

## MAKING MARKETING PAY

Clear Thought Consulting works with small businesses to equip them with the marketing strategies, skills, suppliers and set-up that they need to become bigger businesses.

Clients who get the most from working with us tend to sell products or services that require a little thought – usually, but not always, in a business-to-business setting.



## What we do

A typical Clear Thought engagement involves the preparation of a marketing strategy and a review and refresh of the marketing operation to deliver that strategy. This will usually identify key investment projects in marketing enablers, such as brand, web infrastructure and the appointment of key marketing suppliers to get the client equipped to make marketing pay. From this point forward, our role is in maintaining momentum, measuring effectiveness and driving continuous improvement.

### MARKETING STRATEGY

Understanding the business objectives, the competition and the market to configure an appropriate marketing strategy. This would typically involve:

- \* Quantitative and qualitative research.
- \* Company vision workshoping.
- \* Management team coaching.
- \* Mapping marketing objectives to business goals.

### MARKETING SET-UP

Making sure businesses have the tools they need to make the strategy a reality. This would typically involve:

- \* Skills reviews and development plans.
- \* Role specification and recruitment advice.
- \* Delivery of key marketing infrastructure.
- \* Supplier selection, appointment and reviews.

### MARKETING ACTIVITY

Overseeing the execution of an agreed activity plan to meet marketing objectives. This would typically involve:

- \* Lead generation campaigns.
- \* Customer marketing programmes.
- \* Affinity marketing relationships.
- \* Detailed marketing measurement.



## Who we are

Clear Thought is owned and run by Bryony Thomas; a proven and qualified marketing professional with over a decade of hands-on experience in demanding client-side and agency roles. Clear Thinkers are drawn from a variety of backgrounds to suit client needs and operate on a retained associate model.

### CLIENTS HAVE INCLUDED

Client experience covers charity, consumer, professional services and IT. The common theme, is that in all cases the purchasing process is a thoughtful one, usually involving more than one person:

- \* **Tech:** Microsoft, Dell, Oracle, Gradwell.
- \* **Services:** ClarityBlue, Experian, Fraudscreen.
- \* **NFP:** Westonbirt Arboretum, RUH Hospital.

### HIGHEST POSSIBLE STANDARDS

Maintaining core skills is an absolute passion, this includes ongoing learning and formal qualifications:

- \* MBA with distinction.
- \* Award-winning MBA dissertation.
- \* Chartered Institute of Marketing Diploma.

### EFFECTIVE WORKING RELATIONSHIPS

Improving collaboration and communication amongst remote teams.

- \* Sophisticated client extranet.
- \* Online brainstorming and document management.
- \* Detailed marketing measurement.



**BRYONY THOMAS,**  
CHIEF CLEAR THINKER

A proven and qualified marketer with B2B and B2C experience in senior client-side and agency positions over the last 12 years.



**CHERYL CRICHTON,**  
ASSOCIATE CLEAR THINKER

A proven marketing delivery expert, with two decades of experience and a real passion for delivering excellent standards at pace.



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**SMART THINKING STRAIGHT TALKING GETS RESULTS**

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Gradwell is an internet services company, providing telephony, hosting, broadband and email services to small and micro businesses in the UK. Established by Peter Gradwell in his second year at university, the company has achieved year-on-year organic growth for the last 10 years amongst the technology enthusiast community. To enable continued growth, Gradwell needed to appeal beyond this market, to a wider small business community.

Clear Thought devised and delivered a twelve-month marketing transformation programme for Gradwell to enable them to move to the next level of business growth. This included detailed research to develop clear messaging, an extensive re-brand, phase one of a website and web infrastructure improvement project, appointment of key marketing suppliers and the delivery of core marketing materials.

“Working with Clear Thought has given us a platform for growth. I now understand our audience, and what is needed from the organisation to make the step change in growth that is possible. In addition to the high standards of delivery on each programme element, the Clear Thought project has given me the confidence to know what I need from a functioning marketing operation going forward.”

**Peter Gradwell, MD**

**fraudscreen**  
predicting payment intent



Fraudscreen provides a data solution to consumer-facing businesses that allows them to assess an individual's payment intent. When our engagement started, the products had been most heavily used in the home-shopping industry, where 'buy-once-and-return' and similar low level first party frauds cost millions.

As part of an aggressive growth strategy, Clear Thought worked with Fraudscreen to widen its appeal. The project kicked off with investments in company website and collateral to better explain the benefits across business disciplines and industries. We've also worked to deliver campaigns into new markets and to appoint key marketing suppliers. The next step is to further refine the product positioning and key messages to deliver more targeted appeal in key industries and to establish a marketing function within the company to deliver a programme to support this.

“We needed to get the marketing basics right, which Clear Thought has helped us with enormously. The website was a major step forward and is now delivering leads week-in, week-out. This year, we'll be working with the Clear Thought team to provide more strategic direction and to help us to set-up what is needed internally to deliver against that strategy.”

**Mark Arnold, Client Services Director, Fraudscreen**

## Free Marketing Audit

If you believe you should be getting more from your marketing effort, but you're not sure how, why not take us up on our offer of a FREE half-day marketing audit, from which you'll receive a report of our findings and a list of quick wins.

**Visit: [www.clear-thought.co.uk/audit\\_request](http://www.clear-thought.co.uk/audit_request)**

**Or, call: 0117 325 77 25**