



The 12 Stages of SME Growth in 2025

A Guide to Accelerate your Business

Why every SME needs this guide

“Growth is never by mere chance; it is the result of forces working together.”

(James Cash Penney)

Regardless of your product, service, sector or industry, it's safe to assume you're reading this guide because you want your business to grow.

Growth, after all, is a perpetual business priority. Yet the current conditions for it are far from perfect.

The UK's Federation of Small Businesses (FSB) found in its Q3 Index for 2024 that the share of small businesses aspiring to grow over the next twelve months fell to 51.2%, with 14.6% expected to shrink. While small business headcounts failed to record growth for the tenth consecutive quarter.

Why marketing should be at the core of your growth strategy

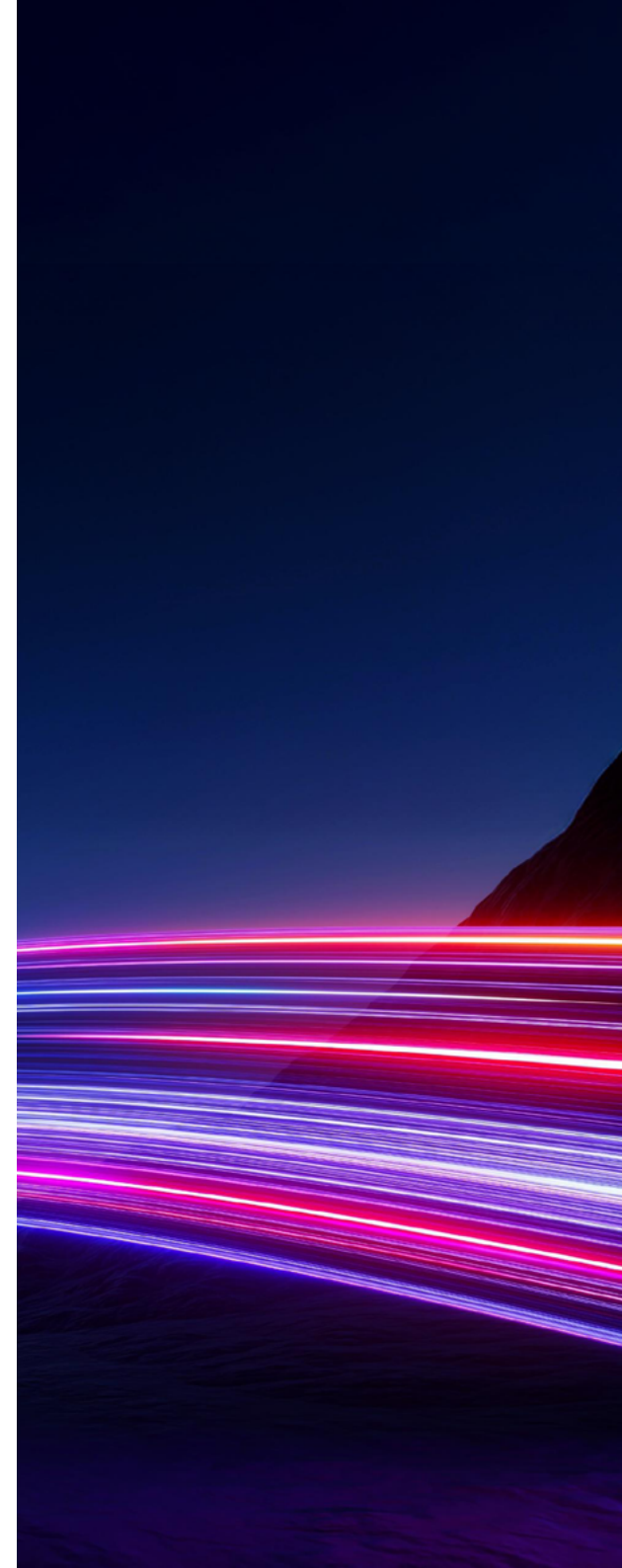
With this pessimistic outlook, it's easy to feel cynical about prospects for growth.

But SME owners and decision makers would do well to remember US businessman James Cash Penney's definition of growth as 'the result of forces working together'.

Such 'forces' must include marketing and sales. While the importance of sales is unquestionable, there's plenty of debate about the ROI of marketing in the SME community. However, if you're in any doubt about the crucial role of marketing in driving growth, it's worth checking out the latest research on the topic.

McKinsey has found that **'companies that make the decision to put marketing at the core of their growth strategy outperform the competition. Specifically, they are twice as likely to see revenue growth of 5% or more than those that don't.'**

Hence our reason for writing this guide.



What you'll learn in this guide

We've summarised 25 years of SME marketing experience into 12 practical stages for your business. You'll come away from reading it with a wealth of insights, including:

- **Practical steps to convert £1.5m in new revenue**
- **A solid checklist for improving your website performance**
- **A proven framework for Account-Based Marketing (ABM)**
- **How to create a powerful brand which elevates your business above the competition**
- **Which content to invest in and which formats to avoid**
- **How to choose the right CRM and get more from your platform**
- **A cheat sheet for social media marketing**

About the authors



Dan Edwards is Cognition's Strategy Director with over 20 years of experience in maximising SME budgets.



Olly Forrester is Cognition's Creative Director with an obsessive passion for building powerful SME brands.



Emily Johnson is Cognition's Content Specialist with extensive experience in growth-led marketing campaigns.

1. Set clear, measurable goals

What does success look like?

Before launching any marketing initiative ask yourself:

What do we want to achieve, by when, and how will we keep track of progress along the way?

