

Moment^m

WHAT SHOULD YOUR MARKETING DO NEXT • MAGAZINE

ISSUE 1 • AW26

WHO'S RECOMMENDING YOU NOW?

AI is changing how clients find businesses. Are you part of the answer?



TRUST ME, I'M AN EXPERT

The expertise gap:
why being brilliant
isn't enough to get
chosen

WHAT DO YOU BRING TO THE PARTY?

Strategic decision-making expert David Mansfield on why a good network isn't enough

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Welcome to our first issue

There's no shortage of marketing advice but Momentm is a little different. It's a magazine about the ideas, decisions and occasional questionable choices that come with marketing a business.

Inside our first issue, we look at why expertise doesn't always turn into enquiries, whether getting attention is really enough, and what all those marketing numbers are actually telling you.

We explore how AI is changing the way businesses get discovered and why some of your best opportunities could be closer than you think.

There are two thought-provoking interviews, one from strategic decision-making expert and author David Mansfield, talking about standing out, building a profile and why you need something worth saying. And another from Move Happy Fitness founder Nicola Porter, who shares what happens when client work leaves little time for marketing.

Because marketing doesn't always need to be taken quite so seriously, there's also a Marketing Decisions Anonymous comic strip, a few questionable marketing myths and a reasonably cryptic crossword waiting to be solved.

Dip in wherever you like. Hopefully you'll find an idea worth thinking about or something worth applying to your business.

Trust me, I'm an expert

Existing clients experience expertise first-hand. Prospective clients have to judge it from the outside. And that creates a particular marketing problem for specialist businesses.

An existing client knows far more about a business than its website could ever tell them.

They've seen what happens when a project becomes complicated. They know who spots the problem nobody else noticed, who asks the difficult question and whose judgement they trust when the obvious answer isn't necessarily the right one.

A prospective client sees none of that.

They see a website. A LinkedIn profile. Perhaps a case study or an article. A recommendation. A Google search result. And from those fragments, they're expected to make a judgement about something remarkably difficult to assess from the outside, your expertise.

For specialist and expert-led businesses, that creates an interesting problem. Often, the qualities that make them good at what they do are the very things that are hardest to communicate, before someone has actually worked with them.

Everyone's an expert now

Most specialist businesses understand the importance of building trust. The difficulty is that much of the language traditionally used to create it has become overused and almost meaningless.

Experienced. Specialist.
Trusted. Proven.
Bespoke.

None of these claims are necessarily untrue. The problem is that they're remarkably easy to make and increasingly difficult to distinguish from exactly the same claims being made by other businesses.



The more intangible the service, the greater the problem. Because strategic judgement, experience and specialist knowledge can't be examined in the same way as a physical product. A prospective buyer needs other ways to assess them.

Research from Edelman and LinkedIn illustrates the point. In its 2024 study, nearly three-quarters of decision-makers said thought-leadership content was a more trustworthy basis for assessing an organisation's capabilities than its marketing materials and product sheets.

That doesn't mean every business suddenly needs a thought-leadership programme. It points to something much simpler, showing expertise can be far more convincing than claiming it.

Detailed case studies, strong client recommendations and an opinion formed through years of working in a particular field all provide a potential client with something far more tangible on which to base a judgement.

Let them watch you think

For an expert-led business, the thinking behind the work is often part of the product. Which makes content particularly useful. Not because every specialist needs to become a prolific content creator, but because it can make otherwise invisible expertise visible.

A consultant explaining why a commonly accepted approach doesn't always work reveals more than another claim about twenty years' experience.

A founder unpacking a difficult decision demonstrates judgement. An executive coach explaining the thinking behind a deceptively simple question offers a glimpse of what happens in the room.

None of this requires giving away an entire methodology or producing endless "how-to" content. It simply gives people a chance to see some of the thinking they would otherwise experience after becoming a client.

The part prospects can see

Expertise has always been difficult to sell because so much of its value only becomes apparent after the work begins.

The marketing challenge isn't to make bigger claims about it. It's to make enough of that expertise visible beforehand, so a prospective client doesn't have to make their decision based entirely on trust.



