Strategic Marketing to
Accelerate Business Growth
An introduction to
MetacortX

#1

What we do

Our clients

Want to accelerate growth	Have usually grown to date through pure sales, without having a proper “marketing machine”
Know tactical marketing is not delivering	Are spending money on tactical/sporadic “Marketing” in silos across the business, but are not happy with the results
Need help to do marketing properly	But the big agency model is not suitable for midsize firms - too expensive, slow, inflexible, impractical
Are not sure how to do It	Know Marketing can further grow the business, but not sure what and where to invest – concerned about wasting time/money

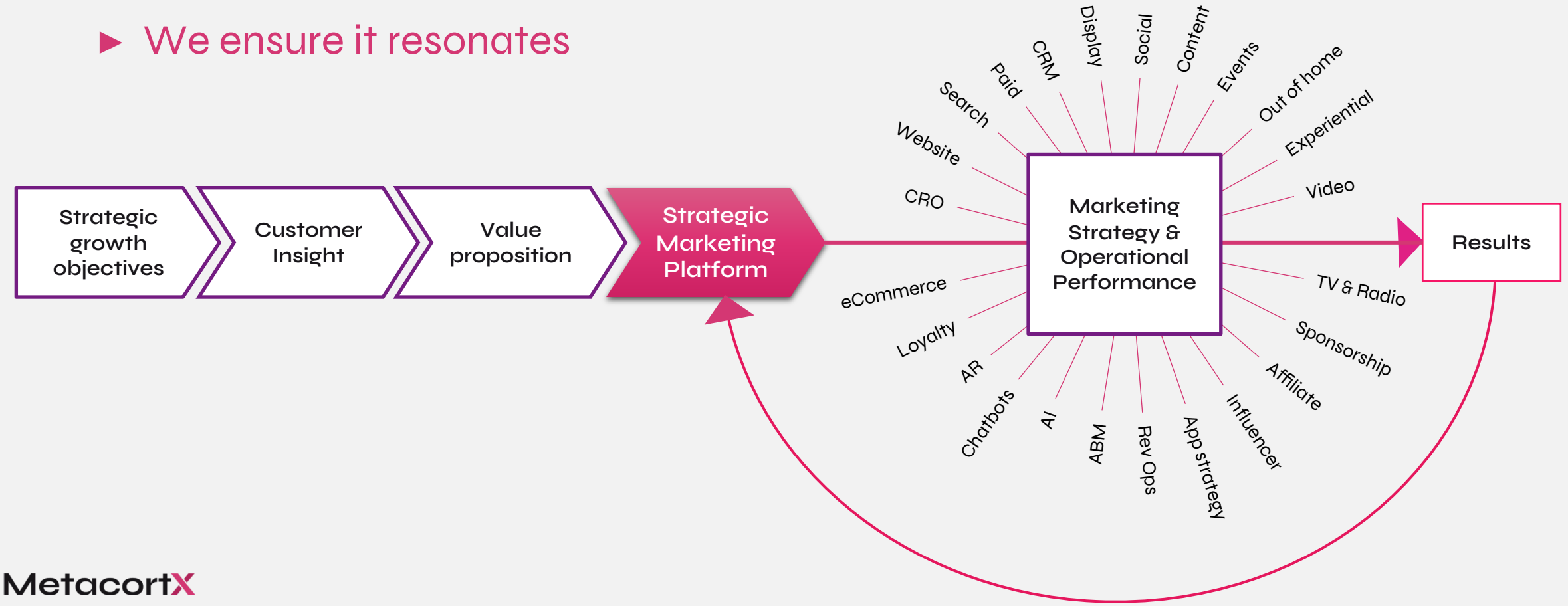
We work with clients to create their agile & actionable

Strategic Marketing Platform

- The enabler to achieving their business growth objectives

Each client has a powerful story & compelling vision

- We help them tell it
- We enable audiences to hear it
- We ensure it resonates



MetacortX

#2

Who we are

Who we are

A band of former “Big Agency” professionals, on a mission to transform strategic marketing in midsize businesses

We like to think that we are...

