

Brochure & Guide



MARKETING & DESIGN

www.pathfinderagency.co.uk

support@pathfinderagency.co.uk

Your fixed-rate subscription for weekly marketing & design hours, cancelled at any time. No long commitments and zero fuss.

BROCHURE & GUIDE

PATHFINDER



 **PATHFINDER**

Got questions?
support@pathfinderagency.co.uk



Pathfinder is a Marketing & Design agency that helps businesses of all sizes, worldwide.

Whether you're hearing about us for the first time or simply looking to learn more, this brochure is intended to give you all the information you need.

You can expect to see some of our work, insights on the finer details, and all the information you need to get started. And if we've missed anything specific to your needs, just let us know directly and our friendly team will always be ready to help.

On behalf of our whole team, we welcome you to Pathfinder.

Many thanks;

Team Pathfinder
Team Pathfinder

www.pathfinderagency.co.uk

EMAIL: support@pathfinderagency.co.uk
PHONE: 0330 043 3438

ADDRESS: 25 The Shard, London Bridge Street, London, SE1 9SG

Hola
Salaam
Salut
Guten Tag
Bonjour
Merhaba
Aloha
Dia Duit



The path to better marketing & design

We're a multi-award winning marketing & design service that specialises in marketing, design and web. Collectively, we've helped generate over £100million for businesses of all sizes, so we know what it takes to discover your greatest expression.

Whether you need content that differentiates you, artwork that supports your communications, or a dedicated team to build and manage your website, you can do it all in one place for an affordable, monthly-rolling contract.

Your team of experts

Our experts become your team, on a monthly rolling subscription. You get access to an entire range of specialists that can cover your marketing & design needs, for only a fraction of the cost of hiring a team. There's no long commitments and zero fuss.

You can expect:

- A monthly rolling subscription, cancelled at any time
- Access to a team of UK-based, qualified & experienced specialists
- No limitations on revisions or what proportion you use your team in
- Regular meetings with a dedicated Account Manager



Marketing Specialists

Work with marketers that know what it takes to position your business in the right way.

Their experience will help you execute on the different challenges that your business will face throughout your journey of growth.



Graphic Designers

Visually stunning graphics often come at a premium cost. Not with Pathfinder.

Whether you need print or digital media, our team of Graphic Designers are equipped with the best tools and have you covered.



Web Specialists

Your website is an essential part of your customer journey. It needs to be right because it also says a lot about your brand.

Have it designed, built and managed by Web Specialists that know their stuff.

A woman with short, curly brown hair and red lipstick is looking upwards with her eyes closed. She is wearing a vibrant green, long-sleeved button-down shirt that is tied at the waist. The background is dark, and numerous white, crumpled pieces of paper are falling around her. A large, bright green geometric shape, resembling a stylized 'P' or a series of parallel lines, is positioned behind her head and shoulders.

Stop over-paying & over-working

We save you money against hiring a marketing & design team, regardless of whether you're just starting out or you already have an in-house team. Pathfinder is always here to help and is the new proven method that works.



	 PATHFINDER	Entry-level employee	Mid-level employee	High-level employee	Freelancer	Agencies
Skill Level	High	Low	Medium	High	Medium	High
Speed	High	Low	Medium	Medium	Medium	Medium
Quality	High	Low	Medium	High	Medium	High
Flexibility	High	Low	Low	Low	Medium	Low
Skill Mix	High	Low	Low	Medium	Low	High
Scalability	High	Low	Low	Low	Medium	High
Work Volume	Medium	Low	Medium	High	Low	Medium
Monthly Cost	£1,499 / all inclusive	£2,000 - £3,000 / per person	£3,000 - £4,000 / per person	£4,000 - £5,000 / per person	£1,500 - £4,000 / per freelancer	£3,500 - £7,500 / per agency
Additional considerations	High competency, high flexibility, cost-effective solution.	Cost of recruiting, national insurance, pensions, training, software, general overheads, sick days & holidays	Cost of recruiting, national insurance, pensions, training, software, general overheads, sick days & holidays	Cost of recruiting, national insurance, pensions, training, software, general overheads, sick days & holidays	Limited skills and expertise. Work is likely to slow & become unscalable as freelancers become busier.	High competency, low flexibility. Most agencies also charge per project and for additional tasks.

*Salary data from Cast UK (2025) & Indeed (2025) Freelancer data from Adzooma Research (2024-2025)
Agency data based on median costs from teamwork.com (2025) and Adzooma Research (2025)

Why choose **PATHFINDER**

Our business model was a direct response to what real-life businesses needed - the ability to access a team of experts on a flexible & predictable contract that didn't cost a fortune. Prior to Pathfinder, businesses were forced to either hire inexperienced executives, have a costly in-house team, or get stuck with freelancers & costly agencies to cover the skills-gap. Pathfinder empowers businesses and changes everything.



Trusted for our accolades

Choose a subscription based on how many hours of work you'd like from us each week. Your hours can be split, in any proportion, across any discipline. That means our people become your people.