Defining these end goals gives you a clearer, more streamlined version of success. The real impact of this exercise lies in breaking down these objectives into smaller, measurable targets.

By setting intermediary goals aligned with each stage of your customer journey, you gain a step-by-step view of exactly what needs to happen, and when, to reach your end objective.

For example, consider a £10M business with a primary goal of increasing annual revenue by 15%, which amounts to an additional; £1.5M. The graphic (right) shows how this might look when broken down into measurable, funnel-specific targets.

Growth-focused objectives, in reality, are likely to be more complex as sales funnels are rarely linear. Sales strategies, brand awareness, retention and overall lifetime value will inevitably come into play, adding extra layers to consider.

However, regardless of the individual needs and goals of your business, breaking down overarching objectives into funnel-based metrics will help make your goals more actionable and measurable – removing ambiguity and setting clear expectations for all involved.



Average contract value:
£250,000

This means the business needs six new clients to reach its goal



**Conversion rate of SQLs
(sales-qualified leads): 1 in 3**

To secure six clients, 18 qualified sales meetings are required



**Conversion rate of MQLs
(marketing-qualified leads): 1 in 4**

Reaching 18 sales meetings would require 72 marketing-qualified leads



2. Profile and segment your audience

Understanding who your audience is, what they value, and how they engage with your brand is essential for creating a targeted marketing strategy.

By profiling and segmenting your audience, you can tailor your messaging, approach, and tactics to resonate with the *right* people at the *right* time.

To counter internal biases on how your audiences behave, always speak directly to your customers.

One of the most efficient ways to start building audience profiles is by speaking with those in your organisation who work directly with customers.

Whether it's sales, support, or account management, these stakeholders can provide invaluable insights into customer needs, challenges, and preferences.

However, these internal insights may be incomplete or unintentionally biased. To counter this, make sure you speak directly to your customers, engaging with them via surveys and interviews. Deepening your understanding of their experiences and providing clarity on your messages, channels, and content that will resonate most effectively.



Which segmentation model is best?

Choosing a segmentation model depends on your business objectives, available resources, and the complexity you're able to manage.

As a general rule, you should always try to minimise your number of target segments. Look for the psychological common ground that unites your audiences, rather than the nuances that divide them. After all, most of the time your messaging must speak to multiple audiences and have relatively wide appeal.



Personas

Defining specific personas based on job role, industry, and challenges, allowing you to target different types of people with tailored messaging.*



Use cases

Focusing on how customers use or benefit from your product or service, often tailored by sector or need.



Industry

Organise customers based on the industry they work in. This allows your messaging to reflect the unique demands of each sector.



Size

Group customers based on their business size, often defined by revenue and/or employee count.

For each segment, identify...



Psychographics

Go beyond demographics and think about why your customers buy? What are their motivations, values, and goals?



Their primary challenge

The key problem or opportunity that drives them to seek your solution.



The solution you offer

Clearly articulate exactly how your product or service addresses their challenges.



Key messages

These should address both functional and emotional needs, connecting with the customer on a practical level as well as a personal one.

**Example - Steve, Chief Technical Officer, Large IT vendor, challenged by keeping pace with innovation while justifying R&D investments to his Board.*

Identify priority audiences

By answering these questions, you'll gain clarity on which types of customers offer the best balance of profitability, loyalty, and ease of acquisition. Allowing you to make the best use of your marketing spend and optimise your efforts toward the segments with the highest return potential.



Which customer type is most profitable?

Which types of customers or segments contribute the most to your bottom line? This may include customers who make frequent purchases, or purchase your highest-value services.



Which customer type is most loyal?

Loyal customers are often the most valuable in the long-term. As a result, they typically have lower acquisition costs, and are more likely to recommend your business to others. Analyse which segments have the highest retention rates or most frequent repeat purchases.



Which customer type provides the highest lifetime value (LTV)?

Lifetime value is a key metric for assessing which customers are likely to generate the most revenue over time. Identifying high-LTV segments allows you to prioritise marketing efforts toward customers who will yield the highest ROI over their lifecycle.



Which customer type is easiest to acquire?

Understanding which segments are most accessible can help you maximise the efficiency of your marketing efforts. Analyse metrics such as cost-per-acquisition (CPA), conversion rates, and average time-to-convert to identify those that require less effort to bring on board.

Unsure which segmentation model is best for your business?

Get in touch with us [here](#) and we'll happily discuss your specific challenges.



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Accelerate

3. Get to grips with market dynamics

Broaden your horizons

Now you have a firm understanding of your current customer base, the next step is to examine the broader market to identify untapped opportunities to ensure your efforts and budgets are focused on the right places.

You should always:

- **Estimate the potential market size** - Assess the number of potential customers within each segment to understand your potential reach and the scalability of your audience. Tools such as LinkedIn Sales Navigator are a great way to filter this down.
- **Identify gaps in your targeting** - Are there valuable segments you're currently missing? Perhaps you're reaching mid-sized businesses but have untapped potential in smaller enterprises that could be quicker to convert?
- **Evaluate competitors** - If certain market segments are already heavily targeted by your competitors, consider focusing on a niche within the broader segment.

This broad analysis will help you define an Ideal Customer Profile that aligns with both your strategic goals and the current market. Your ICP will help you shape your marketing focus and prioritise where you invest your time and budget.

Quick sanity check

Once you've conducted your market analysis, go back to (2) your audience segmentation and do a sanity check to ensure that the loyal, high lifetime value, easy-to-acquire customers are represented in your segmentation.

