



Marketing tips for consultants who want to grow without the grind

If your consultancy's growth still relies mostly on word-of-mouth or last-minute LinkedIn activity, you're not alone. But if you're ready to attract better-fit clients, raise your profile, and make marketing feel less like a chore – these tips are for you. No fluff, no jargon, just practical ways to show up, stay relevant, and grow your brand steadily over time.

Share what you know (because you know your stuff)

People don't hire consultants because they saw a clever slogan—they hire people they trust. Sharing your expertise through blogs, case studies, or even quick LinkedIn posts is a simple way to build that trust. Don't overthink it. Just focus on being helpful. When your insights hit home, clients start to see you as the expert they need.

Keep the spotlight on your clients

The best marketing isn't about you – it's about your clients. What are they worrying about? What's keeping them up at night? Create content that speaks to their reality. If you're solving complex problems like BNG planning or carbon reporting, say so. Not in a white paper – just in plain English that shows you understand what they're dealing with.

Let your projects do the talking

You don't need slick ads when your past work is full of proof. Case studies are a powerful (and often underused) tool. Walk people through the challenge, your approach, and the outcome. Keep it grounded. Share the real wins – what changed, who benefited, and what lessons were learned. It's a humble brag with actual substance.

Focus on relationships, not just reach

Big reach is great, but long-term relationships are better. A friendly email to a past client, a check-in with a peer, or a thoughtful reply on LinkedIn can do more for your brand than a month of paid ads. It's the slow and steady stuff – done with care – that builds trust and keeps people coming back.

Don't put all your eggs in the referral basket

Referrals are gold – but they're not a whole strategy. Make sure your consultancy shows up in more than one place. That could mean speaking at events, sending a monthly email, or simply sharing a few behind-the-scenes wins online. Different people find you in different ways. Make it easy for them.

Let the numbers guide you (but don't drown in them)

You don't need a full analytics dashboard to know what's working. A few key questions will do: Are the right people finding your site? Are they sticking around? Is LinkedIn getting you conversations, not just likes? Check in regularly, learn what's landing, and adjust as you go.

Make sure you're findable online

You don't need to "do SEO" like a tech start-up, but you do want to show up when someone Googles the kind of work you do. Add clear descriptions to your site. Use the words your clients use (not internal lingo). A little effort here can make a big difference in being found by the right people at the right time.

Final thought: marketing that fits you

If your marketing has felt like a series of half-finished ideas or awkward experiments, you're not alone. But when you shift the focus to clarity, connection, and consistency, it starts to feel a lot more natural. This isn't about slick branding or aggressive tactics – it's about being visible, helpful, and true to your voice. And that's exactly where the right clients start to find you.

About me



**'Good marketing
should feel like
clarity – not chaos.'**

I'm the founder of LJE Marketing. I'm a strategist and former field tech with over 30 years' experience working with environmental, engineering and professional services businesses.

I help technically-minded consultants grow their visibility without gimmicks, jargon, or overwhelm.

Ready to grow your consultancy without losing your soul?

Book a free 20-minute consult: elliottlj@ljemktg.com

