

BUSINESS SUCCESS STORY

Smart Currency Exchange

Expanding the sales funnel

How a Fractional CMO lifted website traffic by 28% and increased engagement by 62%.

28%

increase in monthly website traffic

62%

increase in new visitor time on site

By refocusing the brand proposition, tightening customer messaging and aligning digital channels around clear acquisition and conversion goals.

THE CHALLENGE

The business

Smart Currency Exchange is a specialist foreign exchange service supporting private clients making international property purchases, lifestyle moves abroad, and high-value transactions.

With a long-established service proposition and strong reputation, the business wanted to accelerate growth through improved brand consistency, stronger digital performance, and more effective partner marketing.

Smart Currency Exchange had ambitious growth plans, but several issues were holding back performance:

Brand and website

- Inconsistent brand application and outdated messaging.
- No clear brand guidelines or tone of voice.
- Website was outdated, with mixed designs and fragmented content.

Customer communications

- Automated email journeys were outdated and impersonal.
- The daily Currency Updates were a “one-size-fits-all” and had low engagement with the clients.
- There was limited nurturing for prospects and long-lead clients leading to missed opportunities for the sales team.



Partners

- Partner communications lacked personalisation and consistency.
- Mixed approaches for property vs professional services partners.
- Sales-led process with marketing brought in too late.

Acquisition

- Property leads passed directly to calling teams with minimal marketing nurture.
- Referral channel under-optimised despite its low cost.
- Paid Search conversion opportunities being missed due to weak journeys and website issues.

Team capabilities

- A shared resource model with other businesses was leading to a lack of direction and specialism.
- The team were overstretched and slow to deliver.
- There was no partner-focused resource.

Smart Currency Exchange needed strategic leadership to align brand, digital, customer communications, partners and acquisition into one cohesive growth engine.

Fractional CMO leadership that connected the whole funnel

THE SOLUTION

To unlock growth, Smart Currency Exchange introduced a Fractional Chief Marketing Officer to provide strategic leadership and align brand, digital, customer communications, partners and acquisition into a single, performance-driven funnel.

Rather than adding more activity, the focus was on clarity, prioritisation and commercial effectiveness – ensuring marketing created higher-quality demand and supported sales more effectively.



1. Brand transformation

The brand was repositioned to create consistency, credibility and clearer differentiation across all customer and partner touch points:

- Development of full brand guidelines covering colour palette, tone of voice, personas and messaging hierarchy.
- Consistent application across website, email, partner materials and sales assets.
- A full website upgrade, evolving from an initial facelift into a complete rebuild to support acquisition and conversion.
- SEO foundations strengthened post-upgrade to improve visibility and attract higher-intent traffic.

This created a clearer proposition, improved trust signals, and a stronger platform for converting interest into enquiry.

2. Acquisition Strategy & Digital Performance

The acquisition model was redesigned to prioritise quality over volume, improving funnel efficiency without increasing overall spend:

- Paid Search optimisation delivered significantly improved ROI, reducing Cost per Acquisition while improving lead quality.

- Referral programmes were refined to increase contribution from this lower-cost, higher-trust channel.
- Digital journeys were simplified and strengthened to improve conversion from first visit to enquiry.
- SEO improvements increased visibility for relevant, high-intent searches, feeding the top of the funnel more effectively.

The result was not just more traffic, but better traffic – visitors more likely to engage, convert and progress to sales conversations.

This improved the quality and readiness of enquiries entering the pipeline, enabling sales teams to focus time on higher-value opportunities.

3. Team Structure & Capability

To sustain performance, internal capability was strengthened:

- Clearer role ownership and improved workflows introduced.
- Dedicated partner marketing capability added where none previously existed.
- Appointment of a CRM Marketing Manager to drive segmentation and automation.

Not more activity. Better-connected activity.

Marketing became a coordinated commercial system rather than a collection of channels.

Fractional CMO leadership that connected the whole funnel

THE SOLUTION CONT.

4. Customer Email & Segmented Communication

Customer communications were restructured to support nurturing, readiness and lifetime value:

- Segmented journeys introduced across key customer groups, particularly improving onboarding for new clients.
- New nurture programmes built for long lead property prospects, reducing reliance on early sales calls.
- Email content rebuilt with persona-specific versions to improve relevance and engagement.
- Win-back campaigns for dormant clients and loyalty programmes for frequent traders strengthened retention and repeat activity.

This shifted email from a broadcast channel to a commercial nurture engine supporting pipeline flow.

5. Partner Marketing Transformation

Partner marketing was professionalised to improve consistency, engagement and revenue contribution:

- Clear segmentation across Property and Professional Services partners.
- Creation of consistent, high-quality pitch decks and materials for Business Development teams.
- Development of omni-channel partner content including email, video and print.
- Sales enablement through tailored campaigns, events, webinars and training tools.
- Introduction of Account-Based Marketing for priority partner sectors such as mortgage brokers and wealth advisers.

This improved partner activation and ensured marketing supported scalable, repeatable partner-led acquisition.



“Our aim from day one was to turn Smart Currency Exchange’s marketing function into a genuine growth driver.

By tightening the brand, upgrading digital journeys, and introducing structured email and partner programmes, we’ve created a higher performing, lower-cost and more efficient marketing model.

The uplift in traffic, engagement and conversion reflects the strength of that shift and the momentum now building across the business.

It’s been a pleasure working with the team to help unlock the potential that was already there.”

**Rebecca Shears, Fractional CMO,
The Marketing Centre**

Marketing that drives genuine growth.

Higher performing, lower-cost and more efficient marketing model.

A stronger engine for scalable growth

THE RESULTS

38,000 monthly website visitors Up 28% vs 2024	55 sec new visitor time on site Up 62%	28.8 average Google position Improved by 8 places
12% paid-search click-through rate 8% conversion	1,074 quarterly forecast downloads Previously 200	32 new trades per incentive campaign
53% email open rate Up from 49%	92% site audit score Up from 69%	34% AI visibility after the upgrade

THE OUTCOME

- A fully modernised brand
- A high-performing website and acquisition engine
- A segmented, intelligent customer communications programme
- Professionalised partner marketing
- A clearer, more capable marketing function
- Strong digital performance and improved conversion

The business has moved from inconsistent, fragmented marketing to a scalable, structured and strategically aligned model, creating a strong foundation for future growth.

“Bringing in a Fractional CMO from The Marketing Centre has been transformational for our business. We now have a clear brand, a modern digital presence and a marketing engine that finally reflects the quality of our service.

The strategic direction, structure and expertise brought to the team have made an immediate and measurable impact. We are genuinely delighted with the outcomes.”

**Trevor Charnley · Managing Director,
Smart Currency Exchange**

Could your marketing become stronger?

Talk to The Marketing Centre about the clarity, leadership and commercial momentum your business needs.

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