

Need help persuading your budget-holder to invest in Business Membership, or help with ideas for a proposal document?



How to get buy-in for Smart Insights

Show how Smart Insights can help your business plan, manage, and optimize your integrated marketing strategies

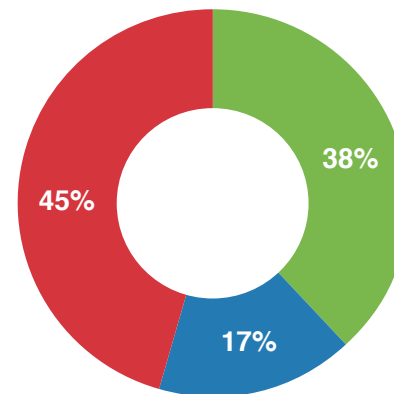
About Smart Insights

Smart Insights is a publisher and learning platform that helps marketers worldwide plan, manage and optimize their marketing using our downloadable planning templates, guides, and e-learning.

Our latest research shows 45% of businesses are “doing digital marketing but have no defined strategy”. Our passion is helping marketers and businesses create an integrated multichannel digital marketing strategy through high-quality, actionable, and up-to-date resources – to make the most of the great opportunities from digital transformation.

Our Business Member resources help managers and consultants who are responsible for managing digital transformation create and implement a roadmap to increase the business contribution of integrating digital media and technology.

Does your organization have a clearly-defined digital marketing strategy?



- Yes - it's integrated into our marketing strategy
- Yes - it's defined in a separate document
- No - we are doing digital marketing, but no defined strategy



Why choose us?

With so many marketing resources available online, how are we different from other digital marketing learning platforms? Here are 6 reasons we stand out from the crowd...

1. Resources are actionable and ready to use

From latest trends and research reports that inform your digital transformation plans to actionable best practices your team can apply to strategies and marketing plans straight away, we offer a range of guides for all levels of marketers.

Our most popular resources, which our competitors don't offer, are actionable and downloadable templates to audit, forecast, and define improvements covering every digital marketing technique so you can start applying knowledge straight away. These come in a range of ready-to-use formats, including word templates, spreadsheets, performance dashboards, and worksheets.

2. Expert guidance on strategic and tactical marketing in one place, for all levels of marketers

We are the go-to place for strategic planning, digital transformation plans and the day-to-day optimization of a range of integrated digital channels. The scope of techniques we cover means content can be used by all levels of the team from management

wanting to deliver a 12-month plan to digital execs that have specific 'jobs to be done' or want to improve knowledge in other areas of marketing.

3. The Smart Insights RACE planning framework gives structured and integrated marketing communications

Many online marketing resources are unstructured and poorly integrated. Our templates, guides and e-learning are grouped into 20 toolkits that cover all aspects of modern marketing so you can easily find what you need.

Our RACE planning framework provides a comprehensive multichannel audit and improvement system covering 25 key modern marketing activities, meaning you and your team get a complete view of how all techniques support each other and integrate to provide a structured way of learning and planning.

Why choose us?

4. We are insight-driven

We believe in the power of using analytics, customer insight, and marketing technology to improve performance.

But, we don't just pay 'lip-service' to this, we make it a reality by providing templates to help your team improve their return-on-investment through our digital marketing dashboards, search marketing gap analysis, and content marketing audits which use data from your Google or Adobe Analytics.

5. Focused on performance optimization

Many digital marketing resources from some of our competitors are written by journalists without 'hands-on' marketing experience.

Our writers are all actively involved as practitioners, consultants, trainers, and published marketing authors highly regarded in their fields so they know from personal experience the latest techniques which are effective in the real world.

6. Content is regularly updated, not left to go out-of-date with the ever changing digital landscape

Our competitors have thousands, or in some cases, 10,000+ guides dating back over many years. This can make finding the most relevant, current advice impossible.

Our approach is 'less is more'. We have a compact library of around 200 continuously updated guides, templates, and e-learning courses, which keep you up-to-date with current trends, changes in the digital landscape, and tips to improve and beat your competition.



Don't just take our word for it...

We have hundreds of happy business members who are willing to tell you about their experience using the Smart Insights platform. Take a look at how we have helped many improve their ROI and make their daily challenges easier with support and guidance.