**This is
your target
market.**



**Somewhere
inside is
your ideal
customer.**

SMEs, business owners or professional services firms can sound like perfectly reasonable target markets. Until you look a little closer.

Once you look inside, you'll find businesses with different priorities, pressures, budgets and reasons for buying.

The broader the definition, the harder it becomes to say something that feels particularly relevant to any of them.

Knowing who you want to reach makes everything else a little easier.



Because not every seed is your customer.

SeedsRight is not a real company. Your ideal customer is.



WHEN YOUR OWN MARKETING WORKS TOO WELL

What happens when delivering the work leaves little time for marketing? Move Happy Fitness founder Nicola Porter talks about finding customers and building a business that can grow beyond her own time.

When you first started Move Happy, what did you imagine the business would look like a few years down the line?

I was passionate about women feeling confident in themselves, their bodies and what they are capable of, but I didn't know exactly what the business would look like.

Before setting up Move Happy, I'd worked with local women's fitness businesses in London and Maidenhead. Both used local parks and venues, with a range of different sessions across different locations and a membership model.

You could really feel the power of group fitness and women supporting each other.

When I launched Move Happy, I wanted women to feel strong and empowered, focusing on what their bodies could do rather than what they looked like.

I wanted to create something simple, happy and human. The plan was to trial things and gradually grow the schedule around family life. The business has grown and changed since then, but that underlying idea is still very much part of Move Happy.

When so much of your working day is spent actually delivering what you sell, how easy is it to find time to market the business as well?

It is incredibly hard! In a previous life I was a journalist and also worked in public affairs and campaigning, so my roles always had a communications element. It always felt like I should just be able to do it myself. And I used to manage when I had more time: regular mailouts, blogs, posts and so on.

But as soon as you've done enough marketing to get busy with clients, it means there's no time to do the marketing anymore! When I try to do it all myself, it holds me back on the parts of the business that are more scalable.

Looking back, what has actually brought you the most new clients, and has that been different from what you expected?

Routine mailouts and newsletters used to be really effective, and that was something I kept consistent. They grew my list and I had people signing up to training and one-off events through them. Again, I do fewer of these because of time.

Local engagement in Facebook groups always worked well too, and I still do it, although I don't think it works quite as well now with the sheer volume of content out there.

Most consistently, new clients come from referrals from existing clients, and from people I meet or have some connection with locally.

Is there anything you've tried to promote Move Happy that took a lot of time or effort but didn't really deliver much in return?

Once or twice I tried paid adverts in a local magazine, but the reach was very wide. I'm not sure they were worth the money, simply because the group-training side of my business is currently so local, and mostly within this part of Maidenhead.

Move Happy now has several different offers. How do you decide which ones to focus your marketing attention on?

Often it's simply whichever event is coming up next, or wherever there is headroom or space available. For example, I've been at capacity with personal training for some time. But I still get enquiries, even though it isn't something I promote. Group training is more scalable, as is online training, so I focus more attention on those.

**"AS SOON AS YOU'VE
DONE ENOUGH MARKETING
TO GET BUSY WITH CLIENTS,
IT MEANS NO TIME TO DO
MARKETING ANYMORE!"**

I think in the past I've sometimes had too many offers on at once, which was perhaps confusing for potential clients. There is definitely room to be more strategic.

You're developing ways for the business to grow without everything depending on your own time. What's prompted that, and what are you learning as you make that shift?

When you set up and run a business you love, and spend a lot of your time with clients who become good friends, it can really fill your cup. It's amazing and means I love my job. But it also means the business can be quite consuming and becomes a huge amount of what I do and think about each week.

I still have a young family and things I want to do in life! So I'm looking to build some more passive income streams, free up some time and create an increasingly sustainable business that can exist outside me.

If you could go back and give yourself one piece of advice about marketing Move Happy when you first started, what would it be?

Be realistic about how much time it takes to do marketing and do it well.

Have systems in place, be strategic and know when it's time to outsource.



When nothing seems to be working, doing something else can feel like progress.

The trouble with marketing is that running out of things to do is rarely the problem.

There is usually a campaign waiting to be launched, an idea that hasn't been tried or a channel that could be doing more.

