new features.

Invest in paid ads

As social media platforms are free to use, they have to make their money somehow, and as such, organic reach can be limited. It makes sense therefore that businesses can massively benefit from investing in paid ads.

Working with an ads specialist will allow you to maximise the value for money, ensuring that you are spending it in the right places, on the right audiences. Don't be afraid to spend on a strategy session with a social media expert – that time is a worthwhile investment to ensure that you are putting your time and budget in the right areas.

- Use targeted ads to amplify the reach of key content.
- Combine paid and organic strategies to maximise visibility and return on investment.



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The data will tell you what's working

As with all things marketing, it's about investing in research to track your data so you can see what is and isn't working. That way, you can use those insights to further refine what you are doing – knowing that you are putting your time and effort in the right places.

- Track what's working: look at your audience reach, saves, shares, and comments. Use a spreadsheet or other similar tracking tool to allow you to see what is working, and whether there's any specific type of content or time of day that works best for you and your audience.
- Use that data to create more of the content that resonates and don't be afraid to pivot. This data is your best friend – it will give you the information you need to show whether your social media is working or not.

Sit down and create a well-thought-out plan and make sure that you are hitting at least some of these tips to create a winning strategy for your social media presence. Working with a freelance social media manager can hugely benefit your business, as SMMs live and breathe this, day in and day out. That is truly your best option for staying one step ahead of “The algorithm”!

“ Use data to confirm that you are putting your time and effort into the right places. A freelance social media manager can help you with this.



02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM

Social media platforms cheat sheet

Platform	Best for	Content format	Audience snapshot
Instagram	Visual storytelling, branding	Reels, stories, images, UGC, FEED POST: 1080x1350 px STORIES: 1080 x 1920 px	Lifestyle-focused, visual first, celebrity/influencer interest
Facebook	Community-building, local marketing	Long-form posts, live videos, events, groups POST: 940 X 788 px	Family-oriented, diverse interests
TikTok	Viral content, trends	Entertaining or informative video content VIDEO: 1080x1920 px	Trend driven, predominantly attracts Gen Z
LinkedIn	B2B, thought leadership, industry insights	Video content, carousels, blog-style posts POST: 1200 x 1200 px CAROUSEL: 1200 X 1500 px	Professionals, decision-makers
X	Real time updates, conversations, customer service	Text-based threads 280 character limit	News junkies, professionals, culture
YouTube	Tutorials, deep-dives, educational posts	Long and short form video THUMBNAIL: 1280 x 720 px SHORTS: 1080x1920 px	Broad reach, funneled by SEO
Pinterest	Inspiration & planning	Mood boards, shopping guides, infographics PIN 1: 1000 x 1500 px PIN 2: 1080x1920 px	Planners, creatives
Threads	Real time updates, conversations, customer service	Text-based threads 500 character limit	News junkies, professionals, culture
Bluesky	Real time updates, conversations, customer service	Text-based threads 300 character limit	News junkies, professionals, culture

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM

Key issue #4: Getting to grips with measurement

16%

of businesses say a lack of measurement means they don't know if marketing is working or not

It makes sense that businesses view marketing as the first expenditure to cut when budgets are tight. After all, if they are not measuring it correctly, it's easy to dismiss marketing as something that 'costs' money, rather than 'makes' money.

However, SMEs are doing their business a huge disservice – by not correctly identifying what is working (and what's not working), they could be withdrawing funds from the wrong places.

It should be reiterated that marketing is not sales. It rarely provides instant gratification – instead, it takes time – along with a continuous, drip-feed approach to see the true benefits. One of the biggest issues is that often, vanity metrics (which are readily available) are viewed as the way to measure marketing, without truly considering if they are the right measurements to be tracking.



Businesses need to remember that marketing rarely provides instant gratification. It takes time to see the benefits.

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM

As **Liz Malone-Johnstone, from Bureau 43 Digital Marketing Studio** says, “Too many SMEs are swamped with numbers that sound impressive, likes, impressions, page views, but they don’t tie back to what matters: leads, conversions, customer lifetime value, or retention.

“If it’s not directly driving your business decisions, it’s not worth tracking. So, start by setting KPIs that link directly back to your business objectives, rather than what sounds impressive or what’s easy to measure.

Ask yourself: What are we trying to achieve? How will we know it’s working? Keep it simple.”

To help SMEs understand how to track marketing, Liz has shared a basic KPI setting template, along with some examples. From this cheat sheet, it’s easy to see how an initial ‘Goal’ can be transformed into a KPI – along with your target deliverables (how many you want to achieve), what tool can be used to measure those metrics and how often the tool should be reviewed. Keep track of your metrics (even in a basic spreadsheet) and monitor them over a time frame of 6-12 months.

By seeing small steps of improvement, you’ll start to have a better understanding of what is working most effectively.