4. Invest in brand – your biggest revenue driver

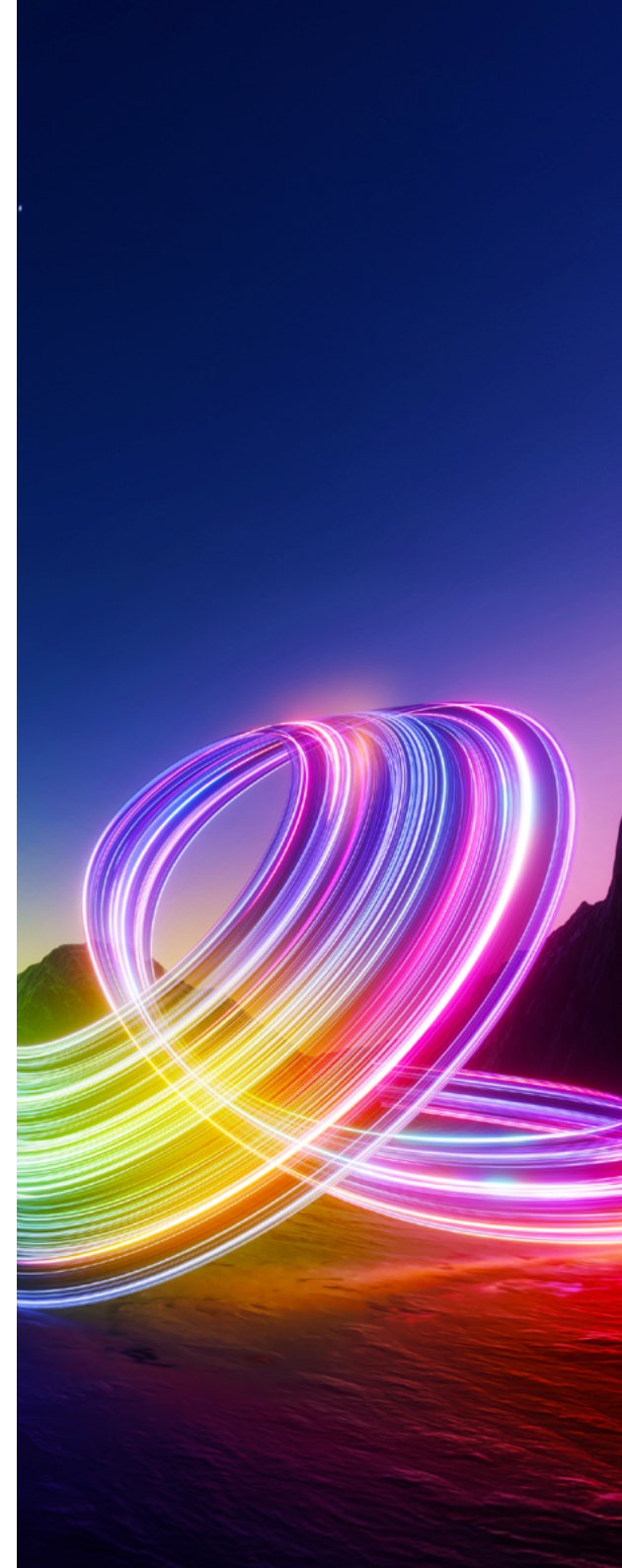
A strong brand shapes how customers perceive your business, from the values they associate with your company to the trust they put in your products and services.

Your visual identity

All brands have a visual and verbal identity. Your brand's visual identity is made up of multiple components, including your logo, colour palette, fonts, and the use of images or illustrations. These elements create a look and feel that customers will encounter across multiple digital touchpoints.

Whether you aim to be perceived as innovative, traditional, people-focused, or insightful – your visual identity should consistently communicate this across all platforms, helping customers to recognise and remember your brand – setting you apart from competitors.

*Ask yourself: Does your visual brand truly convey what you want it to?
Or are you simply mimicking the look and feel of competitors?*



Your verbal identity

This is all about the importance of having a consistent brand voice. Verbal identity applies to everything from your customer service emails to social media posts, and even the voicemail message you leave on the company phone. This is just as important as how your brand looks as it will help you to build a more meaningful connection with your audience.

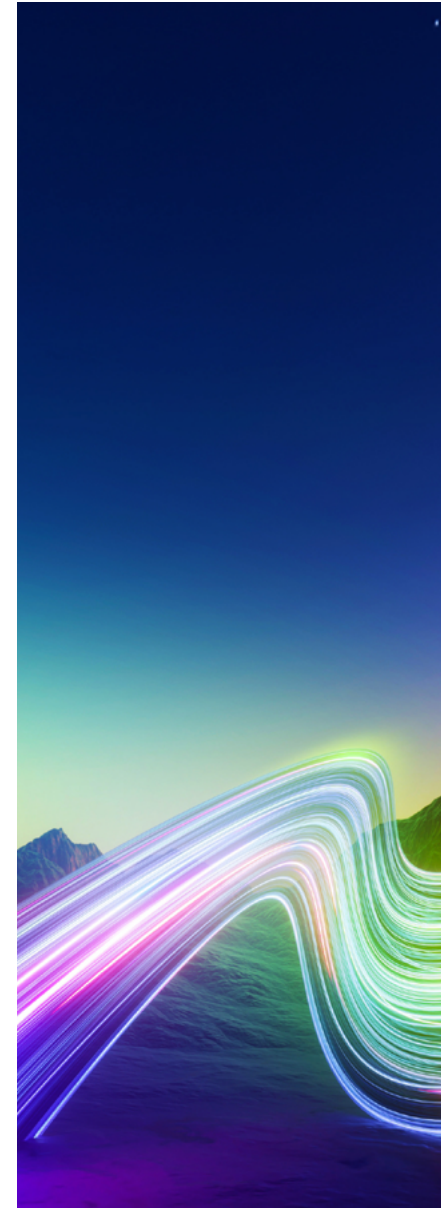
*Ask yourself: Is the tone of your content right for your brand?
Is your choice of language right for your audience?*

Brand proposition and messaging

With the look, feel, and voice of your brand defined, it's time to articulate your brand message – i.e. your unique value proposition. A brand proposition is a concise, compelling statement that captures the unique value you provide to customers.

