

My name is Marcus Thrall and I have over 25 years' experience in marketing and sales.

This is combined with my overriding passion for the customer. My renowned reputation for innovation and insight is earned and justified.



I am a Fellow of the Chartered Institute of Marketing, Creative Ambassador for Yorkshire and regular speaker on digital and the future of digital.

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**THE ENTHRALLED MODEL**

I FOCUS ON FOUR “...ATIONS”

### INVESTIGATION

- Situational Analysis
- Understanding performance across sales and marketing
- Objectives and how business targets and pinch points hinder growth and the achievement of objectives

### ASPIRATION

- The Strategy
- The Tactics

### INSPIRATION

- Actions
- Who and what goes where to ensure the plan is on track
- Processes
- Technology

### CULTIVATION

- KPIs
- Customer reviews NPS
- Conversion rate optimisation
- Reporting
- Measurement