

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.