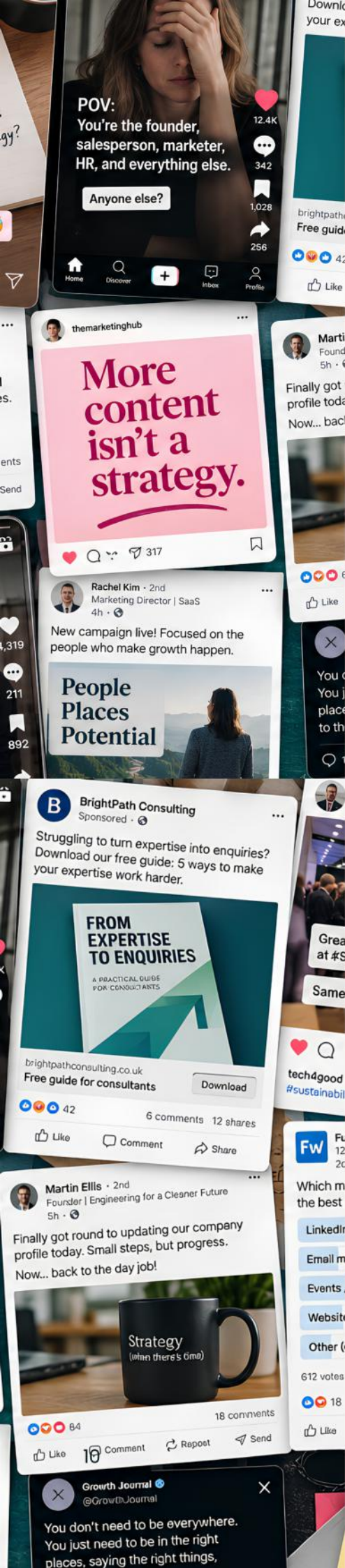
So when results are disappointing, it's tempting to add something else to the mix.

But more activity won't fix the wrong audience, a weak offer or a message that isn't landing. It simply gives the problem more company.

Finding out what's actually getting in the way may be less exciting.

But it could save you a lot of work.





Attention Is Only the Start

Getting noticed is one thing. Creating enough interest for someone to stop and explore further is something else. That small gap between what people know and what they want to know is where curiosity earns its place in marketing.

A

ttention has become one of marketing's favourite currencies. Views are counted, impressions tracked, hooks sharpened and subject lines tested, all in pursuit of those few precious seconds when somebody notices something.

Social media has only intensified the competition – a founder's opinion, a product launch, a consultant's five tips, somebody's latest win – all fighting for the same few seconds of attention.

A provocative headline might stop the scroll. A striking image might earn a second glance. But being noticed isn't the same as being interesting. The harder part is giving someone a reason to stay.

That's where curiosity becomes useful. Not as a trick or a way of manufacturing mystery, but as the moment someone encounters an idea and thinks that's relevant to me, I want to know more.

B2B content is changing, with video and creator-style posts moving into a world that used to run on company updates. That doesn't mean every business needs to become a content creator. Something more fundamental is happening.

As producing content gets easier, simply creating more gives people little reason to stay.

The ideas behind it matter more. Edelman and LinkedIn found that 86% of hidden B2B decision-makers favour perspectives that challenge their assumptions over those that confirm what they already think.

The direction of travel isn't just towards more content. It's towards content that feels more human, distinctive and worth stopping for.

Curiosity is particularly useful when people aren't actively looking for a solution. Maybe growth has slowed or a competitor suddenly seems to be everywhere. There's often friction before there's a diagnosis.

That makes content valuable before someone becomes a lead. The 2025 Edelman-LinkedIn report found that 91% of hidden B2B decision-makers value thought leadership that helps them uncover challenges they hadn't recognised.

Sometimes the job of content isn't to answer the question. It's to make someone realise there's a question worth asking. A post can turn a vague feeling into something recognisable, that's exactly what's bothering us.

The most effective marketing rarely says everything all at once. It leaves enough space between what's known and what's still to be discovered.

That might be a question, a familiar problem seen from an unexpected angle or an observation that makes somebody reconsider something they'd taken for granted.

