



Full-Stack Marketing Consultancy

BUILDING POWERFUL BRANDS

INFORMATION
& CREDENTIALS

Outsourced Marketing For Quicker Results

Anna Kingsley provides outsourced CMO services, specializing in breakthrough marketing techniques for startups and SMEs, with a customized approach to each.

We help small companies make a BIG IMPACT.

Whatever your needs are, we'll bring together the right talent to drive your business forward. No two client's needs are the same - whether it's a content or social media strategy, POC, materials for the sales team or building a marketing team,

let us help you BECOME THE BRAND OF THE FUTURE.



MARKETING SERVICES

- Brand Development
- Corporate Storytelling
- Product Positioning
- Strategic Partnership Marketing
- Social Media & Buzz Marketing
- Content Marketing
- SEO
- Rich Media Production
- Web Dev, UX, UI
- Product Marketing
- Email Marketing
- Public Relations
- Affiliate Marketing
- Experiential Marketing & Events
- Sponsorship & Sales Promotions

Download the full portfolio [here](#)

LED BY ANNA

Anna is a multi, major award-winning marketer, with 25+ years' international business experience. Combining strategic thinking, creativity and commercial acumen with growth-hacking tactics, she's got proven success in driving a profitable step change in companies.

Anna has honed her skills as a full-stack marketer from working with both enterprise and startups in several different verticals. She's got hands-on experience in every marketing channel.

A curious thinker by birth, Anna's an entrepreneur at heart. She's built marketing departments and has worked tirelessly with teams to execute marketing plans and lead generation activity. Knowing how to manage suppliers, stakeholders and work at C level, helps **Anna move quickly and cut through process, people and tech to get stuff done!**



AWARDS



Best Website & Campaign for
www.talktofrank.com
DADI Award WINNER



Webby Award WINNER for
Best Government Campaign:
www.talktofrank.com



Webby Award WINNER for
Best Visual Design Function:
www.talktofrank.com

Webby is the leading international award honouring excellence on the internet. It's the equivalent of the Oscars!



Best SEO Campaign
State of Digital Awards *for Dixons*



"TVs Rising Stars – Ones to Watch"
The Evening Standard List 1997
for Anna Kingsley



WINNER of the eCommerce Category: *for Dixons*
Awards for Excellence
In association with 'Marketing' Magazine



WINNER of Best Retail Campaign at Christmas
for "Wish List" for Dixons
IPM Awards (Institute of Promotional Marketing)



WINNER of Best Social Media/eCommerce
Strategy/Campaign *for Dixons*
The Drum Social Buzz Awards

