

Achieving Rapid Growth with Strategic Discipline

Client

4Ps Marketing



Industry

On-Line Marketing
www.4psmarketing.com

Age / History

Established in 2008

Size

25 staff

Director & Partner

Matt Phelan

Think Feel Know Engagement

2008 to present

"Think Feel Know have been integral to the growth of our company. Through regular meetings over the last 3 years we have managed to avoid many of the growing pains that could have slowed our growth. I would highly recommend them for companies looking for strategic discipline."

MATT PHELAN JULY 2011

Challenge

4Ps Marketing was established in 2008 and faced all the challenges of a start-up business in a tough economic environment. This was a highly specialised business focusing on SEO (Search Engine Optimisation). The challenge was to create the foundation for a business which was capable of building scale quickly and growing shareholder value to support an eventual exit strategy for the major shareholders.

The coaching solution

Clive Hyland of TFK was assigned to provide coaching support to the Partners in the development of their business. This support started from the creation of the original business proposition and vision and then the business plan to deliver it. This included the design of the initial Management Team and Board of Directors. Thereafter, it has entailed regular sessions with both of the Partners to provide on-going strategic support, education and guidance based on Think Feel Know's coaching and business models and underpinned by their substantial experience of keeping rapidly growing businesses on track.

Why TFK?


They were able to demonstrate real experience of start-up and growing businesses. Their IP was relevant and valuable from day 1 and has remained so throughout the engagement.

Results

Commercial

- 4Ps Marketing has been officially recognised as being in the Top 30 biggest Search Marketing agencies in the UK
- Its revenue will exceed £1m this year
- It has established a reputation envied by its competitors and looks poised to continue to build on this success in the future

Cultural

- The Business Partners were enabled to set off with a very clear and focused strategy from the outset
- Success along the way has reinforced their belief in this approach and the value of maintaining strategic discipline
- This has bred confidence throughout the organisation resulting in 4Ps being in a very strong position to retain and attract both clients and key talent 



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