b2bmarketing.net

B2B Agencies

BENCHMARKING REPORT

2017



B2B Marketing

IN ASSOCIATION WITH

Circleresearch
The B2B experts

Contents

Introduction 05

01. League tables 06

02. Current trends in agency activity 16

03. Comment: Marcomms agencies 26

04. Comment: PR agencies 52

05. Marcomms agencies in detail 62

06. PR agencies in detail 88

Comment: Circle Research 98

About 99

Introduction



Danielle Howe
Reports editor
B2B Marketing

The 12th edition of the *B2B Agencies Benchmarking Report* comes after a turbulent year of world events. And while it hasn't been quite as frantic in the world of B2B, it has been a year of growth and progress, with trends including customer experience, Agile and influencer marketing, among others.

Having said this, the political events of the last 12 months haven't left the industry unaffected: this year's research shows that a number of B2B agencies have already noticed the impact of the EU referendum result on their growth, and many even feel uncertain about their future.

But overall, the picture is looking encouraging in B2B agency land, with average agency growth at 24% – some 6% higher than last year. Meanwhile, over a quarter of agencies currently see the market as 'strong', and two-thirds consider it to be in good shape.

Aims and objectives

In the *B2B Agencies Benchmarking Report 2016–17* we take a close look at the B2B marketing sector, with the aim of providing both client-side marketers and agencies detailed insight into the industry, how it's currently performing and who some of its biggest players are. The report is an indispensable resource for B2B marketers from all industries who are looking to evaluate and appoint agencies.

Structure

In the following pages you'll find our league tables – this year we include our rankings of the top 75 UK B2B marcomms agencies, the top 40 global agencies, a list of the fastest growers and a run-down of the industry's leading PR agencies.

This is followed by expert insight from the partners of this year's report, as well as their details (including contact information, specialisms and award wins).

Methodology

B2B Marketing and Circle Research devised the questions for this year's report, and an online survey was conducted between September and October 2016.

Membership

This benchmarking report is part of a regular programme of Premium guides produced by B2B Marketing on current issues and trends affecting B2B marketers in all sectors.

For more information about these reports, or to browse other recent publications, go to b2bmarketing.net/resources.

01

League tables

Top 75 UK B2B marcomms agencies

Top 75 UK B2B marcomms agencies

Rank	Agency	UK GI in £m latest financial year	UK GI in £m previous financial year	% year-on-year growth	Global GI in £m latest financial year	% of GI from B2B work (global)	Headcount (global)
1	Amaze	44.3	39.1	13%	46.6	60%	510
2	Oliver Group	43	28.6	51%	51.3	55%	900
3	Bray Leino	20.2	18.6	9%	22.7	75%	380
4	OgilvyOne Business	16.9	16.4	3%	22.5	100%	165
5	gyro	11.9	10.7	11%	11.9	80%	134
6	Expandi Group	11.3	10.7	6%	37.7	100%	450
7	KHWS	9.9	8.5	16%	9.9	70%	90
8	Reading Room	8.7	11.3	-23%	15.6	76%	120
9	The Marketing Practice	8.4	8.6	-1%	9.6	100%	115
10	Gravity London	8.3	4.4	87%	15	100%	71
11	DWA Media	7.2	6.1	18%	14.4	90%	180
12	Tangent	7	7.5	-7%	7	75%	65
13	Refinery	6.1	6.6	-7%	6.1	52%	92
14	CI Group	6	5	20%	6	100%	40
15	Kingpin	5.9	6	-1%	6.2	100%	18
16	April Six	5.8	4.2	39%	7.7	100%	107
17	Stein IAS	5.5	4.3	28%	9.7	100%	65
18	Velocity Partners	5.4	4.2	28%	5.4	100%	40
19	McCann Enterprise	5.4	4.7	15%	8.6	80%	86