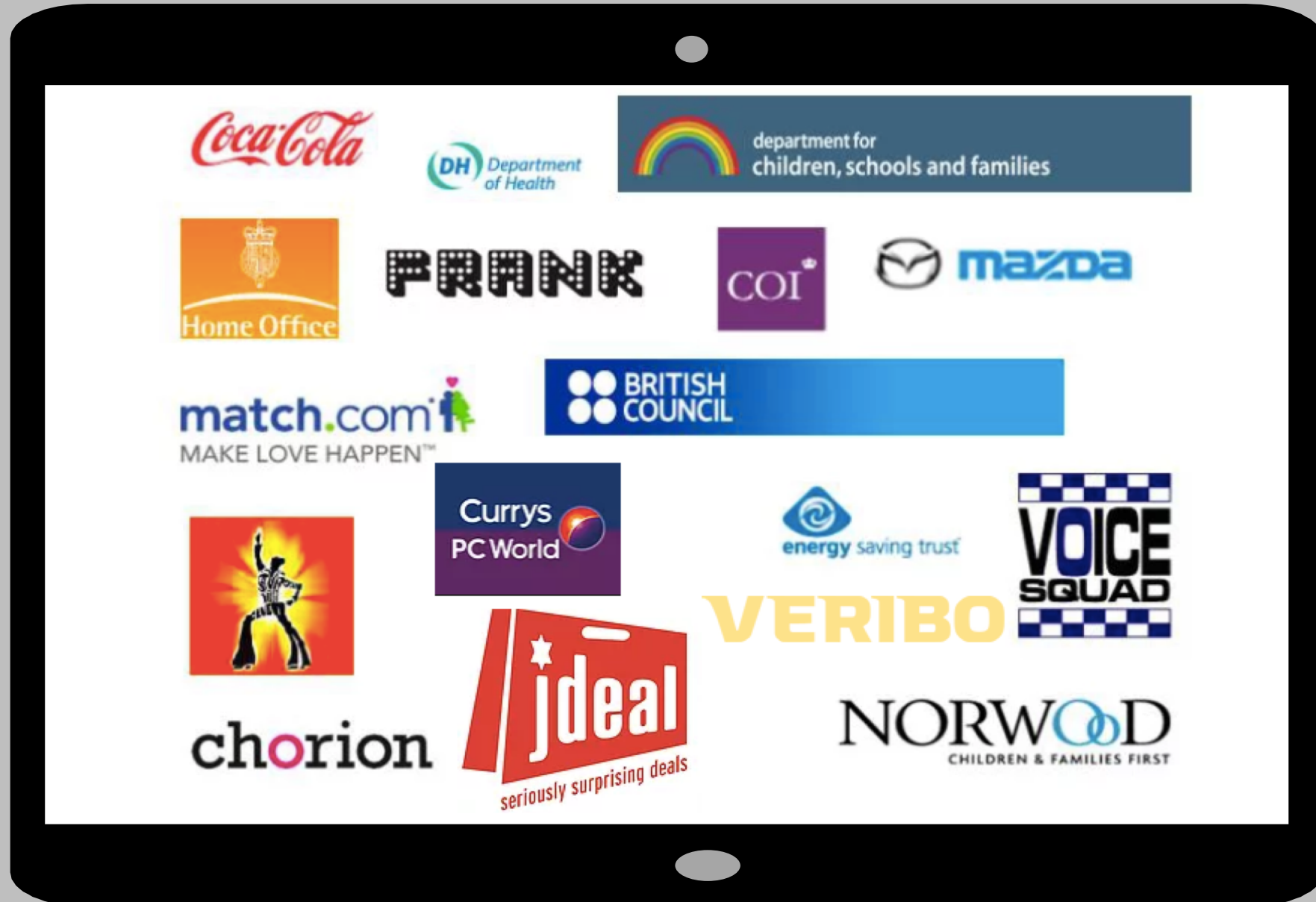


UK Retailer of the Year *for Dixons*
Retail Week Awards



Best Airport of the year *for Dixons Travel*
Finalist in the Frontier Awards

Proven Success with





Media companies worked for



SECTORS WE WORK IN

SPECIALIST AREAS INCLUDE:

- SaaS
- eCommerce
- Hi-Tech
- Travel
- Media
- Entertainment
- Marketplaces

B2C, B2B, B2B2C & APPS



OUR PROCESS

INITIAL CONSULTATION



The meeting takes place in a great working space, 10 mins walk from Savidor, Tel Aviv's central station.

All new clients start with a kick off deep-dive 3 hour consultation. This is a chance for us to get to know each other and see how we work together.

We will define your business goals and may also brainstorm some new ideas for you. You'll find this consultation invaluable.

From this meeting we'll start to build your brand and the marketing plan.

For clients with a tiny budget, we'll teach you what to do, so as to empower you to do the work instead of us, thus saving you money!

We'll get you real results by:

- Defining your target audience
- Conducting competition analysis
- Understanding the market landscape
- Developing your brand positioning
- Creating your corporate story
- Defining your value proposition (USP & KSPs)
- Creating your brand book:
 - vision, values, messaging, tone of voice etc.
- Building assets:
 - One pager
 - Pitch Deck (for investors, sales, partners)
 - Website
- Devising Your Marketing Plan & Tactics.



