

PIMENTO.FUSE

**POWERING NEW BUSINESS
& MARKETING SUCCESS
FOR INDEPENDENT AGENCIES**

March 2025



THE CURRENT MARKET.

Agency marketing and consultancy services are under huge pressure, new business has never been harder to come by and clients are fickle than ever before.

With rising costs, smaller budgets and AI snapping at our toes it's never been more important to have a clear new business and marketing strategy in place. In house, outsource, hire up or train in, how best to resource and where do you focus your budget?

Pimento Fuse is here to help with a tailored range of agency marketing and new business services to ensure your new business efforts are rewarded and your growth plan achieved.

WHY GO EXTERNAL FOR SUPPORT?

- Marketing teams are under immense pressure, navigating budget cuts while still expected to drive growth.
- At the same time, increased competition has made it harder than ever for agencies to stand out and win new clients. Traditional approaches no longer cut through, everyone is saying the same thing and your agency risks blending into the noise.

THIS IS WHERE WE COME IN.

We bring fresh perspectives; strategic expertise and a results-driven approach that helps agencies break through the competition and win more business.



HOW WE HELP.

Pimento Fuse is a new business and marketing consultancy built to help independent agencies win more clients and grow.

We don't believe in one-size-fits-all. Instead, we create **tailored strategies** that align with your agency's exact needs, working with your existing resources and filling the gaps to generate more leads and improve conversion rates.

From **proposition development, pricing and targeting** to **prospecting, negotiation and closing deals**, we support you where you need it most. Our **flexible, agile and cost-effective** approach delivers real change and measurable results.

**A NEW BUSINESS & MARKETING
CONSULTANCY DESIGNED TO SOLVE
CHALLENGES AND FUEL GROWTH
FOR INDEPENDENT AGENCIES.**

WHY USE US?

"I want to grow, but I'm not sure how"

"We aren't getting noticed in a crowded market"

"I don't have the time to do it all"

"Our new business strategy isn't working"

"We're not getting enough leads"



CUSTOMER-FIRST

A bespoke approach designed specifically around your agency's unique needs.



EXPERIENCED

Unrivalled expertise and support to drive your business forward.



TRANSPARENT

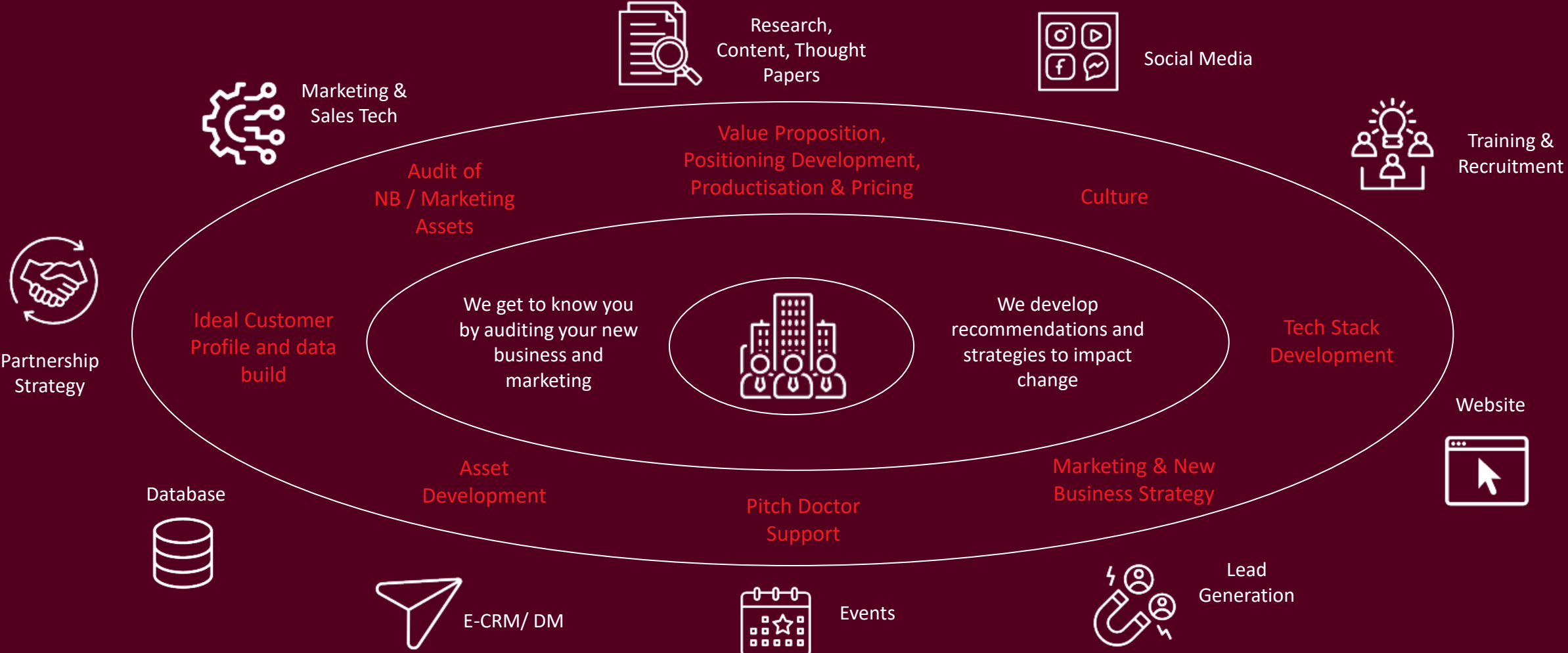
Clear, honest communication that empowers and energises your business.



