

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.

DUE DILIGENCE — ALTERNATIVES REVIEW

"Why not just use the tools we already have?"

A fair question. The short answer: the tools store leads; Throughline generates them and arms the buyer. They solve different problems. Here is the full comparison, so you can check.

CAPABILITY	CRM HUBSPOT / SALESFORCE	FREE CRM HUBSPOT FREE	CALCULATOR BUILDER OUTGROW / INVOLVE.ME	THROUGHLINE DISPOSITION
Generates the lead	✗	✗	✓	✓
Built from your financial data	✗	✗	✗	✓
Instant personalised email	~	✗	✓	✓
Personalised landing page per lead	✗	✗	~	✓
Arms buyer for internal sign-off	✗	✗	✗	✓
Per-blocker docs to send up the chain	✗	✗	✗	✓
Generated PDF business case	✗	✗	~	✓
Done-for-you (no DIY to operate)	✗	✗	✗	✓
Feeds your existing CRM	—	—	✓	✓
Typical annual cost	£8-40k+ scales with seats	£0 1k contact cap	£750-5,700 DIY, you run it	£6,800 build £95/mo or incl.

✓ Yes ~ Partial / needs upgrade ✗ No

The CRM is where leads live, not where they come from. HubSpot and Salesforce are the right place to store, manage, and report on leads once they exist. Throughline is what creates them — and pushes them straight into whichever CRM you already use, free tier or otherwise.

Calculator builders are blank DIY tools. Outgrow and involve.me provide a form-builder starting from zero. They don't know your numbers, don't arm the buyer, and you operate them yourself. Throughline is built from your financial data, done for you, and does the job the buyer actually needs done — getting the case through internal sign-off.