PREPARED FOR ACME

Acme, here's the £30,963-a-year case for Disposition over a hire.

YOUR FIRST-YEAR SAVING VS A HIRE

£30,963

A marketing hire, loaded salary, employer NI, pension, overheads, recruitment	**£55,663/yr**
A HubSpot-class CRM stores the lead, you still run it	**£8k–£34k/yr**
A calculator builder makes the calc, can't arm the buyer	**£0.9k–£6k/yr**
Disposition, year one website + Throughline + a year of fractional CMO; year two on, ~£12,600	**£24,700/yr**

BASED ON YOUR FIGURES

Marketing manager salary you'd offer	**£45,000**
I can claim Employment Allowance	**Yes**

And cost is only half of it. One hire is one generalist. Disposition is four expert capabilities working together: brand, conversion-built web, sales-engineering, and a senior CMO's judgement, for less than the loaded cost of one mid-level employee. No recruitment risk, no ramp-up, no holiday or sick cover, no starting over when they leave. A permanent hire and a productised service are different shapes. The claim is not that they are identical. It is comparable output, for materially less, with the risk removed.

HOW THIS IS CALCULATED

Marketing manager salary. Indeed £41,908; Glassdoor £44,511; Jobted £44,500; England avg £49,500; London £50–80k
Employer NI. 15% on pay above the £5,000 secondary threshold (2026/27)
Employment Allowance. Up to £10,500 off employer NI; not available to single-director companies
Auto-enrolment pension. 3% employer minimum on qualifying earnings £6,240–£50,270
Recruitment. ~£4,500 in-house year 1 (agencies ~20% of salary)
Overheads. £2,000–£5,000 (laptop, software, workspace); £5,000 used
Disposition pricing. Year one, everything in (Conversion Website £6–9k + Throughline £6,800 build + Fractional CMO £1,050/mo): about the cost of one entry-level hire. Year two onward is just the CMO retainer, around £12,600.
Martech stack (2026 list). HubSpot Marketing Hub Pro ~£8.4k/yr, Enterprise ~£34.1k/yr; calculator builders ~£0.9k–£6k/yr

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.

PRODUCT OVERVIEW — CONVERSION WEBSITE

We build the site. You own it. No lock-in.

A conversion-focused website built to turn visitors into leads and buyers. We do the build — design, development, copywriting, and launch — and advise on where to host it or work with your existing team and platforms. **Hosting is yours to pay directly, at cost, with no margin on top.**

Two ways we work

YOU HAVE A TEAM

We fit into your stack

Already have a dev team, a preferred platform, or existing hosting? We design and build to your spec, hand everything over in the format your team works in, and get out of the way.

- **We design and build** — to your brand and your spec
- **We hand over to you** — in whatever format your team uses
- **You manage hosting** — on your own infrastructure
- **Your team takes it forward** — we can document it for them

YOU DON'T HAVE A TEAM

We advise and set it up

No developer, no technical team? We recommend the right platform for your needs, set up the hosting, and make sure you can manage the site yourself after handover.

- **We recommend the platform** — usually Webflow for flexibility
- **We set up the hosting** — you pay the platform directly
- **We train you on the CMS** — so you can update it yourself
- **You own it from day one** — no dependency on us

What the build includes

- **Outcome-first structure** — built around how your buyer actually decides, not around your org chart.
- **Conversion-led design** — clear calls to action, proof up front, and Throughline integrated as the lead-capture engine.
- **CMS-managed** — so your team can update content without a developer.
- **Fast and accessible** — performance-optimised and WCAG AA compliant as standard.

ABOUT HOSTING COSTS

We will never mark up your hosting. You pay the platform (Webflow, Vercel, or your own choice) directly at their published rate. We advise on the right option for your team and budget — typically £20–50/month for a site of this scale — but that money goes straight to the platform, not through us. **We charge for the build; the infrastructure is yours.**

YOUR CONCEPT IS ALREADY IN PROGRESS

Disposition is currently designing a new site concept for your review — built on your brand, your positioning, and the Throughline integration. You will see the direction before any build begins, with the opportunity to review, change, or redirect. Nothing is built until you have approved the concept.

PRODUCT OVERVIEW — THROUGHLINE

The sales engine that arms the buyer.

Most sales tools capture a lead and stop. Throughline goes further: it generates a qualified lead, arms them with the business case, and equips them to win the approval of the people above them — automatically, the moment they engage. **It does the internal selling your team can't be in the room for.**

1. **Sales Tool** — Prospect runs their own numbers
2. **Response Engine** — Instant personalised email + page
3. **Champion's Pack** — Buyer armed for internal sign-off
4. **Signal Watch** — Supportive follow-up when stuck

1. The Sales Tool

THEY RUN IT — IT CONVERTS

An interactive calculator built from your real financial data — not a generic template. The prospect enters their own numbers and sees their own result: the saving, the payback, the case for buying. Because they built it themselves, they believe it. And because it uses your sourced benchmarks, a finance director can check it.

2. The Response Engine

INSTANT — WHILE INTEREST IS HOT

The moment they finish, a personalised email lands in their inbox — their result, their numbers, a link to a page built for them. Not a generic follow-up. Their saving, their payback, their business case. Sent in seconds, not days.

3. The Champion's Pack

THE DIFFERENTIATOR

A personalised landing page that doesn't just show the result — it arms the buyer to win their internal sale. Built around who they need to convince (finance, procurement, the board) and what each person needs to say yes:

- **Per-blocker documents** — one for each internal gatekeeper, pre-written in the champion's voice
- **"Send this to [role]" buttons** — pre-compose an email from the champion to each decision-maker
- **A recommended path through** — which conversation to have first, based on their own answers
- **A generated PDF business case** — for the finance director who asks for something to file

4. Signal Watch

SUPPORTIVE, NEVER PUSHY

When a lead keeps returning to a specific part of their Champion's Pack without sending, Signal Watch notices and acts — sending a helpful nudge to the lead about the specific sticking point, and alerting your team about what to offer. Attentive, not intrusive.

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.