 © B2B Marketing 2017

Top 75 UK B2B marcomms agencies

Rank	Agency	UK GI in £m latest financial year	UK GI in £m previous financial year	% year-on-year growth	Global GI in £m latest financial year	% of GI from B2B work (global)	Headcount (global)
20	Octopus Group	5.1	5.4	-6%	6	95%	67
21	Building Blocks (part of Dept)	4.8	4.1	16%	5.5	100%	70
22	4Ps Marketing*	4	3.6	11%	4	40%	71
23	Brandformula	4	4.1	-2%	4	100%	32
24	Wyatt International	3.9	4.2	-9%	4.5	90%	37
25	ClearPeople	3.8	3.1	23%	3.8	94%	54
26	twogether	3.8	3.4	10%	6.3	100%	81
27	Six	3.7	2.9	28%	3.7	60%	36
28	Pulse	3.7	0.1	415%	3.7	100%	24
29	JJ Marketing	3.6	2.6	40%	3.6	74%	45
30	Purple Agency	3.6	3.6	-2%	4.5	51%	124
31	Really B2B	3.4	2.3	47%	3.4	100%	50
32	CleverTouch Marketing	3.3	2.7	23%	3.3	100%	55
33	MOI Global	3.2	3.3	-3%	4.6	100%	47
34	Something Big	3.1	3	4%	3.1	75%	52
35	BDB	3.1	1.1	187%	3.1	100%	29
36	Freestyle Interactive	3.1	3	4%	3.1	75%	39
37	Technical Associates Group	3.1	2.5	23%	5.1	100%	42
38	Quantum Marketing	3	3.1	-4%	4.6	100%	86

Top 75 UK B2B marcomms agencies

Rank	Agency	UK GI in £m latest financial year	UK GI in £m previous financial year	% year-on-year growth	Global GI in £m latest financial year	% of GI from B2B work (global)	Headcount (global)
39	Ledger Bennett DGA	3	2.8	6%	5	100%	51
40	Law Creative	2.8	3.1	-12%	4.6	85%	29
41	CIB Communications	2.7	2.5	8%	2.8	100%	33
42	Momentum ABM	2.6	2.7	-2%	3.3	100%	62
43	Man Bites Dog	2.4	2.2	14%	2.4	100%	28
44	Omobono	2.4	2.1	15%	6.4	100%	92
45	Manifesto Digital*	2.3	1.2	100%	2.3	40%	37
46	Jellybean	2.2	2.1	5%	2.2	100%	24
47	The Crocodile	2.2	1.8	17%	2.9	87%	29
48	438 Marketing	2.1	2	7%	2.4	55%	20
49	Oakwood Media Group	2.1	1.8	15%	2.7	42%	37
50	DirectionGroup	2	1.7	16%	2.8	85%	47
51	Miramar	2	1.4	43%	2	100%	21
52	Enigma Marketing*	1.9	1.8	5%	2.9	100%	30
53	Torpedo	1.8	1.8	0%	3.7	95%	52
54	The Hub	1.7	1.5	18%	1.8	100%	17
55	Cyber-Duck	1.7	1.6	4%	1.8	100%	42
56	bcsAgency	1.5	1.1	40%	1.5	79%	17
57	Proctor + Stevenson	1.3	1.4	-8%	3.7	75%	56

Gross income is calculated by deducting external media and production costs from the invoiced total. It includes income from all above-the-line and below-the-line activity. If the agency has been subject to a takeover or merger during the financial year in question, gross income includes the combined figure.

Top 75 UK B2B marcomms agencies

Rank	Agency	UK GI in £m latest financial year	UK GI in £m previous financial year	% year-on-year growth	Global GI in £m latest financial year	% of GI from B2B work (global)	Headcount (global)
58	Torch	1.3	0.8	61%	1.4	100%	13
59	Create Health	1.2	1.1	11%	1.2	100%	14
60	Broadley Speaking	1.2	1.1	5%	1.2	100%	29
61	Fox Agency	1.1	0.5	97%	1.1	100%	16
62	Workbrands	1	1	4%	1	100%	14
63	Konstructive	1	1	6%	1.1	65%	22
64	Fieldworks Marketing	1	0.9	10%	1	100%	16
65	Forever Creative	1	1	-7%	1	79%	8
66	OST Marketing	0.9	0.5	85%	1	50%	21
67	First Base	0.7	0.7	7%	0.7	100%	9
68	Moreish Marketing	0.5	0.4	13%	0.5	90%	5
69	Realia Marketing	0.4	0.4	-3%	0.4	100%	10
70	Considered Content	0.4	0.2	108%	0.5	100%	4
71	Novacom	0.3	0.3	4%	0.3	100%	6
72	Digital Radish	0.3	0.2	56%	0.5	100%	11
73	Popcomms	0.2	0.2	24%	0.3	90%	5
74	Brew'd Marketing†	0.1	N/A	N/A	0.1	100%	2
75	R1se*	0.03	N/A	N/A	0.03	100%	1