This is the essence of your business, the **core** message that you want prospects to remember each time they encounter your brand.

Your brand proposition should distill your elevator pitch into something that is distinctive and differentiating.



4 Things Your Brand Proposition Should Do:



1. Differentiate your brand

...convey your unique strengths or attributes in a single line. Communicate what you do, how you add value, and what differentiates you from competitors.



2. Make you stand out

...by salience, we mean your proposition makes you stand out. The language, tone, or angle you focus on is distinctive in the marketplace.



3. Grow and evolve with you

If your proposition describes your current status quo, it won't 'future-proof' your business and won't help you achieve your growth objectives in 3-5 years.



4. Be supported by more specific messaging

...don't just create a one-liner and be done with it. Evidence your proposition by creating a messaging framework to prove your claims.

Tap into the psychology of emotional connection

Sure, brand visuals and messaging are pivotal. But, a **strong** brand must do more than simply communicate what you do.

It should foster an emotional connection with your audience. After all, people are much more inclined to make decisions with their emotions, and will resonate with stories far more than statistics.

To learn more about how you can use psychological techniques to influence your customers' decisions and drive more conversions, [take a look at Cognition's School of Marketing Psychology](#).

Need help finding the right words?

Get in touch with us [here](#) and we'll help you articulate your brand.



5. Invest in the *right* content (or get lost in the noise)

In the AI era, it's all too easy to 'write' a blog post in seconds. But most of the time, these automated articles simply litter the internet with more noise.

It's precisely because of the fact that content is easier to produce than ever before, that the need for a content strategy is more important than ever before. If you want your content to actually influence and convert customers (all while building your brand) a content strategy is non-negotiable.

In short, a successful content strategy delivers high-quality, relevant content that aligns with each stage of your customer's buying journey. Identifying which types of content are going to be **most** useful to them is crucial, with the goal of guiding them through the funnel towards those all-important conversions.

Think quality over quantity. Avoid producing content for content's sake. Instead, focus on what genuinely adds value to your audience. Choose topics where you can share a unique insight and a fresh perspective by delivering depth and relevance.



Blogs and articles

Great for thought leadership. They should address key topics your audience cares about, helping you establish authority and drive organic traffic.



E-books

Longer-form content providing in-depth insights. Ideal for leads looking for more substance as they progress through the funnel whilst adding to your positioning.



Case studies

Ideal for showing examples of how your product/ service has benefited others. Case studies build credibility to help prospects get closer to taking action.



Videos

Informative and engaging videos across all stages of the funnel are key. From quick explainers, to longer and in-depth product demonstrations.



Email

Especially useful for nurturing leads and staying at the top of your audience's mind. You can share valuable insights, updates and personalised recommendations.

6. Get smarter about channels and tactics

Establishing where your customers and prospects spend their time is crucial to marketing success (and future growth). It will inform where and how to reach them at different stages of the customer journey.

From initial awareness to final purchase – each touchpoint is an opportunity to connect with them in a meaningful way.

Ask yourself: Where is your audience spending their time? How does their behaviour shift across the buying journey? And what new channels and media are emerging which they may engage with?



