

Success Stories

How fractional Marketing Director Sarah helped Puritas increase its client base by 50% and build a stronger foundation for future growth.

About Puritas

Puritas is a niche fund administration software company based in Jersey.

The business had a strong foundation, but needed a more structured marketing approach to support growth, improve brand awareness and generate qualified leads.

By working with The Marketing Centre, Puritas strengthened its marketing activity, improved visibility and built a more consistent pipeline for future sales.

The Challenge

Puritas had a solid business, but its marketing lacked the structure and resources needed to support growth.

The company needed to diversify its client base, improve brand awareness, generate qualified leads, increase business value and make better use of existing agency support.



Puritas

The Solution

The engagement began with an in-depth branding workshop with the leadership team to clarify buyer personas, refine the value proposition and establish key messages.

This included:

- **Targeted campaigns:** LinkedIn and Google Ads campaigns were developed around the pain points of Puritas' target audience.
- **Content marketing:** Blog articles and organic social media content helped position Puritas as a thought leader.
- **SEO optimisation:** Website landing pages and online platforms were improved to increase organic search visibility.
- **Marketing technology:** Website visitor tracking, Salesforce and LinkedIn automation tools were integrated to support lead identification and nurturing.
- **Marketing automation and reporting:** Salesforce was used to streamline workflows, improve reporting and communicate clear action plans to the Board.

“Sarah’s ability to develop a targeted marketing plan and leverage analytics has demonstrably improved brand awareness and lead generation.”

Trevor Cole, Managing Director, Puritas

Results

Sarah's strategic marketing direction delivered measurable results for Puritas.

- 50% increase in customer base
- Robust pipeline of qualified leads ready for conversion
- Increased website traffic, social media engagement and reach
- Improved brand awareness within the fund administration sector
- Stronger credibility as a market leader
- New clients brought onboard as a result of the implemented marketing strategies

Long-Term Investment

The fractional model gave Puritas senior marketing leadership without the commitment of a full-time Marketing Director.

With clearer positioning, better use of marketing technology, stronger reporting and a more targeted lead generation approach, Puritas now has a stronger foundation to support future growth and business value.

Trevor Cole, Managing Director, Puritas

"The initial uncertainty surrounding the return on investment in a full-time marketing director was effectively mitigated by the flexible fractional model. Sarah's ability to develop a targeted marketing plan and leverage analytics has demonstrably improved brand awareness and lead generation. We are particularly pleased to be bringing new clients onboard, a clear indicator of the effectiveness of the implemented marketing strategies."



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