

EVOLVE

Be The Brand They Never Forget.

Marketing Evolve Offer Deck

www.marketingevolve.com

Who We Help.

We help **professional service businesses** make their expertise visible to decision makers, through **strategic podcasts, articles/blogs, pitch decks and LinkedIn storytelling.**

With 8+ years of marketing experience, Marketing Evolve aims to give founders the:

- ▶ Insight, structure, and results of an agency.
- ▶ Flexibility, care, and collaboration of an in-house partner.





What We Do.

We create content that builds trust before the first conversation, strengthens your industry presence, and drives inbound opportunities that convert naturally.



Podcast Production

Launch a podcast that builds trust and wins clients. We handle editing, publishing, and promotion so you can focus on the conversations that grow your business.



Blogs & Articles

Thought-leadership pieces that establish authority and drive organic reach. We turn your expertise into polished, SEO-optimised stories that convert readers into leads.




LinkedIn Content

We create strategic, high-impact posts that position you as the voice of your industry. Includes strategy, ghostwriting, design, and content scheduling.



Pitch Decks & Documents

We design sharp, cohesive marketing materials. Our goal is to get your expertise in front of the right decision-makers.



Podcast Production.



Podcast Logo



Apple & Spotify Episode Covers



Short-Form Clips for LinkedIn & Shorts



Full Editing



Mid-Roll Promo Video

Results in the first 2 months:

- **Target CEO** watched all episodes before the first call.
- Marketing leaders from major companies reached out, including 3 **introductions directly to CEOs** within the first month.
- A **consistent content** engine that builds authority & trust.



Podcast Production.

- ✓ Brand Identity
- ✓ Platform Setup and Tech Stack
- ✓ Publishing
- ✓ Full Editing
- ✓ Weekly Content Rhythm and KPIs
- ✓ Mid-Roll Promo
- ✓ Organic Promotion

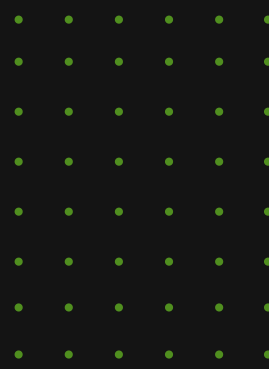
From £600/month (2 episodes)

From £850/month (3 episodes)

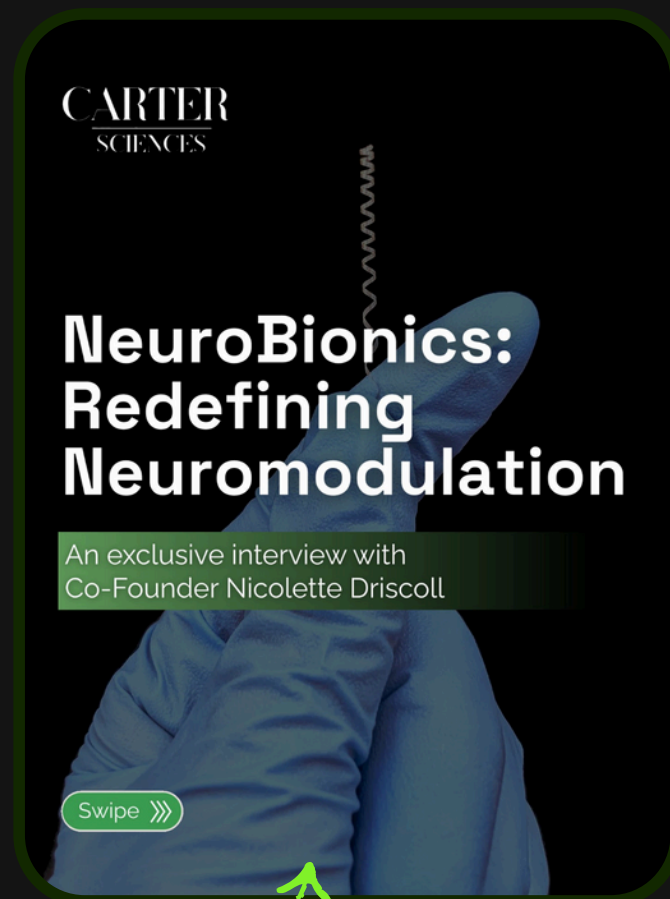
From £1,050/month (4 episodes)

Minimum 3-month contract.

