

MANIFEST



About Manifest

We love to do what our clients hate doing; and do it better than they ever imagined possible.

Three 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!

The 'unknown, knowns'

Manifest is the new business consultancy for agencies who want to engage with the 'unknown knowns'; those vibrant new businesses who may as yet be unknown to the marketing world (and have not yet made it onto the databases most other new business resources, both in-house and outsourced, subscribe to) but who are most certainly on the radar of the investment communities throughout the world.

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 work on a retained basis with a quarterly minimum service level guarantee. The size of the retainer 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?

That is the crux of the matter really and the reason why we want to meet with you, face-to-face, to explain just how we can do what so many people and so many organisations find so difficult.

We will then prepare a bespoke proposal which we will garner you with for you to reflect upon in your own time. No hard sell. Just options.

Contact Us

Manifest New Business Limited
Chester House, Kennington Park
London, SW9 6DE

+44 (0) 20 3735 5930
info@thisismanifest.com

Visit us:
thisismanifest.com