Goal	KPI	Target	Suggested Tool	Review Frequency	Notes
Generate leads	Form submissions / MQLs	e.g. 30 per month	GA4, CRM	Monthly	Define what counts as a lead.
Increase sales	Conversion rate / Revenue	e.g. 10% / £X/month	Ecommerce platform, CRM	Monthly	Track per channel if possible.
Build brand awareness	Website visits / Impressions	e.g. 5,000 visits/mo	GA4, Social analytics	Monthly	Focus on quality traffic.
Improve engagement	Email open/click rate	>25% open, >5% CTR	MailerLite, HubSpot	Monthly	Benchmark over time.
Grow visibility	Search rankings / Backlinks	Top 10 for key terms	Google Search Console	Monthly/Q uarterly	Track key terms, not everything.
Retain customers	Repeat purchases / Churn rate	<10% churn / 20% repeat rate	CRM / Ecommerce data	Quarterly	Define what ‘repeat’ looks like.

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Key issue #5: Dealing with ever-changing technologies

14%

of businesses say their marketing is affected by ever changing technologies (such as the growth of AI).

For small and medium-sized enterprises (SMEs), the wide range of available technology can become overwhelming. From CRM systems and marketing automation platforms to social media schedulers, analytics dashboards, AI-powered content creation tools, and customer journey mapping software, the number of available solutions is vast and growing almost daily.

The challenge of choice

Unlike large organisations with dedicated marketing departments and IT support, SMEs often operate with lean teams or even solo marketers who wear multiple hats. With limited time and budget, SMEs must make tough decisions about which tools are worth the investment. Yet, with so many options available, paralysis by analysis is common.

Businesses either end up overwhelmed and avoid investing altogether, or they piece together disjointed tools that don't integrate well leading to inefficiencies and missed opportunities.

Staying current vs. staying sane

One of the biggest hurdles SMEs face is simply keeping up. The rate of technological change in marketing is relentless. What's cutting-edge today may be outdated in 12 months. Trends like voice search, AI-generated content, automation, personalisation, and customer data platforms (CDPs) evolve fast, often faster than most SMEs can reasonably adopt or adapt to.

This results in two challenges:





1. **Resource Drain** – Time and energy spent learning new tools can take attention away from strategy, creativity, and customer connection.
2. **Fear of Missing Out (FOMO)** – SMEs often feel pressure to keep pace with the latest tools their competitors are using, leading to reactive decision-making rather than planned investment.

02 THE CHALLENGES THAT BUSINESSES FACE, AND HOW TO OVERCOME THEM



Making technology manageable

The key for SMEs is not chasing every new tool but strategically aligning their technology choices with their business goals. Here are some practical tips to make marketing technology more manageable:

-  **Start with strategy:** Before investing in any tool, clarify what you're trying to achieve. Are you looking to improve lead generation, automate email campaigns, or better understand customer behaviour? Let strategy lead, not shiny features.
-  **Prioritise integration:** Choose tools that play well with others. A marketing stack that connects your website, CRM, social media, and analytics in one ecosystem will save time, reduce duplication, and make data more actionable.
-  **Keep it lean:** You don't need everything. Often, a small number of well-utilised tools outperform a bloated tech stack. Regularly audit your tools and eliminate what's underused or unnecessary.
-  **Upskill gradually:** Focus on learning one platform or tool at a time. Build confidence through small wins, whether automating a newsletter, setting up basic dashboards, or scheduling social media posts in advance.
-  **Use free or low cost trials** **Use free or low cost trials:** Many platforms offer free tiers or trials. Use these to test fit before committing. Be cautious of long-term contracts before you fully understand the tool's value.
-  **Lean on communities and ask for support:** Join peer networks, Facebook groups, or forums where other small business owners share experiences
-  **Consider outsourcing select tasks:** If certain platforms feel too complex, consider outsourcing specific elements like ad management, SEO, or reporting. This allows you to benefit from the tech without needing to master it yourself.

There is no 'one size fits all' when it comes to technology. Focus on what is right for your business and what will help you achieve your goals within the budget and resources that you have available.

03 HOW MUCH CAN YOU EXPECT TO PAY FOR MARKETING SUPPORT?

Answering your most pressing question and helping you to set realistic and achievable budgets.



Small and medium-sized businesses should be able to benefit from marketing strategies in the same way as their contemporaries. But it's clear that too many companies are reluctant to invest, fearing that money is being spent in the wrong place, with little to show for it. That fear, causes businesses to retract, preventing them from moving forward and maximising their business opportunities.

Within this report, we've uncovered that budgetary concerns are a huge issue for businesses of all sizes, across all sectors.

We've given some suggestions on how you can make the most of your money and shared insights that will allow you to stretch your funding as far as possible.

But what you really want to know is – how much can you expect to pay for marketing support?

Far from this being a 'how long is a piece of string?' question, it is clear that businesses need access to up-front marketing costs. This will allow you to truly understand how far you can stretch your budget, and what you should expect to pay when reaching out to professionals for advice.