Too little information and curiosity becomes confusion. Too much and there's little reason to continue. It's a balance newspapers, magazines and films have understood for decades. A good headline doesn't summarise the whole story and a trailer only teases what's to come.

Marketing works much the same way.

Curiosity isn't only something to create in an audience. It's useful on the flip side too. Why did one post resonate when another flopped? Why are people visiting a web page but not taking the next step?

Why did a simple observation generate more conversation than the carousel that took hours to design?

The temptation is to respond with more posts, emails or campaigns. But better marketing often starts with being curious about what's already happening and focusing on what an audience actually responds to.

Because the point isn't simply to attract attention. It's to understand what makes people stay.



who's recommending you now?

For years, there were two main ways a business got found, someone recommended them or someone searched for them. Now a third route is becoming part of the mix, and many expert-led businesses may not have noticed it happening.

Ask a B2B buyer where their next shortlist comes from and the answer may no longer begin with a colleague's recommendation or a Google search. It might begin with a conversation with ChatGPT, Gemini or Copilot.

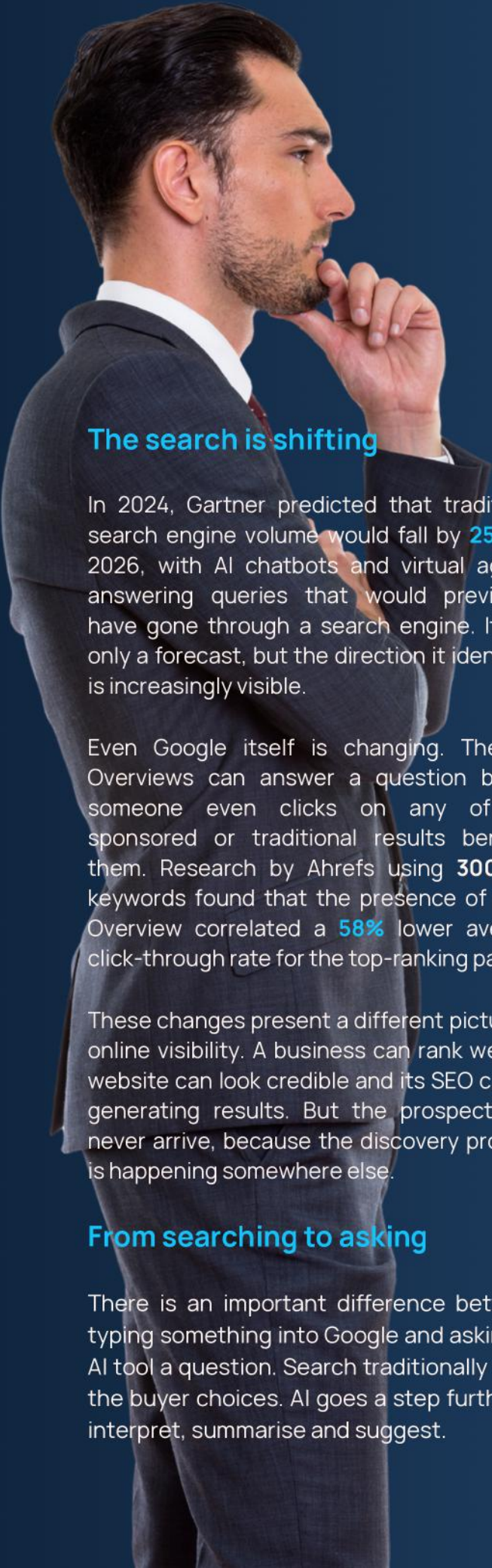
And this isn't just speculation about where buying behaviour might be heading.

Forrester's 2025 Buyers' Journey Survey found **94%** of business buyers now use AI somewhere in their buying process. Twice as many named generative AI or conversational search as a more meaningful or important information source than any other source, far outpacing vendor websites, product experts and sales.

This creates an interesting change, as a buyer might once have searched for a particular type of consultancy, software provider or specialist firm, worked through the results, visited several websites and assembled a shortlist.