“Business Membership was a critical investment”

Roland Aoun, Marketing Director - Blue Grapes Innovative Marketing

“Subscribing to the Business Membership was a critical investment in my career and my company. The combination of theoretical concepts and practical ready-to-use templates and guides upgraded the way we deliver our work to our clients. It is by far the most advanced digital marketing resources platform you can access.”



“The RACE Planning Framework has changed my business life”

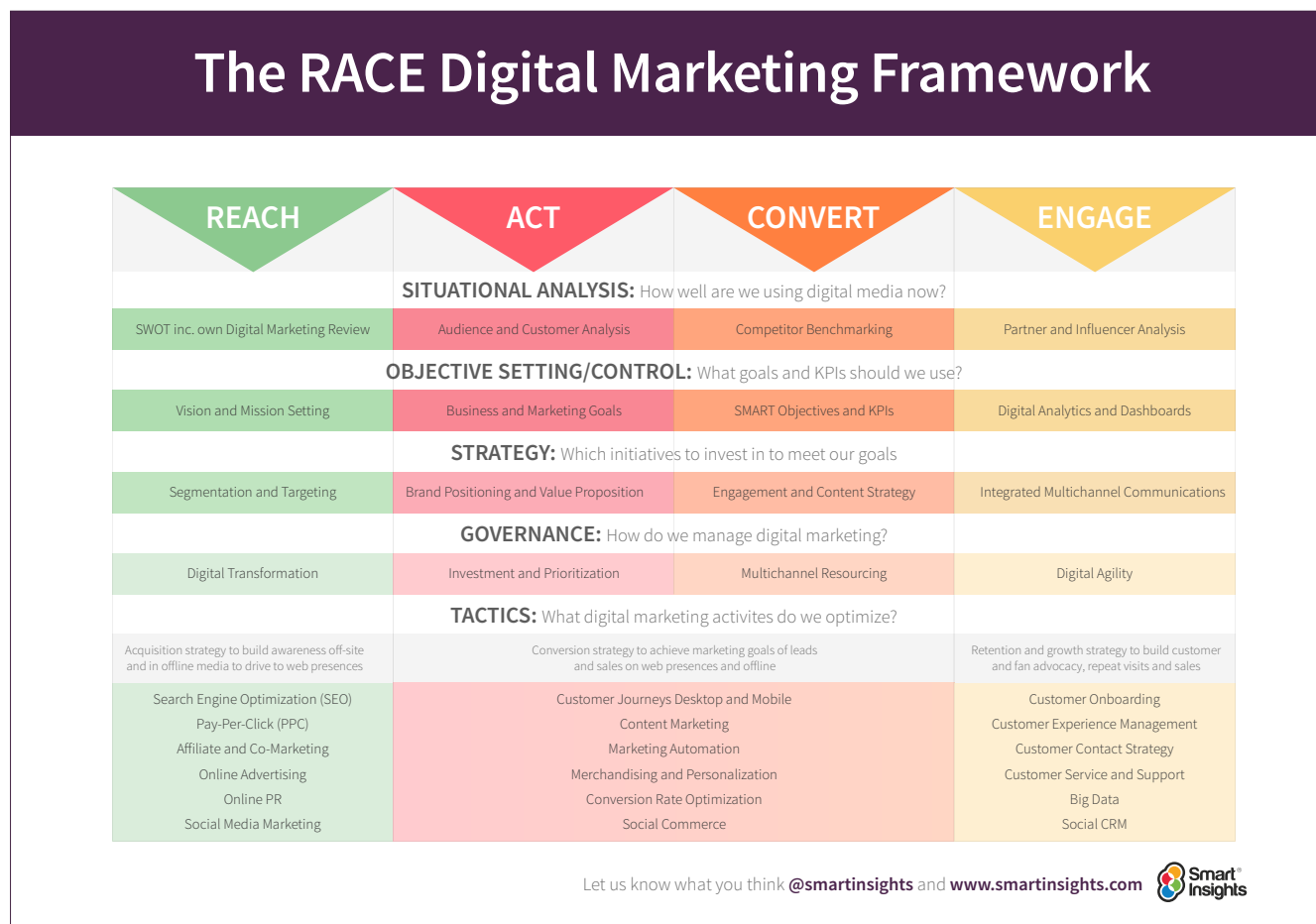
Matthew Butterworth, Marketing Manager

“With so many daily challenges, I needed a resource and a community to fall back on, and a framework that would help me plan and explain my methodology to non-marketing colleagues. That’s what Smart Insights gives me.