To clarify your options, we've broken down the costs* into bronze/silver/gold level packages, allowing you to see how costs can change depending on your budget capabilities. We've also included an outline of the type of work you might expect for those budgets, allowing you to establish how you can scale up (or down) your marketing efforts as needed.

**These costs are correct as of July 2025 and may be subject to change.*



"It is clear that businesses need access to up-front marketing costs. This will help them to plan for and prepare the right budgets for their marketing activities"

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Copywriting, Public Relations & Thought Leadership



Amy Dawson

Copywriter
PR strategy
Report writer

Gatekeeper Communications

gatekeepercommunications.com
hello@gatekeepercommunications.com

→ HUMAN WRITTEN CONTENT

£300 per month

This is the first step in hiring a professional copywriter who understands your tone of voice, your market share and your audience's needs. Don't rely on boring, AI-generated content that makes you sound like everyone else – start showcasing your own professional expertise in your own voice.

Package includes:

- 1 x SEO landing page per month
- 1 x blog article per month
- 1 x customer mail per month

£900 per month

→ COPYWRITING AND PUBLIC RELATIONS

This will focus on delivering value for money – it demonstrates how content can be used for value-added purposes, such as reputation building, solving customer concerns, identifying and promoting corporate USPs and boosting brand awareness.

Package includes:

- 1 x client call per month
- 1 x SEO landing page per month
- 1 x blog article per month
- 1 x customer email per month
- 1 x proactive press release or pitch per month
- 1 x reactive press response per month

£1700 per month

→ COPYWRITING, PR AND THOUGHT LEADERSHIP

Combine SEO-copy with customer focus, highlighting your areas of expertise. Thanks to original thought leadership, you can demonstrate your thoughts and expertise, and provide tangible solutions to customer problems. Maximise your potential through additional SEO content and news-worthy press opportunities.

Package includes everything in Copywriting & PR package plus

- 2 x blog articles per month
- 2 x reactive press responses per month
- 1 x client case study per quarter
- 1 x original research report per year

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Digital marketing strategy, planning & support



Liz Malone-Johnstone

Digital Marketing Consultant
Fractional Head of Digital

Bureau 43 Digital Marketing Studio

bureau43.com

elizabeth@bureau43.com

→ **DIGITAL STRATEGY SESSION**

£295

Get rapid clarity and confidence on digital marketing questions, priorities, and next steps. Ideal for SMEs needing quick advice, direction, or strategic sense check from a digital marketing expert.

Package includes:

- Pre-call questionnaire
- 60 minute 121 practical video consultation call
- Actionable insights and tailored recommendations
- One week of follow-up email support to ask questions or get feedback as you take action

£800 per month

£1200 per month

→ **FRACTIONAL DIGITAL EXPERT – ESSENTIALS**

A plug-and-play Head of Digital for your business, without the cost or HR hassle of hiring in-house.

Dedicated access to consultancy and expert advice across the full digital marketing mix – SEO, PPC, social, web development, email marketing, digital PR, and more.

- 2 strategic advisory calls each month
- Email support for guidance between scheduled calls
- Experienced second opinion on external agency work, helping you maximise value from digital agency relationships
- Expert advice for quick decisions and troubleshooting

→ **FRACTIONAL DIGITAL EXPERT – GROWTH**

Strategic momentum and smarter growth for scaling SMEs.

Everything in Essentials, PLUS:

- Strategic planning and creative concepts support (help planning new initiatives or campaigns)
- Monthly data insights/analytics report
- Priority response and extended advisory support between calls
- Access to custom tools and templates (planning frameworks, briefing templates, checklists)

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Marketing strategy, fractional CMO services



Alex Stone

Marketing and Brand
Strategist, Agency Owner

<https://linkedin.com/in/alex-stone/>
alexstone.uk@gmail.com
m: 07971 816117

➔ ART OF THE POSSIBLE

Clearing away the murky mysticism of marketing, the Art of the Possible gets down to the nuts and bolts of how your business can benefit and thrive with the right marketing approach.

Alex works with you to clarify your business goals, assess your current situation and pin down exactly what you want marketing to do for your business.

She'll dig into your customer profiles, the buying journey, your competitive landscape and your brand positioning, and produce an top-level marketing strategy for your business, tied directly to your key objectives.

"In plain English, a marketing strategy is how a company decides to promote its business, its brand and its offering, so that customers (new, existing, B2B or B2C) will buy what it has to sell, so that you meet your commercial and revenue targets, and support your longer-term business goals."

Marketing helps your business make money.

One-off cost £1195

Art of the Possible outputs:

- Clarity on your business objectives and how they can be supported by marketing
- Assessment and analysis of your current marketing efforts, resources and budget
- Outline marketing strategy and action plan

➔ FRACTIONAL CMO SUPPORT

Add strategic marketing insight and leadership to your business with fractional CMO services, that give you the opportunity to take advantage of senior marketing expertise, on a part-time basis, without the full-time commitment or price tag.