Now they can ask an AI tool to do some of the initial legwork for them. The starting point becomes a question rather than a search result.





The search is shifting

In 2024, Gartner predicted that traditional search engine volume would fall by **25%** by 2026, with AI chatbots and virtual agents answering queries that would previously have gone through a search engine. It was only a forecast, but the direction it identified is increasingly visible.

Even Google itself is changing. Their AI Overviews can answer a question before someone even clicks on any of the sponsored or traditional results beneath them. Research by Ahrefs using **300,000** keywords found that the presence of an AI Overview correlated a **58%** lower average click-through rate for the top-ranking page.

These changes present a different picture of online visibility. A business can rank well, its website can look credible and its SEO can be generating results. But the prospect may never arrive, because the discovery process is happening somewhere else.

From searching to asking

There is an important difference between typing something into Google and asking an AI tool a question. Search traditionally gives the buyer choices. AI goes a step further to interpret, summarise and suggest.

Instead of searching “B2B marketing consultant”, someone can ask: “Which UK marketing consultants work with small B2B software companies that don’t have an in-house marketing team?”

This is a very different request because the buyer isn’t simply looking for information to narrow the field. And that means a business may increasingly be encountered first as a description, citation or recommendation inside somebody else’s answer, rather than through its homepage.

But recommendation isn’t trust

There is, however, an important brake on the idea that AI is about to take over the entire buying process because buyers are still checking the results.

TrustRadius’s 2026 research into technology buying found that **63%** of respondents had used AI during their software purchasing journey. Of those people using AI, **94%** fact-checked the answers at least ‘some of the time’.

But this also means that AI can introduce a business that someone hadn’t previously considered. AI can help to create a shortlist, summarise what a company appears to do and even compare it with alternatives.

It doesn’t stop a buyer visiting a website, reading a case study, checking reviews or asking a colleague whose judgement they trust. So perhaps the referral hasn’t disappeared at all. It has simply acquired another level, sitting somewhere between the search engine and the colleague who used to recommend a business by name.

AI might make the introduction but it doesn’t make the decision.



What do you **BRING** to the **PARTY?**

David Mansfield spent his career building businesses, advising leaders and creating opportunities through relationships. He talks about why a good network isn't enough and the importance of having something worth saying.

You've had a long career in business and now much of what you do is built around your own ideas and experience. What has surprised you most about trying to build a profile around your own name?

For most of the 20 years since I stopped working in a full-time corporate role, I didn't have a website. I had a business card and my network, and that was fine. I got lots of work and most of it was really enjoyable. But I think now it's expected. If people want to check you out, there are two places they go, your website, and more commonly, LinkedIn.

I remember many years ago a guy who was quite important in the City decided to design a website about himself based on Barack Obama's website, believe it or not.

At the time it was very forward-looking and he got ridiculed. It was seen as, "Look at me, I've got my own website." Now you'd say he could see what was coming. Today it's commonplace.

Has your view of 'marketing yourself' changed as your career has developed?

Most of my marketing has always been through networking. But what I've learnt alongside that is that it's not just about networking. You've got to have something to say. You've got to have a point of view. You've got to stand for something.

When I stopped being Chief Executive of Capital Radio and went freelance, I found it quite difficult to answer the question, "What do you do?" People used to introduce me as the guy who used to run Capital Radio.

That was great, but I didn't want to be somebody who used to do something. I needed to be clear about what I did now and why anyone should be interested in talking to me.

I always think about the elevator in the Ivy Club, if that doesn't sound too pretentious. It only goes up one floor, so you've got to have a really short elevator pitch.

At one point, if somebody asked what I did, I'd say, "I help people double their revenue" or "I help people win more clients." You're trying to provoke curiosity. You want somebody to say, "Really? How do you do that?" Then you've started a conversation.

It's the same when I ask an accountant what they tell people they do at a dinner party. They say, "I'm an accountant." I ask what happens next and they reply, "They usually go and talk to somebody else." Well, you need a better response than, don't you?

What do you think makes someone memorable in a crowded expert market?

You've got to have a point of difference.