All figures presented to one decimal place

* Financial verification not provided
† Predicted financial results

Top 40 global B2B marcomms agencies

Top 40 global B2B marcomms agencies

Rank	Agency	2016–17 UK ramk	Global GI in £m latest financial year	Global GI in £m previous financial year	% year-on-year growth	% from UK activities	% from B2B activities	Headcount
1	Oliver Group	2	51.3	32.5	58%	84%	55%	900
2	Amaze	1	46.6	39.1	19%	95%	60%	510
3	Expandi Group	6	37.7	42.8	-12%	30%	100%	450
4	Bray Leino	3	22.7	20.6	10%	89%	75%	380
5	OgilvyOne Business	4	22.5	20.5	10%	75%	100%	165
6	Reading Room	8	15.6	16.9	-8%	56%	76%	120
7	Gravity London	10	15	14.7	2%	55%	100%	71
8	DWA Media	11	14.4	12.1	18%	50%	90%	180
9	gyro	5	11.9	10.7	11%	100%	80%	134
10	KHWS	7	9.9	8.5	16%	100%	70%	90
11	Stein IAS	17	9.7	7.2	35%	57%	100%	65
12	The Marketing Practice	9	9.6	8.6	12%	88%	100%	115
13	McCann Enterprise	19	8.6	7.7	13%	62%	80%	86
14	April Six	16	7.7	5.6	37%	76%	100%	107
15	Tangent	12	7	7.5	-7%	100%	75%	65
16	Omobono	26	6.4	5.3	21%	38%	100%	92
17	twogether	15	6.3	5.2	19%	60%	100%	81
18	Kingpin	13	6.2	6	3%	96%	100%	18
19	Refinery	14	6.1	6.6	-7%	100%	52%	92
20	CI Group	20	6	5	20%	100%	100%	40

 © B2B Marketing 2017

Top 40 global B2B marcomms agencies

Rank	Agency	2016–17 UK rank	Global GI in £m latest financial year	Global GI in £m previous financial year	% year-on-year growth	% from UK activities	% from B2B activities	Headcount
21	Octopus Group	21	6	5.8	3%	85%	95%	67
22	Building Blocks (part of Dept)	18	5.5	4.4	25%	87%	100%	70
23	Velocity Partners	37	5.4	4.2	28%	100%	100%	40
24	Technical Associates Group	39	5.1	4.2	23%	60%	100%	42
25	Ledger Bennett DGA	38	5	4.3	15%	60%	100%	51
26	Quantum Marketing	40	4.6	4.8	-4%	65%	100%	86
27	Law Creative	33	4.6	4.8	-4%	60%	85%	29
28	MOI Global	24	4.6	4.2	9%	70%	100%	47
29	Wyatt International	30	4.5	4.4	3%	85%	90%	37
30	Purple Agency	22	4.5	4.2	7%	80%	51%	124
31	4Ps Marketing*	23	4	3.6	11%	100%	40%	71
32	Brandformula	25	4	4	-2%	100%	100%	32
33	ClearPeople	27	3.8	3.3	17%	100%	94%	54
34	Six	28	3.7	2.9	28%	100%	60%	36
35	Proctor + Stevenson	29	3.7	3.5	5%	35%	75%	56
36	Torpedo	31	3.7	3.7	0%	50%	95%	52
37	Pulse	32	3.7	0.1	415%	100%	100%	24
38	JJ Marketing	34	3.6	2.6	37%	99%	74%	45
39	Really B2B	35	3.4	2.3	47%	100%	100%	50
40	Momentum ABM	36	3.3	3	10%	80%	100%	62

