

Success Stories

How fractional CMO Stephen Rumbelow helped Sona Insurance build a strategic marketing system for sustainable growth.

About Sona Insurance

Sona Insurance is a modern, independent insurance broker offering a personal, expert and tailored approach.

The business had grown through trusted relationships, but needed to move beyond word-of-mouth to meet its 2025 growth targets.

To scale sustainably, Sona needed clearer positioning, stronger visibility and a marketing system that could reach new commercial and property audiences.

The Challenge

Sona had grown through trusted relationships, but relying on word-of-mouth was no longer enough.

The business needed to clearly communicate its value, reach new audiences and build a scalable marketing system, without existing in-house infrastructure, CRM or previous marketing activity.



Sona Insurance

The Solution

Stephen worked with CEO Rob Thacker and the leadership team to define Sona's growth strategy and build a complete marketing system from scratch.

This included:

- **Clear growth direction:** Stephen helped align the team around a North Star, ideal customer profiles and a distinct value proposition focused on clarity, protection and tailored advice.
- **Brand and website foundations:** Sona developed refreshed brand positioning, a comprehensive brand playbook, a new website and dedicated service landing pages.
- **Customer-led content:** A content strategy was created around real customer needs and buying triggers, supported by short-form video, carousel posts and campaign assets.
- **Demand generation:** A campaign plan combined SEO, Google Ads and LinkedIn activity to make the brand more discoverable, differentiated and ready to grow.

“Stephen brought clarity and understanding to our approach, fine-tuned our USPs and developed a plan with KPIs.”

Rob Thacker, CEO, Sona Insurance

Results

The marketing initiatives created a solid platform for growth and delivered tangible results in just five months:

- 265% increase in organic and direct website visits
- Google Organic visits up 52%
- Direct traffic up 104%
- High-value new business wins directly linked to LinkedIn content exposure
- A flow of leads and business, supported by clearer marketing direction and online exposure

Long-Term Investment

Sona now has a strategic marketing system built to support sustainable growth.

The next phase will focus on outbound email, CRM integration, customer lifecycle marketing and lifetime value modelling to support smarter acquisition and retention strategies.

Rob Thacker, CEO, Sona Insurance

“Our business had never undertaken any marketing at all prior to The Marketing Centre & Stephen’s involvement, and I was determined not to start until we had absolute clarity about our distinctive proposition, and a determination that once we started, we would stay the course. I see too many companies with out-of-date materials, and in our world something is always happening, so there is no excuse.

Stephen bought clarity and understanding to our approach, he fine-tuned our USPs and developed a plan, with KPIs. He then implemented everything we discussed, and our online exposure has rocketed. We are now starting to see a flow of leads, and business. I now feel confident that we are doing all the right things, at the right time, and capitalising on our successes beyond within our own office.”



Have a question?

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