

WITHERS
& SLOANE

COMPANY BROCHURE

MARKETING EXPERTISE, ON DEMAND

Strategic *marketing* without additional operational complexity.

A curated collective of senior marketing specialists, assembled
around your commercial and brand challenges.

W&S
WITHERS & SLOANE

Strategic marketing.
Commercial growth.
Measurable impact.

Who *we are*

Withers & Sloane is a strategic marketing and communications platform that connects organisations with top-tier marketing expertise.

Founded by Erica Fraser, the business enables clients to access highly skilled marketing professionals, consultants, and creatives on a flexible basis, from campaign execution to full-scale brand strategy.

We work across sectors including private equity, SaaS, AI, media, legal, luxury, and creative industries, helping organisations grow their brands, amplify impact, and deliver measurable results.



IN SHORT

Not a traditional agency. Not a permanent hire. A curated collective of senior specialists, assembled to solve specific commercial and brand challenges.

Senior

specialists only

Flexible

scale up or down

Accountable

measurable value

Our *model*

We match clients with proven experts who bring strategic depth, delivery experience, and fresh perspective, creating bespoke teams built around outcomes. Clients gain direct access to professionals who lead campaigns, shape brand strategy, and deliver high-impact work across complex, high-profile projects.

Our model combines the rigour of senior consultancy with the agility of a flexible team, ensuring faster decision-making, clearer accountability, and work that delivers measurable value. It is a “buy and build” approach: capability scales up or down in line with business priorities.



01. Define the challenge

We start with the commercial problem, not a scope of deliverables.

02. Assemble the team

Senior specialists selected for the sector, the brief, and the pace required.

03. Deliver and optimise

We project-manage the work end to end, with clear prioritisation and reporting.

Why it works commercially

Engagements operate as professional services rather than employment cost, treated as operating expense, preserving agility and supporting EBITDA management, while giving access to expertise at the level required.

What *we do*

Capability across the full marketing remit — engaged as a whole function or a single specialism.

Brand & Marketing Strategy

Positioning, narrative, messaging frameworks, and go-to-market planning.

Fractional CMO Leadership

Senior marketing leadership embedded alongside your executive team.

Content & Thought Leadership

Long and short-form copy, ghostwriting, and editorial programmes that build authority.

Social & LinkedIn Strategy

Channel strategy, community management, and leadership amplification.

Design & Creative Production

Identity, collateral, photography, and campaign assets, produced end to end.

Growth & Commercial Marketing

Demand generation, lead quality, and marketing that supports the sales cycle.



Sectors & *the collective*

Private equity	Media	Legal
Luxury	Creative industries	Public sector



Our team brings together marketing and creative professionals, each with their own specialism, so organisations that need a marketing team, but have yet to resource capacity internally, have access to impeccable talent without the overheads.

Fractional CMO	Leadership
Marketing & growth strategists	Strategy
Brand strategists & designers	Creative
Copywriters & content creators	Content
Social media managers	Channels
Photographers & producers	Production
Paid media & analytics	Performance

THE PRINCIPLE

Bespoke teams, built around outcomes, matched to the sector, the brief, and the pace required.

Working *with us*

RETAINED

Monthly retainer with an ongoing team. Minimum three-month engagement recommended.

PROJECT

A defined brief with a fixed scope, launches, rebrands, campaigns, or strategy sprints.

ADVISORY

Fractional leadership and counsel for founders and executive teams.



Senior capability and delivery, without the structural complexity of scaling an internal team prematurely.

START A CONVERSATION

info@witherssloane.com

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