



the **honest**
marketer

A guide to our services

Market insight

Marketing communications

Strategic marketing

No frills, no gimmicks, just **honest**
and **effective marketing** from
people who care.

That's The Honest Marketer.

About us

The Honest Marketer, launched as a specialist marketing consultancy in 2014, brings together over 40 years' combined experience in the public and private sectors. As a husband and wife team, Paul and Kathryn Jones have pooled their skills in strategic marketing, marketing communications, market insight, data analysis and database expertise to offer an approachable, pragmatic and professional service for organisations, companies and individuals. Our past experience means that we are able to specialise in, but are not limited to, marketing support for the Education sector.

Having experienced first-hand the pressure of today's working environment, we understand that competition is increasing, workloads are on the up, the demand for proven results is growing, yet permanent resources are often stretched to capacity or may lack specialist expertise. That's where we come in. The Honest Marketer will provide targeted professional marketing support when you need it most. We offer an extra pair of safe, cost effective, trustworthy and experienced hands to help busy professionals and strained marketing, market research and student recruitment teams succeed and meet their objectives.

Our aim is to work in partnership to help you meet and exceed expectations.

Strategic marketing

Understanding what sets you apart from your competitors, capitalising on your strengths, targeting your markets appropriately and developing products and services to meet market needs now and in the future are the key to successful business in today's competitive environment.

Our strategic approach to marketing recognises that organisations must maximise precious resources and we will work in partnership to help you focus marketing activities in areas that will deliver the best results, based on sound market intelligence.

We specialise in:

- Branding and positioning
- Identifying competitive advantage and distinctiveness
- Conducting market analysis and segmentation
- Advising on market attractiveness
- Developing market proposition
- Recommending future market research strategy
- Auditing Marketing Department performance, capabilities and remit
- Marketing planning and strategy
- Competitive review of portfolio of products and services
- Student recruitment and conversion strategies.

"Through her strategic insight and evidence-based approach to marketing, Kathryn contributed to higher level decision-making and corporate planning, supporting colleagues in developing and assessing the University's core business, including its course portfolio, positioning, values, fundraising feasibility, fair access, fee strategies and estates priorities to name but a few."

Vice-Chancellor Professor David Tidmarsh
Birmingham City University (2007-December 2012)

Market insight

In a fast-paced market environment that is constantly changing, it is critical to be aware not only of the changes in market demands and the activities of existing, emerging and new competitors, but also to monitor your existing customers' satisfaction, motivations and any weaknesses within performance. We will support the development of targeted market research, analysing your organisation's data alongside in-depth market intelligence to pinpoint the opportunities and threats to your performance, providing recommendations on how to capitalise on and combat these to ensure long-term, sustainable competitive advantage. With significant experience of manipulating complex and varied information and statistics, Paul can also aid in-house teams to distil data and develop user-friendly databases for on-going use.

We specialise in:

- Competitor evaluation and research
- Complex statistical data analysis
- Data cleansing and Excel database development
- Key feeder analysis
- Quantitative and qualitative market research
- Sector and institutional trends analysis
- Survey results analysis and reporting
- Survey content development
- Survey results analysis and reporting.

"Paul was commissioned to complete detailed research into the University's school and college feeders. This comprehensive report gave an overview for the entire University and detailed excellent information down to local levels within Faculties. From this information we were able to extract key details relevant for the Institute of Art and Design. We are now using this information in a much more targeted way to grow and develop these contacts, creating rich progression opportunities for new applicants."

Associate Dean Paul Glennon
Birmingham Institute of Art and Design

Marketing communications

Research within the advertising industry suggests we have between three to seven seconds to grab attention before people switch off and move on to something else (about the time it took to read that sentence). We fully appreciate just how critical it is to reach the right audience, at the right time, with the right message and in the right tone of voice.