The SOSTAC© and RACE planning frameworks have transformed my business life, helping me to visualize years of experience and intuition in a format that others can understand and get on board with. Asking for more budget? Yep, it’s a whole lot easier when the journey is mapped out for all to see. And if I still have a nagging question, I can turn to the very responsive and friendly Smart Insights community.”

Marketing activities to manage within RACE

Using the RACE planning framework, we help you integrate and structure your marketing across both tactical and top-level jobs to be done and processes to make marketing improvements that grow your business. These are the activities we can help you optimize.



Overcoming team challenges

We understand that taking a leap to Business Membership is a big decision for you and your business, and we know that sometimes you have to prove the value to your team or budget-holder.

“We need an agency to do our marketing, we don’t want to work through it ourselves”

We believe in empowering marketers with the skills and knowledge to grow a business and develop a successful career. All the resources available on our platform are designed to help you with your day-to-day tasks and show you the holistic view of marketing whilst gaining new skills and techniques.

We’re here to teach you, or top up your skills, to keep you up-to-date with the latest developments and make sure you can make improvements when needed. We give you, and your team, the skills for life so they are prepared for any challenge they’re faced with. It’s a more cost-effective way to create your strategy and upskill your team than using an agency.

“We don’t have enough time to work through the content”

Business members have their own dedicated account manager, who are more than happy to align content with your business goals so you’re only reading content relevant to what you need at the time. This saves you time for tasks that are important.

For teams really short on time, we created Quick Wins to help you learn a tactic – fast. These take no longer than 30-40 minutes to work through and are best described as short online learning modules. Ready-to-use templates and spreadsheets are designed to save you time with the initial creation of documents. Business members can also white label templates to present to clients to help save time.

See our free guide on how business members can [**white label our resources and deliver to clients.**](#)

Overcoming team challenges

“We’re not ready yet, we’re just planning at the moment”

Our extensive platform of marketing resources have a range of planning templates to help you create your three, six and twelve-month plans with strategic and practical advice, whether you need help with a bigger digital transformation strategy or a channel specific plan. Resources available to all business members help plan, manage and optimize marketing throughout the digital lifecycle. This means you don’t have to have a solid plan in place before joining the community, we can help you create that plan and align it to allocated budget.

See a selection of example marketing plans we have to offer:

[**Agency B2B digital marketing plan**](#)

[**Example SOSTAC® Marketing plans**](#)

[**Example healthcare/pharma digital marketing plan**](#)

[**Start-up digital marketing plan example**](#)

“Why do I need Business Membership when I can purchase Individual Membership?”

Business Membership takes your marketing a step further than your competition. It is designed to give you a larger range of resources to integrate your marketing efforts, a team dashboard to make sure team members are gaining the most from membership, and an account manager to help you digest the content and align learning with business objectives to increase ROI. You benefit from having an extra 100 resources that are strategic and sector specific and exclusive access to the e-learning platform with the core RACE Digital Marketing e-learning course accredited by authoritative bodies.

Individual Membership is designed to upskill a single person’s career and improve their CV with knowledge in smaller marketing tactics, whereas Business Membership encompasses individual learning, career progression and the progression of the business with strategic guidance whilst working collectively as one integrated team.

“We don’t have the budget at this time”

Members have praised us on their return-of-investment on membership costs. Many have stated that the platform has given them the knowledge and confidence to charge more on agency fees, or investment in channels have increased ROI due to following the expert guidance in our guides and e-learning. The cost of membership is an investment not just in short-term tactics, but long term strategy and employee progression with many members stating it’s now a key part of their marketing practice.

We'd love to help you get on the road to improvement

To help, we offer a no-obligation call or demo with a member of our friendly team to learn more about your objectives and goals, discuss where your business is currently at, and help align our resources to your needs to save time and drive business growth.



BOOK A DEMO

Book a 30-minute demo with a member of the team to have a look inside the Business Membership platform. Look inside the business-exclusive guides and templates, walk through the e-learning modules and understand how you get your whole team using it.

We'll tailor demos to your individual needs so if there's anything you want to see, just ask!

BOOK A DEMO



BOOK A CALL BACK

If you want to schedule a call back for a time more suitable to you, you can book a slot in our team's diary.

It's a quick 15-minute call to understand your needs and explain how we can help.

BOOK A CALL BACK

