

Scaling Marketing ROI Through Specialist Transition

How restructuring a marketing function delivered

£935k additional EBITDA — without increasing headcount.

£350k

Cost Savings
(Bottom Line)

£1.17M

Additional
Annual Revenue

£935k

Additional
EBITDA

EXECUTIVE SUMMARY

The Strategic Marketing Transformation

Following a strategic transition from a generalist in-house marketing team to a **specialist-led model**, a B2B manufacturer achieved extraordinary results. By restructuring marketing overhead — moving from a high-cost, fixed-salary team to a lean expert network — the business simultaneously **reduced fixed costs by £350,000** and dramatically accelerated commercial performance.



Cost Reduction

Marketing overhead cut from £1.0M to £650k — £350k straight to the bottom line.



Revenue Acceleration

Monthly revenue grew from £62.5k to £160k — a 156% increase per month.



Deal Quality

Average deal value rose from £5k to £8k while deal volume jumped 60%.



Specialist Model

8 generalists replaced by 35 on-demand specialists — more expertise, lower cost.

"Specialised expertise in SEO, PPC and CRM has significantly improved lead quality and conversion rates — lowering cost-to-acquire while increasing value per customer."

THE CHALLENGE

The Old Model: High Cost, Fragmented Execution

OLD MODEL COST STRUCTURE

Marketing Team (8 FTE) £400,000

Website Development £—

CRM Systems £—

SEO & PPC £—

Design & Creative £—

Shows & Events £—

Brochures & Print £—

Photography / Video £—

Other Misc. Costs £200,000*

TOTAL ANNUAL COST £1,000,000

THE STRUCTURAL PROBLEMS



8 Generalist Staff

"Jack-of-all-trades" approach — limited deep domain expertise across SEO, PPC, CRM, content, design and more.



High Fixed Overheads

£400k locked in salaries plus pensions, office space and equipment — regardless of marketing performance.



Fragmented Execution

Budget split across too many channels without specialist depth in any — creating stagnant returns and wasted spend.



Poor Conversion Rates

Only 25 won deals from 100 leads per month. Average deal value of £5k well below potential.

THE SOLUTION

The New Model: Specialist-Led, Variable, Scalable

NEW MODEL COST STRUCTURE

35 On-Demand Specialists £250,000

Website / CRM / Digital Hub £400,000

SEO (deep expertise) Included

PPC (precision targeting) Included

Content & Video Included

Design & Brand Assets Included

CRM Automation Included

TOTAL ANNUAL COST £650,000

 **SAVING: £350,000 straight to the bottom line**

WHY SPECIALISTS WIN



Deep Domain Expertise

35 niche experts in SEO, PPC, CRM, automation and content — each a leader in their field, not a generalist stretched too thin.



Variable Cost Model

Pay for output and expertise, not hours and overhead. Scale spend up or down based on campaign needs without hiring friction.



Cutting-Edge Tooling

Specialists use advanced tools too expensive for small internal teams — precision targeting, automation and attribution at scale.



Unified Brand Control

Centralised Website/CRM budget (£400k) ensures brand consistency and data integrity across all 35 specialists.

GENERALIST vs SPECIALIST

The Strategic Shift in Marketing Approach

ACTIVITY	OLD: Internal Generalist (8 FTE)	NEW: Specialist Network (35 Experts)	
SEO	Basic keyword stuffing and standard site maintenance with limited strategy.	✗ User-centric strategy: intent-based content, authority building and technical excellence.	✓
PPC	Linear spending with basic targeting; costly with stagnant returns.	✗ Precision targeting using advanced data tools to maximise instant visibility and high-intent leads.	✓
CRM	Basic data entry and manual follow-ups with no automation.	✗ Automated workflows and segmented audience data driving personalised customer journeys.	✓
Content	Generic blogs or brochures produced by generalist staff.	✗ Specialised content — videos, technical guides — tailored to each sales funnel stage.	✓
Design	Basic in-house visual assets with limited variety and capacity.	✗ Creative experts delivering high-end brand assets consistently across multiple platforms.	✓

MARKETING FUNNEL PERFORMANCE

Monthly Pipeline — Old Model vs New Model

OLD MODEL

6,000

Web Visitors

+33%

100

Leads / Enquiries

+20%

25

Opportunities / Deals

+60%

£62.5k

Closed Revenue (monthly)