Having been at the forefront of sector-leading marketing communications with a reputation for excellence, innovation and exceptional writing skills, Kathryn can assist you in the development of key selling messages, core positioning and the full range of content – with over two decades of experience of producing annual reviews, digital content, features, newsletters, press releases, prospectuses and much more. She can also provide guidance or training to develop in-house teams.

“I have worked with Kathryn a number of times over the past few years and I am inspired by her creative approach to marketing and communications. Kathryn is both a practical and ideas person who is able to inspire a room of colleagues. We invited her to give a talk at our staff conference and delegates were energised by both her presentation and her style. “

Director of Student Recruitment and Admissions Claire Brown
University of Liverpool

We specialise in:

- Branding and sub branding
- Campaign planning and content development
- Copywriting
- Customer Relationship Management (CRM) strategy and planning
- Internal communications
- Social media engagement strategies and content development
- Student and staff engagement strategies
- Training for staff required to undertake marketing and communications.

Values

Integrity sits at the heart of The Honest Marketer's values. Our business was established to provide an honest and effective marketing service by people who genuinely care. Drawing inspiration from the late author and poet Maya Angelou, we believe that real success is liking yourself, liking what you do, and liking how you do it. That pretty much sums up where we are now and where we'd like to remain for many years to come.

1

Integrity

As a small business, our corporate values go hand in hand with our personal values. Our goal is to make an honest living, carrying out work which we enjoy and can be proud of. We believe in doing the right thing – for our clients and the people they serve. We will provide an outstanding service and give our all – to any job, no matter how large or small – at a price that is fair. There will be no hidden costs and the only surprises will be those which please.

2

Fairness and equality

Within our personal and professional lives, we have and will always treat people with dignity and decency. We value individual differences and encourage respect and understanding for all. We will not tolerate prejudice of any kind and have no desire to work with people who do.

3

Dedication

We work hard, enjoy and take pride in what we do. Work with The Honest Marketer and you will be met with nothing short of total commitment and absolute professionalism. We delight in working with the education sector because we believe passionately in the benefits of education to enrich the lives of individuals, society and the world as a whole. We really do #LoveHE!

4

Excellence

We really do aim to please. Our mission is to provide an outstanding service, one which regularly goes above and beyond to help the people we work with succeed and be the very best they can.

5

Partnership

Like any long-lasting and rewarding relationship, ours will be based on trust and understanding. We will be open and transparent in our actions and strive to work in partnership as one team. We will always listen to your feedback and, in the unlikely event something goes amiss, we won't stop until we've resolved things to your satisfaction.

Experience & skills

Kathryn Jones

Kathryn enjoys over 20 years' experience of communications, public relations and award-winning marketing for the public and private sectors, the majority spent as a senior professional services manager within the Higher Education sector, where she led her Department to Gold Investors in People accreditation in the most recent permanent role.

Starting her career as a fully qualified journalist gave Kathryn a solid foundation in writing and interviewing techniques, providing an insight into best practice in managing media relations, which led to a natural transition first to PR and then marketing. Her copywriting and PR experience is vast and varied, from information strategies targeted at the public and media for Staffordshire Police and Southern Derbyshire Chamber to engagement campaigns for parents, prospective students, businesses, key influencers and the media for Higher Education.

Known within the Higher Education sector for her evidence-based approach to marketing, Kathryn has established market research teams from scratch, developing market research projects and strategies

to inform all aspects of organisational decision-making. This, coupled with her natural creative talent in crafting focused marketing messaging and award-winning marketing communications, has helped successfully transform reputation, positioning and student recruitment performance at three UK universities; Wolverhampton, Northampton and most recently at Birmingham City University (BCU).

Paul Jones

Paul has been a professional information analyst and software developer within the public and private sector for over 20 years; his unique experience combines technical programming ability with statistical data and information analysis, relational database design and management; logic and creativity.

Having spent the majority of his career investigating new technologies and applications to provide solutions, he made a natural transition to provide market information and competitor research as a self-employed consultant in 2012. Since then, he has been working in consultation with the Higher Education sector to collate and analyse information, providing recommendations on recruitment trends, market positioning and competitor comparisons.

