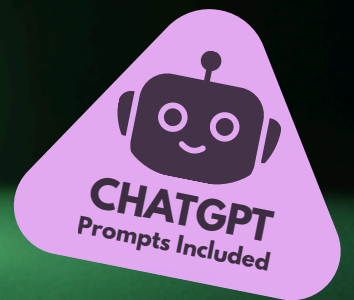


THE SME
MARKETING GUY



Outsmart YOUR Competition

Build Your Edge Today



Quick Intro...

Competition isn't a threat. It's the sharpest tool for growth, if you know how to use it. This playbook shows you how to study competitors, uncover hidden gaps, and reframe weaknesses into strengths. With the right systems, insights, and execution, you'll stop reacting to rivals and start dictating the rules of the game. Competitive edge isn't about luck; it's about discipline, clarity, and the courage to move first.

The 3 Things You'll Learn...

01 Mapping The Battlefield



You'll learn how to identify direct, indirect, and substitute competitors, and see the market through your customers' eyes, giving you a clear view of the real fight ahead.

02 Finding And Owning The Gaps




You'll discover how to pinpoint weaknesses in your rivals' strategies, from underserved niches to neglected channels, and turn them into opportunities your business can win and defend.

03 Building Defences That Last



You'll explore how to create moats, durable advantages like loyalty, community, and brand equity, so competitors can copy your features but never your edge.

A woman with long blonde hair is smiling and looking towards a man with glasses and a beard. They appear to be in a meeting or office setting. The background is blurred, showing other people. The overall tone is professional and positive.

Your true competitors
aren't just the ones who
look like you, they're
anyone your customer
believes can solve their
problem faster, cheaper,
or better

DEFINE YOUR COMPETITIVE LANDSCAPE

Every market is a battlefield, but the mistake many entrepreneurs make is assuming their only competition is the business that looks most like theirs. In reality, customers rarely think in categories, they think in solutions. To build an edge, you first need to map the true landscape you're operating in, not just the obvious players.

Direct Vs. Indirect Competitors

It's easy to spot the rival selling a near-identical product or service. But often, your fiercest competitor is the one solving the same customer pain in a different way.

Direct competitors: Those offering the same core product or service, targeting the same audience.

Indirect competitors: Those who solve the problem differently but compete for the same spend (e.g., a gym vs. a home Peloton bike).

Future competitors: New entrants and disruptors waiting in the wings.

Recognising these layers of competition shifts your mindset from narrow rivalry to broad vigilance. It reminds you that customers have more choices than ever. Some obvious, some hidden, and some still emerging. The edge comes from anticipating those choices before your audience does.



Don't just study competitors' products. Study their customers. Reviews, forums, and testimonials reveal the cracks in their armour where your business can win ground.



Category And Substitutes

Your customer's frame of reference often isn't the neat "industry category" you use internally. Instead, they compare you to whatever is closest in their world.

Map the "job-to-be-done" (what the customer is really hiring your product for).

List substitutes, even if they don't look like competition at first glance.

Understand the emotional as well as functional alternatives customers weigh up.

Example: A coffee shop isn't just competing with another café, it's competing with energy drinks, water bottles, and even "make it at home."

When you think in terms of substitutes, you stop limiting yourself to industry labels and start competing for the real decision the customer is making. People aren't choosing between categories, **they're choosing between outcomes.**

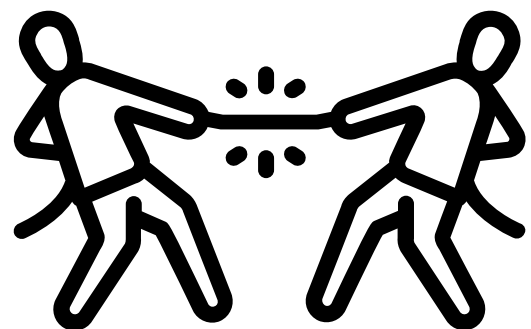
Seeing your business through this lens helps you spot hidden threats, but more importantly, it reveals fresh opportunities to position yourself where competitors aren't even looking.



Customer Lens

Customers don't care about your market share graphs; they care about outcomes. Positioning yourself starts with understanding how they actually perceive the options.

- **What words do they use when they describe “the competition”?**
- **Which problems do they believe each competitor solves best?**
- **Where do they see gaps or frustrations?**




Your lens: competitive analysis.

Their lens: “Who’s going to solve my problem with the least friction and the most value?”

Defining your competitive landscape is not about building a long list of names, it's about seeing the world through your customer's eyes. When you map competitors this way, you stop playing the narrow game of “better than X” and start preparing to outmanoeuvre across the whole arena. This chapter is your foundation: know the battlefield, and you'll know how to win on it.



