INVESTMENT SUMMARY — INDIVIDUAL CASES

What each part delivers on its own.

The individual case for each component — what it costs, what it replaces, and what it returns. Each stands on its own merits.

Conversion Website — £6,000–9,000

A professionally built, conversion-focused site. Turns existing traffic into qualified leads. You own it and host it — no lock-in.

VS THE ALTERNATIVE

£8–25k

A mid-tier agency charges £8–25k for comparable work; a freelancer £3–8k with higher risk. This delivers agency quality toward the lower end of that range.

Throughline — £6,800

A bespoke sales engine built from your data. Generates a qualified lead, sends a personalised business case, and arms the buyer to win their internal sign-off. Done for you.

VS THE ALTERNATIVE

~£5,700/yr

The nearest DIY tool (Outgrow Business) costs ~£5,700/yr and you operate it yourself from a blank template. Throughline is built from your data, one-off.

Fractional CMO — £1,050/mo

Senior marketing leadership — strategy, direction, and campaign oversight — without the salary or commitment of a full hire. Two days a month, rolling.

VS A FULL HIRE

£38k saved

A senior marketing manager costs ~£51,000/yr fully loaded. The fractional CMO delivers equivalent strategic output at £12,600/yr.

Hosting & Support — £95/mo

Throughline kept live, supported, and monitored. Includes Signal Watch — supportive follow-up that helps stalled leads at the right moment.

INCLUDED ON RETAINER

£0 extra

Free while on the CMO retainer. £95/mo only if taken standalone, covering hosting, uptime, and on-call support.

INVESTMENT SUMMARY — THE FULL BUNDLE

All four together.

£26,300+ saved

in year one versus a mid-level marketing manager
fully loaded (~£51,000/yr)

The full programme — website, sales engine, senior marketing leadership, and hosting — costs **~£24,700 in year one**. Four capabilities. One relationship. One fixed price.

COMPONENT	YEAR 1	YEAR 2+
Conversion Website	**£6,000–9,000**	**— (yours)**
Throughline build	**£6,800**	**— (built)**
Fractional CMO (12 months)	**£12,600**	**£12,600**
Hosting & Support	**Included**	**Included**
Total	**~£24,700**	**£12,600**

ONE MARKETING MANAGER
~£51,000
Salary + NI + pension + overheads. One generalist. Recruitment risk. Ramp time.

AGENCY + FREELANCERS
~£40–80k+
Web agency + a calculator tool + a strategy consultant. Multiple relationships.

THIS PROGRAMME
~£24,700
Four capabilities, one relationship, fixed cost, capped at less than half a hire.

- **No recruitment cost or delay** — starts immediately; a hire takes months to find and onboard.
- **Four skill sets, not one** — brand, web, sales engineering, and strategy rarely sit in a single person.
- **Cost falls after year one** — the builds are one-off; year two is the retainer only at £12,600.
- **You own the assets outright** — the website and engine are yours from day one. No lock-in.