- Listeners: first we understand the business needs before applying our know-how
- Smart: we’ve taken the best of big brand marketing and distilled it for Midsize
- Agile: we move fast because our clients want results fast
- Practical: every business is different and so we ensure we are fit for purpose
- Networked: we have a vast network to bring the right skills when needed
- Results: marketing without results is a waste of money, so that’s what we focus on

WHO WE'VE WORKED WITH

Some of the experience we bring

#3

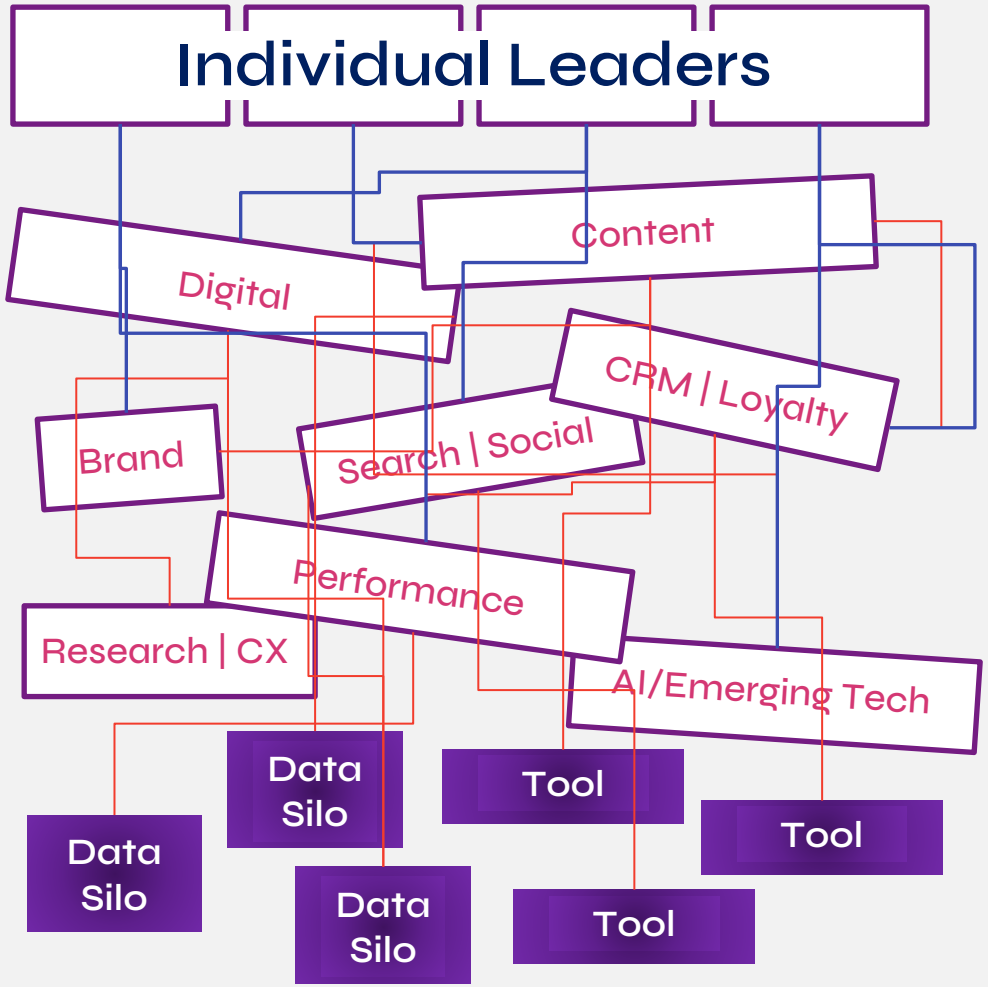
The marketing challenge we see in midsize businesses

What we see in many Midsize businesses

As the business has grown, there are now multiple tools and data silos being used...

to manage a variety of tactical marketing initiatives...