People coming out of big careers often tell people they can turn their hand to everything. They've got all this experience and management skills, so they think they can apply them anywhere. Most people don't accept that. You need to ask what you bring to the party. What can you do that other people can't? You need an angle and something different to say.

But don't become too obsessed with it. Most markets are significant. The fact that there are lots of other people doesn't mean you can't get business.

What doesn't help is trying to sound like everybody else. You see LinkedIn profiles that go on forever saying how brilliant somebody is. Is everybody really that good? Try to do things differently.

You've used books, speaking, articles, podcasts and social media to put your ideas in front of people. Which have proved most valuable?

I think it's the combination. There is a build-up. You create a sort of subconscious presence in people's minds.

Speaking is really valuable. I gave a talk a few weeks ago and half a dozen people came up to me afterwards and invited me to do things. I've had good responses to articles and podcasts too, and my social media is really limited to LinkedIn.

What still surprises me is seeing people who have liked something I've posted who I haven't been in touch with for years. Occasionally someone will say, "I know you do this, your name came up, would you be interested in helping us?"

 ***I think the world is all about serendipity.***

These things can all be effective, but you have to work them. Promote them and follow up with people. Don't just walk away and expect things to show up at your door.

What's the best piece of advice you've ever had about getting noticed for the right reasons?

Many years ago, I went to the Mermaid Theatre with my little brother, who must have been about eight or nine. Harry Nilsson's album *The Point!* had been made into a stage show.

At the end, Harry Nilsson was in the foyer signing autographs. My brother was quite shy and mumbled his name when Nilsson asked him. Harry said: "You've got to speak up if you want to be heard in this world."

I've always thought that was great advice. You can't expect people to notice you.

But you also have to have something of value to say. Then you get noticed for the right reasons.



The Metrics Mirage

Marketing has never given us more things to measure. The difficult part is knowing which ones deserve your attention.

There is something reassuring about a number going up.

Website traffic has increased. The latest LinkedIn post reached more people than the last one. Email opens are holding steady. Followers are growing. The event generated 47 opportunities.

When a dashboard turns green it can provide a lot of useful information. But the problem starts when that activity becomes the evidence of success.

A post seen by 8,000 people can look considerably more impressive than one viewed by 240. Yet if one of those 240 is a prospective client who remembers the business three months later and gets in touch, the smaller number starts to look rather different.

Marketing often has these awkward comparisons, because its most impressive results aren't always the most valuable ones.

Easy to count. Harder to judge.

Digital marketing has made measurement extraordinarily accessible. Almost every platform supplies its own collection of numbers, charts, percentages and arrows. That is useful, but it also means the numbers closest to hand can start to feel more important than they really are.

A website visit is easy to count. Whether the visitor was someone the business particularly wanted to attract takes more thought. An email open can be recorded automatically. Whether the email changed somebody's perception of the business cannot.

Even a lead is not necessarily a useful measure without knowing what happened next. The same problem also appears in less obviously measurable marketing.

A networking event might result in only three worthwhile conversations, but one leads to an introduction that would otherwise never have happened.

A relevant report might attract relatively few downloads, yet become something the sales team repeatedly sends to serious prospects. A case study may never generate an enquiry of its own but it may answer the question that was stopping a prospect from buying.

None of these make measurement pointless but they do make interpretation important.

The lesson isn't to distrust the number. It's to understand what it's actually telling you.

All numbers aren't equal

An accurate number can still be the wrong one to organise a decision around. Part of the problem is expecting every piece of marketing to be judged in the same way.

When Airbnb cut its marketing spend by 58% in 2020, traffic still returned to 95% of the previous year's level, raising questions about how much paid activity had really been driving.

For a specialist B2B business, the numbers may be much smaller, but the same principle applies. Bigger numbers aren't necessarily better.

The wrong metrics

This is not a new problem, and it is not unique to marketing.

During the Vietnam War, US Secretary of Defense Robert McNamara became associated with a reliance on metrics such as enemy body counts, while some harder to quantify realities received less weight.

The tendency became known as the McNamara fallacy, treating what can be measured to represent the whole picture.

Marketing obviously has much lower stakes, but it can fall into the same trap. The numbers that are easiest to measure can become the ones that get the most attention.