Fractional CMOs services include:

- Marketing Leadership
- Marketing Strategy
- Marketing Plan and Execution
- Brand strategy development
- Customer profiles, positioning and messaging
- Data-driven marketing
- Marketing technology support and more

from £825 per day

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Hands on mentorship and 1-2-1 support for growing SMEs



Annique Tate

Marketing Mentor & Support for SMEs in SaaS and Tech.

Tate Digital Consulting

tatedigitalconsulting.co.uk

annique@tatedigitalconsulting.co.uk

➔ MARKETING AUDIT POWER HOUR

£220

An assessment of your current marketing efforts, where you leave with a prioritised action plan of what to fix first.

Package includes:

- Initial questionnaire to understand your business
- An online 121 to take a deeper dive into your current situation, discussing solutions so you can leave with an actionable plan
- A recording of the call
- 30 day WhatsApp support

➔ MARKETING WORKSHOP

I run practical, hands-on workshops designed to meet you exactly where you are on your business journey. Whether you're a solopreneur ready to build a high-impact, manageable plan, a growing business with a small team looking to develop your first marketing strategy, or you're gearing up to hire your first marketer—I'll help you get there with clarity and confidence.

From £150

- **Solopreneurs** – Create a clear, manageable marketing plan that makes a big impact.
- **Small teams** – Develop your first structured marketing strategy with expert support.
- **Hiring-ready businesses** – Prepare to bring in your first marketer with confidence and alignment.

➔ MARKETING MENTOR

My mentorship programs are tailored to empower business owners with the tools, confidence, and strategic insight they need to grow. Whether you're crafting your first marketing strategy or preparing to bring your first marketer on board, I offer structured, supportive 1:1 guidance to help you make smart, impactful decisions that drive your business forward.

From £450

Marketing Strategy Mentorship

- Define clear goals and positioning
- Build a 12-month strategy tailored to your business

Marketing Integration Mentorship

- Prepare your business to onboard your first marketer
- Align systems, budget, and expectations
- Create a hiring and onboarding plan that sets them, and you, up for success

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Social Media Marketing



Helen Feeley

Meta Accredited Social
Media Marketer

Indie Marketing

www.indiemarketing.co
hello@indiemarketing.co

➔ SPARK – ONE-OFF SUPPORT

£650

Looking for one-off support to roll your sleeves up and make a start?

This package will draw a line in the sand and take a snapshot of where you, and your competitors social media output is right now. I then deep dive into what's working, and what's not and build a 3 month content plan for you to take forward and action for yourself.

Package includes:

- Social Media Audit
- Competitor Analysis
- 3 month content plan
- Reporting tools training
- All delivered in a 1:1 online meeting to discuss the findings, plan and cover any questions.

➔ GLOW

Looking for hands-on support for your social channels?

This is a complete package of support including planning, content creation, delivery and reporting. This package is for you if you are a single-site SME that is overwhelmed by keeping on top of socials or you're too busy taking care of their customers.

£450 per month

Package includes:

- Social media audit
- Optimise profiles
- Content creation
- Eight posts per month
- Up to three platforms
- Monthly overview report

Optional Meta Ads bolt-on

➔ IGNITE

Looking for comprehensive, ongoing social media management?

This is a copper-bottomed package to reshape, plan, deliver and monitor your social media success.

This plan covers research, competitor analysis, content creation and analytics to keep an eye on things.

from £750 per month

Package includes:

- Social media audit & competitor analysis
- Optimise profiles
- Content creation
- Four posts per week
- Up to three platforms
- Monthly reporting inc Google Analytics

Optional Meta Ads bolt-on

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Practical, no-fluff support for SMEs who want their marketing to actually **do** something.



Janine Owen

Marketing Strategist
B2B specialist
Mentor

JO&Co.

hello@wearejo.co

➔ SPARK: POWER HOUR

£200

Light the match. Make progress.

This is a focused 60-minute session to help you cut through the noise and make smarter decisions. You bring the challenge and I bring the commercial brain. Whether it's a messy to-do list, a fuzzy idea, a plan you need sense-checking, or just clarity on where to focus next, this hour is yours to get unstuck and make real progress.

Package includes:

- Pre-call questionnaire
- 60-minute 1:1 Google meet session
- Summary of insights and clear next steps
- One week of email follow-up for Q&A

Best for: solo founders, marketers or business owners who need strategic clarity, fast.

➔ GROW: STRATEGY SPRINT ➔ IMPACT: OUTCOMES & ROI

Build a plan that works as hard as you do.

Creating a strategy and a proper plan, one that aligns to your goals, connects with the right audiences, and helps your team (or you!) take action. This sprint gives you the strategy to move forward with confidence, plus a practical 90-day roadmap.

£950

Package includes:

- Discovery session (90 mins)
- Strategic goals + audience mapping
- Bespoke 90-day marketing plan
- KPI recommendations
- 45-minute follow-up to refine and focus

Best for: SMEs ready to grow but overwhelmed by where to start.

