

PIMENTO.FUSE

**DRIVING
NEW BUSINESS
FOR
INDEPENDENT AGENCIES**

March 2024

Why go external for support?

- Marketing departments are facing incredibly tough times and rationalising spend across all activity.
- The economic environment has caused increased competition and made it harder for agencies to attract and win new clients.
- Traditional approaches aren't working anymore, and your agency is getting lost as competition has increased and everyone is doing the same thing.

This is where we can help

We bring broader thinking, and an unrivalled depth of expertise that solves and delivers improved results.



How we can help

Pimento Fuse is a new business & marketing consultancy with a fundamental difference:

We create bespoke solutions for agencies based on your exact requirements working with existing resource and filling the gaps to drive more leads and improve your conversion rates.

From proposition development, to pricing, targeting, prospecting and negotiation we look to support you in the areas where you need the most help. This approach allows us to bring flexibility, agility and cost effectiveness to deliver change and achieve results.

**A NEW BUSINESS
CONSULTANCY, BUILT TO
SOLVE AND ENERGISE
INDEPENDENT AGENCIES'
NEW BUSINESS AND
MARKETING GROWTH.**

Why use us?

“I want to grow”

“I need support”

“We don’t know where to start”

“We aren't getting noticed”

“I don’t have the time”

“My new business isn’t working”

“We aren’t getting the leads”

“We want to move from referrals and WOM to generating our own leads”



CUSTOMER-FIRST

Tailored approach designed around your needs.



EXPERIENCED

Unrivalled depth of talent and support



TRANSPARENT

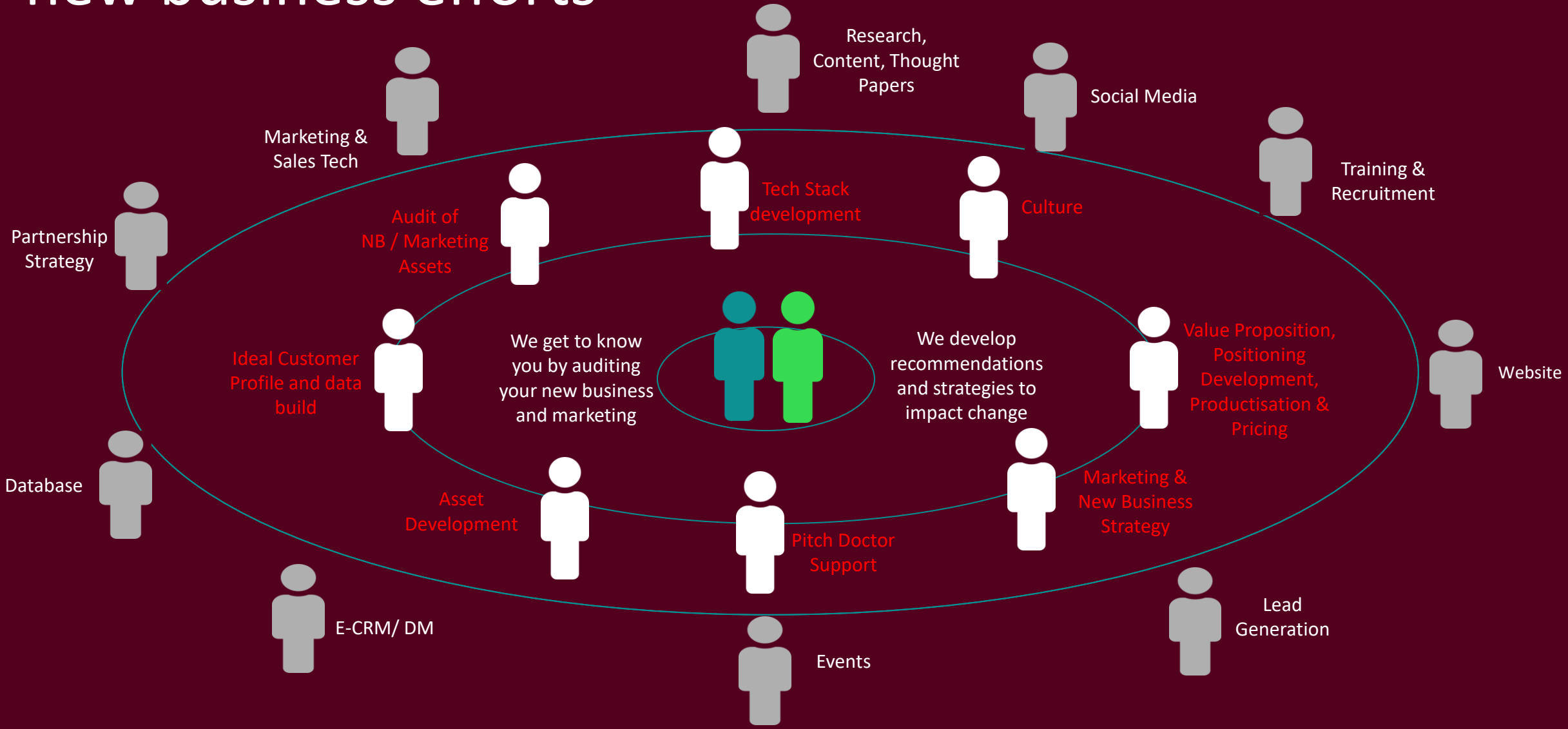
Honesty, direct talking and clarity to help energise your business.