+156%

NEW MODEL

8,000

Web Visitors

120

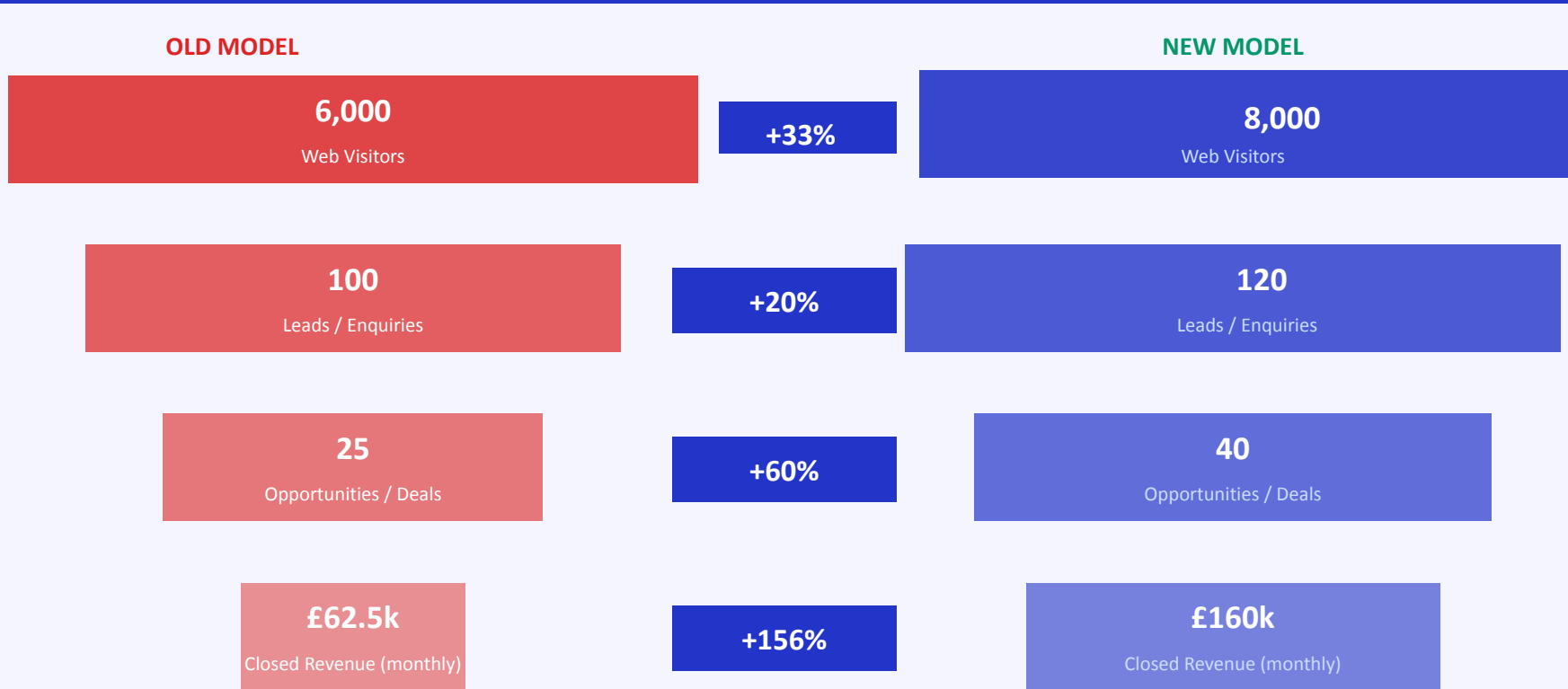
Leads / Enquiries

40

Opportunities / Deals

£160k

Closed Revenue (monthly)