RELATIONSHIP

We put your business at the heart of everything we do.

HOW WE SOLVE AND ENERGISE YOUR MARKETING AND NEW BUSINESS EFFORTS.



THE SUPPORT WE DELIVER...

PIMENTO FUSE
Marketing & Business
Consultant

**MARKETING &
NEW BUSINESS
STRATEGY**

**FRACTIONAL
NEW BUSINESS &
MARKETING
SUPPORT**

**PROJECT
SUPPORT**

**NEW BUSINESS
TECHNOLOGY
STACK**

**TRAINING &
RECRUITMENT**

**...DELIVERED BY THE
INDUSTRY'S BEST.**



PIMENTO.FUSE



**BRINGING IN THE RIGHT PEOPLE
AND SOLUTIONS ENABLES US TO
WORK IN PARTNERSHIP WITH
YOU TO SOLVE AND CREATE
THE BUSINESS STRATEGY AND
MARKETING YOUR AGENCY NEEDS.**

PIMENTO.FUSE

OUR NEW BUSINESS, MARKETING & TECH PARTNERS.



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



SalesSource partners with B2B companies to create a consistent and scalable flow of new business. They combine strategic marketing, lead generation and sales enablement to accelerate growth.



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.



The Great Pitch Company are the experts that agencies turn to when looking to achieve profitable business growth, driving up win rates and driving down wasted resources.

ADDITIONAL SUPPORT & 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.



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.



Client Success Matters 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.



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.

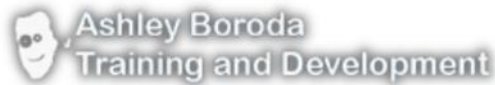


Studio White Marketing supports marketing agencies to grow with purpose and profit by providing strategic insight and hands-on support. Whether refining strategy or scaling operations, Studio White delivers tailored solutions to drive sustainable success.



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 & 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.



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.



Smile Digital Talent bridge the gap between creative ambition and exceptional talent, having 25+ years of experience in the agency sector. They help agencies grow consistently, hit goals and fulfil potential. They're a go-to people partner, assisting beyond the initial hiring process. Agencies turn to them for onboarding support, strategic insights and more. The result is happier, more productive teams.

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.



RACHEL WHITE.

DIRECTOR | PIMENTO FUSE

Rachel White is a seasoned Chartered Marketing Expert and the founder of Studio White Marketing Consultancy, bringing over 20 years of experience across agency, in-house and client-side roles. A strategic leader with a hands-on approach, Rachel has a proven track record of helping agency founders overcome growth challenges, streamline operations and drive sustainable success.

With her expertise in tackling common agency hurdles such as operational bottlenecks, ineffective marketing and time constraints, Rachel has empowered numerous agencies to scale efficiently and achieve measurable results.

At Pimento Fuse, Rachel leads business development and marketing strategy initiatives, collaborating closely with independent agencies to refine their propositions, pricing strategies, outreach efforts and data-driven marketing. Her focus is on delivering tailored, bespoke solutions to unlock new revenue opportunities and enhance marketing effectiveness.

Rachel works alongside a dedicated network of over 20 business and marketing specialists, leveraging the collective expertise of the Pimento network to create comprehensive solutions that align with each agency's unique growth objectives.



WHY PIMENTO FUSE?

- A tailored approach to meet the unique new business needs of your agency.
- Benefit from flexible support provided by senior business development and marketing professionals who are dedicated to solving your new business challenges.
- Gain access to the perfect blend of internal and outsourced expertise, bringing fresh energy to your marketing and new business strategies to accelerate growth.

We have 3 investment packages, plus the option for a more tailored approach when required.



INVESTMENT.

Monthly programmes with the option of customised packages to suit requirements:

FOUNDATION - Discovery & Strategy | £995 +VAT / month

For agencies looking to define their new business strategy and build strong foundations. Includes a new business and marketing strategy review, proposition and positioning guidance, a monthly strategic check-in, light-touch lead generation support and access to Pimento Network specialists.

GROWTH – Growth & Lead Generation | £2,495 +VAT / month

For agencies ready to actively generate leads and refine their new business approach. Includes everything in FOUNDATION, plus targeted lead generation and outreach, CRM and pipeline optimisation, content and messaging development, monthly deep-dive strategy sessions, and marketing and sales alignment support.

ACCELERATOR – Full Acceleration | £4,995 +VAT / month

For agencies looking for a fully managed, high-impact new business and marketing function. Includes everything in GROWTH, plus a dedicated new Marketing and Business Consultant, ongoing market and competitor insights, advanced lead nurturing and conversion support, bespoke marketing and campaign execution and quarterly growth strategy workshops.

LET'S TALK...

Rachel White

+ 44 (0) 7842 601201

Rachel.white@pimento.co.uk

pimento.co.uk/pimento-fuse/

PIMENTO.FUSE