Follow our tried & tested roadmap

Prep & Back to basics!

- Market research
- Competitor analysis
- Target audience/Personas



Brand Positioning:

- Value proposition/KSPs
- Messaging/Tone of voice
- Brand Book incl.
Vision & Values

Estimated time: 4 weeks

Planning

- Keyword research & SEO strategy
- Content Marketing Strategy
- Marketing Plan & Timeline



Assets Creation:

- Logo & brand design/overhaul
- Website
- Social Media Channels Setup
- Product Video
- One pager, pitch deck, other assets

Estimated time: 8 – 12 weeks

Activity & optimization

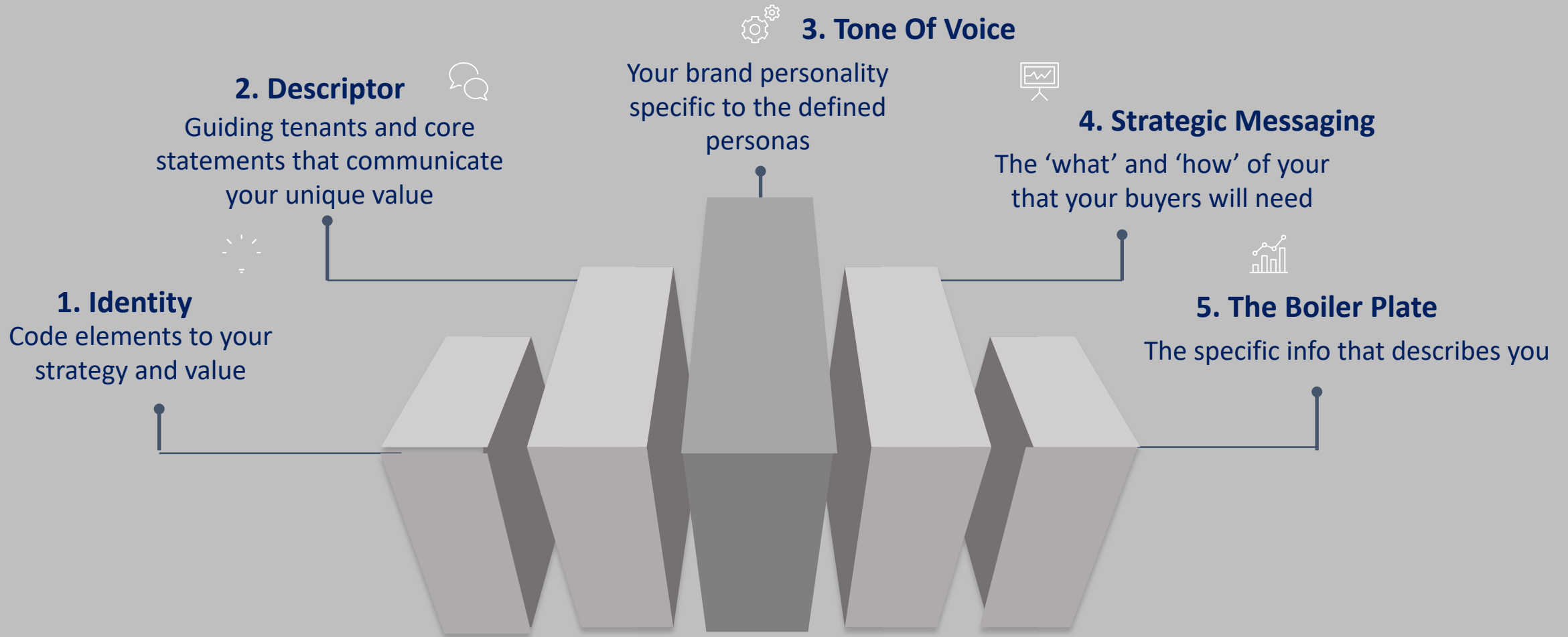
- Media planning & buying
- Ads creation
- Customer journey mapping
- Funnel optimization
- Agreed marketing tactics: LIVE

TEST EVERYTHING!