all managed by different members of the leadership team



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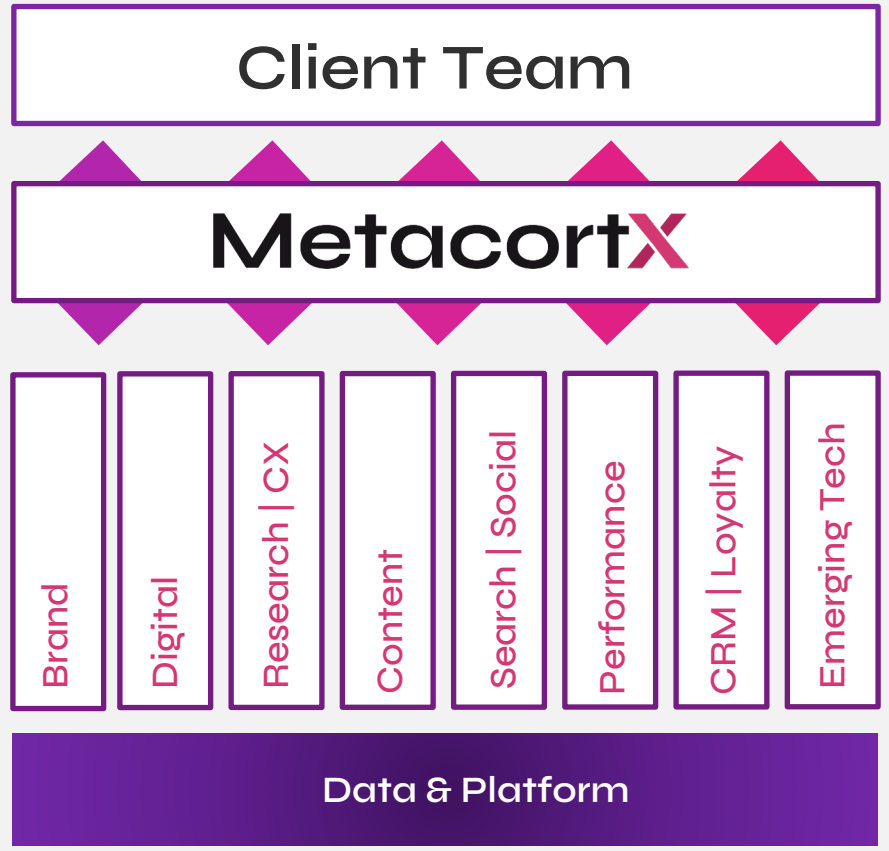
What we do

We capture the
Strategic Marketing Insight
independent of the delivery plan

Then rapidly develop your
Strategic Marketing Platform that
informs the Marketing plan & activities

