



OUR PROCESS · FIVE PHASES

Every company has a **weak point** in their marketing. We find it.

A structured five-phase process to audit, build, and scale B2B SaaS marketing — whether you have a team already or are starting from scratch.

01 Audit

02 Branding

03 Implementation

04 Execution

05 Optimisation

US & UK

Primary expansion markets served

B2B SaaS

Specialist focus — funded startups

Team+

Works alongside or replaces your team

Metrics

Every recommendation comes with a number

THE PHILOSOPHY

Patch Every Gap. Then Scale.

Most B2B SaaS companies entering Western markets don't have a single marketing problem — they have several, compounding each other. A weak ICP produces wasted ad spend. Unclear positioning produces the wrong messaging. Wrong messaging attracts the wrong audience. The wrong audience produces low close rates.

Our process is designed to find all of it before we spend a pound or a dollar on execution. We call it finding the chink in the armour — and every company, without exception, has one. Usually more than one. The work is identifying them, ranking them by impact, and systematically patching each one with a clear plan and measurable targets.

"We don't run campaigns on broken foundations. The audit comes first — always."

01 PHASE ONE Audit — Finding Every Weakness

The audit is a full-spectrum review of your current marketing operation — strategy, messaging, brand, channels, and commercial performance. We're not looking for one problem. We're mapping the whole picture.

01 —

ICP Definition

Who is the real buyer? Which company type, role, pain, and urgency actually converts — vs. who you think you're targeting.

02 —

Differentiation

What makes you genuinely different from competitors — and is that difference showing up in your messaging?

03 —

Brand & Messaging

How you communicate across channels — consistency, clarity, tone, and whether it lands with a Western B2B audience.

04 —

Channel Gaps

Channels you're not using but should be. Channels you're over-investing in. Where your target market actually lives.

05 —

Process & Infrastructure

Tracking setup, CRM usage, attribution, lead handling — the operational layer that determines whether campaigns produce usable data.

06 —

Competitive Landscape

How competitors position, what channels they use, where there's whitespace you can own in the US or UK market.



AUDIT DELIVERABLE

- Full marketing audit report — ranked list of gaps by revenue impact
- ICP definition and market segmentation for US / UK
- Messaging analysis with specific recommendations
- Prioritised action plan with clear implementation steps
- Performance projections — estimated uplift in leads, demos, and revenue for each recommendation

02 PHASE TWO Branding — Building the Foundation

With the audit findings in hand, we build or rebuild the brand foundation. For B2B SaaS companies entering Western markets, this is often the highest-leverage work in the engagement — a company with technically superior product routinely loses to a competitor with sharper positioning and clearer messaging.

Positioning & Messaging

A clear, differentiated positioning statement and a messaging framework that scales across every channel — ads, website, email, LinkedIn, sales conversations. Built specifically for the US or UK market context.

ICP Refinement

Taking the audit findings and translating them into precise targeting parameters: company size, industry, role, pain profile, and buying trigger — the inputs every ad campaign and outbound sequence needs to perform.

Visual Identity

Brand review and, where needed, refinement — ensuring visual presentation matches the expectations of a professional Western B2B audience. This includes reviewing website, creative templates, and collateral.

Voice & Tone

Western B2B buyers — especially in the US — respond to direct, informal, and outcome-led communication. We adapt your brand voice accordingly, without losing the technical credibility that differentiates you.

Most B2B SaaS companies from outside Western markets write marketing copy that is too formal, too feature-led, and too passive. We fix that — it is consistently one of the highest-impact changes we make.



03

PHASE THREE

Implementation — Building the Stack

Implementation translates the strategy into infrastructure. Every recommendation from the audit becomes a concrete action with clear ownership.

1

Tracking & Attribution Architecture

Server-side event tracking, conversion infrastructure, cross-domain data passing, and ad platform pixel setup — so every campaign produces reliable, optimisable signal from day one.

2

CRM Setup & Lead Pipeline

HubSpot (or your preferred CRM) configured with proper lead source attribution, pipeline stages, and automated workflows — connecting marketing output to sales visibility.

3

Ad Account & Channel Setup

Meta, Google, LinkedIn — accounts structured correctly for the target markets, with audience definitions, campaign architecture, and creative frameworks in place before spend begins.

4

Landing Pages & Conversion Points

Market-specific landing pages written and structured for Western B2B conversion — with clear CTAs, social proof, and copy aligned to the ICP pain points identified in the audit.

IF YOU HAVE A TEAM

We hand over the playbook

Full documentation, step-by-step instructions, and oversight. Your team executes; we QA, advise, and course-correct.

IF YOU DON'T

We build it for you

Slater Marketing acts as your marketing function — doing the implementation end to end and handing over a running system.



04 PHASE FOUR Execution — Running the System

Execution is where the strategy becomes live activity. What this looks like depends on whether your company already has a marketing team — and how much of the work you want to own.

WITH AN EXISTING TEAM

Embed and elevate

We work alongside your marketing team as a senior strategic and technical resource — setting direction, managing the channels that require specialist expertise (paid acquisition, tracking), and upskilling the team in Western market best practice.

WITHOUT A TEAM

Full-service execution

SlaterMarketing runs the campaigns, manages the channels, produces the content, and owns the results — operating as your outsourced marketing function until you're ready to build in-house.

What execution covers month-to-month

Paid acquisition — ongoing campaign management across active channels, budget pacing, audience refinement, and creative rotation.

Content & messaging — ad creative, landing page copy, email sequences, and LinkedIn outreach aligned to the ICP and channel.

Pipeline reporting — clear visibility into what's working, what's not, and what changes each week.

Creative testing — continuous elimination of underperforming variants, replaced with new challengers informed by real data.

05 PHASE FIVE Optimisation — Measuring What Matters

Optimisation is not a phase that ends — it's the operating mode all execution runs in. Every channel, every campaign, and every piece of creative is measured against a defined set of metrics, reviewed on a structured cadence, and adjusted accordingly.

The metrics we track

CTR Click-through rate

Reply rate Outbound sequences

Demos booked

Signups & free trials

Deals closed

Avg. time on page

Pages per visit

Cost per lead

Cost per demo

Pipeline value

Channel attribution

Lead quality score

Every metric is tracked back to revenue. Vanity metrics — impressions, reach, follower counts — are reported for context only. What matters is whether activity is generating qualified pipeline and moving deals forward.



"The goal isn't to run campaigns. The goal is to build a system that generates predictable, qualified pipeline in the US and UK — and then make it more efficient every single month."

— Will Slater, Slater Marketing

READY TO FIND YOUR WEAK POINTS?

Start with the audit. Everything else follows.

The audit is where every engagement begins — because until we know exactly where your marketing is failing and why, any other work is guesswork. We deliver a full audit report with ranked recommendations, performance projections, and a clear action plan. From there, you decide how much you want us involved.

We work with startups that are willing to challenge everything they know in the name of being the best. Are you?

