

OUR DELIVERY PROCESS

Marketing Services

A structured approach to selecting, delivering and improving the marketing activity most relevant to your organisation.

01

Discovery and Audit

We begin by understanding your commercial objectives, target audiences, existing marketing activity and sales process. We review current performance to identify the channels most likely to deliver measurable results.

02

Strategy and Scope

We develop a tailored strategy that may include Meta advertising, Google Ads, SEO, LinkedIn outreach, email marketing or content. Responsibilities, deliverables, budgets, timelines, approval stages and performance measures are documented.

03

Campaign Development

Our team prepares the campaigns, targeting, messaging, creative assets, tracking and reporting systems. Content follows the agreed brand requirements and is submitted to the appropriate stakeholders for approval before launch.

04

Delivery and Optimisation

Approved campaigns are launched and monitored regularly. Performance data is used to improve audiences, messaging, creative and budget allocation. Significant changes to the agreed scope are discussed and approved before implementation.

05

Reporting and Review

Clear reports cover completed activity, expenditure, results and progress against agreed objectives. Regular reviews are used to discuss performance, risks, priorities and recommended next steps.

CONTROL POINTS | Defined scope - Stakeholder approval - Measured performance - Change control