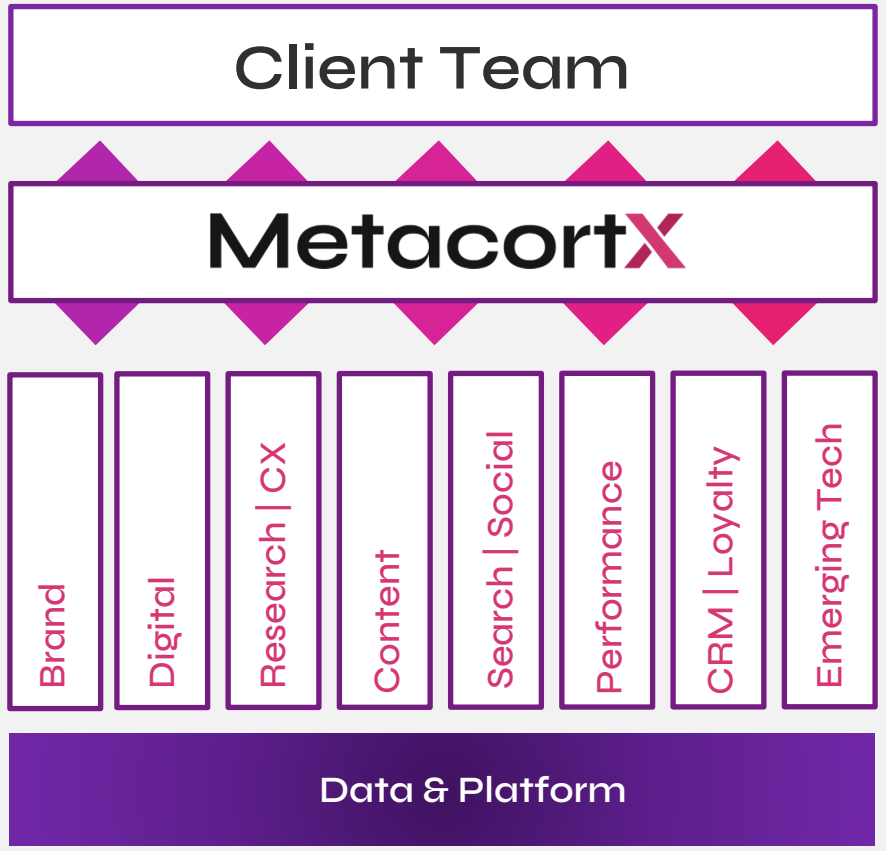


What you get

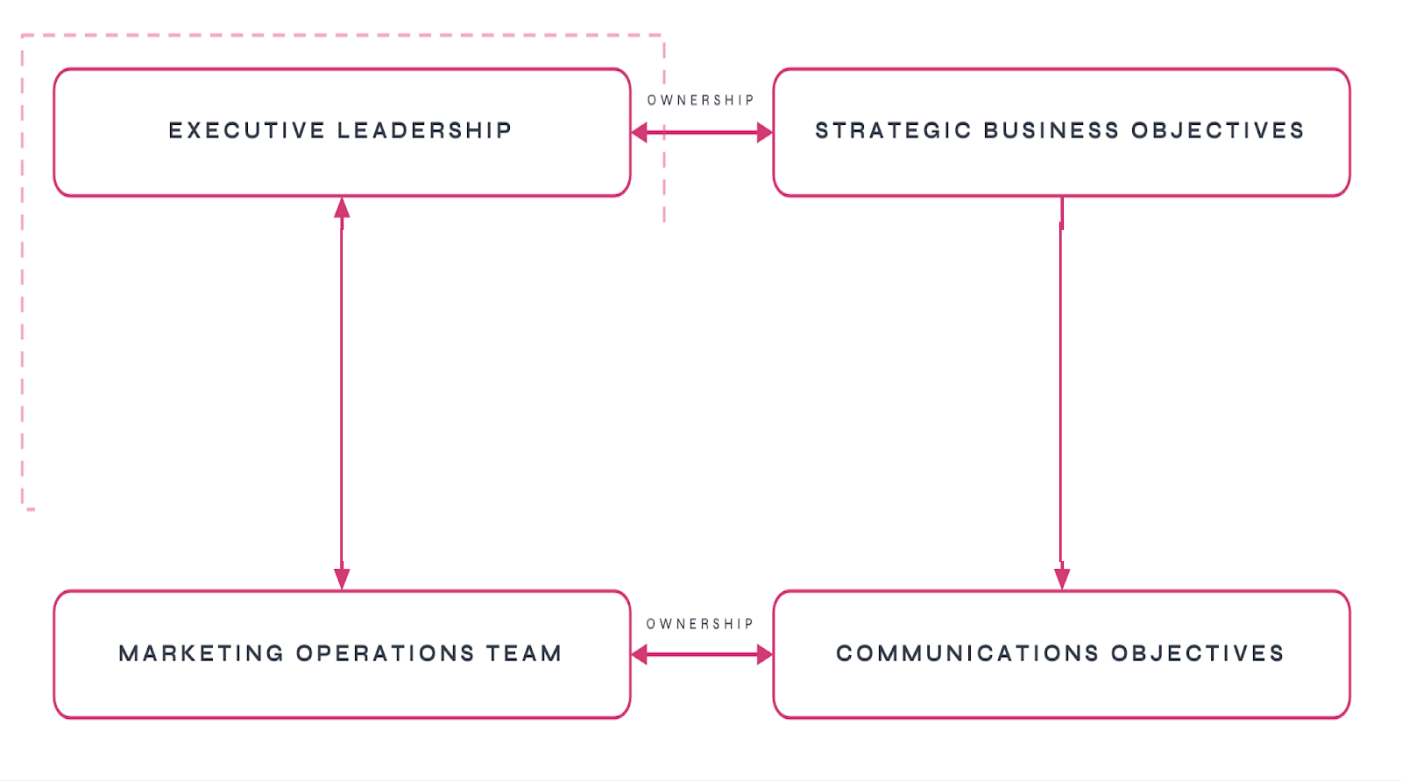
Clarity
On where activity and investments should be focused to deliver results

