

Success Stories

How fractional CMO Hari Farzin helped M Squared build a clear marketing strategy, raise brand awareness and lay the foundations.

About M Squared

M Squared is a commercial landscaping and groundworks company based in Scotland.

The business had strong ambitions to accelerate growth and become widely recognised across its target markets.

To support this, M Squared needed a clearer marketing strategy, stronger brand positioning and the right foundations to scale sustainably.

The Challenge

M Squared had ambitious growth targets, but no clear marketing strategy or dedicated marketing function.

Several marketing projects had been started but not completed, brand awareness was low and public-facing assets did not reflect the calibre of the company's work or clients.

The business also needed stronger customer and employee value propositions, clearer growth priorities and better visibility of where future growth would come from.



M Squared

The Solution

Hari implemented a structured marketing strategy to give M Squared clearer priorities and a stronger platform for growth.

This included:

- **Marketing strategy:** A comprehensive 18 to 24 month strategy was developed with staged priorities and clearer focus.
- **Brand and messaging:** The brand was evolved and messaging refined to better reflect M Squared's expertise, credibility and quality of work.
- **Marketing assets:** Public-facing assets were improved, including a revamped website and new marketing collateral.
- **CRM and business development:** A Monday CRM system was implemented to improve tender pipeline visibility, team efficiency and opportunity scoring.
- **Employer brand:** A clear employee value proposition and company values were defined to strengthen company culture.

“Hari delivered the marketing strategy to ensure that the company became widely recognised in all target markets in Scotland, whilst helping set the foundations to scale the company.”

The Marketing Centre

Results

The marketing initiatives created a solid platform for growth and delivered tangible results:

- Brand awareness increased significantly, with organic traffic up 4.1k% year on year
- Direct traffic increased 3.2k% year on year
- M Squared was named a Top Company to Watch in 2025 by Insider.co.uk
- A promising acquisition opportunity arose after another company saw M Squared's PR activity
- Increased inbound engagement from banks and private finance companies
- Enhanced employer brand, with industry professionals reaching out directly to Kerr on LinkedIn
- CRM analytics are set to drive efficiencies and improve bid success rates

Long-Term Investment

Hari's work gave M Squared the structure, focus and marketing foundations needed to support long-term growth.

With clearer positioning, stronger public-facing assets, improved CRM visibility and a more targeted approach to business development, M Squared is now better placed to scale and strengthen its profile across the Scottish marketplace.

Kerr McEwan, Founder and MD, M Squared

"Hari is a force of nature. With a focus on the end objective, she works at pace and gets things done. I have and will recommend her to other ambitious businesses who are looking to propel their growth."



Have a question?

Call us on **0208 166 3106** or email us at info@themarketingcentre.com.
You can find out more at www.themarketingcentre.com