Timings are dependent on YOU!

Ongoing work

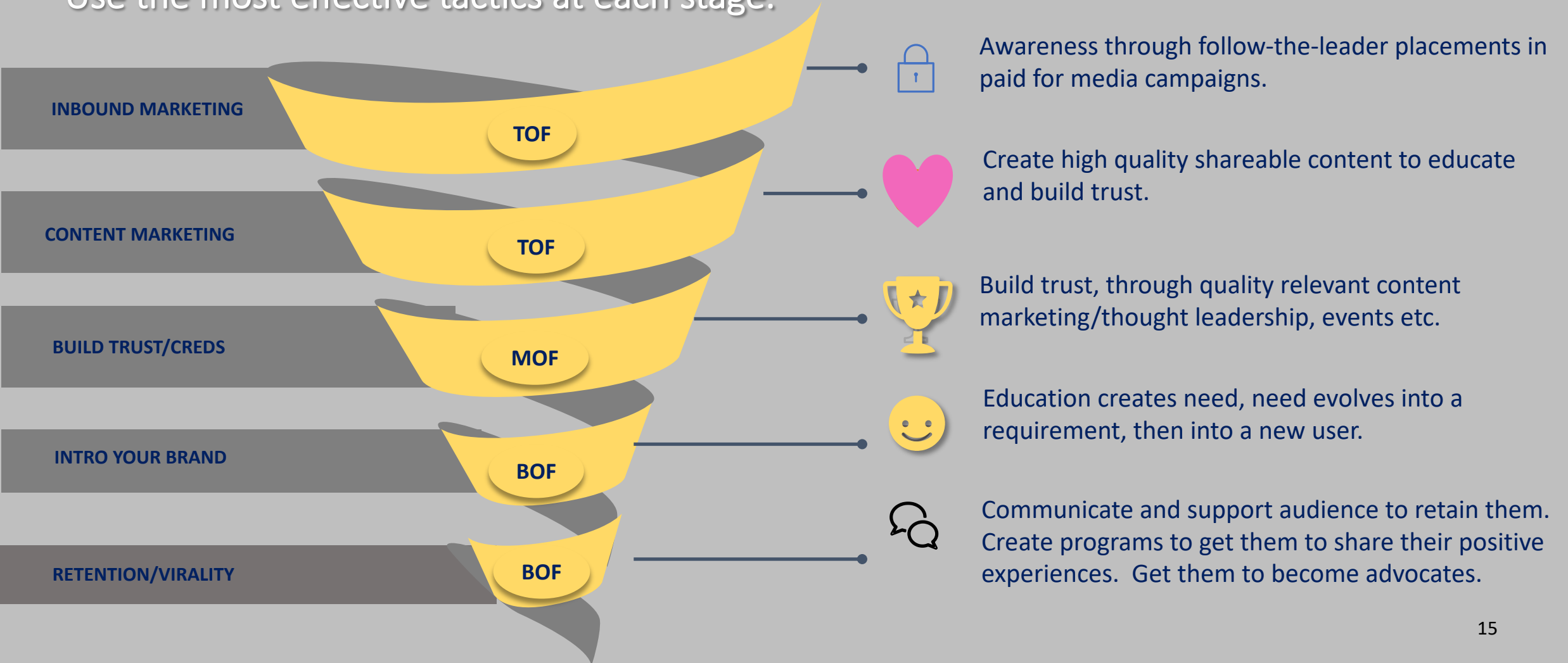
YOU'LL LEARN ABOUT CONTENT



The Five Pillars of Content

UNDERSTAND THE FUNNEL

Keep top of mind. Build trust throughout the journey.
Use the most effective tactics at each stage.



