Presented By Ellen Bushell

Wednesday 18 November, 2026

Positioning Marketing as a

Strategic Driver

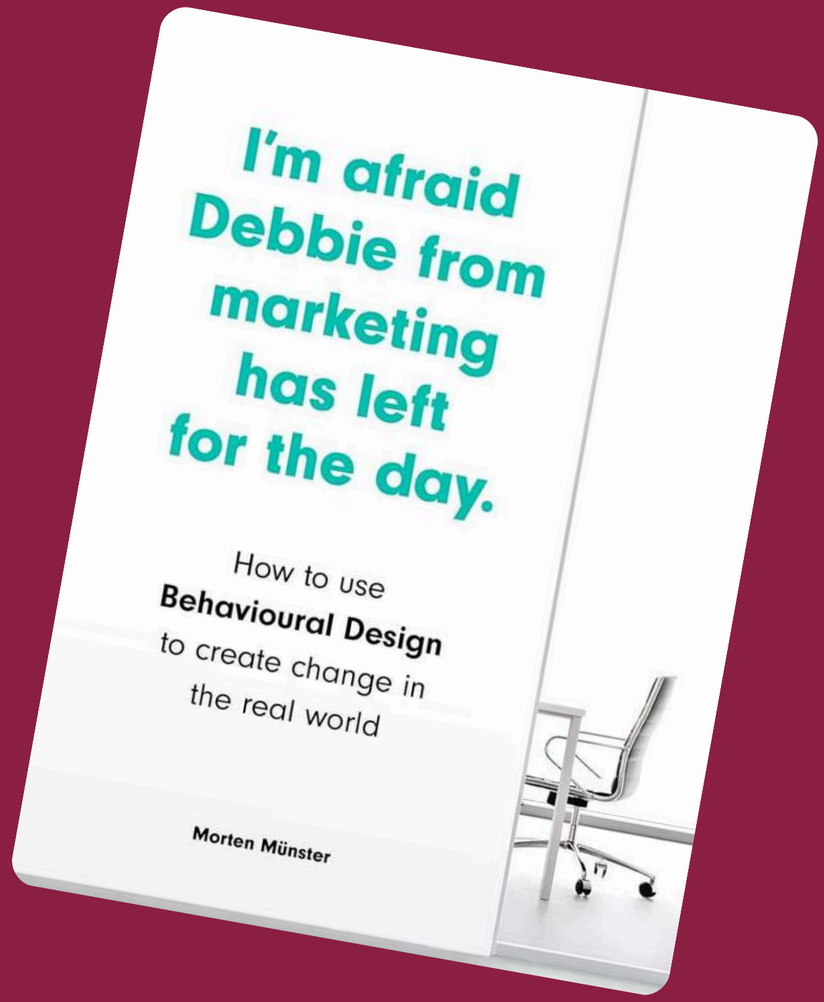
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Marketing has left the building.



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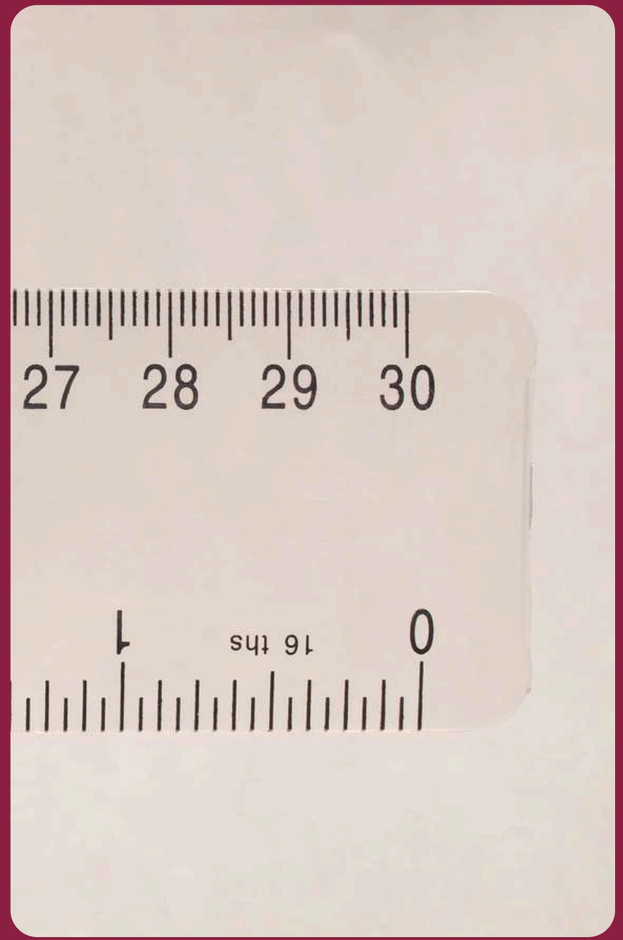
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Find the metric that matters.

Move it.



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10 Tips for Marketing *growth.*

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Start with the customer.



