

# Up Club is the unfair advantage of sh\*t hot marketing teams



The best marketers don't have all the answers, but they know where to get them

## About Up Club:

Up Club is the unfair advantage of ambitious start-up marketers looking to accelerate their growth. It provides exclusive access to industry leaders, expert mentorship, and world-class training to sharpen your skills and stay ahead. With an always-on network, you can get instant advice, solve problems faster, and connect with the right people to drive your career forward, faster

## How does it help them?

### Where are our members from:



## What are the benefits?:

<p><b>Exclusive access to intimate talks from industry leaders every month</b></p>	<p>The Spring Season Up Talks include: Currys, Blank Street, Yoto, Ryanair, Lush</p>
<p><b>Discussions twice a week to tackle specific challenges your team are facing</b></p>	<p>Including:</p> <ul style="list-style-type: none"> <li>• How to use SEO as a start up</li> <li>• How to create engaging brand stories</li> <li>• How to maximise email delivery &amp; engagement</li> <li>• How to find the best influencers for your brand</li> </ul>
<p><b>Access to structured mentor sessions to accelerate their career progression</b></p>	<p>Every member gets matched with a mentor who's been where you are and knows how to help. Whether they need strategic advice, career direction, or a sounding board for big decisions, their mentor will provide real-world insights to accelerate their growth.</p>
<p><b>Access to the member's Training Hub where they can upskill</b></p>	<p>Over 100 curated tools, templates, previous talks to constantly upskill for marketing experts</p>
<p><b>Access to our blackbook of trusted freelancers and agencies to work with</b></p>	<p>Save your team time and money when they have access to 100s of recommended freelancers &amp; agencies at their fingertips</p>
<p><b>Join our slack with over 1000 marketing minds</b></p>	<p>Have every question answered in less than 24 hours, with marketing minds to free up your time and accelerating project timelines.</p>

## Memberships are designed to make your life easy

<b>Team discounts</b>  1 member = £300 per year  <b>Teams of 5 or more only £250 per person per year (save £50 per seat)</b>	<b>Structured, efficient onboarding</b>  Individual Up Club onboarding means members start getting the most out of Up Club from Day 1.  Get a tailored use plan depending on your function.  Access to function-specific slack channels.	<b>Know what your team are up to</b>  Updates on what your team are benefitting from.  Plus how to encourage them to turn to Up Club (and not to you) to solve problems
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## What's the proof?:

### **Case Study: How Anne Kuhsiek improved conversion strategy & fixed tracking gaps with Up Club**



**Operations & Product  
Manager**  
*Serious Tissues*

**"Up Club has been a game-changer. The insights, community, and real-world advice have helped me solve challenges faster, improve marketing results, and drive impact without increasing spend."**

#### **What challenges were you facing before joining Up Club?**

"I wear many hats in my job and needed proven strategies to grow efficiently. Learning from other brands helped me cut out guesswork and focus on what works."

#### **What's your favourite part of Up Club?**

"The community. Instead of trial and error, I can get quick answers from people who've been there before - I've saved myself so much time & avoid mistakes over the years. By talking to other members you find different perspectives & creative solutions."

#### **What resources could you not do your work without?**

"Huddle Ups and Up Talks! I attended a Huddle Up last year on website optimisation, it sparked internal discussions that helped us refine our conversion strategy. Also there was an Up Talk on measuring results, it was a game-changer for us. Using the member guides, we built a structured weekly reporting system and fixed gaps in our customer acquisition funnel, which led to a 20% improvement in lead-to-customer conversion rates

#### **Would you recommend Up Club to another start up marketer?**

"Yes! Up Club has been instrumental in my career. It's gives marketers direct access to expert insights, proven strategies, and a network of top talent. Its good to feel like you have someone to turn to, when you don't have a big team"

## **FAQs:**

### **1. How will this benefit our business?**

It helps our marketing team move faster, make smarter decisions, and access expert insights—without the cost of expensive consultants or trial-and-error learning. This directly impacts growth, efficiency, and execution speed.

### **2. How does it compare to hiring a consultant or agency?**

For the cost of one freelancer's day rate (£360), we can upskill a team member for an entire year. Instead of paying per project, we get ongoing access to expert advice, resources, and training tailored to startup marketing challenges.

### **3. Will this take too much of the team's time?**

No, Up Club is designed to fit around busy schedules. Members can tap into expert advice in real time via Slack, join discussions when needed, and access on-demand training at their own pace.

### **4. How do I know my team is actually benefiting from it?**

You'll receive updates on what your team is engaging with whether it's training modules, mentor sessions, or expert discussions. Plus, we can track how they're using Up Club to solve problems, reducing the need for internal escalations.

### **5. Can't they just learn this stuff online for free?**

Sure, but sorting through free content takes time, and there's no guarantee it's relevant. Up Club curates high-quality, startup-focused insights from people who've actually done it before saving our team time and ensuring they get practical, tested advice.

### **6. Why should we spend money on this when budgets are tight?**

This is one of the most cost-effective ways to invest in our team. Instead of spending thousands on consultants or ad-hoc training, Up Club gives continuous access to expert mentorship, tools, and industry connections—all for less than the cost of a single freelancer's day rate.

### **7. What if my team needs more specialised training?**

Up Club provides a mix of general marketing upskilling and function-specific resources. If there are gaps, members can request specific training topics, ensuring they get what they need to grow.

### **8. Does this replace hiring more people or working with agencies?**

No, but it makes our existing team more effective. They'll have access to a network of trusted freelancers and agencies, so they can move faster and outsource smarter—saving time and budget.