Competing in business is like playing chess. The win isn't in the move you make now, it's in seeing three moves ahead of your rival and forcing them to play your game.

A photograph of three business professionals in suits laughing together outdoors. The image has a blue tint. The text is overlaid in white.

The entrepreneurs who win aren't the ones with the most data, but the ones who build a system that turns competitor noise into clear, actionable signals

SET UP YOUR RESEARCH STACK

A competitive edge isn't built on gut instinct alone . It's built on information. The sharper your research stack, the faster you can spot threats, seize gaps, and avoid costly surprises.

This chapter is about equipping yourself with the right tools, the right system, and the right rhythm to track competitors consistently without drowning in data.

Tools And Sources

You don't need an army of analysts, just the right mix of tools and discipline.

- **Free tools:** Google Alerts, LinkedIn, Glassdoor, social media searches, review sites.
- **Paid tools:** SEMrush, Ahrefs, Similarweb, Brandwatch, BuzzSumo.
- **AI tools:** ChatGPT, Claude, Perplexity.ai, Crayon, Klue, Mention, Sprinklr AI
- **Low-tech hacks:** Subscribe to competitor newsletters, follow their YouTube channels, test their onboarding flows.



Brandwatch

Claude



YouTube



sprinklr



Crayon

The goal isn't to collect everything! It's to set up reliable, streams of intel that flow to you automatically, turning overwhelming data into insights you can act on fast.



If you use AI tools, just remember: AI won't replace your judgment but it will multiply your capacity. Let the tools collect and crunch the competitive noise, so you can focus on the strategic moves that actually matter.



Capture And Organise

Raw data is useless unless it's organised and accessible.

Research Tracker: Keep a single sheet or database logging competitor updates, observations, and evidence.

Tagging System: Categorise intel (e.g., pricing, product, content, retention) so you can sort patterns quickly.


Evidence Bank: Store screenshots, emails, ads, and landing pages to reference later.

Think of this as building your own “competitor library”, a living archive you can return to whenever you need to test a hypothesis or defend a decision.

Your Radar

Your research stack is like radar: it doesn't stop threats, but it lets you see them coming in time to adjust course. Entrepreneurs who take the time to build these systems once end up with a permanent advantage because while others are reacting in surprise, you're already moving two steps ahead.

Don't aim for more data, aim for better signals. A few sharp insights, tracked consistently, will outclass a hundred random screenshots sitting in your inbox.



The fastest way to outsmart competitors isn't by studying their features, it's by listening to their customers and fixing the frustrations they leave unsolved

LISTEN TO THE CUSTOMER VOICE

The sharpest competitor insights don't always come from the competitor themselves, they come from the mouths (and keyboards) of their customers. Every review, comment, and support ticket is a free focus group. By mining the customer voice, you uncover not just what rivals are doing, but how well they're doing it, and where they're falling short.

Review Mining

Every competitor leaves a trail of customer sentiment in public view.

Sources	Trustpilot, G2, Reddit, Amazon reviews, Google Reviews.
What to look for	Common frustrations, repeat praise, features customers wish existed.
How to use it	Capture phrases in their exact words. These become raw copy for your marketing.

Objection Capture

Hidden inside reviews and forums are the real objections people raise before buying.

- **Note what customers fear about competitor solutions (e.g., “too complicated,” “bad support”).**
- **Track what drives cancellations or returns.**
- **Identify which objections are left unanswered. That's your entry point.**

When you learn to capture and answer the objections your competitors ignore, you don't just win the sale, you win the trust that keeps customers loyal.



Voice-Of-Customer Matrix

Organise findings into a clear structure so patterns emerge.