* Financial verification not provided

Top 20 fastest-growing UK B2B marcomms agencies

Top 20 fastest-growing UK B2B marcomms agencies

Rank	Agency	% year-on-year growth (based on UK-only income)	UK GI in £m latest financial year	UK GI in £m previous financial year	UK league table position	Headcount
1	Pulse	415%	3.7	0.7	28	24
2	BDB	187%	3.1	1.1	35	29
3	Considered Content	108%	0.4	0.2	70	4
4	Manifesto Digital	100%	2.3	1.2	45	37
5	Fox Agency	97%	1.1	0.5	61	16
6	Gravity London	87%	8.3	4.4	10	71
7	OST Marketing	85%	0.9	0.5	66	21
8	Torch	61%	1.3	0.8	58	13
9	Digital Radish	56%	0.3	0.2	72	11
10	Oliver Group	51%	43.1	28.6	2	900
11	Really B2B	47%	3.4	2.3	31	50
12	Miramar	43%	2	1.4	51	21
13	JJ Marketing	40%	3.6	2.6	29	45
14	bcsAgency	40%	1.5	1.1	56	17
15	April Six	39%	5.8	4.2	16	107
16	Stein IAS	28%	5.5	4.3	17	65
17	Velocity Partners	28%	5.4	4.2	18	40
18	Six	28%	3.7	2.9	27	36
19	Popcomms	24%	0.2	0.2	73	5
20	CleverTouch Marketing	23%	3.3	2.7	32	55

Top 19 UK B2B PR agencies

Top 19 UK B2B PR agencies

Rank	Agency	UK GI in £m latest financial year	UK GI in £m previous financial year	% year-on-year growth	Global GI in £m latest financial year	% of GI from B2B work (global)	Headcount
1	Lansons	12.2	12.4	2%	12.2	19%	115
2	Nelson Bostock Unlimited	7.5	7.6	-1%	7.5	55%	79
3	Lewis	5.9	5.5	-7%	45.7	82%	82
4	Speed Communications	4.1	2.5	63%	4.8	29%	71
5	Eulogy	4.1	4.3	6%	4.1	45%	50
6	Berkeley	4.1	3.7	8%	4.5	90%	64
7	Bite*	4	2.6	-34%	4.4	50%	32
8	CCgroup*	2.5	2	29%	2.5	80%	28
9	Napier Partnership	2.4	2	-15%	2.4	100%	20
10	Red Lorry Yellow Lorry*	2.3	2	14%	2.3	100%	24
11	Babel	1.6	1.5	-8%	1.6	100%	16
12	AD Communications	1.5	1.3	19%	2.3	100%	19
13	Ascendant Communications	0.7	0.5	48%	1	100%	8
14	Cuban Eight	0.7	0.6	5%	0.7	88%	12
15	Fourth Day	0.6	0.6	1%	1	98%	14
16	The CommsCo	0.4	0.4	7%	0.4	100%	7
17	Jargon PR	0.3	0.4	-13%	0.5	100%	12
18	Skout	0.3	0.3	-11%	0.3	100%	6
19	Fresh PR	0.2	0.2	28%	0.2	100%	3