We'll give you the criteria to measure PARTNER RELEVANCY

1. Reach	2. Credibility	3. Channel Relevancy	4. Longevity	5. Access	Total Score	Allocate Priority
<p>A local, regional, national or global, reach?</p> <p>Big enough for your audience to have heard of them?</p> <p>What media partners can they bring in?</p> <p>Their media value?</p>	<p>How credible + relevant is the brand to your target audience?</p> <p>Are you happy to be associated with them, from a reputation point of view?</p>	<p>Does the prospect offer the right touch points for your target audience?</p> <p>Can you utilize these easily at no cost?</p>	<p>Will the prospect go bust in the near future?</p> <p>How long have they been in business?</p> <p>Do they have established processes you can rely on?</p>	<p>How easy is it to get in the door?</p> <p>Do you have a contact there?</p> <p>Your time is valuable so there's no point banging your head against a brick wall!</p>	<p>You'll get an overall feel for the partner by this point.</p> <p>A total of these 5 criteria is 50. Double to 100 for ease.</p>	<p>1 = 80+ 2 = 60+ 3 = Below 60</p> <p>Can start with a partner that's low priority if you want to practice.</p>
Score out of 10 with 1 being the lowest and ten the highest!						

Learn WHICH marketing tactics & channels to use WHEN

RETENTION & GROWTH

- Loyalty programmes
- Email Marketing
- Personalization
- Community/brand ambassadors
- Referrals/friend-get-friend schemes
- Customer Service

OPTIMIZATION:

- Web analytics
- BI
- Competitor benchmarking
- Online: surveys
- Offline: focus groups
- A/B testing
- Multi-variant testing

ACQUISITION:

- Data Mining (e.g. LinkedIn)
- PPC -> Email Marketing
- Content Marketing: get on the radar (through e.g. thought leadership in your category), so they can also approach you (e.g. White Papers etc.).

CONVERSION:

Build trust through your product's:

- Usability & Accessibility
- Certification/Accreditation
- Content & Functionality
- Personalisation & Targeting
- Promotions & Merchandising/ overall Marketing Plan
- Customer Support/Service

Retention
& Growth

Acquisition

*Measure
& Optimize*

Management &
Implementation

WE OFFER A STARTUP KIT:

01

**DEEP DIVE
KICK-OFF
CONSULTATION**



02

**MARKETING
STRATEGY
&
ACTIVATION
PLAN**



03

**BRAND BOOK
LOGO
ONE PAGER
PITCH DECK**



04

**WEBSITE
&
SOCIAL MEDIA
CHANNEL
SETUP**

EXECUTIVE COACHING

- We'll get you investment-ready. Go in front of the dragons with our investor pitch simulation!
- Need to go in front of the cameras?! No problem, with our strong media experience we're well equipped to provide media training.
- If you're a shy CEO and need to improve your public speaking we'll give you some tips.
- We'll even advise you on the cultural nuances of working abroad.



PRICING

Big agencies come up with big ideas. **I should know as I'm the person who came up with them!** And now, I'm still coming up with big ideas, but there's a difference. **No need to blow your budget with overheads and middlemen - you can talk directly to the person with the big ideas - me!**



Our rates are extremely reasonable. There's no retainer, you pay exactly for what you get.



Charged on a sliding scale by time. Some jobs are priced at a fixed rate.



With the startup kit you only take the items you need, but there's a discount if you go for the whole package.

TESTIMONIALS

READ WHAT CLIENTS SAY

“

The most willing cando attitude I have ever seen. She's a highly capable woman and the speed of response was second to none - which can be vital in the digital world. She focused on and achieved our business goals and always rose to the challenge”

Sara Boland
Marketing Director: GNER
Now Virgin Trains



“

Anna is the only person I know who can actually create business at a high level from scratch. She's also highly creative and produced an event model that was copied by our competitors! She was integral to the business through her work with creating strategic partners.”

