

The logo icon consists of two white, rounded, arrow-like shapes pointing towards each other, forming a partial circle.

**unchained**

**[weareunchained.co.uk](http://weareunchained.co.uk)**

# unchained. adj. Released from chains or bonds; set free.

unchained is transforming how companies like yours access and apply world-class marketing tools. We offer a range of services that best fits the size and life-stage of your company and your goals for growth.

Cost-effective, actionable, easily accessible guidance, support, training and insight without costly overheads and risk.

Whether you need the expertise of a Fractional Chief Marketing Officer (fCMO), Mentor, Trainer or the super-charging power of data usually reserved for much larger businesses, unchained can help.

  
unchained  
marketing

  
unchained  
training

  
unchained  
insight

  
unchained  
events

  
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mentoring

  
unchained  
studio

  
unchained  
recruitment

## Unchain your business growth

Our innovative and unique approach provides actionable insights, a tactical game plan, and measurable results to transform your business.



### Insight: Know Before You Go

Stop making guesses. We arm you with the data you need to make informed decisions. We sift through internal metrics, market research and emerging trends to create a clear, fact-based snapshot of your organisation, competitors and, most importantly, your customers. With our comprehensive audit, you'll be empowered to make decisive moves in the market.



### Strategy: Your Roadmap to Success

Strategy isn't just a buzzword; it's your roadmap to market domination. We'll sit down and outline where you want to go and the most efficient way to get there. Positioning, targeting, and value propositions are not just jargon; they are powerful tools that will drive you toward both short-term gains and long-term sustainability.



### Talent: Assemble Your Dream Team

A vision is nothing without the right people to execute it. We assess your current team's capabilities and fill in the gaps through training, recruitment or expert outsourcing. When your HR strategy aligns seamlessly with your business strategy, you're not just filling roles but setting the stage for industry leadership.



### Action: Execute with Precision

Once the stage is set, it's showtime. Every move in pricing, distribution and promotion is backed by strategy and insight. You'll see how aligned efforts translate into market traction and growth as we tactically execute your customised strategy.



### Results: Measure, Analyse, Refine

In business, the scoreboard matters. We track every key performance indicator, from ROI to NPS, to see how well we are doing. As we assess the results, we're not just looking at numbers; we're shaping your future strategies to capitalise on what works and improve what doesn't.

Creative yet systematic, our services are strategic and data-driven, ensuring your company's path is informed and well-executed. At unchained, our clients are partners on a shared journey.



**UNCHAINED RECRUITMENT:  
SECURE TOP TALENT**

In the competitive world of marketing, talent is the differentiator. Unchained Recruitment specialises in connecting businesses with the marketing industry's brightest minds. Our headhunting service is relentless in its pursuit of professionals who excel in their field and align with your company's culture and values. We don't just fill positions; we fulfil your strategic vision with the right people.



**UNCHAINED MARKETING:  
YOUR FRACTIONAL CMO SOLUTION**

At Unchained Marketing, we believe that every business deserves top-tier marketing leadership. Our fractional CMO service offers you the expertise of a seasoned marketing executive tailored to fit your company's size and needs. With strategic vision and practical implementation, our CMOs drive brand growth, create comprehensive marketing strategies, and lead your marketing team to success—all at a fraction of the cost of a full-time executive.



**UNCHAINED MENTORING:  
PERSONALISED LEADERSHIP DEVELOPMENT**

Leadership can be a solitary journey, but with Unchained Mentoring, it doesn't have to be. Our one-on-one mentoring service pairs you with experienced marketing leaders who provide personalised guidance, share wisdom and support your professional growth. Whether navigating challenges or planning your next big move, our mentors are your trusted advisors every step of the way.



**UNCHAINED INSIGHT:  
MASTER YOUR MARKET DYNAMICS**

Knowledge is power, and with Unchained Insight, you'll wield it with precision. Dive into the depths of consumer behaviour, market trends, and competitive landscapes with our exhaustive data and research services. Empower your business decisions with actionable insights, ensuring you stay one step ahead in the marketplace. Unchained Insight is your secret weapon for informed strategy and unparalleled market understanding.



**UNCHAINED EVENTS:  
CRAFTING MEMORABLE EXPERIENCES**

Unchained Events brings your brand to life through large-scale, memorable experiences. Whether product launches, conferences, or networking gatherings, our events are designed to leave a lasting impression. We manage every detail from concept to execution, ensuring your message resonates and your brand connects with its audience profoundly.