With an impressive track-record across all business sizes and multiple sectors, we're confident that we know what we're doing.

10+

Team members

£100m

In client revenue

500+

Completed projects

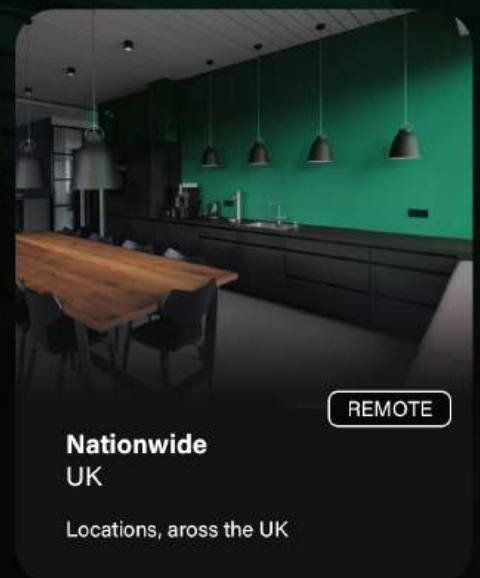
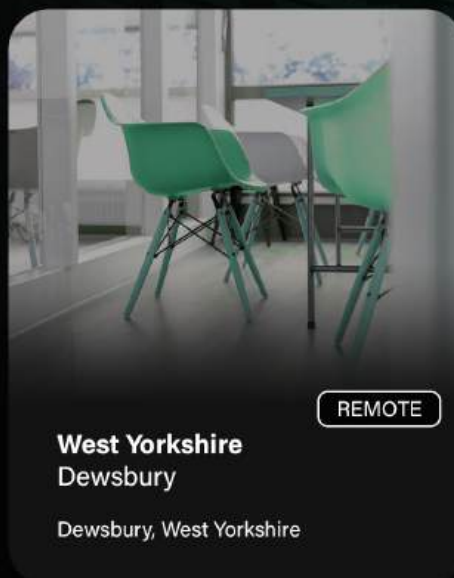
96%

Client retention



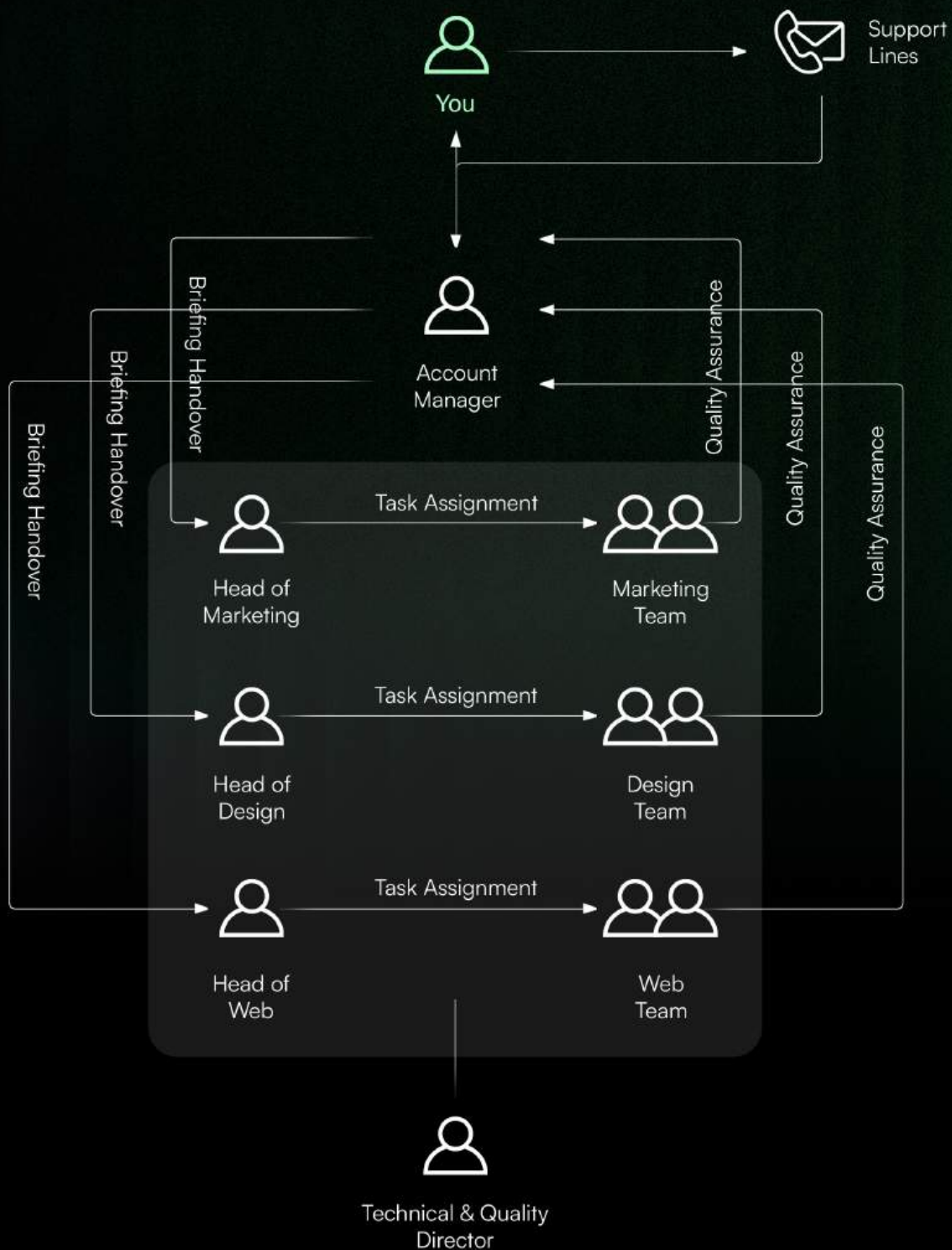
Locations nationwide & professionals near you