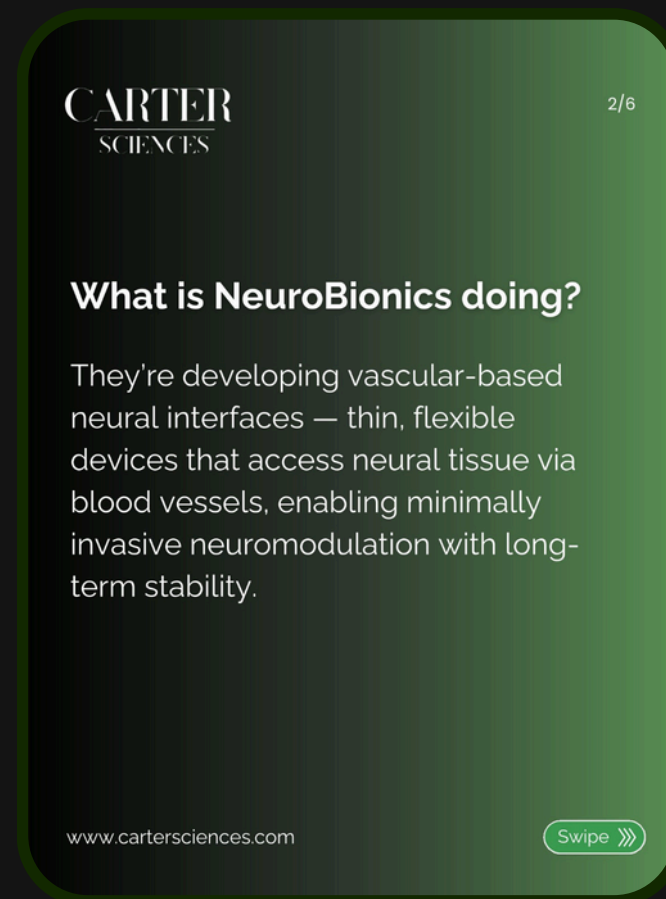
Learn more 



Blogs & Articles.