**UNCHAINED TRAINING:  
ELEVATE YOUR TEAM'S SKILLS**

Unchained Training offers bespoke educational experiences to enhance your team's marketing prowess. Whether offsite or onsite, our programs are crafted to meet your specific objectives, fostering a culture of continuous learning and improvement. From the latest digital marketing techniques to timeless branding principles, our training propels your team's capabilities and your company's success.



**UNCHAINED STUDIO:  
CREATIVITY UNLEASHED**

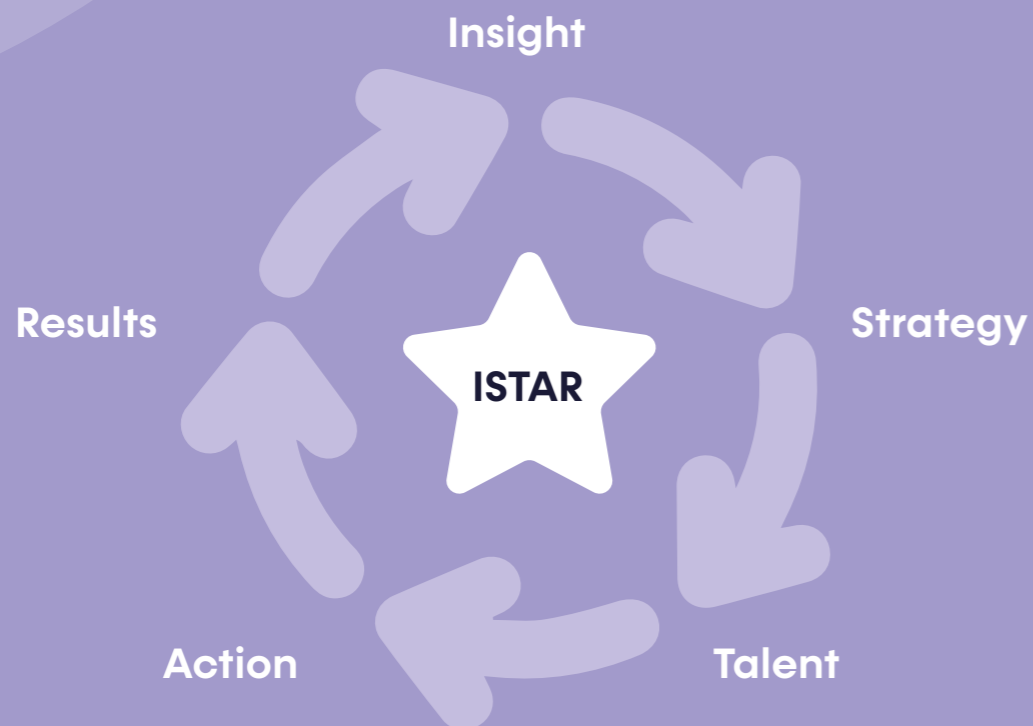
Your brand's visual identity speaks volumes, and Unchained Studio ensures it's saying the right things. Our creative design team excels in translating your brand's essence into stunning visuals. From branding to multimedia campaigns, we deliver impactful designs that capture attention, tell your story, and visually articulate your company's unique voice.





# Unlock the Power of Insight: The Foundation of Effective Marketing

Discovering the Path to Success Through Research and Data



## Why Insight is the North Star of your Marketing Compass

In the ever-evolving marketing landscape, navigating towards success requires more than creativity and intuition. Insight - the deep understanding gleaned from diligent research and data analysis - is the cornerstone of every successful marketing campaign. Here's why starting with insight is not just essential but imperative:

### Targeting Precision:

Insight helps you understand who your audience truly is. Demographics, behaviours, preferences, and needs - these crucial data points allow you to tailor your message precisely, reaching the right people at the right time.

### Strategic Direction:

Research and data illuminate the path ahead, revealing market trends, customer sentiments, and competitive dynamics. This knowledge shapes strategies that are responsive, relevant, and results-oriented.

### Talent Optimisation:

By understanding the market and your audience, you allocate your resources more effectively. Insight-driven marketing minimises waste and maximises impact, ensuring every pound spent contributes to your goals.

### Message Resonance:

Crafting a message that resonates with your audience requires knowing

what matters to them. Insights from data ensure your message strikes the right chord, fostering engagement and loyalty.

### Measurable Results:

With a foundation built on solid data, every aspect of your marketing strategy becomes measurable. This allows for continuous improvement driven by insights gained from ongoing data analysis.

### Risk Mitigation:

Informed decisions are intelligent decisions. Starting with insight means you're less likely to be blindsided by market shifts or customer changes. It's about being proactive, not reactive.

### Innovation Catalyst:

Insights often reveal unmet needs and hidden opportunities. They are the sparks that ignite innovation, guiding you to break new ground and stay ahead of the curve.