You can often find us at The Shard (London) but our remote-first culture means that our team is nationwide. That means that we always seek the best talent from across the country and our clients are never truly that far from a Pathfinder specialist.



Our award-winning workflow

You'll have regular opportunities to meet with your Account Manager. And when things suddenly pop up, you can still send us tasks at any time by our dedicated email or phone-line. Your Account Manager distributes the work by discipline, it gets completed by a specialist, and sent back to your Account Manager to present it back to you.

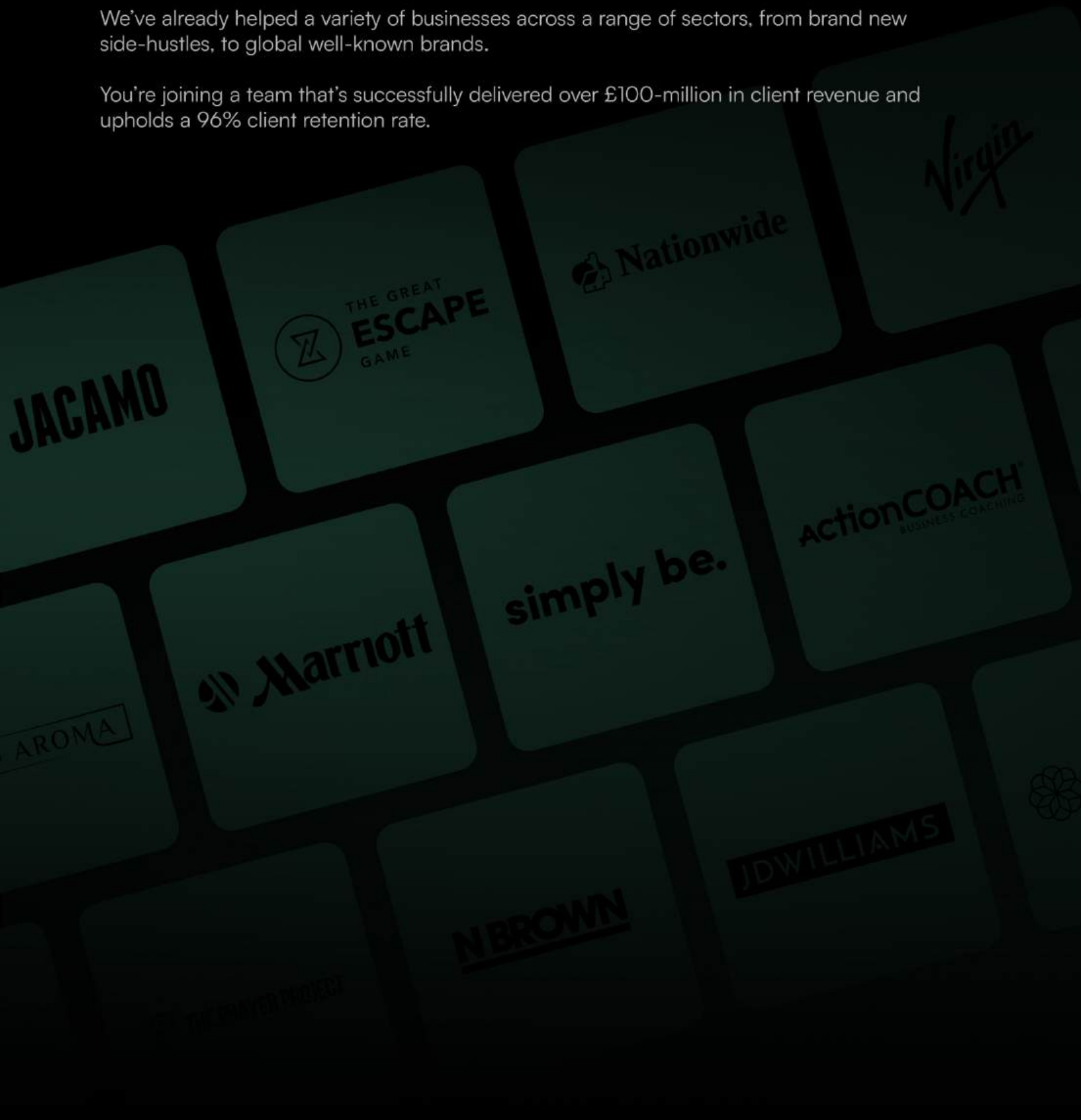


We're the secret of other businesses

Whether you're a small, medium or large business, we have the experience needed to help support you throughout your journey of growth. We believe each business is unique and undergoes different challenges. That's why our versatile model offers you exactly what you need for long-term success.

