

# MANIFEST



## About Manifest

Some things that are different about Manifest:

- 1) We target companies based upon their near future marketing spend rather than historical figures – so you get to meet more senior people who make quicker decisions.
- 2) The person who represents you is a seasoned agency professional – so they can think on their feet and be a true brand ambassador rather than a cold caller.
- 3) Our processes and systems are GDPR compliant – so you won't get hit with a huge fine!
- 4) No minimum contract period; you can leave anytime you like – so you know we will never become complacent.

### 'Known knowns and unknown, knowns'

We target companies from two sources; our unique and GDPR compliant database of c. 10,000 companies that we all know and who we all know have a budget.

And, uniquely, the information source used by the investment community to find the next big thing. Unknown companies we KNOW have a budget!

## The Results

Every client is different of course and has unique challenges that we need to address and solve; but we can give you an indication of what to expect.

Typically, we would arrange for you to meet with three key decision makers for your agency's service each month; one of these will lead to a pitch or proposal opportunity, one will be a good longer term lead and one will likely go nowhere.

### Conversion

Our clients have an average conversion rate from pitch or proposal submission of one in three so our clients can expect one win per calendar quarter from the second quarter of working with us.

*"Manifest is a team of experienced and insightful, extremely professional new business strategists. They are terrific and I am happy to recommend them."*

The value of the customers our clients win is high; during the selection process we will point you in the direction of those worth at least £100k per year in fee income or gross profit.



Just a few of our clients most recent wins include:

- A rebranding worth £1m
- BTL retained account of £2.5m p.a.
- £250k p.a. consumer PR account

## Commercials

We charge a fixed monthly fee with a small set-up fee when engaged or re-engaged if you take a break (which you can if you need to).

The size of the fee obviously depends upon the amount of time it will take to achieve your very unique objectives, but is no less, usually, than the cost of employing a mid weight account manager or business developer.

### So why outsource to Manifest?

- Cheaper than an in-house resource.
- The caliber of person you need.
- You can be 'on the road' next week!
- We know who the 'next big thing' is.
- GDPR compliant.
- No commitment.

## Contact Us

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