Social



Paid/PPC



Email



Third Parties



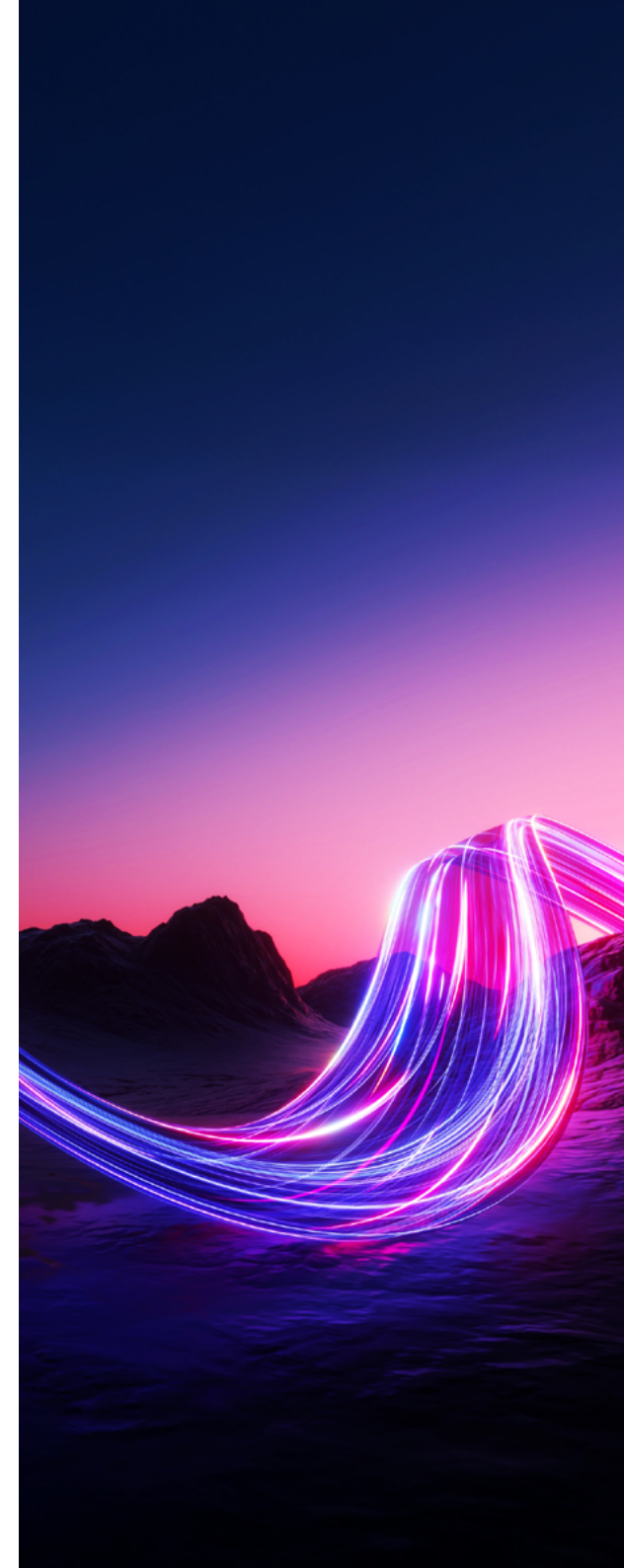
SEO



Phone



Referral



Identify key channels



Paid targeting and advertising

A powerful way to hone in on the exact audience you want to engage with is to use advanced targeting options on platforms such as **Google Ads, LinkedIn, and Meta**. They allow you to define your audience segments and filter by demographics, industry, job title, company size, revenue, behaviours and more, whilst minimising waste from irrelevant impressions and vanity metrics.

And don't forget to implement remarketing, as this will help keep your brand visible as prospects move through the decision-making process, driving more conversation and conversions.



Partner with third parties

Whether 'third party' media relates to external websites, industry publications, influencers or partnerships – all are invaluable channels for expanding your reach and building credibility. You can co-create content with influencers to gain exposure to their followers or work with third-party platforms that align with your audience to distribute relevant, value-driven content.



Your social checklist

Social media is an essential channel in any marketing strategy, but using it effectively requires thoughtful planning and structure. Conversation and engagement are key. People want to be part of communities and feel listened to.

Rather than trying to be on every platform, find a couple of platforms where your customers are most active and focus your efforts there. For example, LinkedIn may serve as your hub for thought leadership, whereas Meta or Instagram could be better placed for behind-the-scenes employee content to showcase your company culture and support recruitment.

**Download our
social checklist
cheat sheet**

...to make sure you're on
the right track.

Get your SEO essentials sorted

Effective SEO, while complex, can be simplified into three primary focus areas: site build and structure, content quality, and backlinks.

Together, they help improve your website's visibility and ranking on search engines, drawing more organic traffic to your site.

There's no denying how complex SEO can be. It requires a great deal of continuous effort and monitoring, but by implementing the key processes in our SEO essentials below, you can improve your website's visibility and drive meaningful engagement and conversions over time.



1. Site build and structure

A well-structured, accessible website is key. Google needs to be able to “read” your site easily to index your pages effectively (meaning more traffic to your site).

- Ensure that the HTML and underlying code are structured properly to allow search engines to crawl and index your pages.
- Google considers User Experience as a ranking factor, including site speed, mobile responsiveness, page layout and user-friendly navigation.



2. Content quality

Content quality is crucial for search engine rankings. Google assesses content based on expertise, authority, and trustworthiness.

- Use credible sources, maintain factual accuracy, and ensure content is written by knowledgeable authors.
- Create content that's both relevant and valuable to the needs of your customer. Make sure you update and expand on existing pages to keep them as relevant and up-to-date as possible.
- Conduct keyword research and continually review to identify the phrases your audience is searching for. Focus on keywords with high relevance, reasonable search volume and strategically place them within your content.
- Regularly run site audits to measure current performance and identify any new issues. Tools like SEMRush provide a report showcasing this.



3. Backlinks

Backlinks (also known as inbound links) from other reputable sites signal to Google that your content is credible, boosting your authority and search ranking.

- Create valuable, shareable content that naturally attracts links from other sites.
- Reach out to relevant, reputable sites to offer guest posts or collaborate on content - these should all link back to your website.
- Look out for unlinked mentions of your brand on other sites, and request that they add a link to your website.

7. Make your website fit for purpose

A well-optimised website is a vital part of any marketing strategy.

How does your site match up? Use this checklist to run through your site and discover places to optimise and increase ROI.

Visual identity



- ☒ Is your website's look and feel in line with your current brand identity? Fonts, colours and general imagery.
- ☒ Are your images tagged with alt text to help with accessibility?

Clear proposition and messaging



- ☒ Does your messaging reflect your up-to-date proposition?
Refer back to step 4 on your brand proposition and messaging.
- ☒ Are your core messages prominently displayed? Each page, especially your homepage and landing pages, should quickly convey who you are, what you offer, and why it matters to your audience.

Valuable content



- ☒ Are you delivering meaningful, relevant content that answers audience questions or provides solutions?
- ☒ Are you adding blog posts, guides or FAQs that will enrich your offering?

Search engine optimisation (SEO)



- ☒ Is your site optimised to rank well in search engines? *SEO-focused practices will inevitably help drive organic traffic to your site - more on this in the next section!*
- ☒ Have you used relevant keywords in your content, ensure meta tags are complete, and implement a clear URL structure?

