



# Refractive Concepts

## Get Positioned for Sustainable Growth

### Establish a high-performing Marketing function

Lay a foundation that gives your first full-time Head of Marketing a team primed to execute their vision. We help by giving you:

- ✓ A strategy that works now and positions your permanent hire for immediate success
- ✓ Coaching and guidance for the existing Marketing team that embeds effective day-to-day operations
- ✓ A lead-handover process that drives more opportunities deeper into the Sales pipeline and mitigates lead leakage
- ✓ Enhanced credibility with investors when they see that their resources are being deployed responsibly to maximize returns



#### **Grow using any channel**

AI, digital, offline, and integrated campaigns



#### **Market penetration**

Awareness and credibility in priority regions and verticals



#### **Funnel optimization**

Lead-handover processes that establish accountability and trust



#### **Efficient operations**

Insights that inform the Marketing team on day-to-day execution



#### **Hiring roadmap**

Guidance and vetting to fill your Head of Marketing role



#### **Product Marketing**

Positioning, Sales enablement, performance tracking

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**Get in touch for a complimentary initial assessment.**

info@refractiveconcepts.com | refractiveconcepts.com

## 20+ YEARS

of B2B and B2B2C Marketing and Sales expertise

## 500+

campaigns launched

## 10+ COUNTRIES

Marketing team creation and development

### Always thinking ahead

Every time I speak to Neil, he gives me a perspective that I haven't heard before. He listens to what I say and builds on my ideas to help me to prioritize my next steps. He'll call out the challenges that I'll face and offer practical ideas on how to overcome them.



Zarrah U, Founder  
Healthcare SaaS Platform

### A trusted voice

For many years I've sought Neil's input on how to grow my business. He has shown an impressive ability to audit our approach, understand the competitive landscape, and pinpoint why we're important to our clients. He always brings new tactics, steers us clear of spends that won't work, and helps us understand which initiatives will help us achieve our goals. He doesn't oversell potential results, and our actual outcomes always align to what was projected. I trust him and will always go to him for insights.



Brent E, President  
Industrial Equipment Manufacturer

## Engagement models

### PROJECT BASED

Design and end-to-end implementation of a project or campaign

### FRACTIONAL

Defined, ongoing weekly availability to contribute in support of any topic area

### RETAINER

Monthly availability, on-demand, across any topic area



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