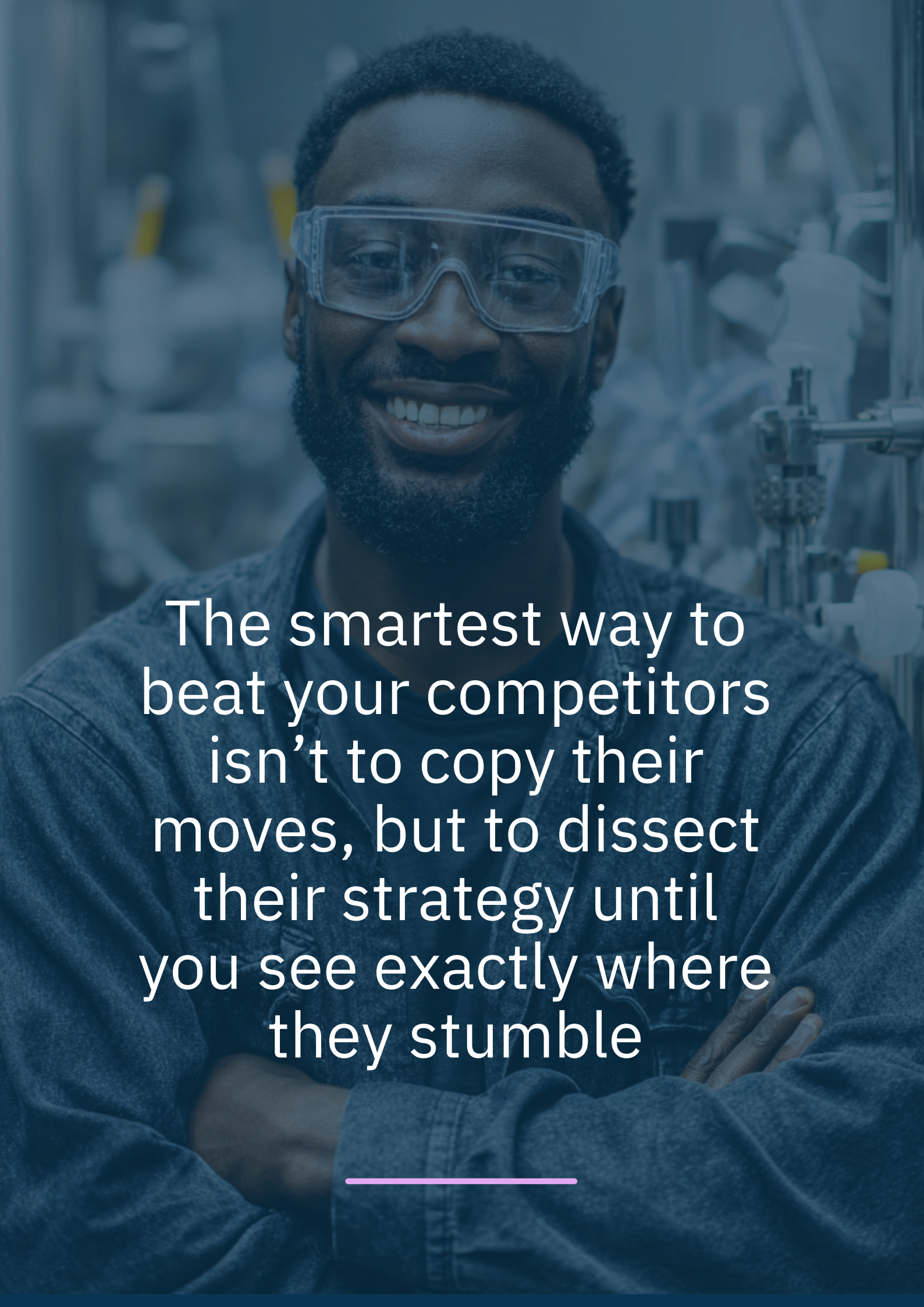


Once you've mapped this, you can test your own messaging against it. If you speak directly to pains and gains your rivals ignore, you immediately stand apart.

The Power Of Resonance

When you listen to customers (not just yours, but your competitors') you gain a window into what really drives buying decisions. While others are copying features, you'll be building resonance. And resonance is what makes customers switch.

Don't just collect complaints either! Collect the exact language customers use. Their words are more persuasive in your marketing than anything you could write yourself.

A man with a beard and safety glasses is smiling in a factory setting. The background is a blurred industrial environment with machinery and pipes. The text is overlaid on the image in a white, sans-serif font.

The smartest way to
beat your competitors
isn't to copy their
moves, but to dissect
their strategy until
you see exactly where
they stumble

COMPETITOR TEARDOWN FRAMEWORK

Knowing your competitors exist isn't enough. You need to understand how they operate, win customers, and keep them. A proper teardown gives you a clear picture of their strengths, weaknesses, and blind spots. Done right, it's less about copying and more about spotting the angles they can't see.

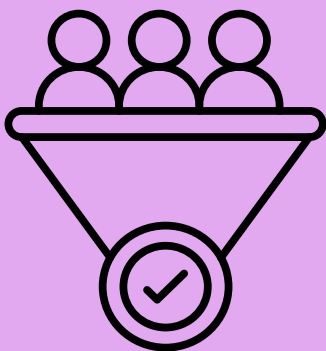
Website And Funnel

Your competitor's website is more than a digital storefront, it's their 24/7 salesperson. The way it looks, feels, and flows tells you a lot about how they attract and convert customers. A funnel is simply the journey a visitor takes from first click to final purchase, and analysing it can reveal both clever tactics and hidden friction.