Plan
Agile & actionable - when and how to activate each marketing element

Feedback Loop
To track each step and dial up & down to maximise value and ROI



What you get



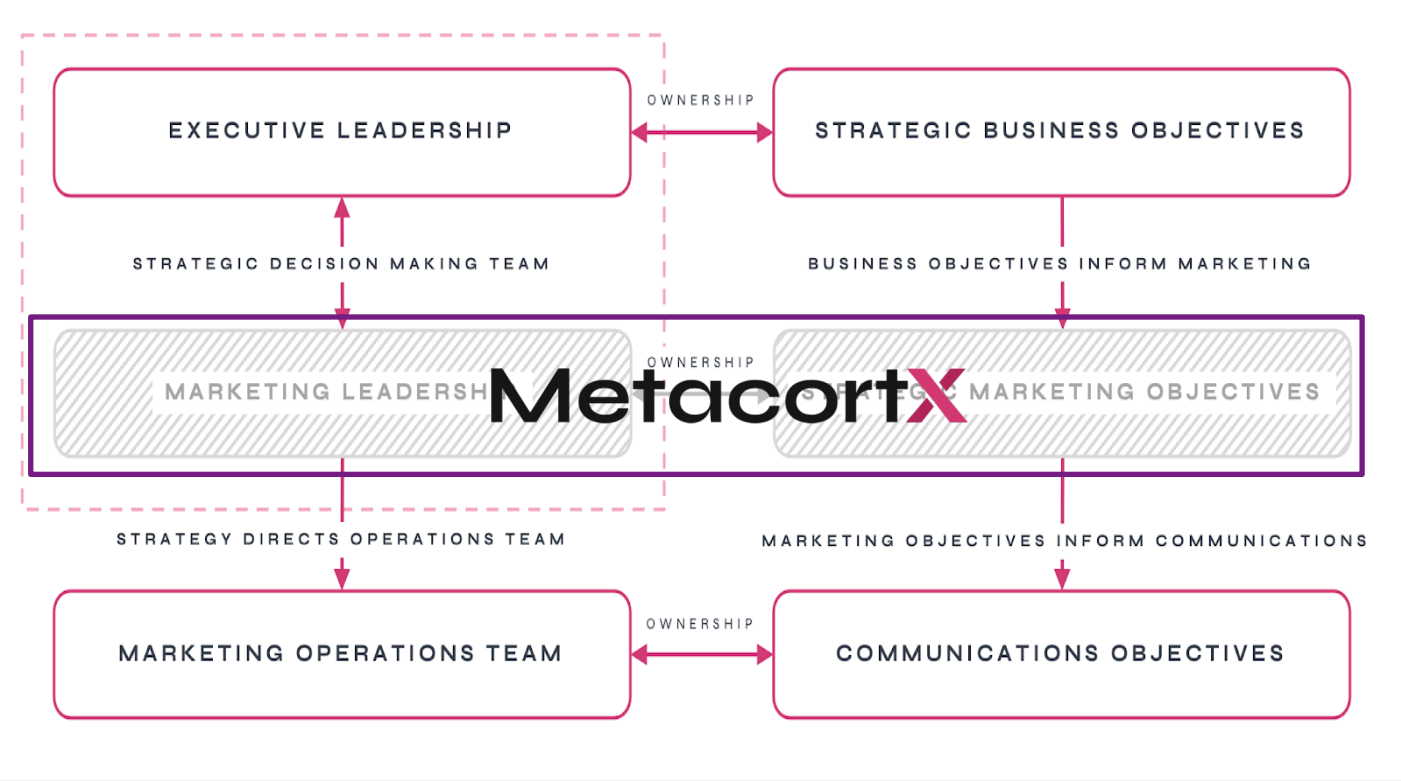
With no specialist CMO, the Marketing budget and strategy usually sit with the Exec Leadership

