



# Creating your reputation in the marketplace.

Branding | Marketing | Community

Service Brochure 2025

THE Marketing  
FOUNDRY



## Who are we?

From South Africa to the UK and across Europe, we help our clients navigate the challenges of marketplace reputation and representation, providing impactful solutions and tactics to drive their business goals.

With over a decade of expertise in marketing strategy, branding, communications, business development, go-to-market strategies, and community design, spearheaded by founder Leigh Bezuidenhout, we deliver bespoke and creative strategies for ambitious organisations like yours - and no, we don't pitch to just anyone.



## What are we good at?

We specialise in making businesses stand out. By positioning your brand effectively, marketing your services to the right audience, and building a strong reputation, we help you carve out your place in the market.

When the opportunity arises, we go further - creating communities that strengthen client relationships and provide valuable learning spaces.

We identify key decision-makers, start meaningful conversations, and build your reputation through strategic marketing tactics that evidence impact.

Book a call with us to understand more about our business and what we do for organisations like yours!



[hello@leighbandcompany.com](mailto:hello@leighbandcompany.com)  
079 4936 2630

## Who do we work with?

B2B and B2C SMEs in the public and private sectors. Our clients include Global and Local companies and consultancies specialising in Product Development, Digital Transformation, Sustainability, Culture & leadership Development, and Change management.



## How can we work together?

### Embed

we can behave as part of your organisation as an embedded resource steering your brand..

### Collaborate

we can work with your teams as a consultant or coach to identify the gaps, and close them.

### Advisory

we can bring a fresh perspective by going back to basics, and then advising on what's best.

ASK ABOUT  
OUR BEST  
SELLER  
WORKSHOP



## Simply put, here is what we can do for you.

We will turn your Marketing chaos into calm so you can focus on the big picture.

With many years in the field, we've seen how complicated, fluffy marketing can sidetrack a business. Our seasoned team, offers a rounded approach to your Branding, Marketing and Community needs. In summary, here it is...

- **Branding | How you are perceived.**

Your brand needs to be clear, concise, and backed by strong messaging—without a solid foundation, everything else will struggle to stand. Your brand sets the direction for your marketing and, ultimately, your business.

- **Marketing | How you engage.**

We connect you with the right audience, at the right time, through the most effective channels and platforms, using content that resonates. Marketing is a crucial, collaborative function - your business depends on it.

- **Community | How you add value.**

A well-designed community is a powerful asset for any organisation. When your network is actively engaged, it strengthens your brand's credibility and visibility. It provides a space for forums, discussions, and meaningful value exchange.



PLEASE  
REQUEST  
FURTHER  
DETAILS

## In summary...

**Have you got an idea but unsure how to position it?** We turn concepts into standout brands.

**Do you have a brand but need a stronger reputation?** We help you build credibility and influence through tried and tested marketing tactics.

**Are you ready to leverage your network, and create a community?** We design communities that drive growth, and creates brand ambassadors.

## Get in touch!

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"I would like to thank you wholeheartedly for the difference you have made both to TCGN and to the members you have looked after. You have the ability to see something to the point where it is clearly documented and communicated. You are good at analysing a situation, identifying gaps and closing them. You take ownership and are passionate about making a difference. I appreciate your continued dedication to doing a great job."

**Marc Jantzen**

**Founder & CEO, The Consultancy Growth Network, UK**

"Leigh has been supporting BetterGov for a while now, and although it's a difficult industry that we work in has managed to completely get under the skin of our business, understanding the complicated tech world that we live in and providing some outstanding guidance and marketing products for us.

She has freshened up both our brand image internally and externally to excellent standards. She communicates with the team effectively and really cares about what she does and produces.

She goes above and beyond what she is asked to do (and paid for) and I would highly recommend her to any business that is looking to go through a rebranding and marketing exercise and needs support."

**Thomas Noot**

**Associate Director, BetterGov, UK**