



the SME partners

We partner with SMEs and entrepreneurs to **launch**, **optimise** and **grow**. Our expertise includes business planning & strategy, brand and product development, marketing, digital strategy, trading optimisation and a fully outsourced marketing function.

**The SME Partners isn't just our name, it's our mantra.
We become your partner, identifying the opportunities
that will make you money.**

Our approach:

Launch.

A full business, data and marketing deep dive aimed at identifying gaps in your business strategy and opportunities for growth.

- Business planning and commercial strategy
- Marketplace & competitor research
- Business strategy & product proposition development
- Skills and capability assessment
- Agency evaluation and selection

Optimise.

Our trading optimisation will aim to make short term growth sustainable long term. We help build in house teams, marketing plans and strategy.

- Marketing audit & optimisation
- Technology & operations stack consulting
- Brand proposition development
- CX & UX evaluation & conversion strategy
- Digital strategy & creative execution

Grow.

We partner with you to focus on key growth areas, identifying the correct resource, processes and marketing channels to achieve your goals.

- Digital channel expansion - paid media, affiliates, Amazon
- Social community management
- PR & communication strategy
- TV & native advertising
- Above the line outdoor advertising

Our team is your team.

We've been doing this a long time. Our network of specialist expertise are people we trust. We don't do everything ourselves. But we know people who do. And do it well.