FINANCIAL IMPACT

Annualised Results — The Full Commercial Picture



£350,000

Cost Savings
Straight to the bottom line



£1,170,000

Additional Annual Revenue
+156% monthly growth



£935,000

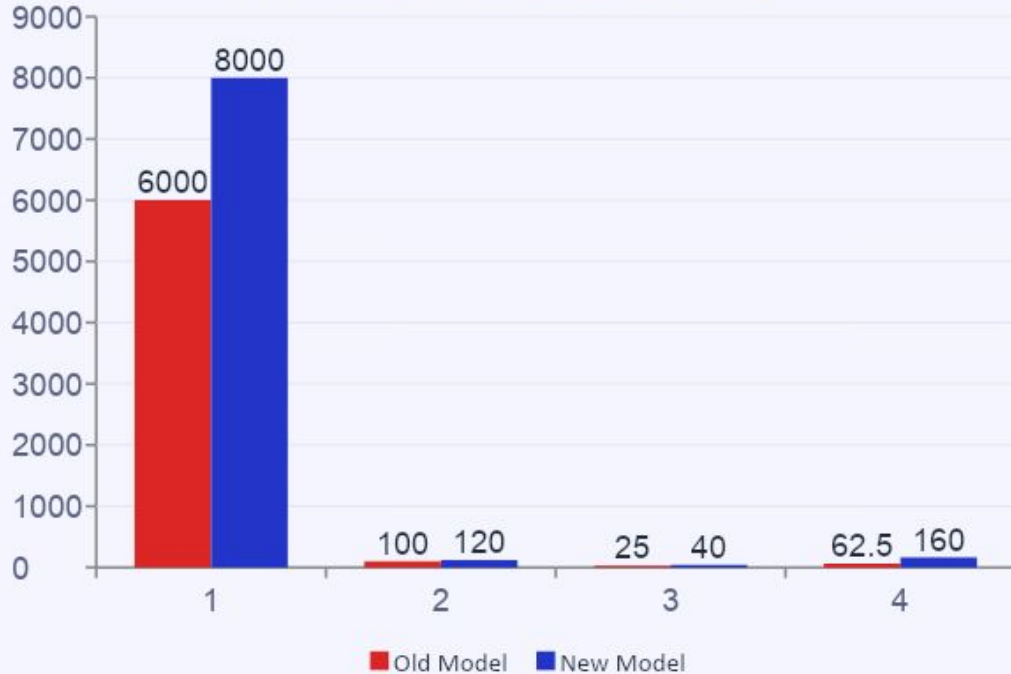
Additional EBITDA
Total annual contribution

Metric	Old Model (Monthly)	New Model (Monthly)	Annual Impact
Total Revenue Won	£62,500	£160,000	+\$1,170,000 p.a.
Gross Profit	£31,250	£80,000	+\$585,000 p.a.
Marketing Overhead	£83,333	£54,167	-\$350,000 p.a.
EBITDA Contribution	—	—	+\$935,000 p.a.

KEY PERFORMANCE INDICATORS

Before & After — Monthly Performance Dashboard

Performance Comparison (Monthly)



+33%

Web Traffic Growth

6,000 → 8,000 visitors/month

+20%

Lead Generation

100 → 120 enquiries/month

+60%

Deal Volume

25 → 40 deals/month

+60%

Average Deal Value

£5k → £8k per deal

+156%

Monthly Revenue

£62.5k → £160k/month

STAKEHOLDER Q&A

Anticipated Questions — Data-Backed Answers

Q How can 35 specialists cost less than 8 generalists?

A The new model uses on-demand specialists or a managed agency model — paying for output and expertise, not hours and overhead. No pensions, office space or equipment costs.

Q Leads only grew 20% but won deals grew 60%. Why?

A Specialist SEO and PPC targets high-intent buyers — not just traffic. Better lead quality means a higher close rate and higher average deal value (£5k → £8k).

Q How do we maintain brand consistency with 35 people?

A The centralised Website/CRM budget (£400k) ensures brand infrastructure and data remain unified. Specialists execute; the brand remains controlled centrally.

Q Is the £350k saving a one-time event or structural?

A It is an annualised structural saving. By removing £400k fixed salaries and replacing with £250k specialist budget, the break-even point is permanently lowered.

THE BOTTOM LINE

A lean, high-performance marketing engine that contributes nearly £1M in additional EBITDA annually.



Cost Savings

£350,000

Annual structural reduction in fixed marketing overhead — permanently lowering the break-even point.



Additional Revenue

£1,170,000

Additional annual revenue from higher deal volume (+60%) and higher average deal values (+60%).



EBITDA Impact

£935,000

Total additional EBITDA contribution combining £585k gross profit improvement and £350k cost saving.

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