* Financial verification not provided



02

Current trends in agency activity

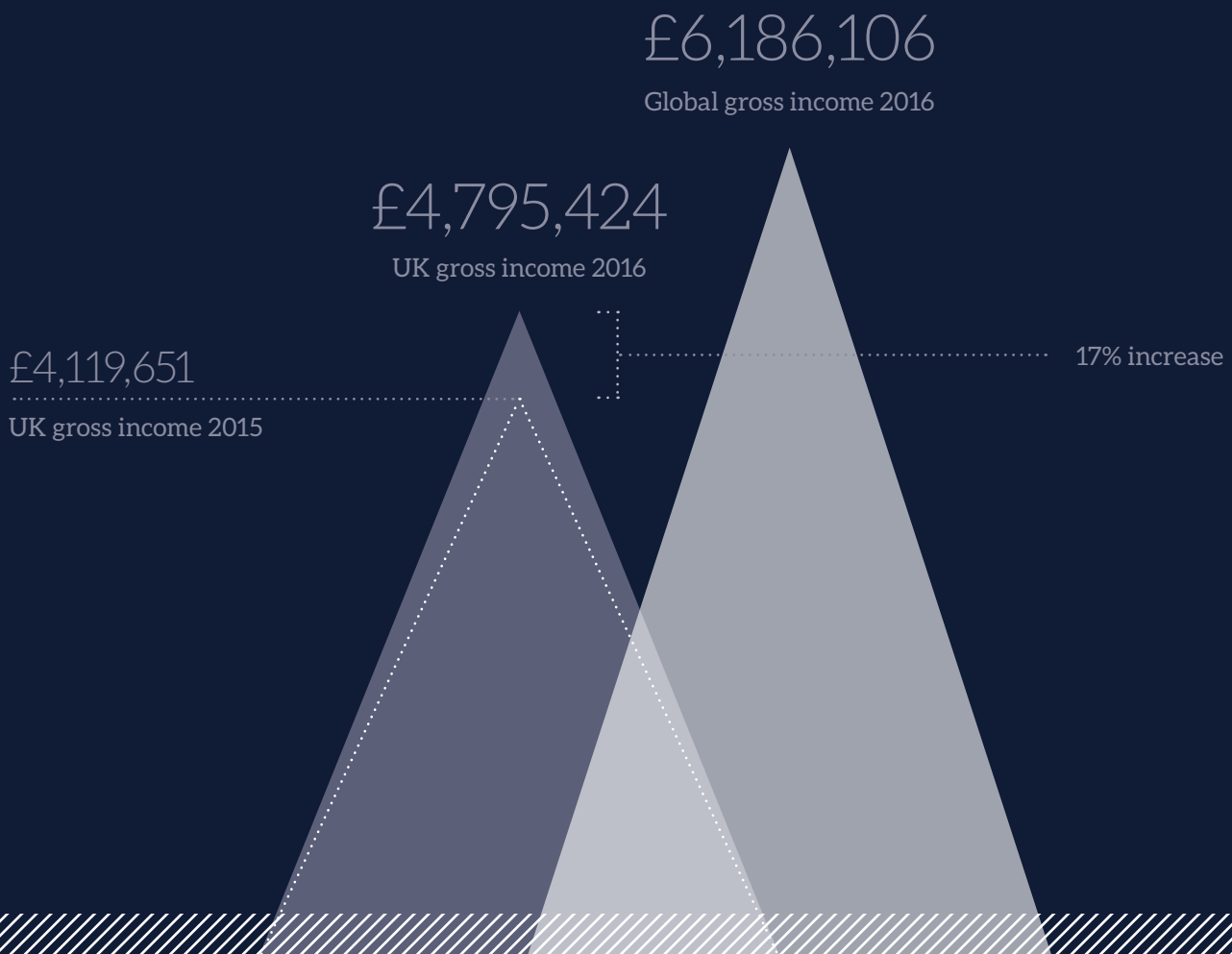
The agency landscape in 2016–17

How are B2B agencies performing in 2016–17?

B2B agencies' average gross income from UK activities was £4,795,424 in 2016, while average gross income from global activities (including UK) was £6,186,106.

Average UK gross income in 2016 has risen from £4.1 million to £4.8 million since 2015, an impressive increase of 17%.

The average net profit for agencies in 2016 was £565,233, but this means profitability is at 12%, some 2% less than last year.



41%
50+ employees

11%
0–9 employees

20%
Average employee growth since 2015–16

48%
10–49 employees

How big is the average B2B marcomms agency?

The average agency headcount is 75 – while the majority (59%) employ under 50 people. A relatively small proportion are boutique agencies, with just 11% employing 0–9 people.