Plug in a senior marketing leader

This is ongoing, embedded strategic support based on what you need. A part-time Marketing Director in your business. I'll do an audit, help shape the plan, mentor internal staff, keep your marketing accountable, drive commercial results and report them at leadership level.

from £1250 per month

Package includes:

- Audit and whatever you need such as...
- Strategic oversight across brand, content, lead gen and CRM
- Mentoring for your marketer/sales lead
- Quarterly KPI tracking + impact reporting

Best for: businesses with no senior marketer, or those without time to manage it all.

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Email Marketing, CRM and Retention



Kate Hammond

CRM & Email Marketing
Consultant

Sunbeam Marketing

www.sunbeam.marketing
kate@sunbeam.marketing

→ BRONZE

£3,500 project

The Bronze package provides a detailed audit of your Klaviyo account so you understand what is working and where the opportunities are. I'll provide new, improved versions of your existing flows and the tools and advice you need to continue improving your email marketing. This is great for brands who need key flows working hard and want clarity on their next move.

- Audit of your Klaviyo account
- New and improved versions of your existing flows (up to 4 flows)
- Master Klaviyo template + up to 5 email templates to use for flows or newsletters
- Strategy document + 1hr call
- 30 days of email support

£4,500 project

£7,500 project

→ SILVER

For brands who know there are opportunities in their customer lifecycle to improve the journey and generate more revenue. You'll get everything in bronze, plus up to 4 additional flows, allowing you to create a retention-focused approach and grow the business with longevity top of mind.

- Audit of your Klaviyo account
- New and improved versions of your existing flows (up to 4 flows)
- New flows added to the customer lifecycle (up to 4 additional flows)
- Master Klaviyo template
- Strategy document + 1hr call
- 30 days of email support

→ GOLD

Combine customer insight with data and experience for the complete package. Qualitative insight gained directly from your customers that can be applied across all channels. A full newsletter analysis, giving you a bespoke email marketing content map so you never have issues planning the calendar again. This when combined with a flows overhaul is our most impactful approach to CRM.

Project includes everything in Silver plus:

- Email marketing campaign analysis and campaign content map.
- Customer outreach - calls with your customers to gain qualitative insights on your brand, products and experience.

*Bespoke packages are available.

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Google Ads Management



Rachel Williams

Google Ads Specialist

Rachel Williams

rachelwilliams.digital

hello@rachelwilliams.digital

➔ FOR ADVERTISING BUDGETS UP TO £1K PM

£350 per month

Perfect for local service businesses seeking online visibility. This package targets relevant keywords to boost your Google search rankings and attract nearby customers. Complete conversion tracking monitors every click and inquiry, providing clear insights into campaign performance and lead generation success.

Package includes:

- Strategy
- Account Audit / Setup
- ConversionTracking
- 1-2 Campaigns
- Keyword Research
- Search Ads Setup and Management
- Monthly Report

➔ UP TO £5K PM ADS BUDGET

Boost your product visibility with this combined Google Shopping and search ads package for greater exposure across Google's network. I'll optimise your campaigns to hit revenue targets and maximise return on ad spend, driving measurable growth for your business.

£600 per month

Package includes:

- Strategy
- Account Audit / Setup
- ConversionTracking
- Up to 4 Campaigns
- Keyword Research
- Search & Shopping Ads Setup and Management
- Monthly Report

➔ UP TO £10K PM ADS BUDGET

For larger budgets, I strategically manage multi-channel campaigns across search, shopping, and video platforms. Through continuous testing and optimisation, I maximise your brand growth and revenue while ensuring optimal results for your ad spend.

£1,200 per month

Package includes:

- Strategy
- Account Audit / Setup
- ConversionTracking
- Up to 10 Campaigns
- Keyword Research
- Search, Shopping & YouTube Ads Setup and Management
- Monthly Report

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Creative, no-nonsense B2B Marketing Support



Sarah Temprell

B2B Marketing Support
for SMEs

Sarah Temprell

sarahtemprell@
kismarketingsolutions.co.uk

➔ PACKED WITH A PUNCH POWER HOUR

£295

Ideal for companies looking for a fresh pair of eyes on a B2B marketing challenge. Access expert support, advice and guidance to help with a specific problem or project. This 60 minute guided session can help to solve your marketing challenges

Package includes:

- Pre-call questionnaire
- 60-minute 121 call with actionable insights and recommendations
- Follow-up with any listed further actions and links to recommended reading/support

➔ POWER UP YOUR PROJECT SUPPORT

Perfect for B2B SMEs who are looking for support on a single project. This could be organic social media content creation, blog writing, award-entry writing or website page refreshes. Choose your project and get the support you need.

From £375

What's included?

- Onboarding calls to understand your business and the project
- Time getting to know your business to adopt your tone of voice and narrative
- Content creation that aligns with your needs
- Regular updates and reporting on results
- Support with scheduling and uploads where required.

➔ MARKETING RETAINER SUPPORT

When you are a B2B SME without the time or resources to have a full-time Marketing Manager then access my 18 years+ of expertise with this retainer package of support to help drive your marketing forward.