Kevin Cornells
Country Director:
MATCH.COM



“

My team recently worked alongside Anna at the 2019 OurCrowd Global Investor Summit in Jerusalem. The three main reasons I enjoyed working with Anna? 1. Her enthusiasm, energy, and willingness to dive into different subject matter, soak it in, and completely embody it for the duration of a project. 2. She really thinks about the strategy behind a campaign, the reasons for doing it at all, and relating to the desired end results throughout the project. 3. She will not quit until she has her desired outcome, and that includes putting in the late hours or extra energy. Thank you, Anna!”

Liz Cohen
VP Marketing & Investment Community:
OUR CROWD



“Even though I thought I’d tried everything, Anna took my marketing and sales to the next level. She discovered integral mistakes in my website’s UX and gave me new methods (which I didn’t know about before) to sell my bags. She’s extremely knowledgeable in all aspects of marketing. I also love her energy - her passion for my product, as well as her patience with me is truly appreciated! Thank you, Anna!”

Erica Harel

Designer/Founder: ERICA HAREL

“Anna has been integral in terms of helping me scale my business. She implemented everything very quickly. Not only has she gotten me real results in terms of sales, but Anna is truly a great person to work with, she’s always smiling, has a positive never-give-up attitude and brings a lot of creativity and ideas to my projects. Her input was invaluable and I can’t recommend her enough!”

Alana Ruben

CEO/Founder: P=P

“Anna completely changed the way we market ourselves. She was a breath of fresh air, hard-working and incentive-driven. Productivity and turnover have increased dramatically. I would absolutely recommend you use her.”

Neil Conrich

CEO/Founder: VOICESQUAD

“Anna was extremely helpful in getting our website and marketing off the ground. Easy to understand for us who are new to the field... Anna was personable, very knowledgeable, great attention to detail. Now we have a great looking website... She was also very mindful of our budget and found ways to help us reduce our costs as much as possible. Highly recommended!”

Benjamin Ron

CEO/Co-Founder: TAROTWAZE





CASE STUDIES

Success Story: Digital Transformation

Currys & PC World

OBJECTIVE:

Ensure sales targets and margins were met, and campaigns were properly integrated in terms of offline to the online world. Overall increase online market share of sales from the home pages on the main chain websites (the biggest shop windows!) which I managed.

METHOD:

Complete overhaul of website, email marketing, plus 21 different Social Media channels!
Integrating all online comms with offline ads, working closely with all marketing teams i.e. PPC, SEO etc.

RESULTS:

- Created a major step change in eCommerce share of online business increased dramatically YOY from approx 11% to 33%
- Revenue increased 40% YOY
- Online traffic increased 95% YOY
- Improved processes, the look + feel and UX of the website and email performance
- The rich media content I produced increased online conversion.



Success Story: Strategic Partnership Marketing

[www.talktofrank](http://www.talktofrank.com)

OBJECTIVE:

Increase brand awareness without a budget through strategic partnerships.

METHOD:

- Key partners were secured through a specially developed model/scoring system for prospects
- Exciting ideas were created and the benefits of partnering with FRANK were delivered in order to entice a brand to partner.



UK Government



RESULTS:

- Increased the ROI from 2:1 to 16:1 (the COI requirement was only 4:1) in just six months
- Worked with youth brands to produce 85% awareness amongst the target audience of teens
- Scored 99 out of 105 in the client's evaluation
- Increased incremental business + made the COI the most profitable account in the agency
- Developed existing partnerships + created new ones with brands such as BT, Club 18-30, MTV, C4, CD Wow and working with the social networking sites producing extremely successful Social Media campaigns. Negotiated deals worth up to £800k in free media space.

Success Story: Product Launch

jDeal Launch - New York, USA



OBJECTIVE:

To launch jDeal (a Jewish daily deal site) with an extremely limited budget and within an incredibly tight timeline of 3 months!

METHOD:

After the logo and brand was created, all marketing channels were used to create brand awareness and a database of users.

The main marketing channels, however, focused on to bring some quick wins were PR, blogger outreach, buzz marketing using social media, email marketing, and a targeted online display campaign.