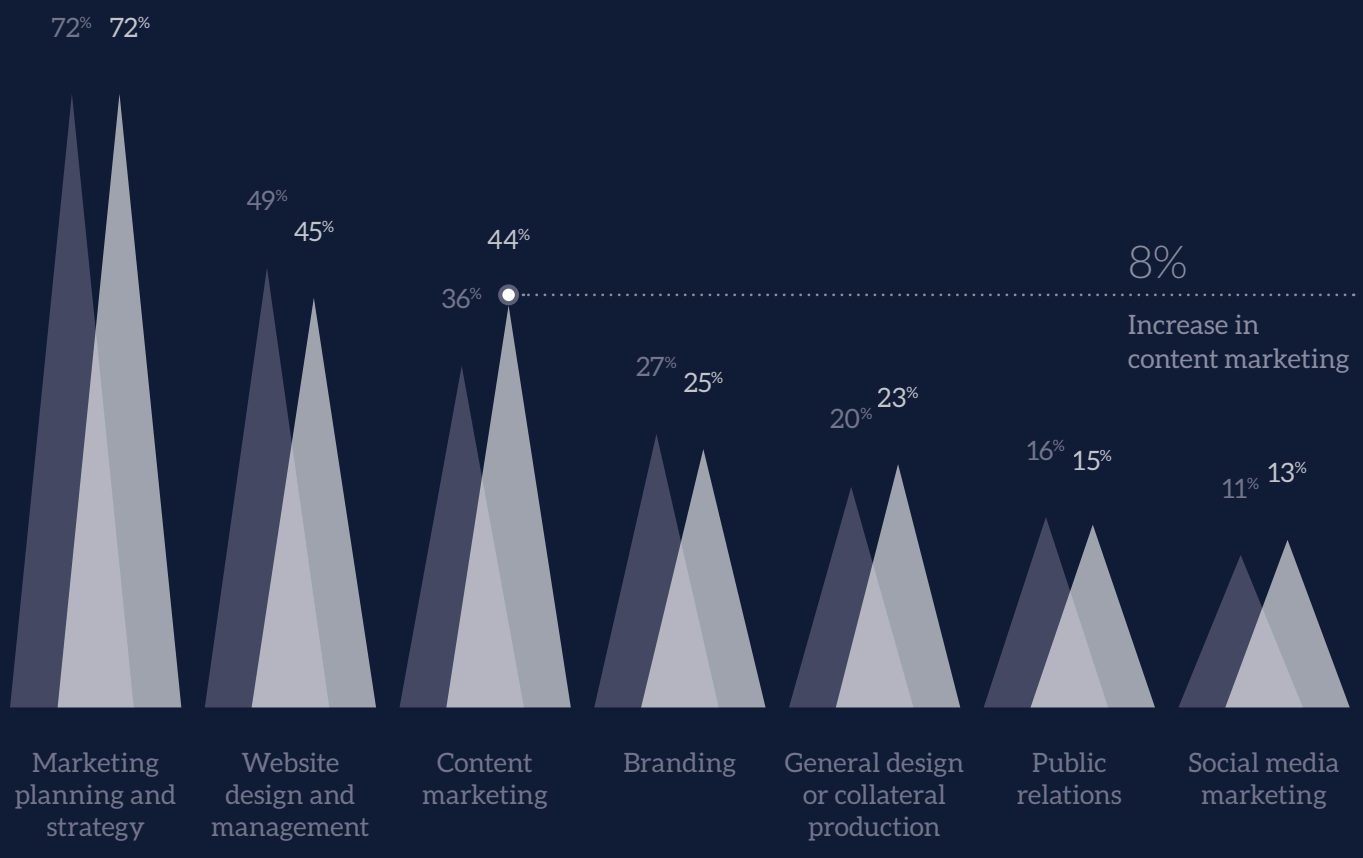
Since 2013–14 we've seen employee growth rise at a steady 20% per year, following the industry's recovery from the 2007–8 financial crisis.

Where are agencies focusing their efforts?

By far the top service offered by B2B agencies is marketing planning/strategy (a top service for 72% of agencies), followed by website design, development and management (45%). This year we've seen an 8% increase in agencies including content marketing as a key part of their offering – up to 44% from 36% last year.

In terms of agency expertise, the sector that's best served by agencies in B2B is, unsurprisingly, the IT and telecoms sector, followed by financial services and professional services. Client-side marketers in the public sector and the more niche industry of aerospace and defence are the least likely to find agencies that meet their needs.

Q: Which three of the following services are the main focus areas of your agency?