Check UX

Start with usability. Is the design clean and easy to navigate, or cluttered and confusing? How quickly does a visitor understand what they offer? Poor UX is often where great products lose customers.



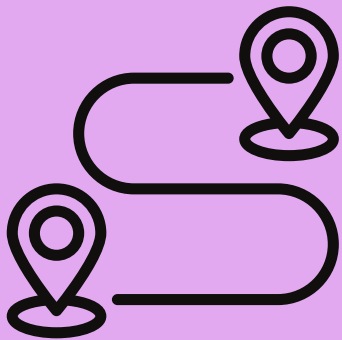
Conversion tactics

Look closely at how they try to close the sale. Do they use bold CTAs, exit-intent pop-ups, limited-time offers, or trust signals like testimonials and guarantees? These are clues to what's working for them.



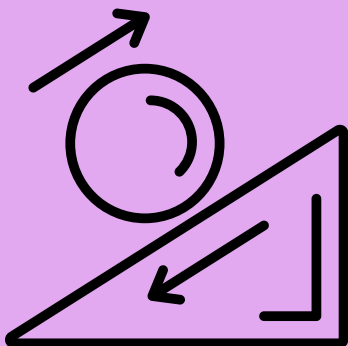
Website And Funnel (continued)

Each flaw you spot is not just their weakness; it's your opening to create a smoother, stronger journey.



Journey Flow

Count the steps from homepage to checkout. A long, complex journey can kill conversions. A short, frictionless flow suggests they've optimised for speed and simplicity.



Friction points

Identify the drop-off zones. Is pricing hidden behind multiple clicks? Do customers have to create an account before buying? Every hurdle is an opportunity for you to do it better.

By mapping out a competitor's website and funnel in detail, you see the story they're telling customers and where that story breaks down.



SEO And Ads

Search and advertising reveal how much muscle your rivals are flexing and where they're placing their biggest bets. By studying what they publish, rank for, and pay to promote, you gain a clear sense of their growth priorities.

SEO

Look at which keywords they dominate, what topics they blog about most, and the strength of their backlink profile. This shows you where they're trying to win organic traffic and authority.

Paid search

Track the ads they're running on Google or Bing. Which search terms are they targeting? How aggressively are they spending? Paid search signals intent, they won't put budget behind a campaign unless it matters to them.



Every ad campaign leaves gaps. Watch what your rivals ignore, keywords not covered, audiences not targeted, or formats they skip. Those blind spots are where your quickest wins lie.



SEO And Ads (continued)

Search and ads expose where your competitors are putting their weight and money. By analysing what they rank for, publish, and promote, you uncover their true growth priorities.

Social ads

Examine their creative choices: are they using bold hooks, lifestyle imagery, or educational reels? Which formats appear most often? Stories, carousels, or video? Ads give away who they're chasing and how they're trying to connect.

Opportunity check

Every campaign leaves gaps. Which keywords don't they cover? Which audiences or platforms do they ignore? These blind spots are your chance to step in where they're absent.



Competitor keywords and ads aren't just noise, they're a roadmap. If they're paying to rank or promote, it's because those terms drive revenue. Follow the money, and you'll see their true priorities.



Content And Socials

Content is where your competitors reveal how they want to be seen and who they're trying hardest to impress. Every blog, video, or post is a signal of positioning, priorities, and the audiences they're chasing. By dissecting both style and substance, you'll uncover the stories they tell and the stories they avoid.



Tone of Voice

Are they formal and authoritative, or playful and relatable? Technical and detailed, or conversational and light? Tone tells you not only who they're targeting, but how they want to be perceived in the market.



Content formats

Look at the formats they invest in: long-form blogs, short videos, thought-leadership podcasts, or live webinars. Each choice reflects where they believe their audience pays the most attention.



Content And Socials (continued)

Content is your competitor's mirror. It shows how they want the market to see them and which audiences they value most. Every blog, video, and post signals their positioning, priorities, and intent. Study both what they say and what they leave unsaid, and you'll uncover the story they're trying to own, and the ones they're ignoring.



Engagement signals

Don't just note what they publish, measure what sticks. Which blogs get shared? Which videos drive comments? Engagement tells you which stories connect with real people.



White Space

Identify what they don't talk about. Are there industry questions they ignore? Topics they never touch? White space is your chance to step in and own conversations your competitors have left on the table.

Content and socials give you a live feed of your competitors' positioning in the wild. Study it closely, and you'll know not only how to out-talk them, but how to out-think them.