Marketing Operations is tasked with trying to deliver business objectives

Typically, this results in

- tactical marketing activities,
- that are not joined up or strategic
- and don't deliver sustainable business growth

What you get



- We fill the marketing leadership gap and build the business case for strategic marketing
- Aligning your leadership team to marketing's role and plan to drive new business growth
- With agreed objectives in place, we then support your operational teams to deliver marketing activity driving measurable results

#4

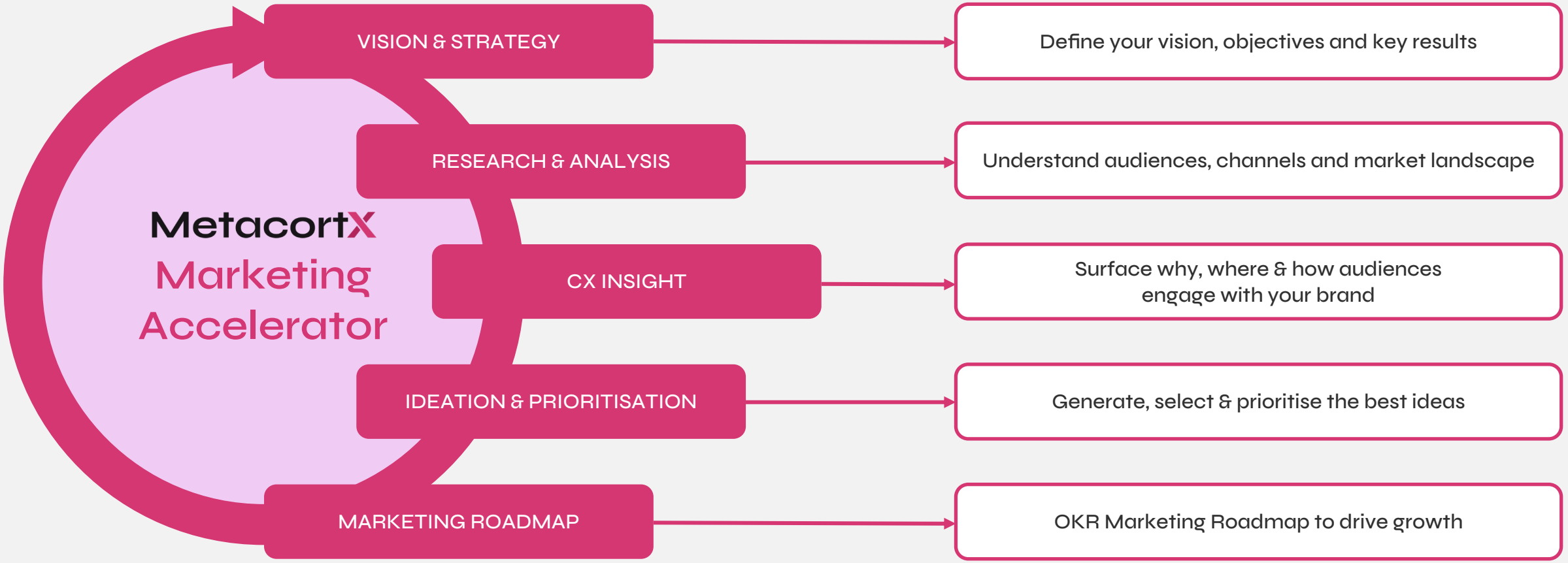
How we do it

How we do it

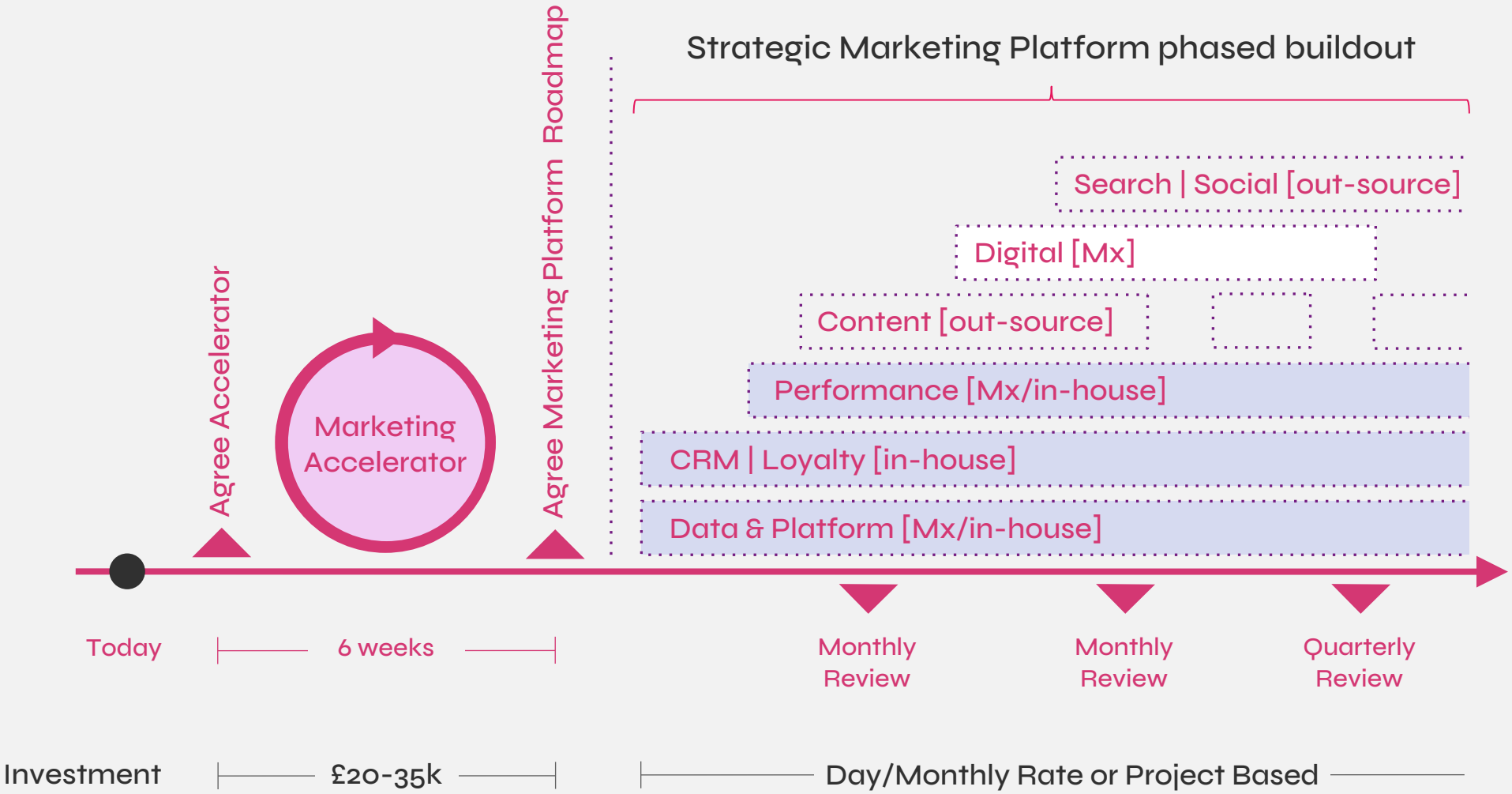
Want to Accelerate Growth	**Proven growth model** for defining and executing a Marketing Platform to deliver new business
Know Tactical Marketing is Not Delivering	**Joined-up plan** that re-focuses & operationalises your marketing spend
Need Help to do Marketing Properly	**Agile & actionable process** designed to get demonstrable results fast
Are Not Sure How To Do It	**Strategic approach** to Marketing that provides control and sets you up for future success

How we do it

Six-week Marketing Accelerator



How we do it



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#5

Get started - how to contact us

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Open for business 2022

Strategy focused

Small & agile team

Big agency experience

Bench & agency network

MetacortX