

High Beam Digital | FCS Compliance Proposal

Context

Currently, FCS Compliance has a clear and urgent value proposition in AML services to the Art and Real Estate sectors, combined with significant internal expertise. However, current content strategy is not fully leveraging these assets due to a combination of limited internal bandwidth and lack of clear focus.

Early testing – such as moving to a more regular newsletter schedule – have shown that your audience responds to the value you have to share. The goal is to systemise and target this value in a way that generates and converts leads on a regular basis for high-value business lines (consulting).

The goal is to move from a reactive content model to a proactive one, ensuring regular output, time-effective use of internal experts and distribution that maximises the value from the effort you put in.

Approach

The business already has many of the resources required to implement a value-driving content strategy. My role would be to build and codify the infrastructure, messaging strategy, and content approach that allows your team to execute consistently.

I've laid out three different levels for which we could approach this.

Why me?

- **Regulated industry fluency:** I have specific experience marketing for the tax and accounting industry, as well as RegTech and AML compliance.
- **System builder:** I've run my own marketing departments within businesses like yours. Unlike a standard copywriter, I focus on driving revenue, not just creating words.
- **Bridging detail and action:** I specialise in complex, detail-driven industries – and find the means to make value tangible, compelling and commercially-consistent.

Project Options

Option 1: Content Audit and Opportunity Report

What you get: Bring consistency and clarity to your current output.

A clear view of your marketing and content landscape, what's working and what's missing, and the foundations to build and test your own content plans.

Deliverables

- **Competitor and landscape analysis:** A review of 3 key competitors in the Art and Property AML space, alongside trends in marketing in the space to identify the narrative gaps you can exploit.
- **Internal guidelines:** Documentation on existing tone and structure to shape future content production, enhance consistency and help scale content with new hires.
- **Stakeholder insights:** Summary of extraction calls with Sales/BD to identify the questions clients actually ask versus what we think they ask.
- **Immediate opportunities report:** A prioritised list of high-impact actions (e.g., changes to distribution, repurposing strategies) to boost visibility with minimal resource.
- **Basic go-plan:** Recommended 8-week publishing rhythm, 2 plug-and-play article templates, SME interview script + review checklist

Process

1. **Access & review:** I review your CMS, analytics, and existing assets.
2. **Interviews:** 30-minute calls with you and one sales stakeholder.
3. **Synthesis:** I compile findings into a slide deck with actionable recommendations, presented in a one-hour meeting.

Timeline: 1-2 weeks

Investment: £1,855 + VAT

Option 2: Messaging and Content Strategy

What you get: A new strategy for future growth

The foundational documents to build a repeatable internal function. This clarifies and updates the messaging and gives you the playbook to produce content efficiently.

Deliverables

Includes everything in Option 1, plus:

- **Narrative architecture:** New tone of voice guide and messaging architecture to define and codify your customer promise and value, shaping how you talk about the business.
- **Core content pillars:** Extraction of 3-4 core themes (e.g., Sanctions Strategy, Audit Readiness, Portfolio Growth) so the team never has to guess what to write about.
- **Production playbook:** A practical guide for your team on how to turn one expert interview into a newsletter, a blog post, and 3 LinkedIn updates.
- **Defined conversion and followup process:** Audience-specific pipeline process for lead generation, nurture and conversion in line with your sales cycle.

Process

1. **Audit phase:** Completion of Option 1 analysis.
2. **Strategy workshop:** A 2-hour session to define the new narrative.
3. **Protocol design:** I create the conversion templates and workflow.
4. **Handover:** Delivery and workshop of the Strategy Document and Playbook, with one round of revisions.

Timeline: 3-4 weeks

Investment: £4,265 + VAT

Option 3: Full Strategic Roadmap

What you get: A plan ready to kick off right away

Start producing high-quality, market leading content, setting the entire trajectory for the next half-year and aligning marketing with sales and revenue goals.

Includes everything in Options 1 & 2, plus:

- **6-Month editorial calendar:** A detailed schedule mapping out exactly what topics will be covered bi-weekly for the next 6 months, aligned with key industry dates (e.g., budget announcements, tax year end).
- **Sales enablement integration:** Review of sales process, challenges and success stories to create a shortlist of key assets to raise conversion levels.
- **Thought leadership & distribution content plan:** A plan for where this content goes, including a content plan for two internal thought leaders on how to use personal LinkedIn profiles to amplify reach beyond the company page.
- **On-site and content conversion strategy:** A review of the user journey from reading a blog to booking a call. I will provide recommendations to optimise Calls to Action on the site to capture the traffic we are generating.

Process

1. **Strategy Phase:** Completion of Option 1 & 2 work.
2. **Roadmap Planning:** I map your commercial goals against the content calendar.
3. **UX/Conversion Review:** I analyse key landing pages and suggest copy/design tweaks.
4. **Final Presentation:** A walkthrough of the 6-month plan and how to execute it.

Timeline: 5 weeks

Investment: £6,150 + VAT