Retention And Onboarding

Winning a customer once is expensive. Keeping them is priceless. That's why onboarding and retention are critical to analyse: they show whether your competitors are building loyalty or leaking customers. The journey after purchase is often where gaps are widest and where you can outmanoeuvre them with smarter support and follow-through.

- **Onboarding flow:** Sign up, purchase, or demo a competitor and track their welcome. Do they guide you with value, or vanish after the first touch?
- **Retention tactics:** Spot loyalty plays like referrals, VIP groups, or memberships. Strong retention means they're invested beyond the first sale.
- **Churn signals:** Where do customers drop off? Complaints about cancellations, upgrades, or support expose weak lifecycle points.
- **Compare promises vs. delivery:** Do they match claims with reality? Bold promises vs. poor reviews highlight gaps you can exploit.

By analysing retention and onboarding, you're not just looking at how competitors sell. You're learning how they keep. And in a world where switching is easy, the business that wins on loyalty usually wins the war.



The biggest wins don't
come from beating
competitors at their
strengths, they come
from exploiting the
gaps they're too slow
or too blind to see

IDENTIFY THE GAPS

Competitors may look strong on the surface, but no business covers everything. Every product has blind spots, every strategy has cracks, and every market has underserved corners. Your job is to uncover these gaps and position yourself where rivals fall short. This is where competitive analysis moves from observation to opportunity.

Feature-Benefit Parity Grid

Most competitors fight on the same set of “table stakes” features. The trick is separating what’s expected from what actually differentiates.

Table stakes: Features every player must have just to compete.

Differentiators: Benefits that make a customer choose you.

Parity grid: Map out where competitors match, and where they fail to deliver outcomes.

When you see clearly which features are just survival basics and which benefits truly sway decisions, you stop blending into the crowd and start carving out a position only you can own.



The smartest differentiators aren't always about adding more, they're about stripping away what doesn't matter and doubling down on the benefit competitors overlook.



Opportunity Backlog

Spotting gaps is only half the battle. The real edge comes from capturing them. Think of your opportunity backlog as a living list of plays your competitors haven't made yet. The stronger and more structured this backlog, the faster you can turn blind spots into business growth.

- **Underserved niches:** These are customer segments your rivals overlook, often because they seem too small or too specific. What they miss, you can own — and small niches often grow into loyal tribes.
- **Over-served features:** Sometimes competitors pile on complexity customers don't want. If everyone is adding bells and whistles, offering a simpler, leaner version can be your sharpest differentiator.
- **Neglected channels:** Are competitors ignoring TikTok, podcasts, or local partnerships? Being the first mover in a quiet channel can give you outsized visibility.
- **Pain points:** The goldmine. Every unresolved frustration in competitor reviews or forums is an open door. Solve it faster, cheaper, or more elegantly, and you'll win customers without a fight.



Treat your opportunity backlog like a pipeline, not a wish list. Rank gaps, test them fast, and double down only on the ones that prove real traction with customers.



Sizing And Scoring


Of course, not every gap is worth your energy. Some are distractions that drain resources without real return. That's why you need a simple scoring system to cut through the noise.

Impact: How much value would solving this problem create for the customer and for your bottom line?

Confidence: How sure are you that customers truly care about this gap? Back this up with data, not guesswork.

Effort: How much money, time, and energy will it take to deliver? A “low-effort, high-impact” gap should always rise to the top.

Use models like ICE (Impact, Confidence, Effort) or RICE (Reach, Impact, Confidence, Effort) to bring structure. These aren't just acronyms. They're filters that protect you from chasing shiny objects and keep you focused on the gaps that really move the needle.

A group of people, including a woman in the foreground with curly hair, are smiling and looking towards the right. The image has a blue tint and is used as a background for the text.

Your own flaws aren't liabilities... they're storytelling fuel, and when you reframe them with confidence, they become the very edge that sets you apart

TURN YOUR WEAKNESSES INTO STRENGTHS

Every business has weak spots be it limited resources, smaller teams, higher prices, or lack of brand recognition. But here's the secret: those weaknesses can be reframed into competitive advantages. The brands that win aren't flawless; they're the ones who flip perception and turn liabilities into reasons to buy.

Reframing Playbook

Weakness is often just a story told the wrong way. Change the frame, and you change its power.

- **Small = Personal:** A small team can mean faster service and closer relationships.
- **Expensive = Premium:** Higher prices can signal higher quality, exclusivity, or better outcomes.
- **New = Agile:** Being new means you're not tied down by legacy systems or slow decision-making.
- **Niche = Specialist:** Serving a focused audience makes you the expert, not the outsider.

Concluding sentence: When you reframe your limitations, you stop apologising for them and start positioning them as the very reasons customers should buy from you.