User experience (UX)



- ☒ Is your key information easy to spot, with clear headings, concise copy, and strong calls to action?
- ☒ Does each page direct users naturally to the next relevant step, such as filling out a form to request a call, or providing a signpost to 'learn more.'
- ☒ Have you considered accessibility requirements and how different users will interact with your site?
- ☒ Keep the navigation menu simple and make key pages, such as "Services," "About Us," and "Contact," easy to find.
- ☒ When it comes to ordering your primary navigation menu, start with the 'Solutions' that users are looking for and have internal information (e.g. 'About us', 'Careers') as the last items on the nav.
- ☒ Do you have a responsive design that adapts to desktops, tablets, and smartphones?

Conversions



- ☒ Identify the primary actions you want visitors to take. Whether it's filling out a form, booking a demo, or making a purchase, ensure that calls-to-action (CTAs) are strategically placed throughout your site.

Technical stability



- ☒ A technically sound website is fast and secure – how is your site performing?
- ☒ Check your site speed and improve load times if needed, as fast pages reduce bounce rates and improve UX.
- ☒ Ensure that your website is secure, as this affects SEO rankings and user trust.

Monitor and refine



- ☒ Regularly review website analytics to understand how visitors are interacting with your site.
- ☒ Identify key metrics including traffic sources, bounce rates, and conversion rates.
- ☒ Identify the most popular pages and those where users are dropping off to help inform further improvements.
- ☒ Ensure analytics tracking and media pixels are in place to enable performance analysis and remarketing.

Need an in-depth review of your website?

Get in touch with us [here](#) to discuss a detailed audit tailored to your business.



8. Maximise the use of your CRM

Customer Relationship Management (CRM) systems are powerful tools for maintaining strong customer relationships and driving growth.

However, simply having a CRM in place isn't enough.

Using it effectively is essential for maximising its value, with a number of key questions to consider.

Does your CRM fit your business needs?

A good CRM should align with your business's specific processes and goals without being bogged down with overly complex integrations or unnecessary features. CRMs like Hubspot, Salesforce and Mailchimp are highly customizable, allowing you to adapt them as your business scales.

Is your CRM cost-effective?

CRMs come in a variety of price ranges and models, so it's important to consider whether your current solution offers a solid ROI. Many deliver tiered pricing models that make them accessible to businesses of different sizes, meaning you only have to pay for the features you need.



Is your CRM aligned for internal users?

Adoption and ease of use are key to CRM success. Assess whether your team finds the platform user-friendly and aligned with their workflows. So long as these boxes are ticked, you're more likely to achieve better internal buy-in and productivity.

Is your data clean and well-managed?

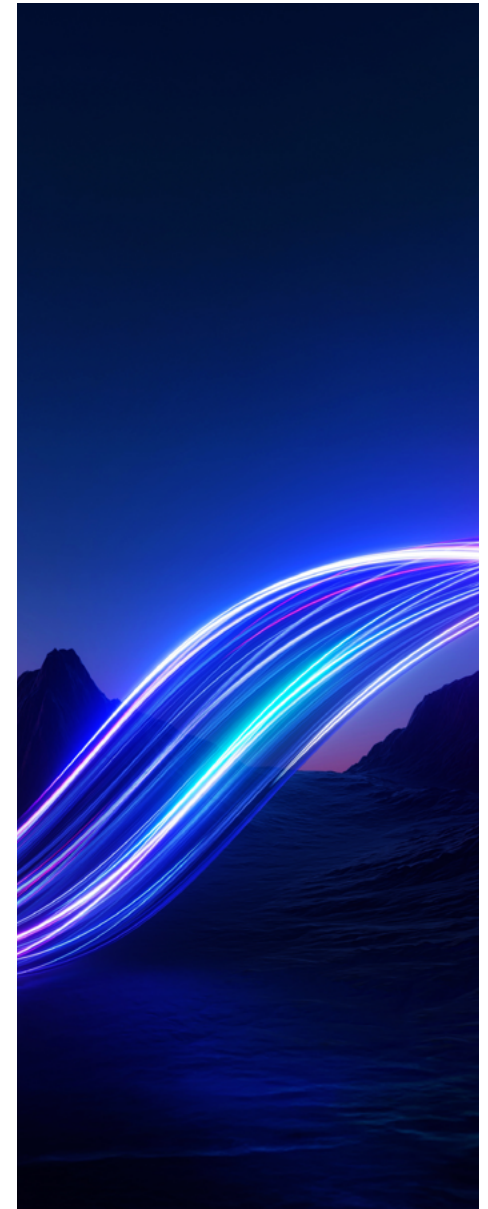
Data integrity is crucial. Make sure customer data is up-to-date, consistent, and de-duplicated – otherwise your messaging and offerings will get lost.

Do you have a centralised customer view?

One of the greatest advantages of a CRM is a single, centralised view of each customer. But, this is only achievable if effective data sharing and cross-department collaboration is in place.

Can you track customer behaviour?

