POINTS NORTH

MARKETING SUPPORT / SUE HENNEY

Senior thinking. Practical marketing help.

Flexible support for maritime businesses, from one clearly defined task to bigger strategic challenges. Work directly with an experienced maritime marketing leader, without an agency-sized commitment.

THREE EASY WAYS TO GET STARTED

01 Quick Marketing Fix

From £350

Improve one piece of marketing that isn't quite working: a website page, sales document, email, presentation or product message.

What you get: A focused review and one agreed, improved deliverable, with one revision.

02 Content & Campaign Starter

From £650

Turn an announcement, idea or business objective into a small, coordinated piece of marketing activity.

What you get: A briefing conversation, core messaging and up to three agreed ready-to-use content assets.

03 Marketing Health Check

From £950

An independent view of your positioning, website, communications and marketing priorities, with the emphasis on where to improve.

What you get: Discovery discussion, focused assessment, written findings and a prioritised action plan.

WHEN YOU NEED MORE

More ambition. More experience.

From strategy and launches to flexible senior leadership, larger assignments begin with a conversation. We agree the brief, scope, deliverables and fee before work starts.

04 Strategy & Positioning

BY DISCUSSION

Marketing strategy, proposition and messaging, customer segmentation, competitor understanding, market entry and clear commercial priorities.

05 Campaigns, Launches & Projects

BY DISCUSSION

Product and service launches, targeted campaigns, trade exhibition marketing, customer engagement, partnerships and defined marketing projects.

06 Fractional & Interim Leadership

BY DISCUSSION

Head of Marketing / Marketing Director-level support for planning, priorities, team development, campaigns, budgets and sales alignment, without a permanent appointment.

WORK WITH ME. ACCESS MORE EXPERTISE.

Through Points North, I can also draw on trusted maritime specialists in PR, strategic communications, sales, research and events whenever a brief calls for wider support.

LET'S TALK ABOUT WHAT YOU NEED.

A small marketing task, a strategic challenge or additional senior capacity? Tell me what you're working on and we'll identify a sensible way forward.

Sue Henney | hi@pointsnorth.online | pointsnorth.online

Indicative fees in GBP, excluding VAT where applicable, expenses and third-party costs. All work subject to an agreed scope.