

Marketing Partner Transition & Phase 1 Recommendation

Sanctura | Board Summary

1. Context & Rationale for Change

Over the past year, Sanctura has invested consistently in marketing but has not realised the full value of that investment. While our previous agency (Reach Digital) provided baseline execution, several structural limitations became apparent:

- Lack of senior marketing leadership accountable for strategy, prioritisation, and outcomes
- Underutilisation of approved budgets, limiting growth despite available capacity
- Fragmented execution, particularly across website, SEO, content, and paid media
- Under-leveraging of high-quality existing assets (video, clinic content, patient stories)

As Sanctura's clinical offering, clientele, and international ambitions have matured, it has become clear that the existing agency model is no longer sufficient for the next phase of growth.

2. What Shift One Offers (How This Is Different)

Shift One is not being considered as a like-for-like replacement agency. They are proposing an outsourced marketing leadership model, combining senior strategic oversight with full execution capability.

Key elements of their offer include:

- Fractional CMO leadership
Senior ownership of marketing strategy, brand positioning, market prioritisation, and budget allocation.
- Integrated execution across the full funnel
Website management, SEO, paid search, content creation, social media, reporting, and optimisation under one accountable structure.
- Brand elevation aligned to Sanctura's reality
Positioning Sanctura credibly as a premium, ethical, globally relevant oncology brand — consistent with the actual patient experience delivered.

- Governance, reporting, and control
Clear cadence, transparent reporting, and insight-led recommendations to support informed scaling decisions.

This model replaces fragmented vendor management with single-point accountability.

3. Cost Perspective

- Previous retainer: ± R40,000 per month, with ad spend additional
- Approved monthly marketing budget: ± R125,000 (historically underspent)
- Shift One proposed starting investment: ± R90,000 per month, excluding paid media

Importantly, this proposal does not exceed the approved budget. It reallocates spend away from fragmented execution toward senior leadership, integration, and effectiveness.

Comparable capability hired internally (Head of Marketing + Digital Manager) would exceed this cost materially.

4. Recommended Approach: 90-Day Phase 1 Pilot

It is recommended that Sanctura engage Shift One on a formal 3-month Phase 1 pilot, with an explicit break clause at Day 90.

Objectives of Phase 1

Phase 1 is not about maximum growth. It is about readiness to scale.

By Day 90, the Board should see:

1. Clear strategic direction
 - Defined brand narrative and positioning
 - Priority markets and audiences agreed
 - Channel strategy and budget logic documented
2. Operational confidence
 - Strong governance and reporting cadence
 - Evidence of senior ownership and momentum
 - Marketing no longer perceived as a “black box”
3. Executional credibility
 - Visible uplift in brand presence (website, content, messaging)
 - Demonstrated ability to activate plans decisively

Explicit Success Test at Day 90

The Board should be able to say with confidence:

“We are ready to scale marketing investment with this partner.”

5. Recommendation

Approve a 90-day Phase 1 engagement with Shift One, structured as a pilot with predefined success criteria and a formal review at Day 90.

This approach balances:

- Strategic ambition with financial discipline
- The need for senior expertise with governance control
- Brand growth objectives with ethical and reputational considerations

If Phase 1 is successful, Sanctura will be well positioned to scale marketing investment with clarity, confidence, and accountability.