

A man with a beard and short hair, wearing a light-colored sweater under a dark suit jacket, is looking up and to the right while holding a smartphone. The background is a dark, modern interior with blue and purple lighting. The overall image has a blue and purple color scheme.

Swingate
Marketing and Design



Case study



Building a Brand from Scratch: S-Cubed's Growth Story with Swingate's Marketing as a Service (MaaS).



The client

S-Cubed Advisory is a newly established business advisory firm that supports entrepreneurs and business owners across every stage of their journey — from starting up and scaling up, to ultimately selling up. With a mission to guide clients through the complexities of growth and transition, S-Cubed brings expert insight and hands-on support to help businesses make informed decisions and build sustainable success from the ground up.



// Starting from scratch was daunting, but Swingate made it easy. They built our brand, launched our website, and got us out into the world fast. It's been like having a full marketing team on our side without the hassle — exactly what we needed. //



Rob Goddard
Executive Chairman
S-cubed Advisory

The Challenge

As a brand-new start-up, S-Cubed Advisory was starting from a blank slate. While the founders brought extensive business expertise, they had no marketing infrastructure, presence, or resources in place. To successfully launch and position the business in a competitive market, they needed to quickly establish a credible brand and build visibility from day one. Key challenges included:

- ✓ No in-house marketing team or expertise to support the business launch.
- ✓ No existing brand identity, messaging, or digital presence.
- ✓ The need to create and optimise a new website from scratch.
- ✓ A lack of defined target personas or marketing strategy to guide outreach.
- ✓ Limited time and resources to coordinate marketing efforts internally while building the business.



The Solution

Swingate delivered a full Marketing as a Service (MaaS) solution, acting as S-Cubed's outsourced marketing partner from day one. Our team handled all aspects of planning, development, and execution to support a successful launch and ongoing visibility. The MaaS package included:

- ✓ Lead-Generation marketing strategy
- ✓ Logo and Branding Design
- ✓ Website Design and Development
- ✓ Search Engine Optimisation (SEO)
- ✓ Content Creation
- ✓ Marketing Personas
- ✓ Playbook Creation and Promotion
- ✓ Webinar Creation and Promotion
- ✓ Event Marketing



Key components of the campaign:

Logo and Branding Design

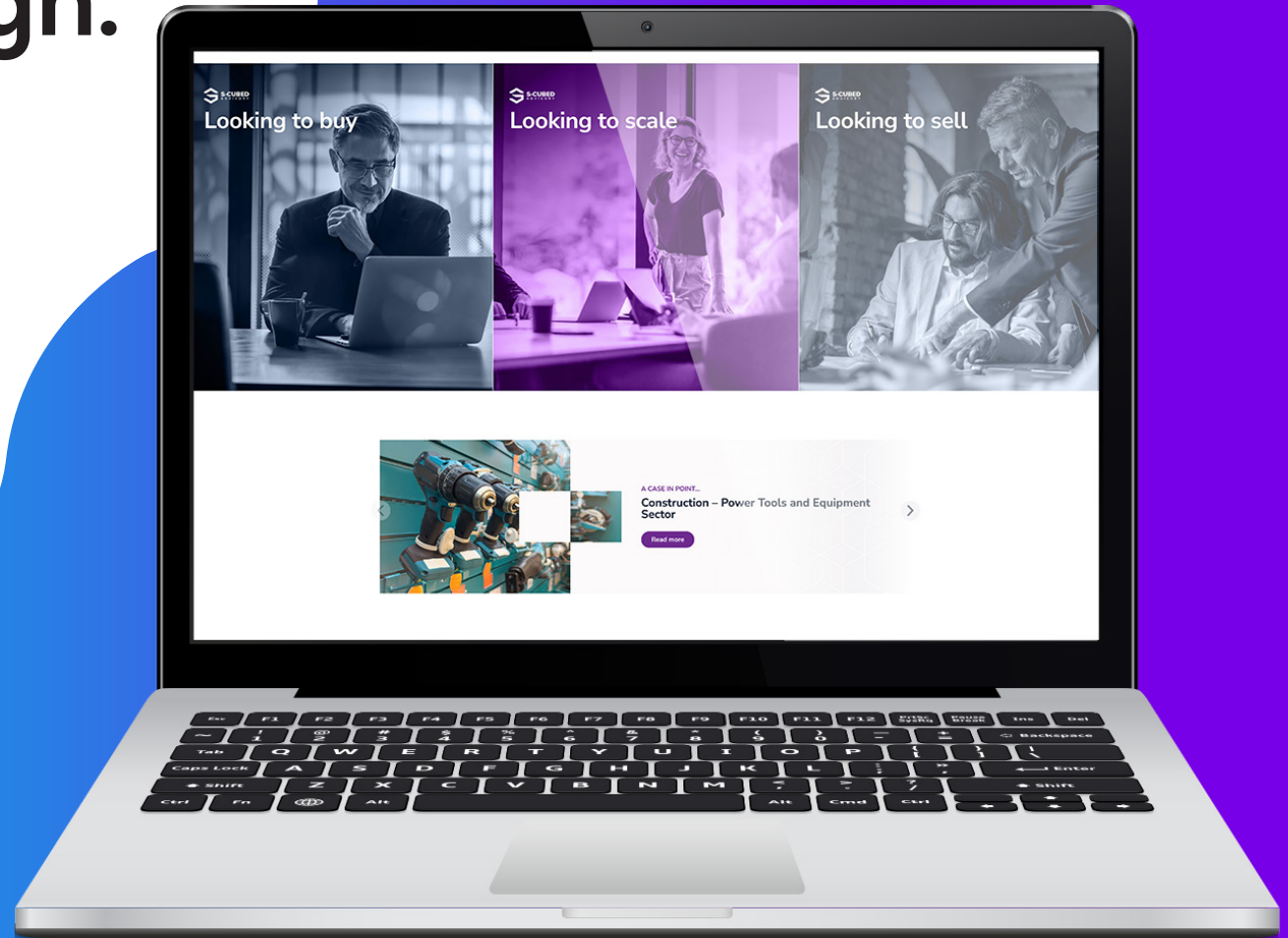
Creation of a modern, professional brand identity to establish S-Cubed's credibility and market position.