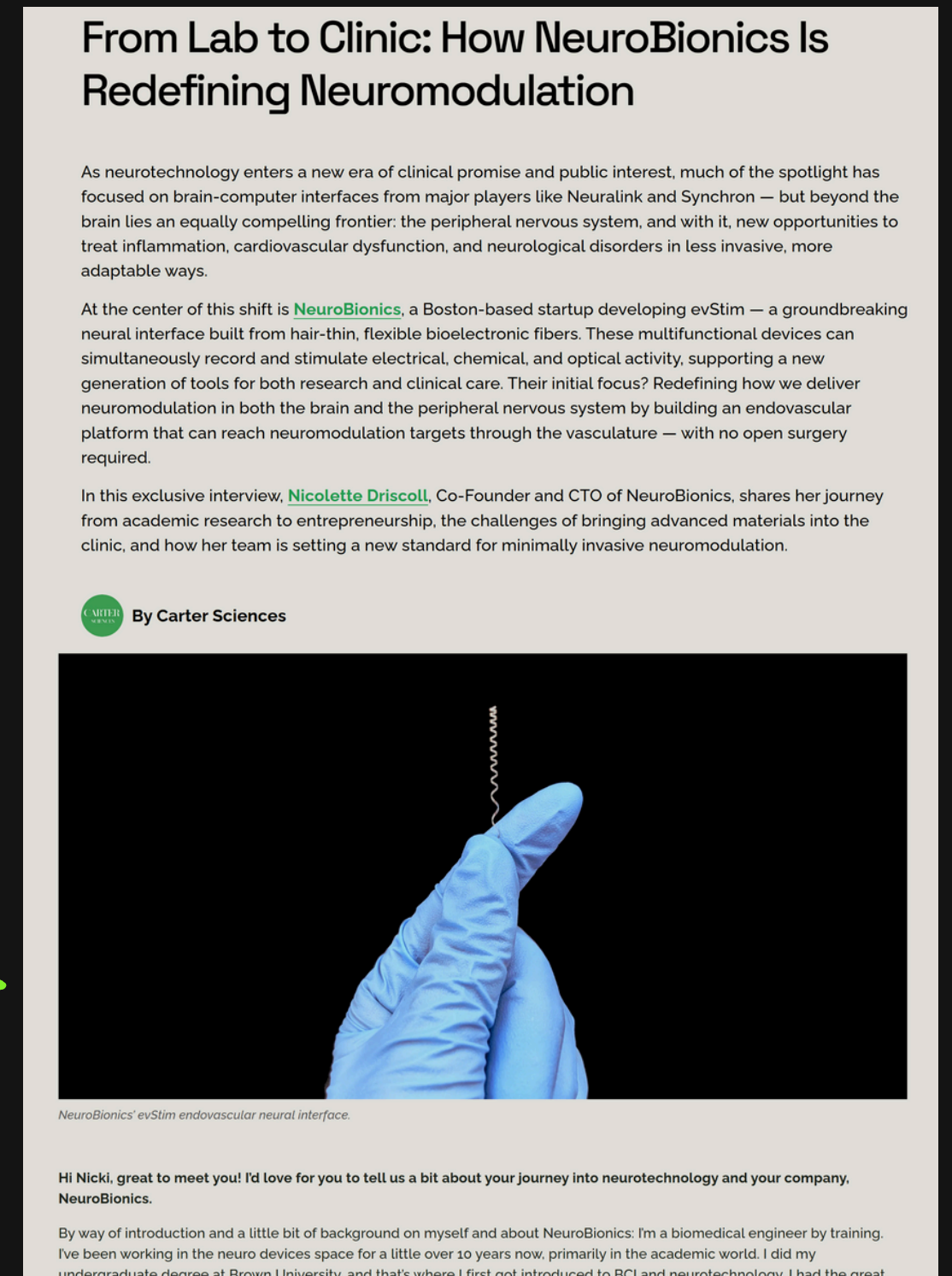
LinkedIn Content Driving Traffic to the Blog



Impactful Quote Cards



Founder Spotlight Interview Blog on Clients Website





Blogs & Articles.

- ✓ Interview-Based Articles Written from Recordings or Transcripts.
- ✓ Researched Articles Crafted from Briefs and Industry Insights.
- ✓ Includes Blog Upload, Formatting, and Optimisation.
- ✓ LinkedIn Content to Drive Traffic to the Article/Blog - Carousels, Quote Cards, Videos.

**2 articles per month
from £600**

**3 articles per month
from £850**

**4 articles per month
from £1,100 month**

Minimum 3-month contract.





Social Media Packages.

- ✓ Clients can choose 2–3 platforms (Instagram, LinkedIn, TikTok, Facebook)
- ✓ Includes carousels, videos, quote cards, text posts
- ✓ Content Strategy & Planning – Clear themes, posting rhythm, and messaging aligned with your brand goals.
- ✓ On-Brand Content Creation.
- ✓ Caption Writing with keyword Research
- ✓ Scheduling & Performance Reporting.

Starter £800 per month
12 posts

Growth £1,200 per month
16 posts

Authority £1,500 per month
20 posts





LinkedIn Content (thought leadership).

- ✓ Content Strategy & Planning – Clear themes, posting rhythm, and messaging aligned with your brand goals.
- ✓ On-Brand Content Creation.
- ✓ Caption Writing with keyword
- ✓ Research – Optimised for visibility and reach within your niche.
- ✓ Scheduling & Performance Reporting.

From £500 per month
4 posts (mix of carousels, quote cards, text)

From £850 per month
8 posts (mix of carousels, videos, quote cards, text)

From £1,200 per month
12 posts (mix of carousels, videos, quote cards, text)

Minimum 3-month contract.





Website Optimisation.