“
Not everything that can be counted counts, and not everything that counts can be counted.
”

William Bruce Cameron, 1963

Fifty enquiries from the wrong businesses are worth considerably less than five from companies you genuinely want to work with. Measurement can not remove all the uncertainty from marketing. Its more useful role is to provide enough evidence to make the next decision less of a guess.

Because sometimes the numbers do look great.

The interesting question is what they're telling you.



True-ish or Rubbish?

There's no shortage of marketing rules about what businesses should and shouldn't do. But how many of them are worth doing?

Post this often. Write this much. Be on this platform. Measure this number. Follow this formula. No doubt you have heard at least one of these pieces of advice.

The trouble is, very little works in absolutes. What makes sense for a consumer brand selling a £20 product may be irrelevant to a specialist consultancy looking for a handful of clients a year. A tactic that works brilliantly for one business can waste another's time and money.

So rather than another list of things your business is meant to be doing, here are six of the most persistent claims put on trial.

MYTH 1

TRUE

You don't need to post on social media daily

Posting more often obviously increases the chances of being seen, but frequency isn't a strategy. Three genuinely useful posts can out-perform seven posts created just to fill the calendar.

Consistency matters, but if you're trying to invent a reason to post, you're allowed to give everyone the day off.

MYTH 2

TRUE...ISH

More website traffic means your marketing is working

Ten thousand visitors look impressive on a report. They're far less exciting if none of them is likely to buy anything.

A peak in traffic is useful, but who arrived, why, and what they did next matters more. A smaller number of relevant visitors beats a dramatic spike in visitors who take one look and don't return.

MYTH 3

RUBBISH

People don't read long-form content anymore

An analysis of 912 million articles found long-form content still earns roughly 77% more links than short form.

Length isn't the problem. A useful article holds attention when it answers a question someone genuinely cares about. The better question is whether they've been given a reason to read further.

MYTH 4

RUBBISH

If your competitors are doing it, you probably should too

Competitors are a useful source of ideas but they are not a strategy. A tactic that works for them might not be right for you. So, if you can take their basic idea and add a unique twist it's probably worth considering.

True innovation comes from listening to your own buyers, not watching your rivals.

MYTH 5

RUBBISH

Marketing should generate leads quickly

A strong offer can get a quick response. But B2B marketing often takes time to build familiarity and trust. A prospect taking months to buy doesn't mean it isn't working.

Signs of progress, like someone joining your mailing list or attending a webinar, often appear long before they're ready to buy.

MYTH 6

TRUE

You need to know exactly who your ideal customer is

This is essential because it helps you focus your marketing and build products that solve specific problems.

It stops you wasting money on targeting people who will never buy, and it improves your messaging so you are speaking to your buyer's pain points.

Perhaps the problem with marketing myths isn't that they are almost always wrong.

The problem is they have been repeated so often that they have come to sound like facts, and they can waste valuable resources and stall actual growth.

So the next time the advice says you have to do something, it might be worth asking: "Is that right for my business?"



Winning new business gets most of the attention. But when budgets are tight and decisions take longer, some of your best opportunities may be sitting with the clients, contacts and prospects who already know you.

Winning a new client has never been easy, and right now it can feel particularly hard.

The natural response is to work harder at finding new prospects. Yet every new prospect starts at zero because they don't know you, haven't worked with you and have no particular reason to trust you yet.

It's widely accepted that winning a new customer costs a lot more than keeping an existing one. [Harvard Business Review has put the difference at anywhere from 5 to 25 times, depending on the industry.](#)

Meanwhile, there may be more opportunities much closer to home, like existing clients who only know part of what you do, prospects who went quiet when the timing wasn't right, and former clients you've simply lost touch with.

Scenario 1: Already buying

It's easy to assume existing clients already know everything you do. Often, they only know you for the job they originally hired you for.

A client who came to you for one service two years ago may have no idea your offer has expanded. Their business may have changed too with new people, priorities and problems.

That doesn't mean finding an excuse to sell them something. Start with curiosity. What are they trying to achieve over the next year? What's proving difficult?