## Stop the guess work and level the playing field.

Big brands in your market have access to extensive and powerful market research worth hundreds of thousands of pounds that they use to maintain their dominance.

The Marketing Insight Club gives you the tools to compete for a fraction of the cost.

***"It is a capital mistake to theorise before one has data."***

Sherlock Holmes, A Study in Scarlet,  
Sir Arthur Conan Doyle



Voice of   
the agent

## Unlock Real Estate Success with "The Voice of the Agent"

**Dive into the Collective Wisdom of 500+ Estate Agents!**

- Gain unparalleled insights from our groundbreaking annual survey.
- Explore emerging trends, innovative strategies, and key benchmarks.
- Empower your agency with data-driven decisions for standout success.
- "Join the Movement - Shape the Future of Real Estate!"
- Be part of a community driving industry innovation.
- Leverage crucial data for your competitive edge.

**Your Roadmap to Real Estate Mastery!**

For more insights visit  
[www.thevoiceoftheagent.com](http://www.thevoiceoftheagent.com)

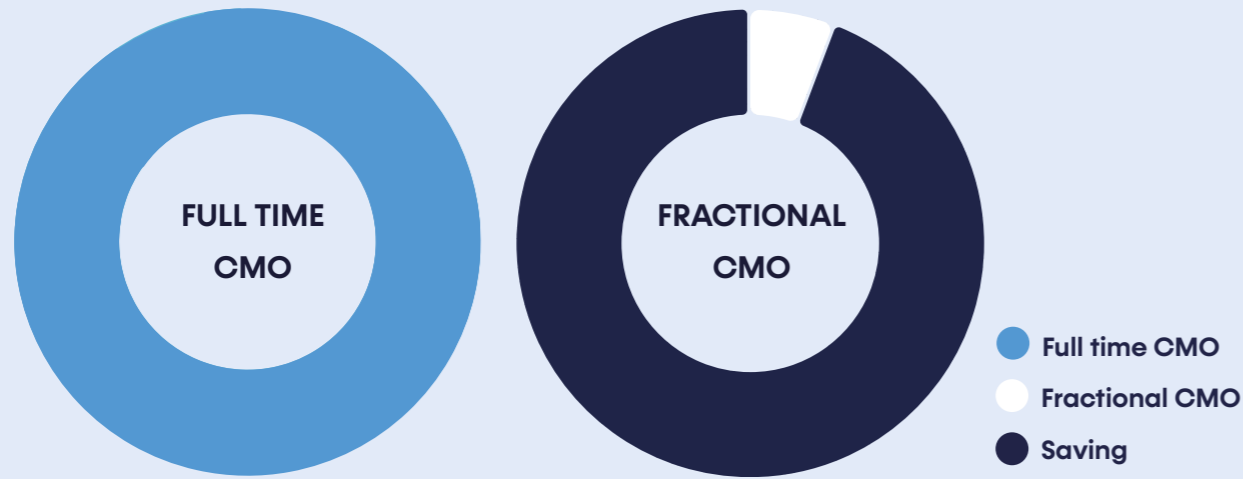




# The Fractional CMO or Mentor

All the strategic benefit. Just 10% of the cost

An experienced Chief Marketing Officer (CMO) can cost from £100,000 to £165,000pa in the UK, with a global leader costing you over £250,000.



Don't hire us if you don't want to save 90% on your marketing leadership



If you're looking to amplify your marketing, lower costs and harness decades of expertise, look no further.

The unchained fractional Chief Marketing Officer (fCMO) service is designed to meet your company's specific needs without breaking the bank.

### Full Spectrum Marketing

- Your business needs an all-encompassing marketing approach. An unchained Fractional CMO manages everything from branding, pricing, customer success and beyond.
- Leverage the insights from data analysis to steer product development and pricing, along with creative prowess for compelling promotions.
- Imagine having your marketing needs met by a highly experienced leader in the field, without the full-time cost commitment. Welcome to the unchained fractional CMO service.

### The Three Pillars of Marketing Mastery

- Analytical Tasks – The Science of Marketing. Decode data to navigate your marketing landscape.
- Creative Tasks – The Art of Marketing. Deploy creativity to break barriers and resonate with your audience.
- Interpersonal Tasks – The People Power of Marketing. From team dynamics to executive alignment, effective communication is the cornerstone of marketing success.