Don't wait for customers to call out your weaknesses! Bring them up first, reframe them with confidence, and you'll instantly disarm objections. By controlling the narrative, you turn what looks like a disadvantage into a badge of strength. For example, instead of hiding behind "we're small," embrace it as "we're closer, faster, and more personal." When you lean into your so-called flaws, you make them impossible for competitors to use against you.



Case Studies And Examples

History is full of businesses that won by embracing their flaws:

- **Avis:** “We’re No. 2, so we try harder.” A direct weakness turned into a customer promise.
- **Dyson:** Lack of heritage in vacuum cleaning became innovation leadership.
- **Innocent Drinks:** Playful, informal tone turned their smallness into authenticity.

These examples prove that the stories customers remember are rarely about perfection, they’re about honesty, humility, and the courage to flip weakness into strength.

Your Reframing Statements

This is where analysis becomes action. Write three to five statements that flip your current weaknesses into strengths. For example:

- **“We’re not the cheapest, we’re the most reliable.”**
- **“We’re not the biggest, we’re the fastest.”**
- **“We’re not for everyone, we’re for people who care about X.”**

By crafting and testing reframing statements, you create a simple playbook for turning objections into powerful points of differentiation. Weaknesses don’t disappear, but reframed correctly, they can become the sharpest parts of your brand story. While competitors fight to look perfect, you’ll win trust by being honest, flipping the script, and showing why your so-called flaws make you the stronger choice.



The strongest competitive edge isn't a single tactic, it's a moat of value, loyalty, and trust that rivals can't easily cross

BUILD YOUR MOAT

Beating competitors once is satisfying. Staying ahead of them for years is how you build real value. That's where your "moat" comes in, the protective barriers that make it difficult for others to copy or overtake you. A moat isn't about short-term tricks; it's about durable advantages that compound over time.

Offer And Pricing Innovation

Your product and pricing aren't just revenue levers, they're defensive walls.

Bundles and unbundles: Can you package solutions together (or split them apart) in ways competitors can't?

Guarantees and risk reversals: Reduce uncertainty by offering refunds, trials, or bold promises.

Tiered models: Create options that meet different segments without diluting value.

Smart pricing and packaging make it harder for rivals to copy your value without breaking their own model.

Switching Costs And Loyalty

Make it costly (in time, effort, or emotional investment) for customers to leave.

- **Onboarding effort:** A smooth setup makes customers invest energy they won't want to repeat elsewhere.
- **Integrations:** Connect your product to tools customers already use, making switching painful.
- **Loyalty programmes:** Turn ongoing use into tangible rewards that bind customers tighter.

When you raise the cost of leaving, you raise the value of staying and that's where true loyalty lives.