Try listing your five best clients. For each, note what they buy from you now, what else you could genuinely help them with and what you know about their plans for the next six to 12 months. If that last column is mostly blank, that's your starting point.

Scenario 2: Nearly bought

Then there are the enquiries that went quiet and proposals that went into a black hole.

It's tempting to write these off as lost to a competitor. But some weren't lost to anyone. [According to 'The JOLT Effect', which analysed 2.5 million sales conversations, 40-60% of lost deals end in 'no decision'.](#)



Winning a new customer can cost 5 to 25 times more than retaining an existing customer according to Harvard Business Review

A project was postponed, someone left or nobody followed up.

Go back through the last 12–18 months of proposals, enquiries and sent emails. Ignore those who were never serious and look for the ones who showed genuine buying intent.

Then find a reason to reconnect that isn't "just checking in". Perhaps the project is back on the agenda, something has changed in their business, or you have a relevant idea to share. Even asking what eventually happened to the project can reopen a conversation.

The aim isn't to revive every old lead. It's to find the few where the original reason for talking still exists.

Scenario 3: Bought before

Former clients can be particularly easy to overlook. A project finishes, everyone moves on and a good working relationship slowly becomes an old email thread.

Yet these people have already made the hardest decision – they chose you! They know how you work, and you don't have to earn their trust from scratch.

Ask why each relationship ended. Sometimes there's a good reason and nothing more to explore. But often the work was simply completed, your contact moved on or neither side found a reason to start another conversation.

Begin by picking three former clients you genuinely enjoyed working with and see what's happening in their businesses now. If there's a natural reason to get in touch, use it. If there isn't, don't manufacture one. A genuine "I saw what you're doing and it reminded me of..." will start more conversations than any generic sales email.

Closer to home

New business will always matter. But growth doesn't have to begin with a stranger.

Before investing more in the next batch of leads, block out an hour this month to look again at the people already around your business. The client whose needs have changed, the prospect whose timing was wrong and the former client you haven't spoken to in two years.

The next opportunity may not be new at all. It may simply be closer than you think.

Welcome to MARKETING DECISIONS - ANONYMOUS -



EDITOR'S *Note*

Why Momentm?

There's certainly no shortage of marketing advice around.

Ideas come from everywhere. Try a new channel, follow a new trend and there's always another clever tool promising to make your life easier. What can be harder is working out which of those tactics actually deserves your attention.

Momentm magazine was created to explore some of those decisions. It's not another marketing ebook. Instead it's a collection of ideas, observations and occasional questionable decisions that might prompt a different conversation about what your marketing should do next.

It's written and published by Hippocampus Creative Marketing, an independent marketing consultancy working with specialist and expert-led businesses that want more clarity about where their marketing is going and what to do next.

Curious to see what this looks like in practice? Scan the code below or visit hippocampus.marketing/work

Anyway, thanks for reading Momentm. I really hope you enjoyed it. At least it gives you a great excuse to ignore at least one thing on your marketing to-do list!



Christina Langan
Editor, Momentm



The Last Word



Across

1. Never out of style, however old it gets
5. You can build one without using bricks
8. Written down before the thought disappeared
9. The customer gets a voice – briefly
10. Keep this clear – especially at 30,000 feet
12. Changed by the Images who wished us Happy Birthday in the '80s
13. Built over years, occasionally ruined in seconds
15. A small fruit with ambitions of becoming a Japanese dynasty
17. Something in the diary that's worth turning up for
19. A star (sign) whose love life attracts almost as much attention as his films
20. Not quite as impossible as you first thought
22. It stands behind many a work of art
23. Help it grow without reaching for the fertiliser

Down

1. A flat white or a shoreline in Spain
2. Three letters SaaS founders like to see rising
3. Could be under discussion or under the Crown
4. When 'my idea' becomes 'our idea'
5. A bathroom fixture often mistaken for a footbath
6. Apparently it pays to do this
7. Stops saying 'I'll think about it'
11. Mixed by chemists, promised by consultants
13. Sort it out with determination
14. Could address the House or fill it with music
15. Up to a point – but no further
18. Explored through a film or takes over a party
21. Same old, same old – in business shorthand