- ✓ Continuous UX improvements (navigation, layout, clarity)
- ✓ On-page SEO updates (keywords, metadata, internal linking)
- ✓ Monthly content optimisation (rewrite + polish of existing pages)
- ✓ Adding new pages/sections as needed (within plan limits)
- ✓ CTAs + conversion improvements
- ✓ Monthly analytics report + recommendations

From £350 per month
Up to 2 page improvements

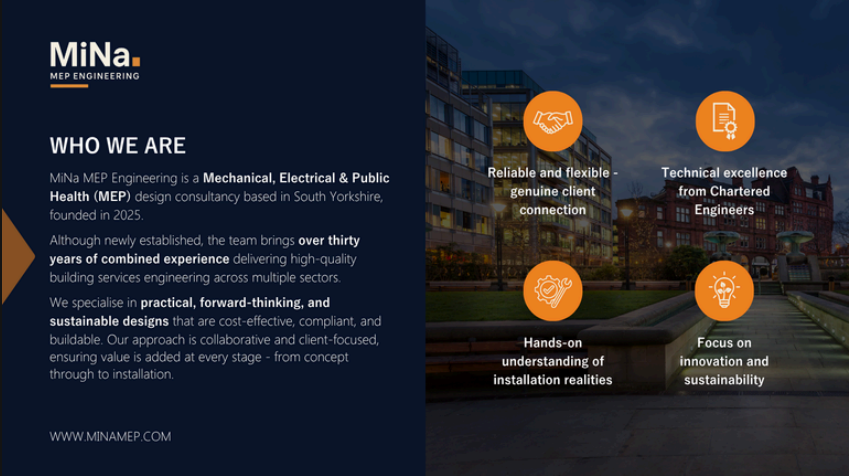
From £700 per month
Up to 5 page improvements +
1 new content piece monthly

From £1,000 per month
Up to 10 page improvements +
2 new content pieces monthly

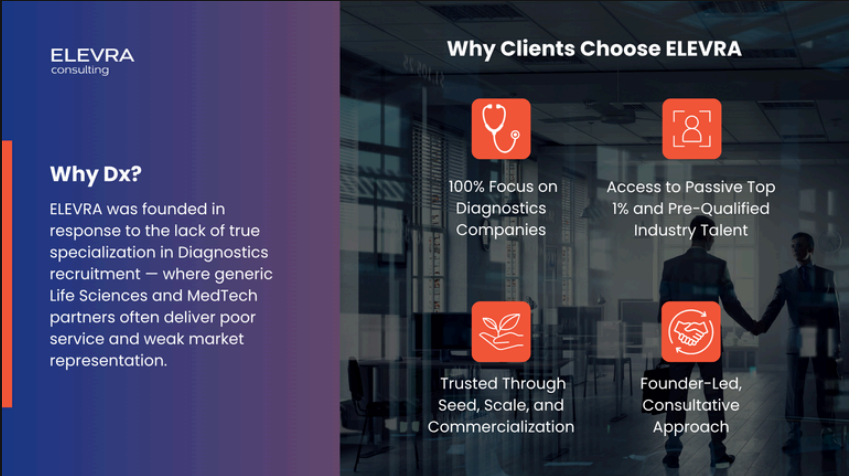
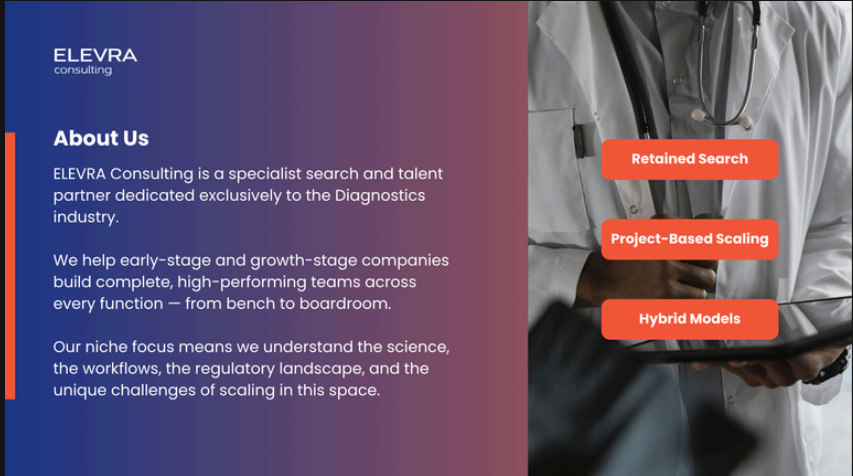
Minimum 3-month contract.