RESULTS - after just 3 months there were:

- Over 70 excellent deals offered to users on everything from kosher food and restaurants to teeth whitening
- Over 150 merchant requests to be featured in a daily deal, with more asking daily
- Over 78 press mentions
- Over 24 significant articles written in well respected media such as *The New York Times*, *Crain's*, *Adweek*, *Brandweek*, *Tech Crunch*, *The Jewish Week*, *PR Week*, *Fast Company Blog* and *The Jewish Channel*.
- Grew the database over 15 x from email campaigns and blogger outreach work
- jDeal's social media pages were grown from zero to thousands of followers, mainly through the Brand Ambassador campaign implemented
- Over 50 companies requested to join the jDeal affiliate programme
- An official media partnership with *The Jewish Week* was created, plus several other great strategic partners were also recruited.

Success Story: Growth-Hacking Powtoon, Tel Aviv

OBJECTIVE:

Increase sales and brand awareness for Powtoon with a tiny budget!

METHOD:

- Employed all marketing channels and growth-hacking methods
- Came up with ideas and produced campaigns that resulted in the most used templates and highest sales days to date at the time
- Grew the marketing dept in terms of staff, suppliers and put the right resources in place
- Represented Powtoon at the 2014 Web Summit (Paypal had selected Powtoon to be the exemplar for their Startup Blueprint Program).

RESULTS:

- More than tripled the database of users by millions
- Doubled monthly sales revenue
- More than tripled the amount of Powtoons being created
- Within 6 months transforming PPC from a negative to a 400% positive ROI
- Grew the business through strategic partnerships.



Success Story: Increasing acquisition

Match.com, USA

OBJECTIVE:

Match.com had reached saturation point in the USA so needed to increase acquisitions from the rest of the world.

METHOD:

Used a robust methodology to identify brands Match would have a synergy with. Once prospect list was created, successfully sourced and developed relationships and created ideas to work with potential partners. Campaigns were successfully implemented with brands including Selfridges, Avon, LA Fitness, LTA and Ann Summers This was particularly notable as previously these brands did not have a relationship with Match, online dating was taboo and this method of marketing new.

These brands were also perfect for the target audience. Media partners MSN and AOL were also recruited and put on a rev share, so promotion of Match was free and Match received millions of dollars worth of media value.

RESULTS:

One such promotion, a tie in with the theatrical release of the film "Bridget Jones 2" with UIP, achieved an 8% acquisition increase in the database in approx 4 weeks!



Success Story: Email Marketing

Virgin Trains (formerly GNER)



OBJECTIVE:

GNER needed to sell seats on their trains.

METHOD:

Creation of a full eCRM strategy. GNER's database was also segmented so relevant messages and tone of voice helped create personalized emails to inspire the appropriate audience to travel.

RESULTS:

- Overall revenue increased by over 100%
- The database was doubled in just over a year
- The monthly leisure e-newsletters produced an average ROI of 48:1
- Seat Sale emails produced an ROI of up to 90:1 with uplifts of £810k in revenue
- An Easter seat sale achieved 400,000 new acquisitions alone.

Success Story: UK's largest ever Sales Promotion for Coca-Cola at the time

OBJECTIVE:

Successfully launch and manage "Buy-a-player", Coke's campaign to leverage their partnership with the Football League.

METHOD:

- Create a good website, SMS + website entry mechanics
- Implement publicity for the campaign
- Manage the £1.4m budget + team
- Ensure the 43 million bottles got to market correctly
- Resolving underwriting issues + ensuring ISP (Institute of Sales Promotions) compliancy.

RESULTS:

- Gained a tremendous PR
- The promo was repeated the following year due to its success + enjoyed great awareness.



We'll get you moving faster than your competition!

Contact us to find out how.

www.annakingsley.com

anna@annakingsley.com

+972.(0)52.682.1257

Central Tel Aviv

BUILDING THE BRANDS OF TOMORROW