We've already helped a variety of businesses across a range of sectors, from brand new side-hustles, to global well-known brands.

You're joining a team that's successfully delivered over £100-million in client revenue and upholds a 96% client retention rate.





Client survey results

In our 2025 client survey, we sustained a 96% client retention rate, despite giving every client the opportunity to cancel and leave at any point. We also scored a perfect 100% satisfaction rating from our clients. This is a real-life testimony of the incredible work our teams do and the great value our model delivers for businesses nationwide.

One subscription, endless possibilities

Fixed pricing helps you avoid nasty surprises. By knowing exactly what's included in your package, a fixed price contract keeps your financial planning on track, without limitations.

Your package gives you dedicated Marketing & Design hours, every week, for a fixed monthly fee. Get access to the expertise you need, all in one place - cancelled at any time.

Essential

£799 / Month

4 hours per week, every week, for a whole month.

4 hrs Weekly

17 hrs Monthly

- ✓ Unlimited Marketing, Design & Web
- ✓ Unlimited requests & revisions
- ✓ Account Management & Support
- ✓ 1 x Weekly meeting
- ✓ Cancel at any time

Get Started

Standard

£1499 / Month

8 hours per week, every week, for a whole month.

8 hrs Weekly

34 hrs Monthly

- ✓ Unlimited Marketing, Design & Web
- ✓ Unlimited requests & revisions
- ✓ Account Management & Support
- ✓ 1 x Weekly meeting
- ✓ Cancel at any time

Get Started

MOST POPULAR

Custom

Custom / Month

Choose your hours per week, every week, for a whole month.

Custom hrs Weekly / Monthly

- ✓ Unlimited Marketing, Design & Web
- ✓ Unlimited requests & revisions
- ✓ Account Management & Support
- ✓ Custom meeting schedule
- ✓ Cancel at any time

Get Started

PRESENTATION DESIGN

WEB BUILD

SOCIAL MEDIA MARKETING

BRANDING

PACKAGING

EMAIL MARKETING

WEB DESIGN

PRINT & BROADCAST

AD CREATIVES

CAMPAIGN COLLATERAL

PROMPT ENGINEERING

SEO & DIRECTORY

CRM MARKETING

PRICES SHOWN EX. VAT

Our average order value increased by over £12,000

Marcus (Managing Director)
Engineering Business

With the type of business we have, we're heavily reliant on our sales team to bring in new business. Each sale can take months to nurture, in which time, marketing is important to ensure we're front of mind and positioned in a way that builds trust.

When our Marketing Manager left, we considered all options and decided to give Pathfinder a go. After improving our website, branding, marketing and sales material, we noticed our average order value increase by over £12,000!

We're trusted and we're visible, which has allowed us to target even bigger prospects, and we're seeing the benefit of that in the numbers.



Distribution of hours by discipline

MARKETING 32%

DESIGN 27%

WEB 21%

OTHER 20%

Our expertise

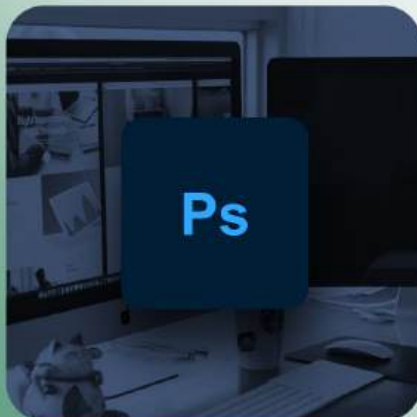
With a vast range of expertise in house, you can rest assured that you'll have the majority of your marketing & design needs all fulfilled in one place.

If you have a particular stack of technology that you're looking for a partner to work with, simply let us know and we can detail whether it's something we can cover or not. It's rare that we undertake a relationship where we can't hit the ground running.

To see a range of activities that we fulfil with these tools, and more, scan the QR code below or visit our website: www.pathfinderagency.co.uk/scope



Scan to learn more about
what we cover





simply be.

Simply Be

Branded inserts for Simply Be, presented in a 3D rendered mockup. There was emphasis on balancing materiality and colours, with chaos and order.





Find yourself over-committed?

Our teams help you deliver the right work, at speed. That's because we only hire the best talent, equip them with the right tools & software, and enrich their workflows with AI. So when you have a last-minute deadline or an unexpected curveball, Pathfinder is there as an invaluable lifeline.

