



An introduction to Sharp Thinking

How can Sharp Thinking help your business?



What does Sharp Thinking do?

The core service of Sharp Thinking is to deliver the foundation processes of marketing planning and strategy.

This includes:

- Market reviews/audits
- Marketing and sales strategy
- Brand positioning and messaging
- Marketing plans
- Social media and digital strategy
- Monthly marketing review meetings & evaluations
- On-going marketing coaching to aid in-house marketing implementation
- Recruit freelancers and agencies on behalf of clients to work in specialist areas of marketing as well as help setting up in-house function if required
- Provides checklists and templates for clients to manage in-house

How can I help your business?

- Tell you marketing wise what is working and what isn't
- Bring clarity, focus and structure enabling you to prioritise, resource plan and budget more effectively
- Align marketing objectives to your business objectives ensuring everything works together and is measured
- Articulate what you are about and what you stand for fleshing out your USP ensuring you are competitive in the market and exploit your true potential whilst resonating with your target audience
- Generate more leads and improve conversion rates
- Ensure you are targeting the most valued customers and prospects and positioned in the right way
- Increase customer loyalty and the value of existing customers considering all upselling and cross selling opportunities
- Optimise all marketing (both online and offline) so it works at the right time with the right message in the right place
- Advise how budget should be spent whilst remaining impartial and media neutral



More about Nat

- Founder of Sharp Thinking, set up 4 years ago
- Provide marketing consultancy to small businesses in Kent, Sussex, Surrey and London
- Sampled the world of marketing at British Airways, then worked for major London advertising agencies. After 10 years, gained in house experience and consulted at Vodafone where I created an IPA award winning B2B thought leadership and social media strategy which is still running a decade later.
- I've worked with over 20 clients since setting up Sharp Thinking and created over 20 marketing plans with 100% 5* reviews
- Last year I won an award for best marketing organisation from the Local Business Awards and was shortlisted as entrepreneur of the year at the 2022 Times of Tunbridge Wells Business Awards and most recently have been shortlisted for best business owner & best Southern England finalist at the 2022 Women in Business Awards and best micro business at the British Business Awards
- Had a dozen marketing articles and opinion pieces published including in the FSB Magazine, startups.co.uk and smallbusiness.co.uk
- A business mentor for the last three years to the Kent Foundation

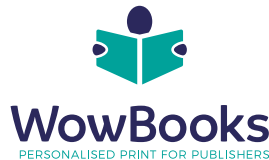


More reasons to use Sharp Thinking

- Bringing the best of all worlds to local businesses - agency and client experience, as well as start up and corporate
- Fast and a quick learner
- Accountable
- Thorough and methodical
- Transparent providing time sheets with invoices and an hour by hour breakdown of time
- Will provide circa 10 best practice check lists and templates at the end of the project as added value
- Highly passionate about marketing
- Impartial with all round marketing experience and knowledge with no bias towards any discipline or channel



Some of the B2B organisations I've worked with



Some of the B2C organisations I've worked with

*Birchwood
House* 

 **Birchwood**
Care Services

EST. 1837
Simmonds

INNO.

laysha
CONTEMPORARY ART

LITTLE
BLUE
ZEBRA

Roomy
KID'S INTERIORS MAGAZINE

Testimonials

"I loved working with Nat.

She was positive and supportive and always there to answer questions while attaining the information needed. I was over the moon to receive the final strategy. It was extensive. I could see she had given more than quoted. Nat is a perfectionist and will not deliver to you anything substandard. I was amazed at her knowledge of the art world from a marketing perspective. She was thorough in her research. The outcome has led to me feeling fully grounded and focused with a legitimate business plan which is so helpful for me and the business."

IAYSHA SALIH
Founder, *Iaysha Contemporary Arts*

"Very capable and professional marketer. Natalie takes time to get under the skin of a brief, she'll always challenge and ensure her recommendations are fit for purpose and drive the best returns on investment. Combine this with a great personality and passion for marketing!

I'd highly recommend Natalie."

HELEN MOON
Strategic Communications Lead,
Ex Vodafone Global Enterprise

"This is a really exciting set of projects you are guiding us through. When we asked for your help a year ago I don't think any of us realised just how wide ranging, detailed and professional your work would be. Whatever the financial results your input will have on our business in the short term you have opened our eyes as to how we should approach business - and the financial benefits of that will go on for years.

I'd also like to say that not only are you giving us a master class in Marketing but you even help us complete our homework when we get under pressure from other tasks!"

SIMON SMITH
Managing Director, *Simmonds*

"Natalie was fantastic to work with and took our marketing to a different level. She brought great strategic and commercial marketing skills, and kept us focused on the customers and the benefits of our services.

I would definitely recommend her to others."

JULIAN MUND
Former Commercial
Director *CIPFA*

The Sharp Way – a tried and tested process I've used for over 20 businesses



What is involved at each stage

| | RATIONALE | OUTPUT |
|--------------------------|---|--|
| REVIEW | Understand what is working, what isn't, spot trends, set benchmarks, identify best practice & apply key learnings to brand, messaging, channels | Customer research, competitor audit, social media audit, website audit, email audit |
| SEGMENTATION & TARGETING | Create customer profiles, understand audience, map out the decision making process | Target list of prospects, profiling & segmentation, audience personas |
| BRAND POSITIONING | Create true differentiation, agree your key messages and apply to all marketing & comms | Brand positioning, messaging framework |
| MARKETING STRATEGY | Succinct strategy summarising what your business is about, where you are heading, agree outlay & time scales & how everything fits together | Marketing strategy inc. digital strategy, recommended budget, timings, KPIs, social media strategy |
| MARKETING PLAN | Detailed roadmap for the year detailing content requirements & channels to use | Calendar plan, content plan execution plan & activity plan |

Are you ready to take your marketing to the next level?

A well thought out strategy and plan will provide tremendous value for years to come and ensure everything has been thought through and works cohesively.

I hope that you like the ethos of Sharp Thinking and the approach I've developed and fine tuned over the years specifically for small businesses.

If you think I could be a good fit for your business and could help you achieve your goals, then please book a discovery [call](#). Here we can discuss your business goals and mutually agree the scope of work.

Thank you for taking the time to read this – remember you can always follow me on social media and use the free 100+ [blogs](#) I've developed for small businesses.

Kind regards

Nat