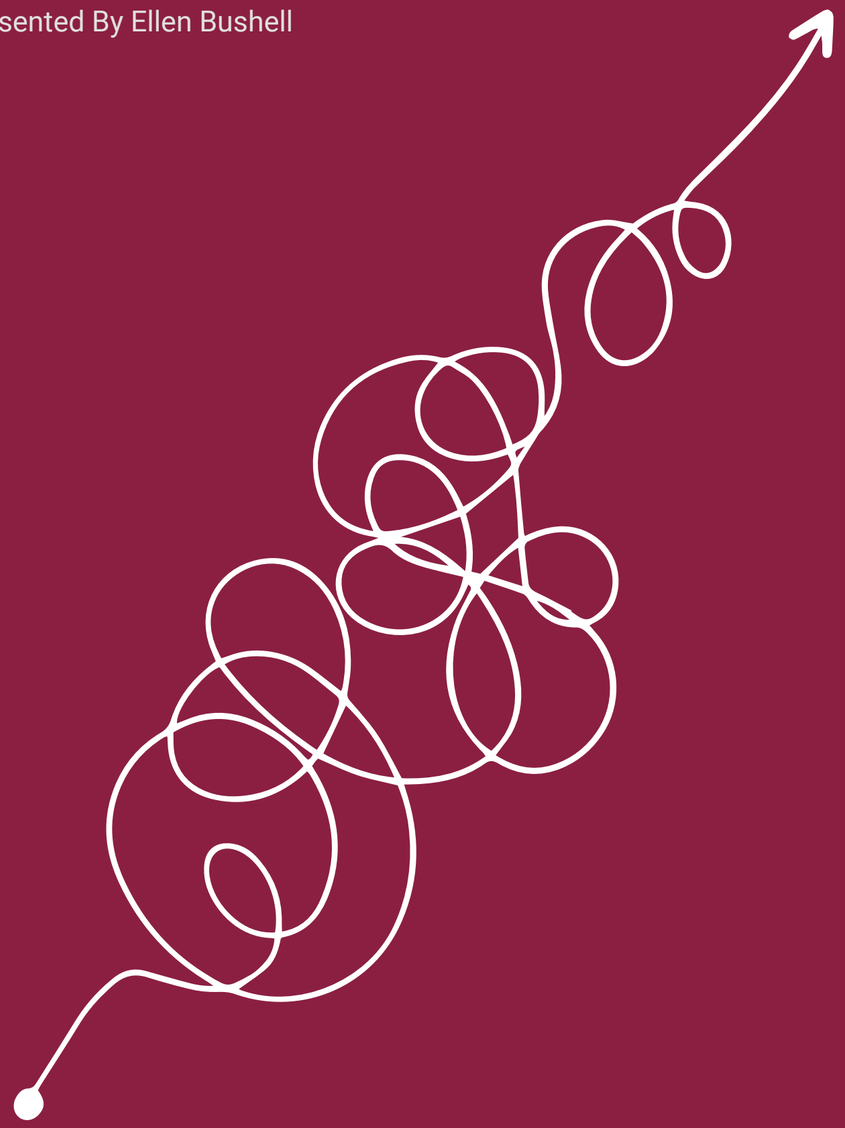
Not the school calendar.

01

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02

The funnel is dead.

Think pipeline.