 © **B2B Marketing 2017**

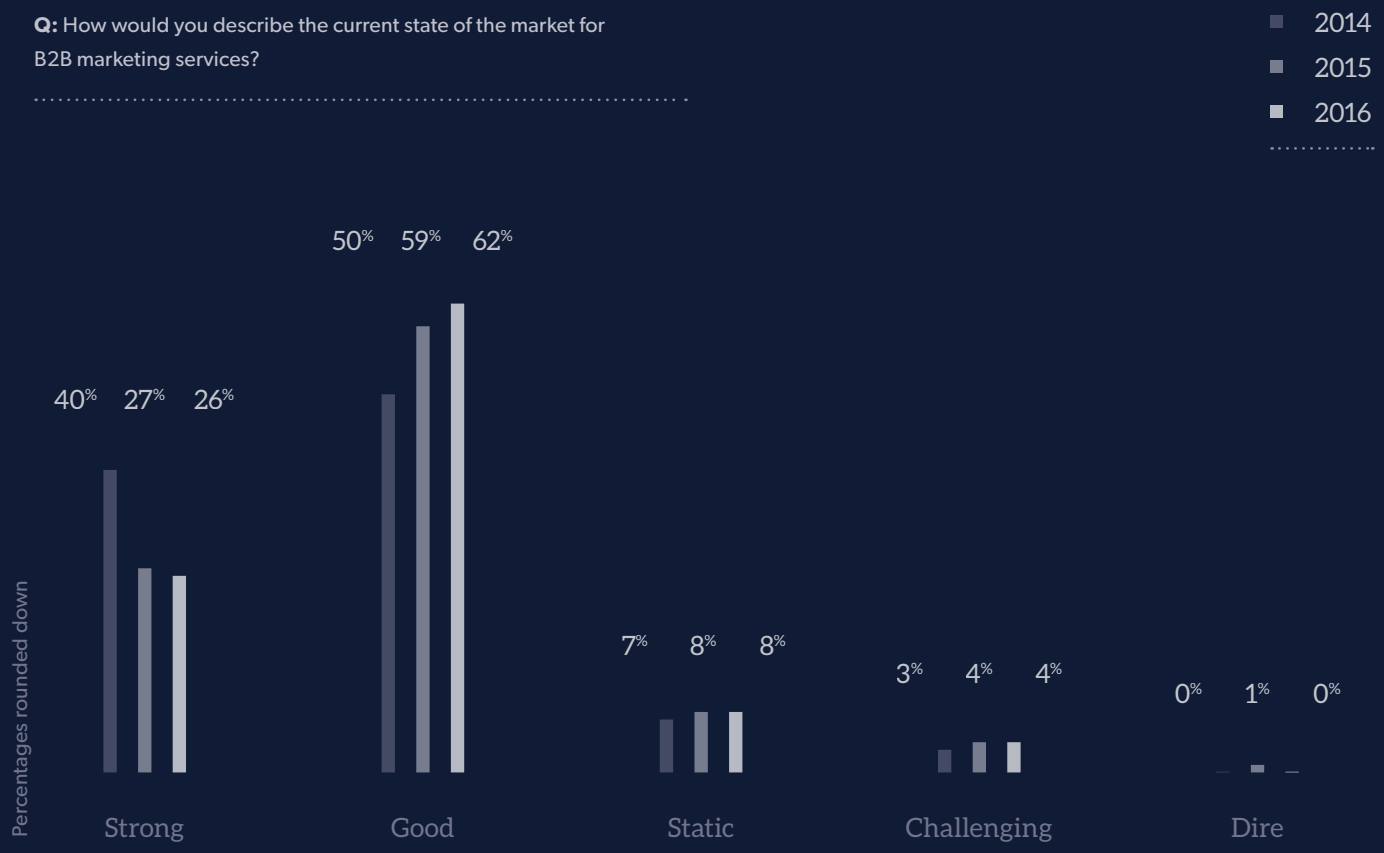
The future

How strong is the market?

The majority of agencies (62%) see the market as ‘good’, while just over a quarter (26%) think it’s ‘strong’. This is very similar to 2015, however both years represent a considerable drop in confidence since 2014, when 40% considered the market to be ‘strong’.

When we asked agencies how they’d describe the current state of the market for B2B marketing services, an encouraging 88% say ‘strong’ or ‘good’, while just 12% say ‘static’ or ‘challenging’ (none say ‘dire’).

