



# Business Growth Support

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A complete overview of Xeed Marketing's Business Growth Support proposition

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# Introduction



I work for a limited number of private clients where my remit is to help them grow their business profitably, working closely with the CEO and the management team.

I have a very clear view that, for the majority of SME's, marketing should be the servant of business development and I work with my clients to make sure that every pound spent on marketing translates into sales growth.

I help my clients to design and implement their growth strategy together with supporting actions and I make sure that it stays on track or is amended according to any changes in circumstances.

**Some of the clients we have had the pleasure of working with:**



**Bloomberg**

**sky sports**



I also use my extensive business network for the benefits of my clients where possible. If I see a commercial opportunity to win new clients, establish strategic partnerships or pick up new suppliers, I will act upon it.

However, what I think is unique about the work I do for my private clients is that I also ensure that they are supported with the delivery of their marketing communications and that they have the requisite marketing administrative resource to make the engine run smoothly.

In summary, when I take on a new private client, they get a combination of high-level strategic sales and marketing direction, precision planning and the day to day support in getting their messages out to market, all in one monthly fee of £2,000.

**Some of the clients we have had the pleasure of working with:**



stonegate  
JOB CENTRE



Bloomberg



K SPORTS FC  
REINTEGRATION

# Strategy

**One wrong turn at the start of the journey could lead to a long route before you get back on track**



**"Once you embark on a business growth journey, it can be difficult to change direction en route, so getting the planning and preparation right before you get started is vital. It will save you money, prevent costly errors and is more likely to lead to success"**



# Strategy



## Discovery

I spend time in your business so I get a full understanding of what you do and how it works



## Development of the sales plan

This includes a detailed assessment of the proposition, target audiences, targets and measures and tactical actions



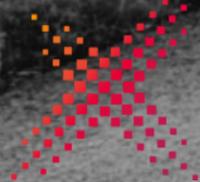
## Preparation of the growth strategy

This includes running a SWOT and stakeholder analysis



## Development of the marketing plan

This includes the positioning statement, message hierarchies, brand values, a review of existing channels to market, existing communication tools, budgets needed and tactical actions



## Presentation

Presentation of the proposed growth strategy

# On-going management

A good strategic plan is like a garden, it must be watered and nurtured to ensure that it reaches maturity

”

## Monthly overview

We will rigourously monitor the growth plan to ensure it stays on track

## Formal Quarterly Review

We will conduct a formal quarterly review of the plan, making the necessary tactical adjustments

## Mentoring

I will act as a mentor and advisor to your administrative, sales and marketing people

## Coaching

Where possible I will coach and advise the organisation's leaders, bringing my years of business experience to the table

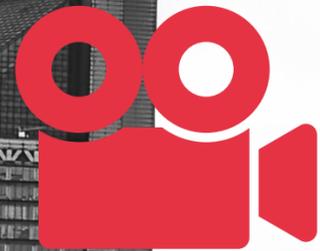
## Network

My network is large and influential and I will use it to my clients' best advantage

# Delivery includes:



- Regularly update your web site
- Design and post your social media messages
- Create and post blogs



- Manage all video recording, editing and posting



- Design the layout and production of white papers
- Newsletter layout and content research (articles, images etc)
- Gather and record customer and prospect data, ensuring you are GDPR compliant



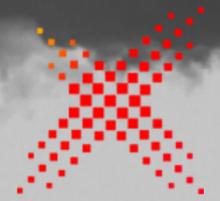
- Plan and manage your online and real-world events including venue selection, hire and liaison, feature management, delegate list building, communication and follow up and the selection of suitable online platforms

# The climate crisis and business

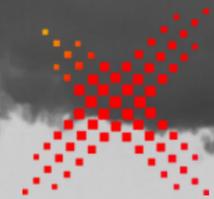
I have worked as an advisor to clients in the environmental market supply chain for 6 years and I am the founder of the Environmental Business Network [www.theebn.co.uk](http://www.theebn.co.uk)

We are facing a green revolution that will dwarf the industrial one from 150 years ago. The future of the world is in the balance and this will bring significant change in the near future. Right now, if you are part of the supply chain of large corporates (even as a sub contractor of a subcontractor), changes will be forced upon your business much sooner, and more dramatically, than you could imagine.

# The climate crisis and business



Project manage your business transition towards net zero



Help you to establish the right brand messaging



Identify commercial opportunities, new products and markets



Help you integrate your net zero commitment into your sales processes

# In Summary

I can help you identify how and where the growth of your business will come from. I will help you map out the journey towards achieving your vision.



Act as mentor, guide and sheepdog

Make sure the communications plan is executed

Empathise with the highs and lows of running a business

Manage and control any sales and marketing experts

Ensure you are up to speed with the green revolution

# Contact Us



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