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Obsess over *conversion.*

03

Conversion Rate

Number of users who performed an action

Total audience

x 100

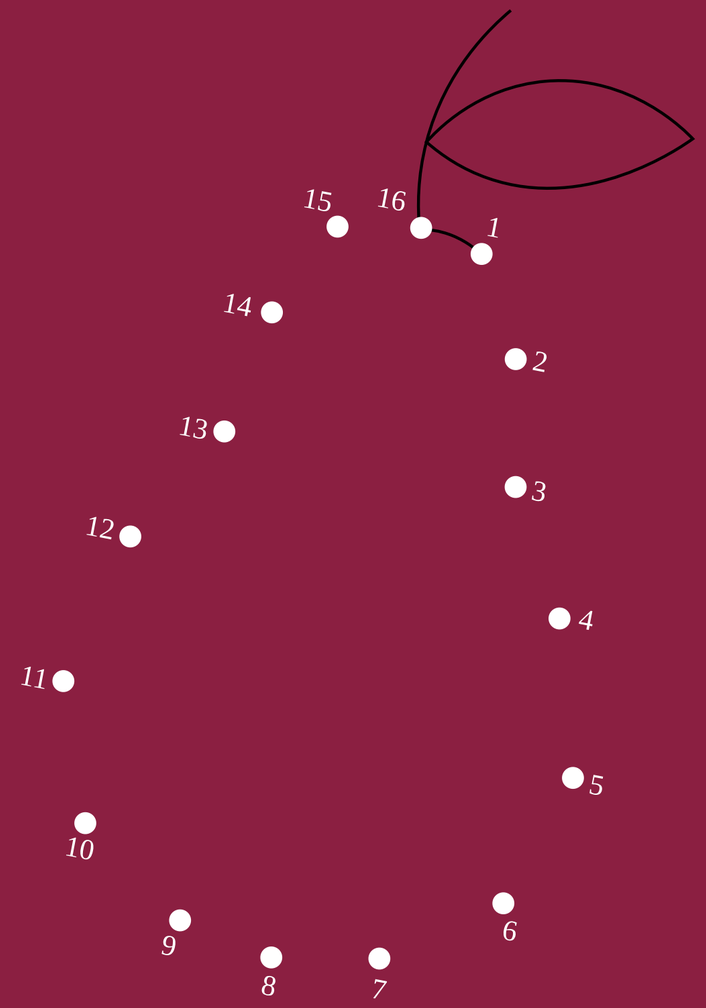
Stop reporting *vanity metrics.*



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05

Join the *Dots*.



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Predict

Don't just report.



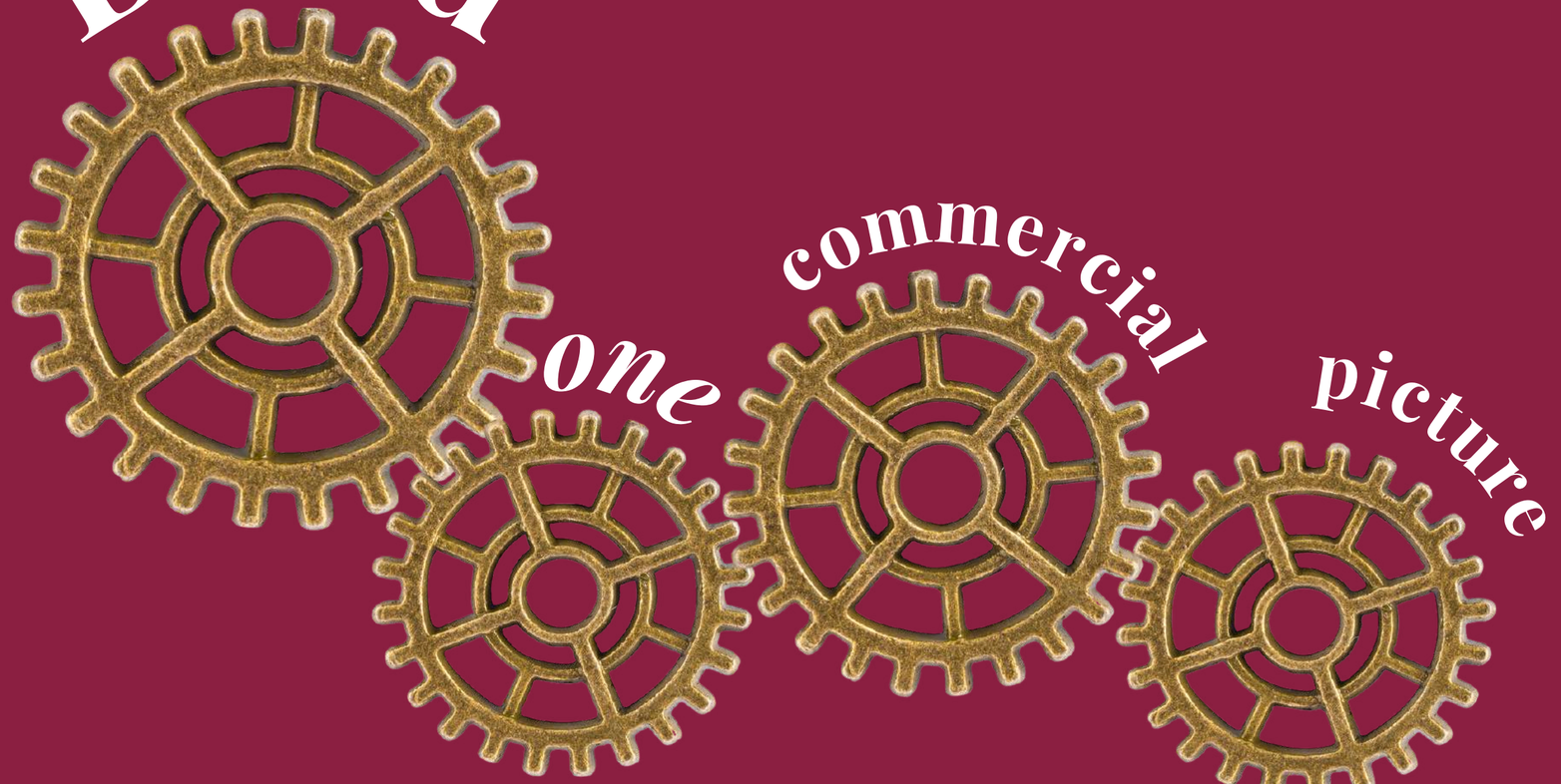
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Build one commercial picture



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07

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08

Own the market

Know the brand.

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09

Peacock yourself.



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10

Find *your* people.



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A stronger voice

A bigger impact.



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Thank You Very Much