Marketing

Marketing builds strong relationships with the customers and clients you want to reach. The messaging of your marketing helps your brand be perceived in a way that positions your business as you intend it.

In order for your products and services to be considered by prospects, you'll need to draw attention online and be present when someone needs information. We manage that for you.

- ✓ Campaign planning
- ✓ Copywriting and content writing
- ✓ Direct & e-mail marketing
- ✓ Community engagement
- ✓ Social scheduling & publishing
- ✓ Analytics & reporting



MARKETING



Various Clients

A variety of social feeds we created for a variety of businesses. This was often a mixture of media types suited to each industry.



Graphic design

The art of communication goes well beyond just words. Your branding and visual direction plays a big part of that. By having a team that manages your representation, you're able to use graphic design to position yourself in an appropriate and intentional way.

Get jaw-dropping visuals for your digital and printed assets, all created with your consistent branding and messaging in mind. Expect beautiful, strategic and meaningful work.

- ✓ Branding & brand guidelines
- ✓ Packaging & product components
- ✓ Digital & printed assets
- ✓ Digital assets: Social creatives, Ad creatives, Display screens, Email graphics, Website graphics, Presentations, Documents, etc
- ✓ Printed assets: Leaflets, Posters, Business cards, Invoices, etc.



DESIGN



Dash Water

Packaging design and mockup creation for Dash Water, for the introduction of a new lychee flavoured line to add to their existing range.

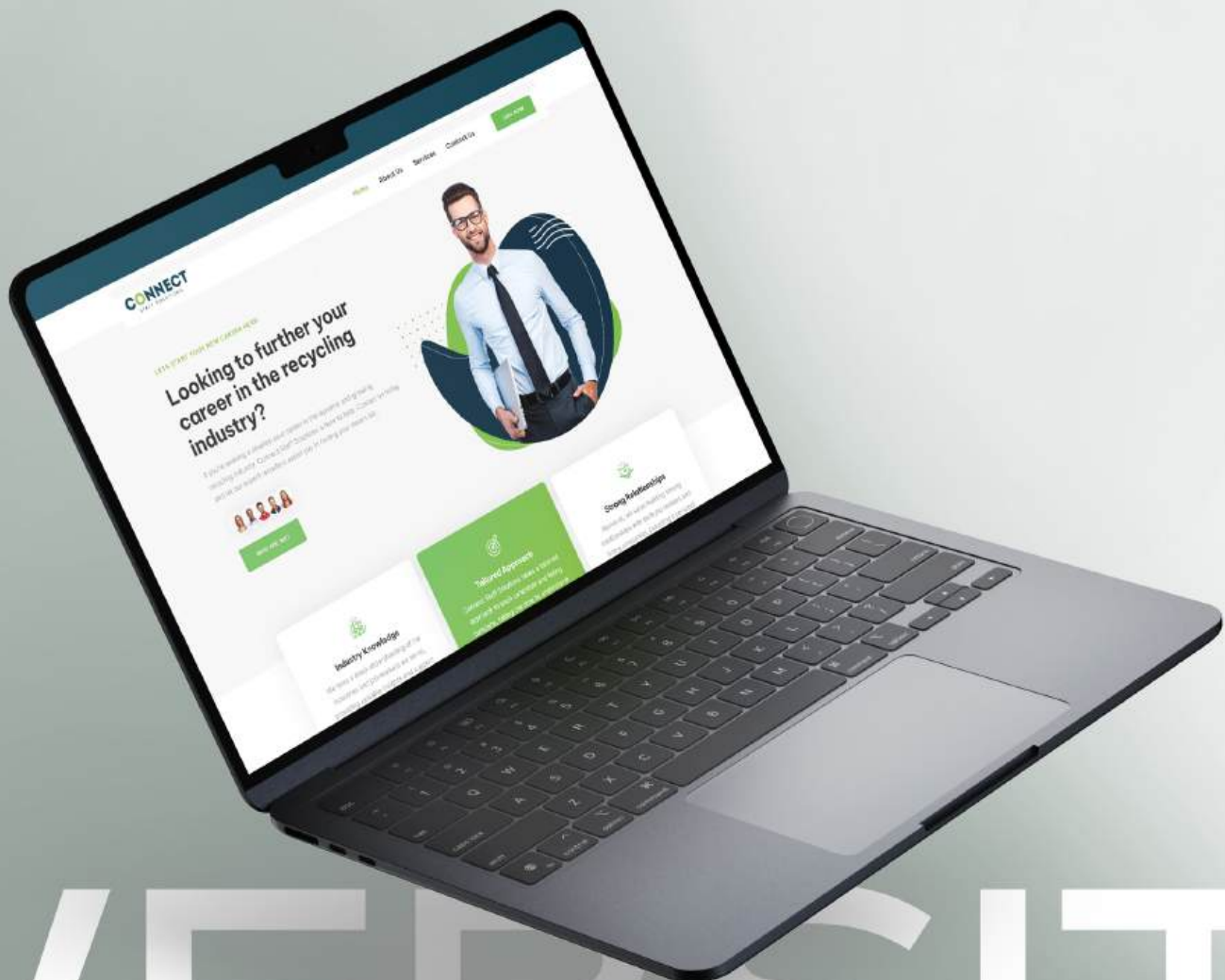


Web design & build

Websites can be difficult, time-consuming and complicated. They don't need to be though. When you have an experienced team of specialists working on your website, you can take it from concept to reality in just a matter of weeks.