RELATIONSHIP

Putting your business at the heart of ours.

How we solve and energise your marketing and new business efforts



The support we deliver...

**Advisor/
Mentor**

**New Business
Assessor**

**Marketing &
New Business
Strategy**

**Fractional
New Business &
Marketing
Support**

**Project
Support**

**New Business
Technology
Stack**

**Training &
Recruitment**

...delivered by the industry's best



Patrick Woods
Founder of
Pimento Fuse

Bringing in the right people and solutions enables us to work in partnership with you to solve and create the right new business strategy and marketing your agency needs.

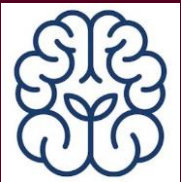
Our New Business, Marketing & Tech Partners



Facets bring strategy-to-trenches experts in Sales, Marketing and Talent to create fractional teams that deliver affordable, on-demand revenue growth.



Chime Agency helps the UK's best independent agencies and consultancies find their voice and shout it from the rooftops. They are the marketing agency for agencies.



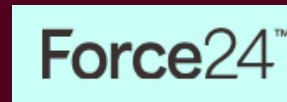
Gray Matters empower and mentor agency owners and their teams to be better at attracting and winning new business.



Street helps marketing agencies and tech companies attract and convert more sales opportunities.



Lead Intuition offer customisable CRM, sales and marketing automation solutions tailored specifically to your business.



Force24 is now the UK's fastest-growing marketing automation platform but their tech is just the tip of the iceberg. They have a passionate team of experts, with skills ranging from strategy and design to automation.



ALF helps clients identify new business opportunities, connect with decision makers and ultimately, win new business.

Additional support and services



Frank & Friends starts and ends with the commercial realities of every agency they work with, applying world class brand and creative thinking to solve complex business issues.



OMG is an Agency Accelerator, delivering more time, more money, less stress, more quickly. They're not just about resources but about empowering you to realise your agency's potential.



Owen Catto works with brands and agencies to help them create, change and grow through 4 key offerings: Brand & Business Development; Creative Campaign Concepts; Workshop Facilitation; and Pitch Leadership.



Small Brown Dog is a brand and marketing consultancy for agencies and clients helping companies develop the right strategies, deliver presentations/ pitches/ events more confidently and tell the story across all marketing channels.



Now Next Why is a growth and M&A consultancy, dedicated to the communications sector. Started by a group of former founders, who have all successfully exited businesses, to offer the next generation of agency leaders support on the growth journey, from scale to sale.

