



An introduction to Sharp Thinking



What does Sharp Thinking do?

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

This includes:

- Marketing and sales audits
- Marketing and sales strategy
- Brand positioning and messaging
- Marketing and sales plans
- 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, templates and training for clients to manage in-house/upskill teams inc. business development & customer service
- Provide a fractional CMO Service

How can Sharp Thinking help businesses??

- Tell you marketing wise what is working and what isn't
- Bring clarity, focus and structure enabling businesses to prioritise, resource plan and budget more effectively
- Align marketing objectives to the business & sales objectives ensuring everything works together and is measured
- Articulate what a business stands for fleshing out their USP ensuring they are competitive in the market and exploit their true potential whilst resonating with their target audience
- Generate more leads and improve conversion rates
- Ensure you're 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 & how much to invest whilst remaining impartial and media neutral



The Sharp Way – a tried and tested process I've used for over 30 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 & SALES 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, digital strategy, sales process, marketing funnel
MARKETING PLAN	Detailed roadmap for the year detailing content requirements & channels to use	Calendar plan, content plan execution plan & activity plan

More about Nat

- Founder of Sharp Thinking, set up 6 years ago
- Provide sales and marketing consultancy to SMEs across Kent, Sussex, Surrey and London and now servicing corporate clients including FT Live & Royal 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 programme which is still running a decade later.
- I've worked with over 30 clients since setting up Sharp Thinking and created over 20 marketing plans with 100% 5* reviews
- Won an award for best marketing organisation from the Local Business Awards, shortlisted as best Southern England finalist at the 2022 Women in Business Awards and best micro business at the British Business Awards, was selected as part of the SmallBiz100 last year and this year best supply chain business at the Small 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 four years to the Kent Foundation and now Small Business Britain

