



## HAPPY MARKETER LTD

### About

Sophie Blackmore is a marketer who works with SMEs to create simple marketing strategies. Through content and practical solutions, she gives clarity, focus and confidence to get things done.

As a marketer who has spent years as the entire marketing department, Sophie was used to having to work across multiple tactics and tools to help deliver an integrated strategy. Her main issue was time - time to research the right tools and time to do the implementation. She knew what she had was below par, and needed help to get it up to speed.

### Solution

I took Sophie through a process of starting with what tools she had, why she felt they were not working and what she was trying to achieve. We then identified steps in the customer journey that she could work on and improve and set out a plan to do just that.

### Results

As well as saving £500 in costs by switching software suppliers, Sophie now also saves at least an hour's worth of manual process with new clients having automated some areas.



***“Becky is calm, clear and insightful. She really helps to unpick a process and break it down into actionable and manageable pieces. With the benefit of her experience and enthusiasm for customer journeys my own onboarding processes have been SO much better since I worked with her.”***

Sophie Blackmore, Happy Marketer

<https://www.happymarketer.co.uk>