Get discovered by your prospects in a way that's professional and commendable, and let our team collaborate on your site and create something exemplary.

- ✓ Website design
- ✓ Website build
- ✓ Website maintenance
- ✓ Copywriting & content writing
- ✓ SEO, CRO & SEM
- ✓ Tracking & analytics



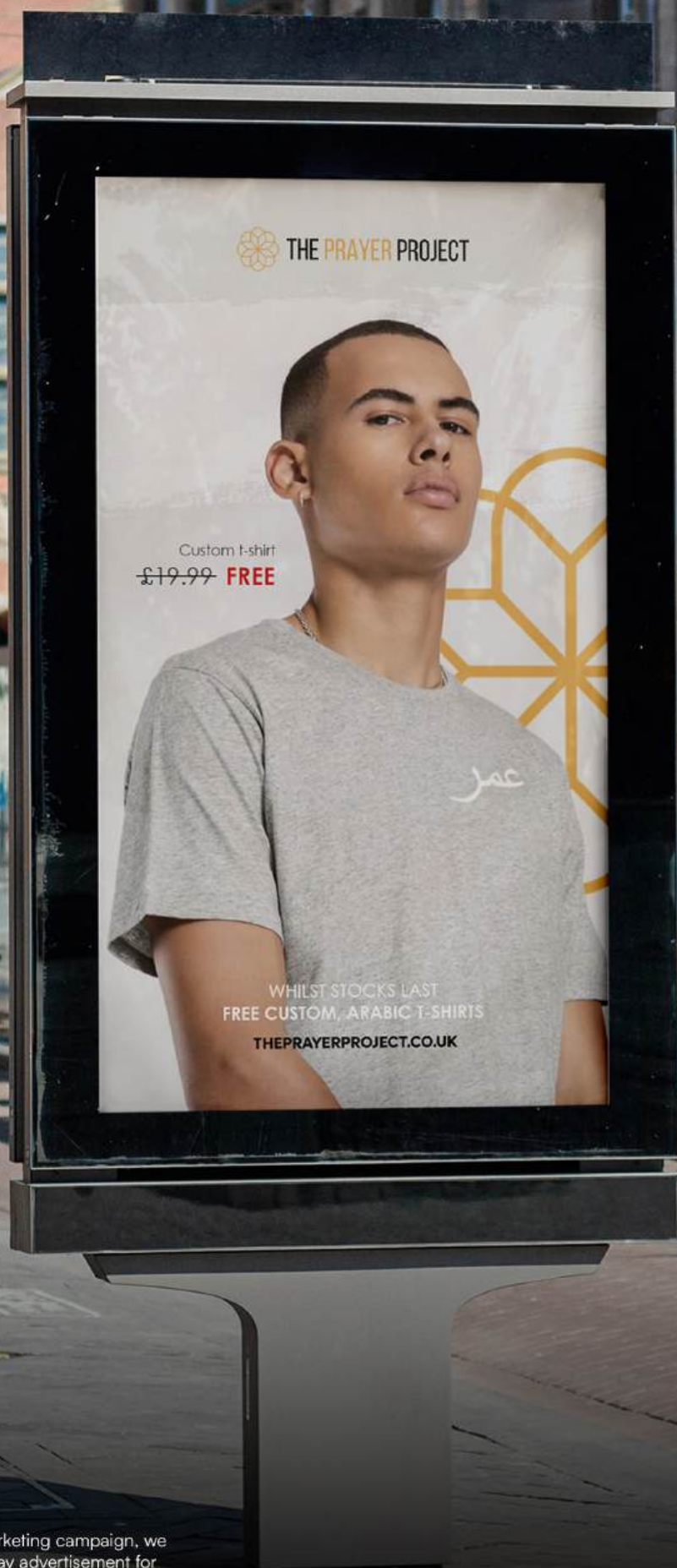
WEBSITES



The Discovery Agency

Website design and creation for a Marketing & Design Group using Webflow. The site was also SEO optimised for a perfect 100 SEO score on the Lighthouse report.





The Prayer Project

Supporting an integrated marketing campaign, we created an out of home display advertisement for highstreet totem & screens nationwide.



It saves us £43,704 per year, every year

Ayesha (Head of Marketing)
Immersive VR Business

"Our business has several locations and makes millions of pounds. For a business of our size, there's never previously been an alternative to hiring marketers and graphic designers as full-time employees.

To begin with, we called Yousaf and his team to help support us on any overspilled projects and tasks, but eventually we realised how productive this method of working was. When we considered the potential of a more comprehensive relationship, it was no-brainer!

