

## Practical, actionable and detailed advice you can trust

*Digital Marketing Consultant*



### **Agency Business Member:**

Sarah Alder, Consultant - Cranmore Digital

### **Industry:**

Marketing

### **THE CHALLENGE**

- Finding guidance on the full marketing mix and expert advice on specific topics for clients.
- Presenting briefs to clients to grow key accounts.

### **THE SOLUTION**

- Making use of the range of resources, in all formats, to present briefs and strategies to clients.
- Always having a resource at hand if ever questioned on something that was not as familiar.

### **THE RESULTS**

- Earning several times the price of Business Membership in fees due to the expert advice and planning Sarah could provide to clients.
- Commissioned to carry out further work after a successful presentation to clients.
- Up-to-date knowledge in all aspects of digital marketing and planning for any possible client pitch.

Sarah works with clients on a range of digital projects. She reviews and advises on rebuilds of websites, defining audiences through research, workshops and persona development, running stakeholder or requirement-gathering sessions, and writing strategies for marketing, digital, social media and content.

One of the things her clients value is that she knows how all the bits of digital marketing fit together. But once she's clarified that for them, the work that needs to be done will focus on one or two specific areas and she will need to be an expert in those.

*“As a small consultant I have to think carefully about what I invest in but if I think something will save me time or allow me to deliver more value to clients for less time, then that’s worth paying for.”*

She is already a member of CIM and uses their online resources and e-books, but she's concerned they don't have practical guidance. She also likes the research from Econsultancy but states it's pricey and doesn't always need that much detail.

She reads the Smart Insights emails regularly and thought a subscription would give her access to deeper information, in the guides and templates.

### **How were Smart Insights resources used?**

“I had an Individual membership for many years and then as I moved on to bigger projects, with a broader scope, I realized that the Business membership would be more appropriate.

The best practice guides, templates and strategy guides are extremely useful in being able to get up to speed quickly, and they give me pointers to other experts in the area that I can check out too.

Because I use the site and the materials regularly I know the format and I can quickly read through to find what I will need.

I am sure I could find guidance on all these things elsewhere on the web but I would have to assess the quality of what I found each time, maybe pay for them in dribs and drabs which makes it harder to judge the cost-effectiveness.”

### **How were Smart Insights resources applied?**

"I make good use of my subscription. The emails let me know what's been updated or added and I will have a quick look at those resources.

I generally read or skim the blog posts and that's a good way of knowing who's an expert or worth following and a reminder of other resources that are there. For specific projects, I use the resources in a much more focused way.

Recently, for instance, I was preparing a presentation on content marketing for a Senior Management team. I made extensive use of the Content Marketing Toolkit. The strategy guide gave me a good overview, and some good stats and quotes to support the points I wanted to make.

The editorial calendar was something I tucked away for backup if there were discussions on implementation and the Top 10 Common Content Marketing mistakes gives me a way of checking that I'm proposing best practice, plus a few handy examples of what to avoid.

The result was a very successful presentation. The managers I addressed were convinced of the need to take action and I've been commissioned to do further work on specific aspects of digital marketing. No doubt I will be dipping back in to use further resources for that too."

**"A Smart Insights Business subscription has helped me earn several times its value in fees, just on that one project and it helped me reinforce my role as a trusted advisor, with up-to-date knowledge of the subject."**

**- Sarah Alder, Consultant**

**"With the Smart Insights subscription, I had already proved the value of the subscription with the free and lower-cost membership levels, I knew the quality of what would be provided (and where there might be limitations) so it was a relatively easy decision to make."**

### **Would you recommend Business Membership?**

"I would recommend Business Membership to others. In fact, I regularly do recommend it to others.

*The only problem with recommending Smart Insights is you feel like you are giving away your secret weapon.*

But I kid myself if I think they won't find it in the end, so it's better to help them, and get the warm glow of having helped another human being.

I remind them that they can learn a lot just by subscribing to the email. They can get a feel for the breadth, depth and topicality, so they'll be able to do their own calculation about whether the cost will be outweighed by the additional fees they will earn."