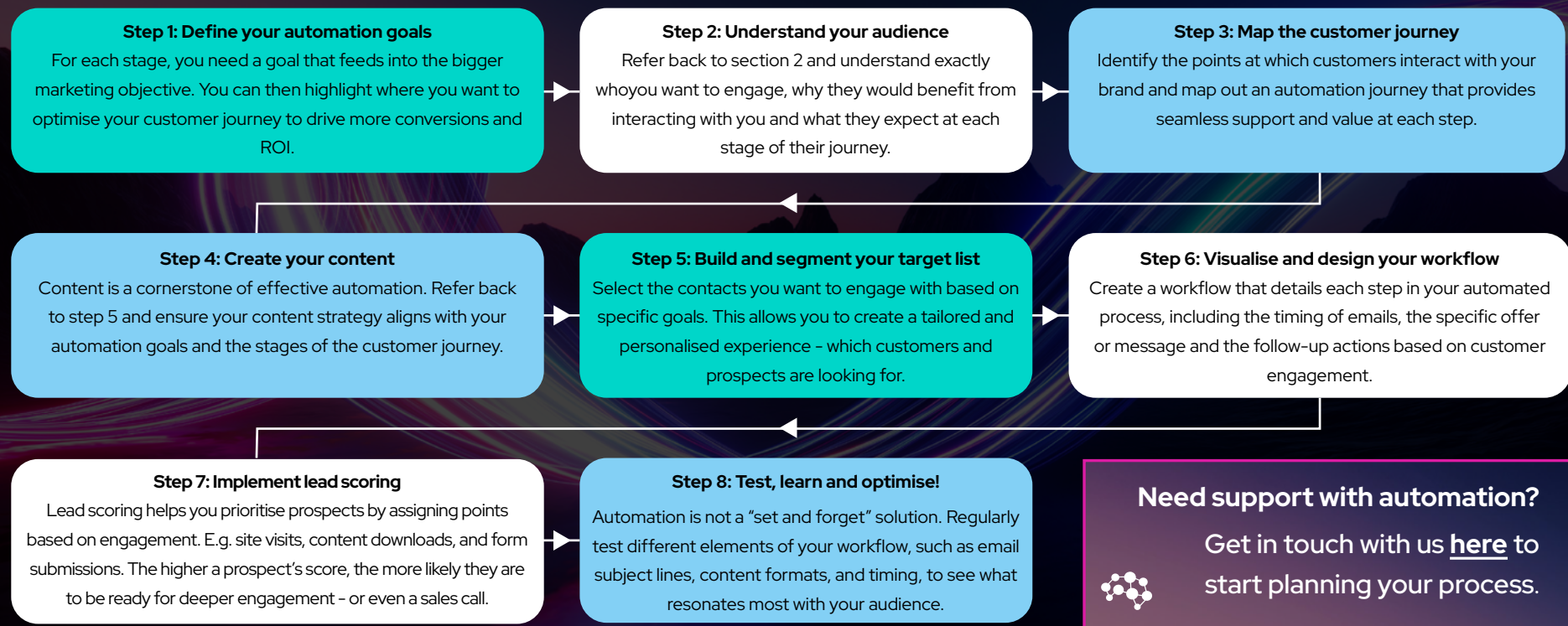
Understanding customer behaviour is critical for long-term relationship building. With the right CRM insights, you can track and analyse behaviours to identify core patterns, and tailor your engagement tactics accordingly..



9. Set up marketing and sales automation

Whether integrated into a CRM, or run through a separate platform, automation can significantly improve your team's efficiency and bring your sales and marketing function together. All while enhancing the customer experience, driving revenue, and reducing costs.

A simple 8-step guide to help optimise your process.



10. Master the art of outreach and pitching

Outreach is critical for converting leads and building relationships with new prospects. Successful outreach relies on using a strategic mix of channels, content, and consistent interactions. Below we've summarised the most important outreach activities for two scenarios: 1) Engaging existing contacts and 2) Nurturing new prospects.

1. Engaging existing prospects

1. Align sales and marketing for non-linear journeys

A buyer's journey is rarely straightforward. This requires close coordination between sales and marketing to ensure the relevant content and comms are available across channels.

2. Use multiple channels

Sales outreach should utilise multiple touchpoints, including email, social media, phone calls, and even automation-driven reminders or updates. By providing a smooth experience across these channels, you can continue nurturing relationships while delivering relevant insights.

3. Deliver purposeful content

Effective outreach hinges on providing value. Using content at different points in their journey that addresses a prospect's unique pain points can drive engagement, without overwhelming them with direct sales tactics.

4. Timing is key

All outreach efforts should be timed to support the buyer's journey, avoiding a "hard sell" approach. Outreach should be grounded in the context of their interactions and current journey position.



2. Proactive nurturing of new prospects

But what about cold prospects – those who have no existing awareness of your brand? How do you get their attention and make it onto their consideration list...

1. Use LinkedIn for research and targeting

You can pinpoint potential prospects on LinkedIn by filtering based on industry, role, company size, and level of activity. Targeting individuals who are active on the platform increases the likelihood of interaction and engagement. LinkedIn's Sales Navigator allows you to create a detailed list of qualified prospects, providing a solid foundation for building new relationships.

2. Regularly post valuable content

Posting regular insights, industry updates, or thought leadership articles allows you to establish a LinkedIn presence that resonates with your audience's interests and concerns.

3. Engage authentically

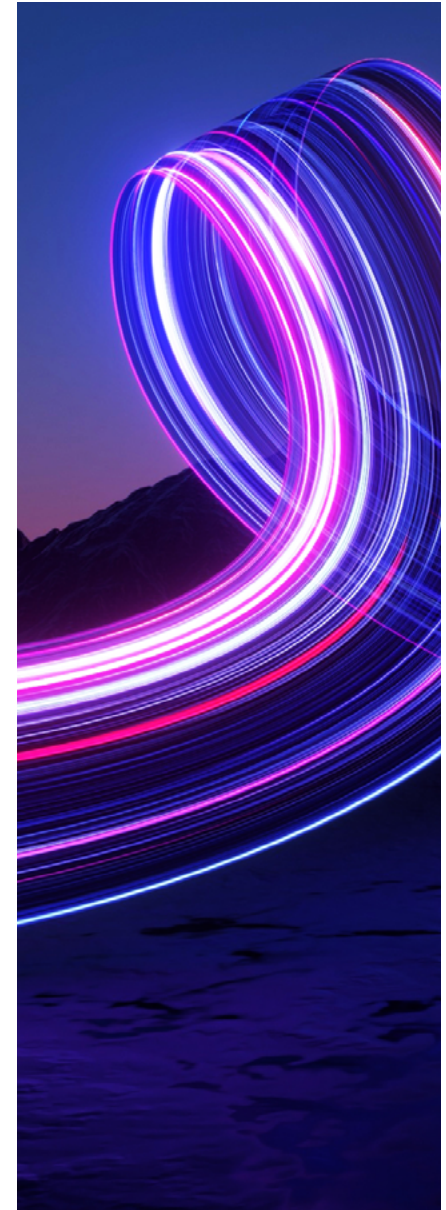
Engagement on LinkedIn is not about immediate sales pitches – it's about building rapport and relationships. Follow your target list of prospects and look for opportunities to engage with them meaningfully – by, for example, commenting on their posts.