We agreed a multi-day agreement with Pathfinder and it works way better this way. It saves us £43,704 per year, every year, to reinvest in other areas of our business"



Distribution of hours by discipline

MKT 10%

DESIGN 17%

WEB 43%

OTHER 31%



Contract variations

Want an Account Manager to work from your business every week? Need a fractional CMO on your board of executives? What about an industry exclusivity agreement?

These are all examples of contract variations that we've agreed with our clients.

If your business needs something a little different to usual, it's always worth a conversation with us. Simply ask the question by emailing support@pathfinderagency.co.uk



TESCO

Packaging design and mockup creation for Tesco's own range of pomegranate seeds. Product packaging, created in line with existing style directions.





Simply Be

Branded inserts for Simply Be, presented in a 3D rendered mockup. There was emphasis on balancing materiality and colours, with chaos and order.



We could not ask for a better solution for our business”

Ken (Company Founder)
Essential Oil Store

“We have an online store selling essential oils. We were already working with a marketing agency prior to joining Pathfinder, but as our market grew in 2020 we always felt like the business was trailing behind.

Whilst we were making money, we were convinced that the right agency could differentiate us better and capitalise on the influx of customers coming into this space.

We signed up for one of the full-service packages and ever since we’ve been hitting our monthly records, month after month. Now Pathfinder Agency handles all of our marketing and design and we could not ask for a better solution for our business.”

1000%

+ website impressions

60%

+ average order value

800%

+ annual revenue



For those who need specifics

If you need all the details before making a decision, you can get a comprehensive breakdown of what is and isn't included in each package by seeing our Scope of Work document, available on the website or by requesting it directly from us. Alternatively, if you have a burning question or curiosity, contact us to ask.

Getting started

Getting started is a series of necessary steps; we call this our onboarding process. Regardless of which of our packages you choose to subscribe to, you'll need to dedicate some time on your side to help us get the information we need to get going.

Here's how we get you started:

01

Get in touch with us

It couldn't be any easier. All you have to do is send us an email or fill out the contact form on our website. We'll get the process started.

02

Choose your package

Based on the conversation you'll get some clarity on what package is right for you. Once you let us know, we can begin the documentation.

03

Initiate the agreement

You'll be issued a digital contract with a link to attach a payment method. Once you've signed and paid, you're officially a client.

04

Complete the onboarding form

We'll request access to your marketing assets. That will help us begin auditing. We'll also arrange a kick-off meeting and arrange a schedule.

05

Celebrate!

Once everything is done, and your team is assigned, it's time to begin the celebrations. Fire the confetti cannons and get the kettle on.

TA'DAA

Expectation matter

We believe in having difficult conversations and always doing what's right. That means making sure we only work with the right people. We outline our mutual expectations to benefit both parties and to make sure our relationship is always mutually beneficial.

These are our mutual expectations:



Respect & decency

In any relationship, communication is important. When communicating we'd expect all parties to be professional, respectful and decent in their manner.

Unity

We all take individual ownership and support one another through the uncertain challenges we each might face.

Competence

You can expect us to handle work with the right level of competency that's required. That means we hire the right people and always do our best to have your business at the heart of decisions.

Confidentiality

We expect both parties to handle information in a careful way.

Moral appropriateness

As marketers, we understand the impact we can have on wider society. We only engage in partnerships which are morally aligned to our beliefs, avoiding sectors that we deem to be exploitative or damaging to society eg. Drugs, alcohol and explicit material.

Understanding

It's important that we actively try to be as understanding and non-judgemental as possible.

Honesty

We expect all communication to be honest and progressive, from all parties.

Timeliness

Whilst sometimes uncontrollable things occur, we generally expect timeliness for meetings, payments and deadlines.



Cut away,
whenever it suits you

We're so confident in our service that our subscriptions are monthly by month, which means you pay a fixed fee and can cancel at any time. There's no long commitments, no hidden-fees and no fuss. That means you can scale up, scale down, trial it, or leave, whenever suits you.

Our people, become your people



You save on recruitment costs

When hiring employees, you'll typically pay recruitment costs, onboarding costs and set-up costs, which can cost you thousands. In addition, you'll also have to attract & retain the best talent.

You save on employment costs

An employee usually costs around 20%-100% additional to their salary. This includes recruitment, national insurance, pensions, holiday & sick pay, overheads, software, office costs and more.

Experts save you time

We give you access to our team of experts who are typically much more efficient than most middle-weight creatives. Having an in-house multidisciplinary team can quickly cost businesses six-figures each year.

We attract & retain talent

Our team are offered competitive salaries and excellent benefits that encourage creatives to build long term careers at Pathfinder.