Pitch Decks & Documents.



From £500
Polished,
branded design
for an existing
presentation (10–
15 slides)



From £900
Full redesign +
structure, copy
refinement, and
creative direction
(15–25 slides)

One-off project fee.



Client Testimonials.

ELEVRA
consulting

“The brand awareness has been incredible. Candidates and clients now mention the podcast in calls — one CEO even told me he’s watched every episode. It’s been a great way to build trust and position our brand in the market. We’ve built a process that works, from editing to distribution — and I completely trust Katerina with her side of the operation. It genuinely feels like a partnership.”

David Filby
Founder



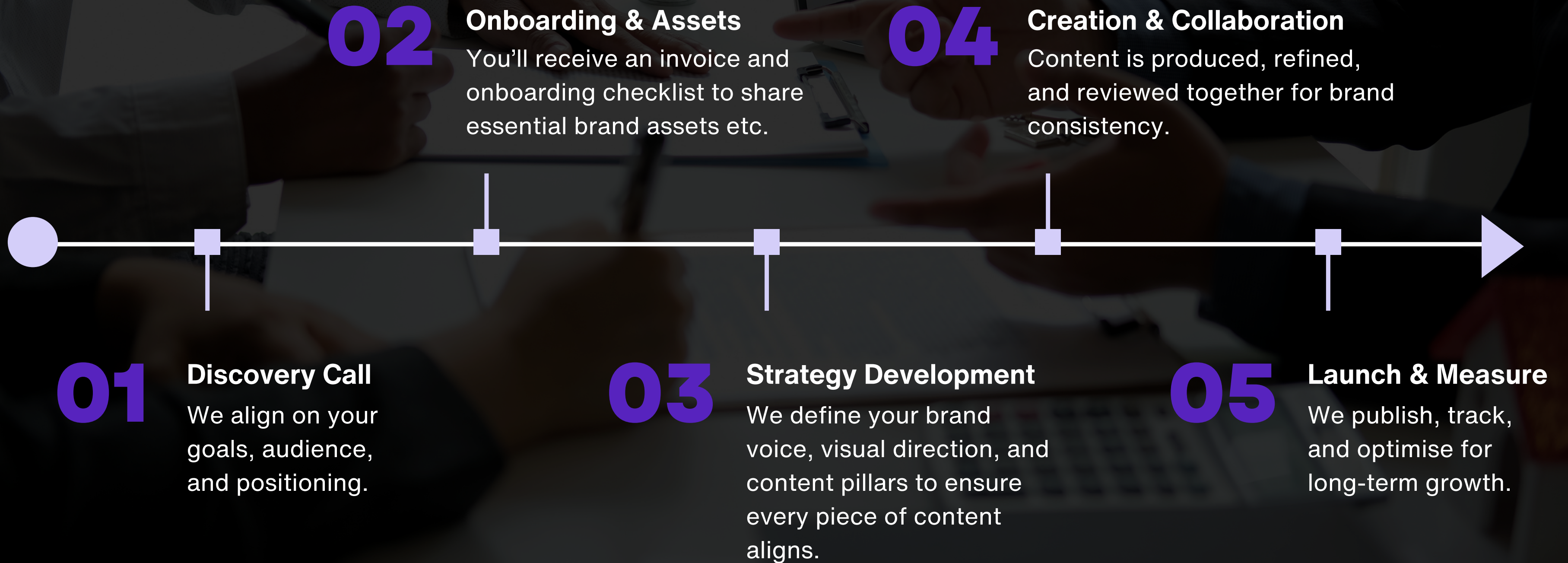
HWE B M
SERVICES LTD

“Katerina was fantastic from our first conversation through to the delivery of our LinkedIn content and pitch decks. She’s professional, attentive, and truly takes the time to understand your goals and bring your vision to life.”

Drew Exton
Managing Director



Our Process.



EVOLVE

Thank you for considering Marketing Evolve.



Phone

+44 7392 712758



E-Mail

info@marketingevolve.com



Website

www.marketingevolve.com