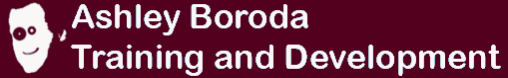


Bloomstone is a consultancy that supports the retention of your current clients, and looks at developing the tools and systems to not only retain clients but also to grow them more effectively.



Q&R is an insights agency that specialises in conducting Pulse Check surveys with data analysis and consultancy. Great for measuring client satisfaction and employee engagement. Q&R works across the marketing and communications industry and members organisations such as the PRCA, Alliance and Pimento.

Coaching, training, culture and talent support



Ashely Boroda works with agency boards and agency owners to ensure they know how to communicate effectively with each other, their teams and their clients, and also helps to ensure they recruit more confidently, retain more consistently and promote more carefully, using a process which identifies the four styles of people.



Mind the Gap help you build a sustainable ecosystem for your agency, an ecosystem that puts people, their development and their wellbeing at the heart of your business, and ensures that you have the right people in place as you scale. They help you develop and retain your in-house talent, building a succession programme for your business.



Future Work is a candidate-centric recruitment agency specialising in the marketing and digital sectors. They are centred on the new world of work with all the challenges that it brings to the recruitment process. They can support you in your search for both freelancers as well as permanent staff, which means they can provide temporary cover while you find your next hire or to cover for absences.

Delivering a full range of agency marketing services

Branding/ Proposition

- Brand development
- Proposition development
- Brand Implementation
- Tone of Voice

Client Relationship

- Client handling
- Client relationship
- Client Growth Strategies
- Client NPS

Content

- 3D Modelling
- Advertising
- Animation
- Audio & Radio Production
- Copywriting
- Design
- Photography
- Planning
- Special Effects
- TV & Video Production

Digital Transformation

- AR & VR Design & Build
- CRO
- Digital Design
- Digital Innovation
- Digital Strategy
- SEO
- User Experience (UX)
- Website Design & Build

Data & Insight

- CRM
- Data Analytics
- Data Strategy & Planning
- Research
- Segmentation
- ICP and list building

Lead Generation

- New Business strategy
- New business audit
- Pitch doctor
- Fractional new business director
- New business outreach

Live Experience

- Event Management
- Event Staffing
- Exhibition Management
- Experiential
- Hospitality
- Live Events
- Ticketing
- Virtual & Hybrid Events

Marketing Services

- Content Marketing
- Direct Marketing
- Marketing Audit
- Marketing Consultancy
- Marketing Strategy
- Marketing Plan
- Content plan
- Print Management
- Sponsorship

Media

- Social Media
- Paid Social
- Media Planning & Buying
- PPC
- Programmatic

Public Relations

- PR
- PR Strategy
- Reputation Management
- Speaker & Media Training

Technology

- Digital Asset Management
- Google Tech Stack
- Management Automation
- Marketing Automation
- Mobile
- Platform Development
- Software & System Development
- Tech Strategy

Some of our recent clients



Patrick Woods

PIMENTO FUSE FOUNDER

MARKETING AND NEW BUSINESS CONSULTANT

Paddy leads Pimento Fuse. He brings over 20 years of expertise - gained from working across client, agency and intermediaries - to help agencies get fresh energy into their new business and marketing activity.

He has worked in or supported a wide range of both independents and networked agencies across media, branding, creative, digital, experiential, B2B and shopper marketing so is able to bring a unique perspective to marketing and new business processes and approaches.

Paddy is always your first port of call to help find the right solution and team for the challenging new business environment right now.



Why Pimento Fuse?

- An approach designed around you and your agency's new business needs.
- Flexible support from senior new business and marketing professionals to solve your new business challenges.
- Access to the right mix of internal and outsourced support to solve and bring new energy to your marketing and new business, to accelerate your growth.
- Monthly programs from as little at £995 plus VAT.



Lets talk

Patrick Woods

+ 44 (0) 7713 743388

Patrick.Woods@pimento.co.uk

pimento.co.uk/pimento-fuse/

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