We built culture & reputation

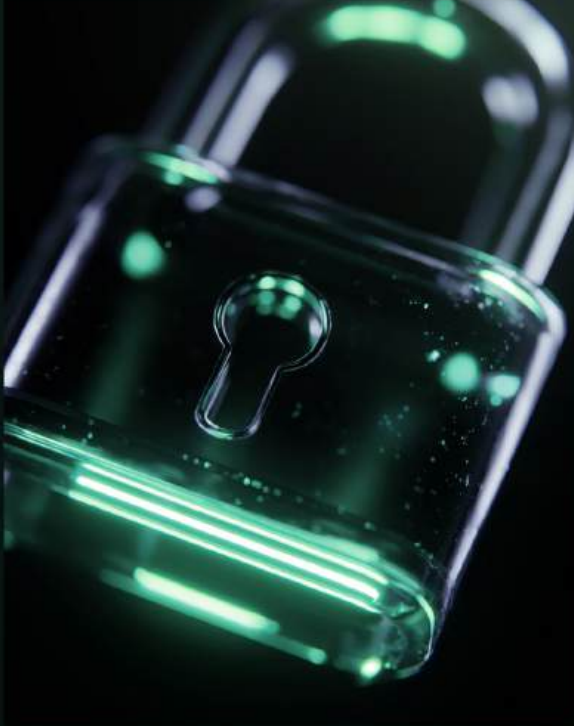
On average, our employees stay with us for multiple years. That's because not only do we hire the country's very best, we've built a cohesive team of experts that choose to have a future at Pathfinder.

We equip for success

Our multidisciplinary team is allocated work based on their specialism. They're also upskilled and equipped with the latest in technology & workflows to ensure each member delivers their very best work.



Our technology, becomes your technology



AI enrichment

We equip our creative teams with AI to enrich the creative process and also to deliver high-quality work, faster. At Pathfinder, AI is used to supplement human creativity, not replace it.

Generative technology

Our creative teams can use technology to generate text, speech, image & video, saving you thousands of pounds on prototyping and production costs. We also train our teams to be their most capable selves & stay up to date with technological changes.

Commercial viability

You own all of the work we produce, meaning there's no licensing costs needed. All the work we produce, regardless of the technology, is your intellectual property.

We save you software costs

We pay for plenty of software in-house so that you don't have to. Whilst this doesn't cover every software you may require, it includes more than 50 of the most popular industry-standard softwares.

We're human at the core

Technology is only as capable as the user. That's why we ensure that not only do we have the best technology, but the most competent users that know how to get the best out of the technology.

We integrate into your business

Our teams can use the processes that businesses already know and love to minimise disruption to your functions.



FAQs

What's the minimum contract length?

All of our contracts are monthly rolling, and can be cancelled at any time with a 30-day notice period.

How will we communicate?

You'll have the option to attend regular meetings, email us or call our support lines.

What are your core working hours?

Our core agency hours are 10:00AM to 5:00PM, Monday to Thursday.

What if I have an urgent task?

Let us know as soon as possible and we'll try to be flexible enough to cover it. Out of hours tasks may incur some additional costs.

Will my work be subcontracted?

No. By default, all of the work is done by our in-house team. On occasion, if your work needs an external specialist, we tend to let you know beforehand.

Are there any performance guarantees?

There's no guarantees. You pay a fixed rate because you're paying for the time, effort and expertise of the team.

Can I book a meeting outside of my regular meeting schedule?

Yes. Account Managers are often available throughout the week. You can book a meeting on our website or by speaking to us.

Is my Account Manager allowed to take any absences?

Yes. Your Account Manager may occasionally be on annual leave or off for reasons such as sickness or jury duty. You'll be notified in advance and any unrecoverable disruption or prolonged absence will be reverse-billed.

Who will work on my tasks?

Your tasks are assigned to a specialist of the appropriate discipline.

Can you work on multiple brands in only one contract?

Absolutely. We can work on multiple brands, as long as the package is appropriate and it's within your time-allowance.

Is this inside or outside of IR35?

This is outside of IR35. None of our team will be working as employees.

What does my dedicated time-allowance cover?

Your dedicated time allowance covers any time dedicated to your business. As well as execution time, this also covers all meetings, planning, and any administration.

Are there any hidden costs?

There's no unexpected or hidden costs.

What if I don't have enough work or need to go over my hours?

If you need to go over, we might be able to use future time allowances, charge additional hours or even change your monthly package temporarily. It's unlikely that we'll forecast a shortage of work, but if we do, we'll always let you know as soon as possible. Any expected costs outside of your package which always be confirmed with you first.


How is my dedicated time allowance monitored?

We use an internal management tool to ensure time is accurately allocated. The time allocation is scrutinised to ensure logs are accurate and reasonable. We also have a QA team that ensures all work is done efficiently.



Prepared for take-off?

Getting started is simple. Just send us an email and we'll take it from there. If you haven't determined what package is right for you, we'll help. Once both parties are committed, we arrange a kick-off call and assign you an Account Manager. Most of our clients are onboarded, up and running within just a few days.



The path to better Marketing & Design



Get started
[/book-now](#)



Pricing
[/pricing](#)



Scope of work
[/scope](#)



Our website
pathfinderagency.co.uk

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