From £850

What's included?

- Support with the development of strategy and implementation of marketing activities
- Integration into your team to create a marketing function that will help achieve your business objectives.
- Work with existing team members to help increase their knowledge
- Monthly reporting to demonstrate the success of marketing activities.

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Demystifying marketing for purpose-driven SMEs



Rosie Denham

Brand and Marketing
Strategy and Training

Project Communications

rosie@projectcomms.co.uk
07457 405864

➔ KICKSTART

£375.00

Ideal if: you are ready to get your marketing off the ground and begin building connections with your audience, but aren't sure where to start.

You will: identify the roadblocks holding you back and walk away with clear, practical actions – and the confidence and motivation to get started.

- Discovery questionnaire to clarify your current position and activity
- 90 minute session to explore your goals, challenges, and opportunities
- Tailored, short term action plan with clear, practical next steps
- 30-minute follow-up call

➔ RESET

£750.00

Ideal if: you have made a start with your marketing but feel overwhelmed by options, underwhelmed by results, and unsure how to prioritise your limited time and budget.

You will: gain a fresh perspective, greater clarity, and the confidence to move forward with a focused plan that is realistic, tailored, and aligned with your goals.

- Discovery questionnaire to clarify your current position and activity
- Headline audit of your existing marketing communications
- 2-hour mini strategy session to explore priorities and define direction
- 3-month marketing and communications roadmap
- 2 x 30-minute follow-up calls

➔ LEAD

£1,575.00

Ideal if: you want to make strategic, effective marketing and communications decisions with confidence. You're done with ad-hoc tactics and vague results, and ready to drive direction and impact.

You will: develop a clear, bespoke, and actionable strategy that you truly own and understand – with the insight, tools, and confidence to drive your plan forward.

- Discovery and diagnosis session to map out where you are, where you want to get to, and your challenges
- Audit of your existing marketing communications
- Strategy workshop
- Tailored strategy and action plan, co-created with you
- Guidance on systems and tools to support effective implementation

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Marketing strategy and implementation support for scaling SMEs



Tania Prior

Brand and Marketing strategist for scaling SME's

Tania Prior

tania@priormarketingandco.co.uk

→ CLARITY POWER HOUR

£295

Want to pick my brain?

My 'Power Hours' could help with:

- Where to start with your marketing
- Top line marketing audit
- Exploring a customer journey
- A review of your messaging

Package includes:

- Discovery questionnaire before the call
- 60 minute 121 call over Google Meet where we will explore insights, solutions and you'll leave with a clear plan of action
- A recording of the call
- 45 minute follow up call within one month

→ MARKETING STRATEGY DEVELOPMENT

What problem does your business solve and who is it for? What do you want people to think when they buy from you? My marketing strategy development processes will leave you feeling motivated and armed with a clear road map to achieve your goals.

From £1,450

What's included?

- 90 minute discovery call
- Market analysis
- Define target audience
- Review messaging
- Tactic recommendations and KPIs
- Strategy presentation and Q&A session

→ BRAND & DISCOVERY WORKSHOPS

Taking your staff and key stakeholders on your brand and marketing journey can provide valuable insights to inform your strategy and increase buy-in when it comes to delivery. Themes include: brand diagnosis, customer research and customer journey mapping.

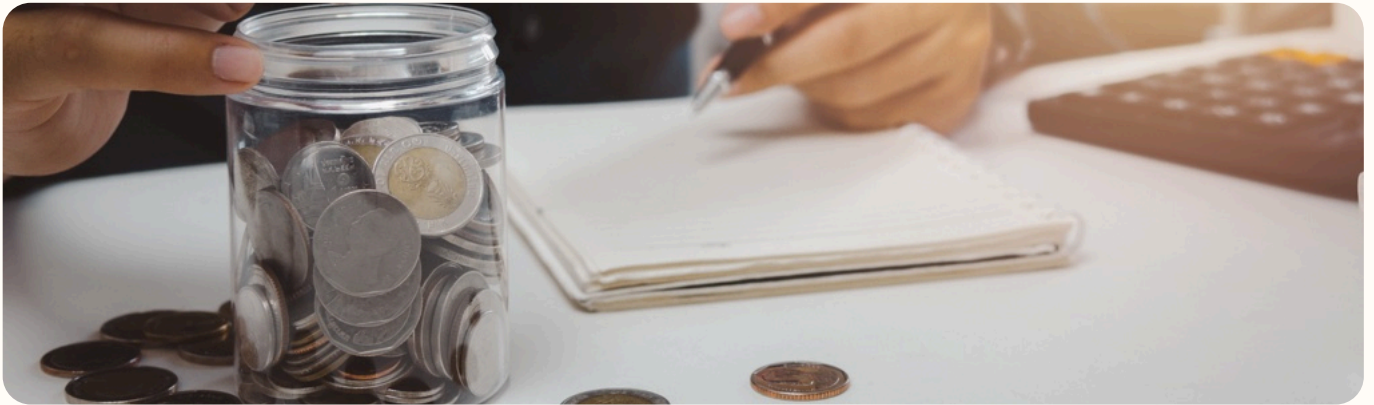
From £850

What's included?