Key components of the campaign:

Website Design and Development:

End-to-end design and build of
a fully responsive, SEO-friendly
website to introduce the firm and
convert visitors.



Key components of the campaign: Marketing Personas

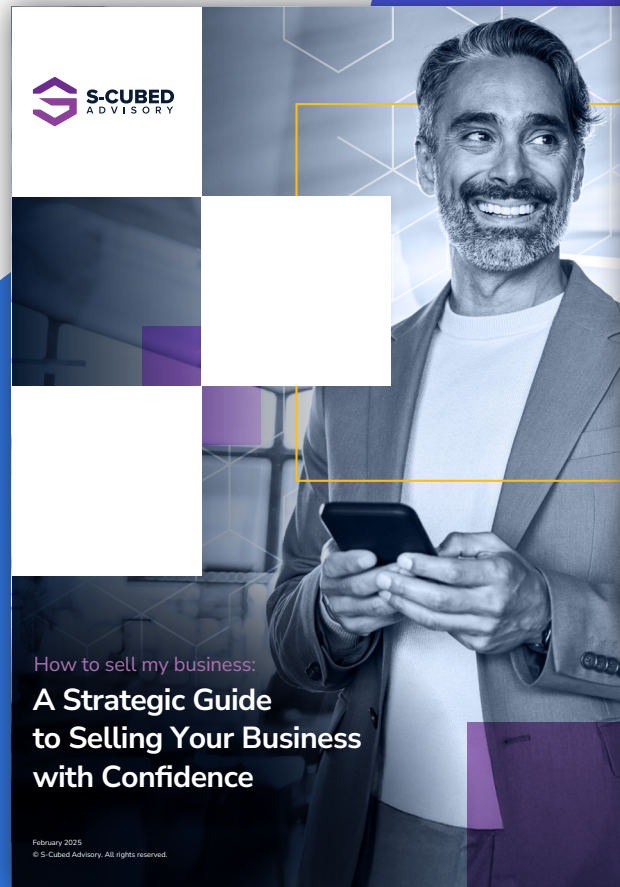
Identification and definition of key audience profiles to inform strategic messaging and campaign targeting.



Key components of the campaign:

Playbook Creation and Promotion

Creation of branded marketing playbooks to support lead generation and reinforce expertise.



The Results

- ✓ A **professional and cohesive brand identity** was developed and launched across all platforms within 4 weeks.
- ✓ Successfully launched the first in a webinar series, **driving registrations and engagement** through a targeted promotion strategy and an automated post-webinar follow-up programme.
- ✓ Delivered **marketing assets and support** for a key event, contribution to an over subscription to the event.
- ✓ **Published over 12 pieces of original content** — including blogs, thought leadership articles, and guides — in the first quarter, helping position S-Cubed as a credible and knowledgeable player in the market.



45%

increase in website traffic
month-on-month in the
first quarter post-launch.

- ✓ A **fully optimised website went live in under 6 weeks**, began attracting organic traffic from day one, and generated a consistent boost in direct enquiries – averaging 25 leads per month.
- ✓ **Established a fully outsourced marketing operation**, enabling the founders to focus on business development and client delivery while Swingate managed the full marketing function.
- ✓ **Achieved first-page Google rankings** for 5 key service pages within the first 3 months for targeted keywords.

Other brands utilising Swingate's digital marketing solutions are:





Let us show you what we can do!

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