With experience and knowledge of the majority of coding languages, his diverse career has included safety critical software for the automotive and nuclear reprocessing industries; customer management systems and smart card technology for Siemens Energy Services and Siemens Metering; and the development of industry standard specifications

for the AWP gaming industry. His most recent full-time employment at Atkins Geospatial Solutions involved the regular presentation of complex data through map imaging to provide a much simplified and more powerful interface with which to interrogate it. During his career, he has been responsible for overseeing high level projects from start to finish, offering professional client support throughout, alongside review and implementation.

Testimonials

"Kathryn quickly developed a credible, focused and sustainable brand together with a range of integrated marketing communications and positioning strategies, which subsequently transformed the perceptions and popularity of the University. The speed at which Kathryn was able to reverse a declining trend impressed the senior leadership and gained external recognition with the Times Higher Education Leadership and Management Award for the most Outstanding Recruitment Campaign in 2009."

Vice-Chancellor Professor David Tidmarsh
Birmingham City University (2007-December 2012)

"A keen strategist, as well as a motivational and plausible leader, Kathryn transformed what had been a poor performing Department and professionalised its activities. She undertook a full marketing audit, restructured the Department and developed a marketing strategy focused on recruitment, retention and customer service. Kathryn is an excellent, thoroughly professional ambassador who gains the respect of the academics and professionals she encounters."

Vice-Chancellor Ann Tate CBE
University of Northampton (2002-2010)

"The literature strategy Kathryn instigated at Wolverhampton featured innovative and effective marketing collateral, which won national recognition and was widely regarded as the benchmark for the sector. Her experience at Wolverhampton and since has equipped her with an in-depth knowledge of the HE sector; she has the ability to rapidly understand the culture and challenges of universities and their academic schools to provide a useful and insightful view of all aspects of marketing and communications."

Vice-Chancellor Professor John Brooks
University of Wolverhampton (1997-2005)

"Paul was highly professional throughout our research project, providing invaluable information due to his knowledge of our sector and the issues facing education. We received a clear and practical solution to our brief within a short timeframe. A first rate service that I would not hesitate to recommend."

Dawn Vos, Head of Marketing
Birmingham City University

"We commissioned Paul to carry out research relating to our feeder college institutions. The analysis was thorough, well structured, clear and professionally presented. The project has produced invaluable results, which have been used both operationally and strategically. It has enabled us to identify new schools and colleges to target and understand which relationships to prioritise. In essence, a far more targeted, evidence driven approach to our university and faculty level outreach activity."

Market Research Manager Rebecca Prime
Birmingham City University

"I worked with Paul for 10 months on a data collection project for the Higher Education market. Paul has an excellent understanding of the statistical modelling required to collect what is a very complex data pool. He wrote all the code required to automatically capture all the data and designed a bespoke presentation tool to allow the data and analysis to be understood quickly and easily. Paul's skills are first rate and he would be an asset to any type of project in this field."

Amanda Gregory Managing Director
Education Marketing Solutions

Fees

Please find details of daily rates below:

Services	Standard activity rate*
Market research	£750 per day
Marketing communications	£750 per day
Report writing	£750 per day
Staff development	£750 per day
Strategic marketing	£750 per day
Copywriting	£500 per day
Statistical information and data analysis	£450 per day
Data/database set up, cleansing and trouble-shooting	£400 per day

* Rates are exclusive of VAT and any travel/direct project expenses

Discounts may be available for substantial projects or repeat business.

Contact us

The Honest Marketer Ltd

5 Rye Close
Burton Latimer
Kettering
Northants
NN15 5YW

If you would like to speak to us, please call
07423 067721 or **01536 725701**

If you have an enquiry, you can email:

info@thehonestmarketer.uk
kathryn@thehonestmarketer.uk
paul@thehonestmarketer.uk