- Half or full day options
- Online or onsite
- Primary customer research e.g. brand perceptions
- Secondary research
- Exploration of insights
- Fun, interactive exercises to explore chosen themes and brainstorm ideas

03 HOW MUCH SHOULD YOU PAY FOR MARKETING SUPPORT?

Can small businesses in the UK access funding to support marketing expenditure?



Cash flow is critical in any business, but for small businesses, particularly in the early days it's crucial. Funding and grants for start-ups and SMEs are a great way to support your business through growth that requires new projects and initiatives.

Across the UK there are a number of organisations that offer funding solutions but knowing where to start can be a real headache!

So, below you will find links and useful information about what's available:

- **Gov.uk**: At Gov.uk you can explore all local authority websites for government-backed support and finance for your business.
- **UMI**: UMi is a public sector partner who helps local businesses, or private sector organisations. They offer a great resource for understanding funding jargon, the different types of funding available and how to prepare your business for funding or finance.
- **FSB**: The Federation of Small Businesses is a membership organisation for SMEs and the self-employed. Their website provides a range of resources to explore funding options, even for non-members. Members can also benefit from support and advice.
- **Chamber of Commerce**: Local Chambers of Commerce offer valuable business support across the UK. Members can benefit from the use of their finance finder tool
- **The King's Trust**: The King's Trust (formally The Prince's Trust) helps people aged 18 - 30 kick start their business journey with many opportunities to apply for funding.
- **Grant Finder**: Grant Finder is a funding database in the UK which is updated daily with finding sources, policy updates and opportunities.



04 INVESTING IN FREELANCE SUPPORT COULD BE THE ANSWER TO YOUR MARKETING CHALLENGES

“ If you’re serious about growing your business, it’s time to really think about what you want to achieve, and how you want to get there.

Solving your marketing problems will always be an ongoing job task. Putting it to the bottom of your to-do list might help you cope with the backlog of work that you have to do, but the longer you leave it, the more time you are creating for your competitors to move forward and take advantage of the business opportunities that you want to grab.

Throughout this report, we’ve identified the challenges that you face. We’ve pulled together some examples of how you can overcome these challenges yourself, giving insights into free tools, and practical tips and outlined the costs involved in marketing investment.

If you’re serious about growing your business, it’s time to really think about what you want to achieve, and how you want to get there. External support from freelance marketing professionals can give you everything you need, from the strategic (what/how) to the tactical (doing) side of the work.

As a team of experienced freelance marketing professionals, we have a detailed understanding of how businesses like you can make the most of your marketing budget.

60% of businesses told us they would consider investing in external support to help them achieve their goals

60%



04 INVESTING IN FREELANCE SUPPORT COULD BE THE ANSWER TO YOUR MARKETING CHALLENGES



“ There are many advantages of working with external freelancers.

Here are some of the advantages of hiring freelance individuals to manage your marketing needs for you.

Affordable pricing structures

From the outset, your freelance professionals will agree on a fixed-price budget with you. This may be based on a one-off project fee or a retained monthly agreement. This affordable pricing structure allows you to examine what potential is available within your budget limitations.

Agility and flexibility

Skills, knowledge and time efficiency remain an issue for SMEs when it comes to marketing. Unlike traditional recruitment, freelance support offers far more agility and flexibility as you can extend your budget from as little as a few hours per month to 1-2 days per week. This means that you can scale up (or down) your marketing budget as you see fit – ideal for those businesses that experience seasonal demand.

The skills you need – when needed

Freelance professionals are used to working collaboratively with other freelancers – bringing in the people with the right skills that you're looking for at the exact moment you need them. Often, freelance teams will combine– working under one project price, with each component packaged into one overall price.

As an example, a new website project might need SEO specialists, copywriters, web designers, web developers, Google ad specialists, and social media strategy – all rolled together. Rather than relying on one person to manage the entirety of the project from start to finish, you can benefit from high-calibre individuals bringing their best-in-class knowledge and skills to your project.

But the best news? That team will collaborate, freeing up your time so you can sit back, knowing the work is getting done to the highest possible standards.

04 INVESTING IN FREELANCE SUPPORT COULD BE THE ANSWER TO YOUR MARKETING CHALLENGES

Work independently or alongside your in-house teams

Are you thinking about outsourcing your marketing because you don't have the time, skills, or interest to manage it in-house? You might already have someone internally who is responsible for your marketing, but their time is limited – which is where bringing in additional resourcing (when you need it) can help.

That additional resourcing can be used to cover seasonal demand, it can help you maintain workloads while you are launching a new campaign, it can cover annual leave or long-term sickness, and it can be turned on with just a few days' notice.