Planning & Multi Channel Strategy

Marketplace Research

Brand & Product Development

Product Strategy

Website & Digital Management

Digital Marketing

PR & Social Media

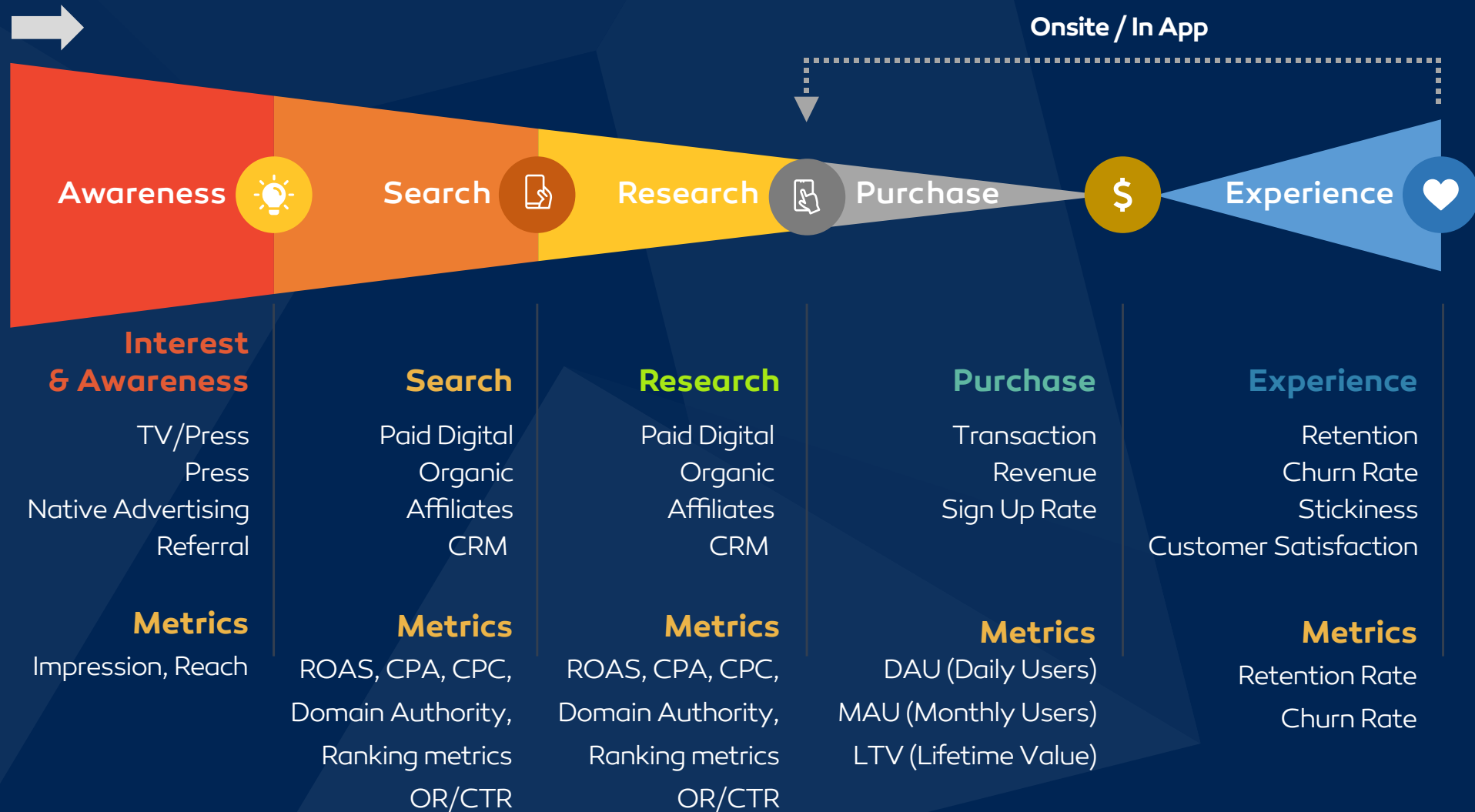
CRM & Content

Customer Journey Optimisation



Opportunities Across The Customer Journey

To achieve marketing effectiveness it is important to measure, test & learn across the whole customer journey. We specialise in data driven marketing identifying and leveraging key opportunities across onsite and offsite channels.



The most important thing is never stop asking.

We like questions. When you are not asking us questions we start to worry. As your partner we're here to give you the simplest answer.

How do I get my business to the top of Google?

Which channel has the best opportunity for growth?

Why am I not getting sales through my website?

Don't just take our word for it.



We partnered with luxury food manufacturer Cartwright & Butler at the beginning of 2020. In the midst of the COVID19 pandemic we focussed on growing their B2C channel.

CARTWRIGHT & BUTLER
YORKSHIRE
ENGLAND
EST. 1981

Website Re-platform
Digital Strategy & Project Management

+476%
in ecommerce sales year on year.

30 to 2
Google Ranking for term 'Luxury Hampers'

15+ Red Top
PR features & front page of The Su.

Growth strategy for a health drink brand.

We partnered with Rokit pods – a health drink brand, to establish a strategy for ecommerce growth and B2B trade sales. We focussed on product proposition, brand development, digital marketing & above the line marketing.



rokit
Pods

+297% growth

In ecommerce sales in 6 months.

+350%

Rise in social media followers in 6 months.

15 Influencer Campaigns

Across the health & fitness social community.

Product Proposition

Branding for complementary products developed.

Branding & proposition for soft toy brand



We partnered with Living Nature a soft toy manufacturer, who had traditionally traded B2B, to grow their ecommerce channel and establish new branding and product packages to elevate their core proposition.



+1171% growth
In ecommerce sales in 3 months.

+30%
Rise in social engagement in 3 months.

Brand Management
New logo, brand & copy proposition.

Product Proposition
Toy gifting packages developed.

Establishing an ecommerce channel with a 100 year old family bakery

We partnered with B2B foodtogo manufacturer Lewis & Baker, who had traditionally traded B2B, to establish a rapidly growing ecommerce B2C channel.

"In the last 4 months The SME Partners have helped us establish B2C ecommerce as a rapidly growing channel for the Lewis and Baker brand. This has included an outsourced marketing function which has advised on product proposition, above the line marketing and a digital first approach."

- Nathan Fowler, Lewis & Baker



SINCE 1890

LEWIS & BAKER

MADE IN BRITAIN

+35% growth

Week on week of CRM database.

Product Proposition

Development for gifting occasions – Christmas, Easter.

Gifting Listings

In the Sun, Daily Mail & Hello Magazine.

Outsourced Marketing

Website development, digital marketing, CRM.

Raising brand authority for a new manufacturer

We partnered with health & hygiene chemical manufacturer Orca to target a niche B2B reseller market to raise brand profile, authority and leads during the Covid pandemic.



86 sales leads

From a targeted LinkedIn & email campaign.

+150% Social Engagement

Driven by thought leadership & content outreach.

Website Proposition

New landing pages & lead generation process.

PR Features

Launching new eco product in B2B publications.

Who you'll be speaking to...

We're a small, rapidly growing consultancy. We don't have account managers we delegate to. You speak to us direct – Sonia & Claire.



Sonia Whiteley-Guest is a Brand and Marketing consultant with over 20 years experience working at corporate brands and with SME's. Sonia specialises in building strategies to support Business growth and brand development.



Claire Williams is a digital consultant with over 20 years experience specialising in building a digital presence from the ground up, delivering digital growth through a 360 view of digital.



**Let's start a
conversation...**



the SME partners

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**Every business is different. Every business
has opportunities underneath the hood.
Let's start a conversation to find out yours.
It's a free, no obligation chat.**

Thank You



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