4. Build over time

Once a target has engaged with your contributions, keep the messaging non-salesy and tailored to their interests. Continue this engagement process over a period of time – the idea is to build a foundation of trust and familiarity.

5. Offer value-based invitations

After building a connection, consider offering something of value that isn't directly tied to a sales pitch. An industry roundtable, an exclusive webinar, or an offer to join a discussion on a relevant topic. This soft approach can often open doors for deeper conversations, without applying pressure. This still isn't the time to sell, but it's a place to make connections and build relationships – which might provide future sales opportunities.



11. Close in on the target with Account-Based Marketing (ABM)

By concentrating efforts on high-value accounts with tailored messaging and targeted outreach, ABM can generate significant returns for the right types of businesses.

Account-Based Marketing (ABM) is a highly targeted strategy, focusing on engaging a specific set of target accounts through highly personalised content, campaigns, and interactions.

Here's how to determine if ABM is suitable for your business, along with a top-level framework you can refer to.

Is ABM right for you?

If your answer is 'YES' to at least three of these five criteria, ABM could be a valuable addition to your strategy:

1. **Is your average contract value over £30k?**
2. **Is your sales cycle typically over 6 months?**
3. **Do you sell expertise, or offer consultancy services? (This may be in combination with a product)**
4. **Are you selling to a relatively small number of target companies? I.e. <1,000?**
5. **Are there multiple buyers involved in the decision-making process?**

If you want to see more about ABM marketing and how to implement it in your business

- download our proven ABM Framework.

12. Measure. Adjust. Evolve. Repeat.

Crafting a growth-focused marketing strategy is definitely not a one-and-done task.

To achieve sustainable success, you'll need to implement an ongoing process of refinement and improvement.

While it's easy to pay lip-service to concepts like continuous improvement, many SMEs still rely on anecdotal feedback on the success of their marketing activities and repeat the same tactics year after year. To avoid this complacency, you'll need to adopt four key principles:



1. Identify key KPIs

Every effective marketing strategy begins and ends with measurement. Define clear KPIs that directly align with your business objectives. Refer back to stage 1 and focus on the number of MQLs you need to convert into SQLs; if you're hitting these metrics you're well on track to convert your desired number of new customers.

Regularly assess what's working and what's not. Are certain campaigns outperforming others when it comes to generating leads? Measurement delivers the clarity you need to make informed decisions and avoid wasting resources on initiatives that don't deliver.





2. Refine for greater impact

Equipped with data, it's time to adjust. This could include:

- Refining your messaging to better resonate with your audience's challenges.
- Tweaking content to align with which platforms are driving the most engagement.
- Shifting outreach tactics to maximise your most effective touchpoints.
- Reallocating budgets to channels delivering the highest ROI.
- Optimising your CTAs to boost conversion rates.

Making adjustments doesn't mean you're abandoning your strategy; you're simply amplifying what's working and eliminating what isn't.



3. Keep pace with change

Markets are always changing, and so are the needs of your customers. To stay ahead, your strategy must evolve over time. This means staying in the loop with industry trends, emerging tech, and competitor movements. It also requires anticipating shifts in customer expectations and proactively addressing them.



4. Commit to repeat

Continuous improvement is at the core of an effective marketing strategy. Regularly revisit your KPIs, review your performance data, and refine your approach. This iterative process ensures your marketing remains relevant, impactful, and aligned with your business goals.

Ready to supercharge your growth?

Turn the theory into practice with Cognition Accelerate.

You're now equipped with the foundations you need to build an impactful marketing strategy focused on accelerating your business growth.

But, there's no denying how overwhelming all these stages may feel – we totally get it. From building distinctive brand positioning to setting up marketing automation, it's an endless to-do list. And that's before you even think about how to successfully pitch your product or service to the right people.

So, if you need extra support in kickstarting your journey towards a winning marketing strategy, don't hesitate to get in touch. Our Cognition Accelerate packages are specifically designed to help SMEs deliver sustainable growth – year after year.

Simply [get in touch](#) to start accelerating your growth.



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About Us.

Cognition is the UK's leading psychology-led marketing agency.

We use our deep understanding of how people make decisions to build powerful customer acquisition and retention strategies.

Specifically, we specialise in:



Research & Insight



Brand & Creative



Strategy & Planning



Internal Communication

Accelerate is our new streamlined service designed exclusively for SME growth.

Curious about how our psychology and marketing expertise could transform your business?

Book an initial call [here](#) to learn more.

London
60 St Martin's Lane
Covent Garden
London
WC2N 4JS

+44 20 4586 1470

Birmingham
Arca
Temple Row
Birmingham
B2 5AF

+44 121 368 7521

Manchester
Peter House,
Oxford St
Manchester
M1 5AN

+44 161 524 6531