Brand And Community Assets

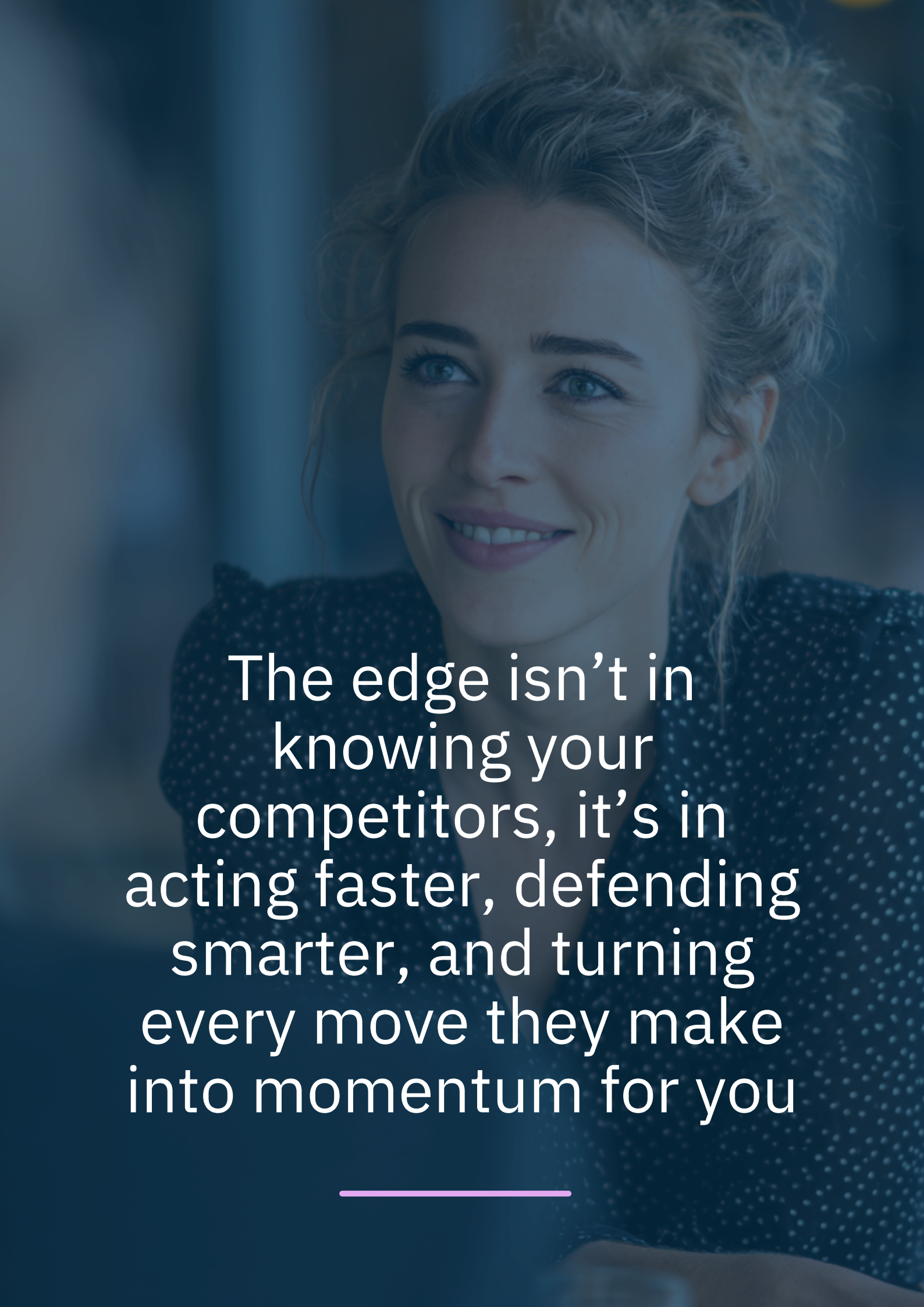
Some moats are invisible but incredibly powerful.

- **Brand equity:** Trust built over years is nearly impossible to replicate overnight.
- **Community:** A group of engaged users becomes both retention and acquisition engine.
- **Content library:** Evergreen resources create authority and lock in organic reach.

Competitors can copy your product, but they can't copy the relationships, reputation, and community that make you irreplaceable.



Moats aren't built in a day. They're built brick by brick, through pricing, loyalty, brand, and community, until your position is so well-defended that competitors can't easily storm your castle. That's how you shift from fighting battles to holding territory.

A woman with curly hair is smiling and looking slightly to the side. The image has a blue tint and is overlaid with text. The text is white and reads: "The edge isn't in knowing your competitors, it's in acting faster, defending smarter, and turning every move they make into momentum for you".

The edge isn't in
knowing your
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into momentum for you

ACTIVATE & DEFEND

All the research, insights, and reframes mean nothing if they stay on paper. Competitive edge is only real when you put it into action, and when you prepare to defend it. This chapter is about turning analysis into plays that move the market, and ensuring you're ready when competitors push back.

Battlecards For Sales And Support

Your front-line teams need simple, sharp tools to win head-to-head battles.

Comparison sheets

Quick “why us” answers vs. each competitor.

Objection handlers

Rebuttals for the top 5 customer doubts.

Proof points

Case studies, testimonials, stats that back up your claims.

A clear battlecard gives every team member the confidence to counter rivals without hesitation.



The best battlecards don't just arm your team with facts, they arm them with stories. A stat wins the head, but a story wins the heart, and that's what closes deals competitors can't touch.



Counter-Strategy Cards

Competitors won't sit still — the moment you make a move, they'll plot their response. Counter-strategy cards keep you ahead by mapping out likely reactions, pre-empting plays before rivals get there, and deciding in advance how you'll respond when they do. Whether it's cutting prices, launching features, or running campaigns, anticipation turns defence into offence and lets you dictate the pace of the fight.



90-Day Action Plan

A competitive strategy doesn't have to be overwhelming; it just needs to be actionable. That's why a 90-day plan is so powerful, it forces focus, discipline, and visible progress.

- **Top 5 moves:** Pick the biggest opportunities from your gap analysis.
- **Owners:** Assign responsibility to specific people, not just “teams.”
- **Deadlines:** Anchor each move to clear dates, urgency drives execution.

A 90-day plan brings discipline to ambition, turning big strategy into momentum you can feel right away, and in the ChatGPT section of this Playbook, you'll find a tailored prompt to help you create yours instantly.



Want to turn this Playbook into practical use? (and ask AI to help cheat)

1) Open ChatGPT and start a new chat.