### Market leading expertise

- Our fractional CMO service is led by unchained Founder Simon Leadbetter. Simon has held significant leadership positions including Group Marketing Director for Countrywide Plc and Global Head of Marketing and Partner for Knight Frank LLP. He has also been the interim CMO of Keller Williams UK and the Global CEO of Fine & Country.
- With over three decades of experience in diverse sectors globally, our founder has worked with industry giants like Fidelity, Emap, Prudential, AXA, Vodafone, Autotrader, Barclaycard, Abbey National, Daily Telegraph and Northcliffe Media. In addition to his corporate roles, he is a disruptive entrepreneur at heart founding startups such as AffinityIQ, Untopia, and Blue & Green Tomorrow, a leading UK-based online magazine focused on sustainable investment.



### The right people in the right jobs with the right skills

unchained delivers expert, accessible and effective training packages to suit your business. Whether at our highly regarded one-day courses or bespoke training at your premises, our training provides cost effective and actionable insight. Our recruitment services are tailored to what, or rather who, your business needs.



Unlock three decades of marketing mastery in one power-packed day. Transform your business with proven strategies, practical hacks, and expert consultation

- The ultimate guide for business owners
- Learn the secrets to marketing success from the best in the profession
- Get practical marketing thoughts and tips from academics, corporate leaders, entrepreneurs, and bootstrappers
- Five chapters, multiple incredibly practical actions
- Plus a one hour bespoke marketing consultancy
- Supercharge your growth in 2023 and beyond
- Get six and a half hours of accredited CPD with an official certificate



- Get at least 20% more estate agency leads of the right quality.
- This free 45-minute course shows you the three things that estate agents who are best at marketing share and consistently do.
- Over 600 attendees scored previous courses 9.4 out of 10 and rated them 8.9 out of 10 for practical use immediately.



We have a road-tested this process which always delivers the best talent. And have done for prime brands such as DDRE and F&C.

**“If you think it’s expensive to hire a professional to do the job, wait until you hire an amateur.”** Red Adair



# Bespoke training

## Bespoke Marketing Training: Build Your Talent!

Cut through the noise. See not just where you are but where you could be.

Understand your company, your competitors, your customers, your communications and your channels like never before.



Bespoke for your brand



# Leadership team



**Simon Leadbetter**  
Founder & Guru

With over 30 years of global experience in diverse sectors, Simon has worked for major companies and founded startups like AffinityIQ and Blue & Green Tomorrow. He has held key leadership roles, such as Group Marketing Director for Countrywide Plc and Global Head of Marketing for Knight Frank LLP, and now leads unchained, a data-driven marketing consultancy.



**Mark Saddington**  
Creative Director

A creative problem solver, innovative thinker, and passionate creative with a deep appreciation for crafting captivating stories. His professional journey spans both agency and corporate environments and has had the privilege of collaborating with brands such as Telefonica, Calvin Klein, Countrywide, Edinburgh Airport, and Hamptons, elevating brand visions and connections with their audience.



**Emily Leadbetter**  
Operations Director

Emily brings a wealth of expertise in managing and expanding SMEs in the marketing and publishing sectors. Her hands-on approach encompasses everything from financial and administrative to design and creative.

As an accomplished designer and professional artist she has spent a significant portion of her career honing these skills.



**Meg Bredenkamp**  
Social media exec

A highly organised and efficient professional with ten years of experience in digital marketing and account management. Her drive stems from a deep passion for effective communication, meticulous planning, streamlined processes, creative vision, and the triumph of both team and clients. She finds great satisfaction in identifying opportunities and resolving challenges to ensure the realisation of our shared vision.

# Testimonials

**"So informative, knowledgeable and insightful. A totally new way of looking at how to market with an expert in the field."**

Damien McGrath, Giggs & McGrath

**"Having spent time working in the same organisation as Simon, and as an attendee of one of his marketing mastermind sessions, I can comfortably confirm that Simon is an authority in all things marketing. Thought-provoking, with an ability to discuss and teach traditional**

Ben Madden, Fine & Country

**"Simon knows his craft and has 'been there, done that' over and over, but is equally entirely up-to-date and constantly seeking to stay on the cutting edge rather than relying on past successes. He was able to offer deep insight and a good deal of excellent advice. If you're after someone to challenge your thinking with real actionable advice, I couldn't recommend**

Matthew Antos-Lewis, Blox Software

**"Simon has provided some FANTASTIC golden nuggets of information which have directly (and quickly!) benefitted my business. Clearly he knows the marketing world inside-out and knows where to look to generate real interest from potential clients. Thank you Simon for all your help!"**

Chris Webb, The Estate Agent Consultancy





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**CONTACT DETAILS**

**Simon Leadbetter | 07887 550 047**  
**[simon@weareunchained.co.uk](mailto:simon@weareunchained.co.uk)**  
**[weareunchained.co.uk](http://weareunchained.co.uk)**