



DESIGNED FOR SUCCESS

A full Marketing Department for £1099

What if I told you that for £1,099, you could essentially have a full marketing department in your pocket? That's what the new iPhone 17 Pro could mean for many small businesses. And before you roll your eyes, this isn't an ad, and I promise I'll stop glazing over Apple in a second.

The reality is smartphones have come so far that they can now rival the old DSLR cameras most companies have gathering dust in a corner of the office. The iPhone 17 Pro, with its 48MP Pro Fusion camera system, allows you to shoot professional-quality photos and videos without needing a separate camera or expensive equipment. Whether it's product shots, social media content, behind-the-scenes videos, or even livestreaming events, this device is capable of delivering polished, high-quality content.

What this Means for Small Businesses

For small businesses, this is a game-changer. The iPhone 17 Pro isn't just a phone; it's a pocket-sized powerhouse for marketing. With it, you can produce assets, run campaigns, create content, check analytics, edit videos, host livestreams, communicate with customers, and more, all while on the move. Apps like CapCut, Adobe Premiere Rush, and Canva make editing and design seamless, letting entrepreneurs handle what once required a full team of specialists right from their phone.

Imagine the possibilities for a sole trader. In the past, creating high-quality content often meant investing in a camera, editing software, a computer powerful enough to handle large files, and, often, a small team to manage it all. For many, these were costs that were simply out of reach. Now, much of that infrastructure can fit in your pocket. It's not just convenience, it's professional marketing made available. Anyone with an iPhone 17 Pro, or most smart phones tbh, has the tools to create content that looks like it came from a full production studio.

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Hollywood Level Production

And let's not forget iPhones are now at the level where they're being used to shoot Hollywood films. If a smartphone can meet the demands of cinema-quality production, there's no reason it can't produce marketing content that's engaging, polished, and professional. This brings a new level of quality and creativity within reach of small businesses that might previously have struggled to compete with bigger brands with dedicated marketing departments and budgets.

Will I still Have a Job?

Of course, let's be real. I wouldn't suggest replacing your marketing department or agency with a phone. Results still come from the creatives crafting the content, the SEO experts optimising the website, and the digital marketing managers orchestrating campaigns that drive real business impact. The iPhone 17 Pro is a powerful tool, but it's still a tool. The strategy, insight, and planning behind marketing campaigns remain crucial.

What excites me is the potential for small businesses and solo entrepreneurs to bridge the gap between themselves and larger competitors in terms of content quality. High-end visuals, polished videos, and professional-looking assets can now be created without hiring a studio or purchasing expensive equipment. It's not about replacing people, it's about empowering them with the flexibility and tools to act faster, experiment more, and iterate creatively.