If you are serious about scaling up your business, and you know you need to invest in your marketing budget, working with talented freelance professionals could solve all of the challenges you didn't even know you had.



Working with talented freelance professionals could solve all of the challenges you didn't even know you had.

CONTRIBUTORS

We hope you've found this report useful, and you've gained clearer insights into what you need to do to overcome your marketing challenges.

You now have a stronger idea of how to set key marketing KPIs, how much you could (and should) be spending on marketing initiatives, and who to turn to for help to get you started.

Please talk to any of our contributors who will be more than happy to help you overcome your marketing problems and supercharge your business growth.

Amy Dawson	Gatekeeper Communications Gatekeepercommunications.com hello@gatekeepercommunications.com 07857 433665	Amy Dawson owns Gatekeeper Communications, a PR, copywriting and report-writing agency based in Suffolk. From content marketing support to thought leadership, Gatekeeper Communications works with clients to enhance their reputations and drive new conversations through strategic PR and marketing campaigns.
Liz Malone-Johnstone	Bureau 43 Digital Marketing Studio bureau43.com elizabeth@bureau43.com	Liz Malone-Johnstone is a straight talking digital marketing strategist with over 15 years of experience in B2B services, manufacturing, education, sustainability, and tech. She helps business owners and solo marketers swerve the hype and embed digital marketing strategies that build resilience and fuel lasting growth.
Alex Stone	Strategic Marketer and Fractional CMO https://linkedin.com/in/alex-stone/ 07971 816117	Alex is an award-winning and strategic senior marketing leader with over 30 years' experience in marketing, media and comms. Core skills and experience include strategic marketing, brand strategy and awareness, demand generation, digital and AI marketing. She is an inspiring marketer who brings energy, straight-talking and a results-driven attitude to everything she does.

CONTRIBUTORS

Annique Tate	<p>Tate Digital Consulting tatedigitalconsulting.co.uk annique@tatedigitalconsulting.co.uk 07919 610443</p>	<p>Annique Tate, is a Marketing Mentor and Consultant for small businesses. A strategist at heart, she's been in marketing for over 20 years. She's passionate about helping small businesses and tech startups cut through the noise and build marketing strategies that work. Whether you're overwhelmed, unsure where to start, or tired of trial and error, she helps you create a clear, actionable plan that aligns with your business goals without wasting your time or budget.</p>
Helen Feeley	<p>Indie Marketing indiemarketing.co hello@indiemarketing.co 07891 630596</p>	<p>Helen Feeley is a Meta Accredited freelance marketing manager with 20 years of experience working with independent businesses across West Yorkshire. Specialising in organic social media and Meta Ads, she can support, train or completely manage the social media presence of your business.</p>
Janine Owen	<p>JO&Co. hello@wearejo.co</p>	<p>Janine is an experienced marketing strategist who works closely with growing businesses to help them connect marketing to real commercial outcomes. As the founder of JO&Co., she supports SMEs through practical strategy, mentoring, and hands-on guidance, ensuring marketing isn't just a cost, but a driver of growth.</p>
Kate Hammond	<p>Sunbeam Marketing www.sunbeam.marketing Kate@sunbeam.marketing</p>	<p>Kate Hammond is an Email Marketing & CRM Consultant who runs Sunbeam Marketing. We partner with retail eCommerce brands to create customer-centric email campaigns and flows that drive revenue and long term engagement.</p>

CONTRIBUTORS

Rachel Williams	<p>Rachel Williams rachelwilliams.digital@hello@rachelwilliams.digital</p>	<p>Rachel Williams is a certified Google Ads Specialist who helps e-commerce brands grow through data driven campaign management. Her expertise helps businesses maximise their return on ad spend and scale revenue while maintaining profitable customer acquisition costs.</p>
Rosie Denham	<p>Project Comms rosie@projectcomms.co.uk 07457 405864</p>	<p>Rosie helps purpose-driven leaders and brands demystify marketing, shape their strategy, and connect with their audiences. Her collaborative, empowering approach ensures clients have confidence in both the strategic and tactical dimensions of brand and marketing. She works with startups, SMEs, and nonprofits across sectors including environment, education, health, community, and the arts.</p>
Sarah Temprell	<p>Keep It Simple Marketing Solutions sarahtemprell@keepitsimplemarketingolutions.co.uk</p>	<p>Sarah has worked in B2B marketing for over 18 years covering a multitude of industries working for family businesses, solo operators, SMEs and a FTSE100. She has managed a variety of budgets from shoe-string to showstopper. From copywriting to social media or full marketing support she works as part of your team to help your business succeed.</p>
Tania Prior	<p>Prior Marketing & Co. Tania@priormarketingandco.co.uk</p>	<p>Tania is a marketing consultant who works with founders, directors and marketing teams to develop and implement clear brand and marketing strategies that drive growth. She has over 15 years experience as the brand guardian and marketing lead for global and multi-million pound brands, scaling start-ups and driving record numbers through the doors of some of the UK's top 20 retail, leisure and hospitality destinations.</p>

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