

DON'T HIRE A MARKETING MANAGER, HIRE US - PACKAGES AND PRICES

Everything you can gain from working with an
outsourced marketing agency

YOURS . SINCERELY

WHAT WE OFFER

What you get	Hiring In House	Working with YS
Dedicated marketing resources	✓	✓
On-the-ground delivery	✓	✓
Senior consultants included	✗	✓
Flexibility without employment concern	✗	✓
Zero recruitment or hiring fees	✗	✓
Constantly growing team	✗	✓
Senior, mid-level and expertise-led delivery	✗	✓
A person sitting at a desk next to you every day	✓	✗
Included access to all the essential tools, platforms and subscriptions at no extra cost	✗	✓

| OUTSOURCED MARKETING MANAGEMENT

Content Marketing



Delivery of an up-front content marketing plan linking to core content pillars plus one article, guide or case study per month (inc. development, research, copy-writing, approvals management and site upload).

CRM & Email Comms



Full management of regular newsletter (2-3 sends per quarter) inc. topic development, copy-writing, approvals management, build and testing and send management.

Campaign and Tactical Delivery



Dedicated time each month to run campaign-led marketing that supports your business milestones - ranging from thought-leadership activity, events support, website review and projects.

SEO Services



Optimisation of content with keyword research.

Organic B2B Social



Development of social calendar with monthly LinkedIn social post drafting, asset creation, sign-off and management.

Account Management



Fortnightly check-in and quarterly review meetings.

Monthly Reporting



Monthly tracking of goals with a quarterly KPIs / board report.

| OUTSOURCED PR MANAGEMENT

Inbound Media Opportunity Monitoring

Active monitoring of requests from friendly journalists as well as national databases to find the stories to which your brand can add quotes, comments and insight.



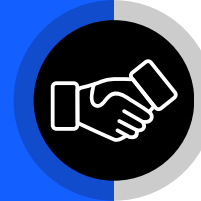
Media List Development

Identifying core journalists at key industry and consumer titles and at all scales - from regional to international.



Target Media Relationship Building

Building relationships with core journalists at key titles that work for you and getting your brand on their radar.



Campaign Concept Creation

Idea creation from senior PR specialists bringing the big ideas from working with global brands.



Taking your News to the Media

Press release drafting and sell in on a regular basis, crafting your news into stories that work for the press.



Campaigns and Big Ideas

Turning high concepts into on-the-ground delivery. Stunts that make the news and big stories work.



Media Monitoring

Systematically tracking and analysing mentions of a company, brand, or topic across various media channels.



POTENTIAL ANNUAL SAVINGS

OUTSOURCED MARKETING MANAGEMENT

Total monthly cost of working with YS:

£3,400

Compared to:

Average Marketing Manager salary of £52k*
PLUS Average employee costs per month including
holiday, pensions and basic benefits
of £4,980 = £59,760 in total

POTENTIALLY SAVING YOU:

£18,960 a year!

*<https://www.reed.co.uk/average-salary/average-marketing-manager-salary>

OUTSOURCED PR & MARKETING MANAGEMENT COMBINED

Total monthly cost of working with YS:

£5,200

Compared to:

Average annual Marketing Manager costs of
£59,760
PLUS Average cost of a mid-range PR retainer of
£4,000 = £107,760 in total

POTENTIALLY SAVING YOU:

£45,360 a year!

| GET IN TOUCH!

If you're looking for help with your marketing, we offer a free 30-minute marketing audit with one of our experts for whatever you need.

You can also reach our expert team at team@yourssincerely.online.

**NEED HELP WITH YOUR
MARKETING AND
COMMUNICATIONS?**

GET IN TOUCH