2) Upload this Playbook by hitting the + button.

4) Copy and paste the below into the dialogue box (editing the relevant part)...

"You are my business strategist and analyst. First and foremost scan my website: [enter url] to understand what I do, my brand and my tone. I've attached the playbook "Outsmart the Competition: Build Your Edge Today" - please ensure you follow it's theory, guidance and advice."

followed by any of the below prompts (editing the relevant parts)...

Mapping The Battlefield

- "Based on my industry [describe it], list my direct, indirect, and substitute competitors. For each, explain what customer problem they solve and how they position themselves."

Customer Voice Mining

- "Analyse these customer reviews [paste reviews] and summarise the top 5 frustrations, objections, and unmet needs. Suggest how I could position my product to solve these better."

Competitor Teardown

- "Break down this competitor website [URL] and identify strengths, weaknesses, friction points, and conversion tactics. Suggest three improvements I could use to outperform them."

Opportunity Backlog

- "Based on these competitor gaps [list them], use the ICE scoring model to rank them. Which ones should I prioritise in the next 90 days for fastest traction?"



Part 2...

Reframing Weaknesses

- "I run a [type of business] and my common weaknesses are [list them]. Write three reframing statements that turn these into strengths I can use in marketing."

Building A Moat

- "Suggest 5 ways I can create switching costs or loyalty programmes for my [business type]. Make them realistic, low-cost, and hard for competitors to copy."

Counter-Strategy Cards

- "If my competitor lowers prices, launches new features, or ramps up ads, what are three counter-strategies I could prepare in advance to stay ahead?"

90-Day Action Plan

- "Help me build a 90-day action plan from my competitive insights. Structure it into: top 5 moves, owners, and deadlines. Make it clear and actionable."

Become a ChatGPT Prompt Master

In this Playbook, entrepreneurs learn how to create prompts that save time, spark ideas, and sharpen results. From marketing posts to admin tasks, you'll master practical ways to use AI daily and build a reusable prompt library to streamline their business... Available NOW in the Vault.





Claiming Your Edge

You've mapped the battlefield, studied the players, uncovered the gaps, and built strategies that turn weaknesses into weapons. Now comes the only part that matters, putting it all into motion. Don't wait for the perfect plan.

Don't wait until your competitors make the first move. Start small: update a battlecard, reframe one weakness, or pick one gap from your backlog and act on it today. Each step you take sharpens your edge and makes it harder for rivals to catch you.

GO FOR IT!

Your competitive advantage isn't built in theory, it's built in action. Push the first domino now, and you'll feel the momentum start to roll. The edge is yours to claim. Go for it.



The real victory in competition isn't about being faster or louder, it's about playing the game so differently that rivals can't keep up, no matter how hard they try.

WHO IS THE SME MARKETING GUY?

The SME Marketing Guy is built around a simple idea: marketing should be accessible, practical, and actually make a difference to your business.

I'm Ed Carney, a commercially focused marketer with over 25 years' experience working within fast-paced, high-growth businesses, partnering with senior teams to drive real commercial results. I've built and delivered digital marketing, PR, brand propositions and strategic marketing plans, alongside CRM systems and AI-led automation, generating over £1m in annual revenue impact and achieving 400%+ ROI.

Everything here is based on real-world delivery, turning complex ideas into clear, practical marketing that generates enquiries, strengthens your pipeline, and supports growth.

The SME Marketing Guy is my way of making that experience available to small businesses without the cost, complexity, or commitment of a traditional agency. You can take the strategies for free and apply them yourself, or work with me directly to put them into action in a way that fits your business and your budget.



If you'd like help putting any of this into action within your business, The SME Marketing Guy can work with you directly to implement it in a way that's practical, focused, and aligned to your goals.

Whether you need support refining the approach, prioritising what to do first, or getting everything set up and moving, you don't have to figure it out alone.

If that sounds useful, get in touch and we can have a straightforward conversation about how to move things forward.

DISCLAIMER

This playbook has been created by The SME Marketing Guy to provide small businesses with clear, practical marketing guidance. Every effort has been made to ensure the content is accurate, relevant, and useful at the time of publishing.

Marketing is always evolving, and results will vary depending on your business, market, and how the strategies are applied. This guide is designed to offer proven, real-world insights, but should be used as a practical resource rather than a substitute for tailored advice.

The SME Marketing Guy is not liable for any decisions made based on this content or for any outcomes resulting from its use. You are encouraged to adapt the ideas and approaches to suit your specific goals and circumstances.

If you'd like support putting any of this into action, you can get in touch directly to discuss your business and how it can be applied.