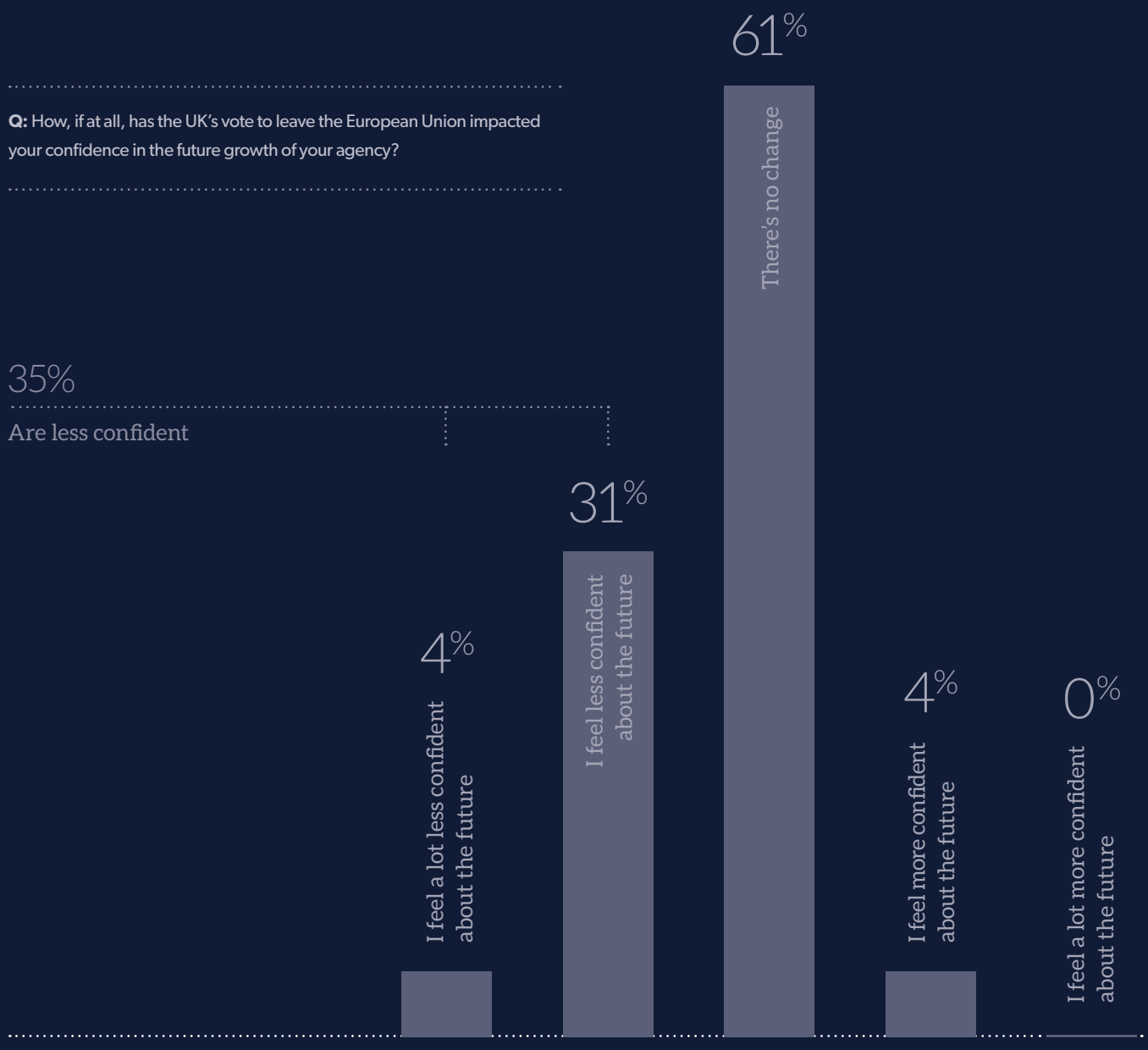
Q: How would you describe the current state of the market for B2B marketing services?



Has Brexit changed anything?

The UK's vote to leave the European Union has left many businesses uncertain about the future, and there is definitely a level of apprehension among B2B agencies. Some 19% of agencies say the Brexit vote has already negatively affected their business growth, while 35% say they feel 'less confident' about the future growth of their agency following the result. Just 4% say they feel 'more confident' about the future growth of their agency following the referendum.

Q: How, if at all, has the UK's vote to leave the European Union impacted your confidence in the future growth of your agency?



 © **B2B Marketing 2017**

What marketing trends will we see in the next 12 months?

"A return to focusing on marketing strategy as opposed to leading with tactics..."

"B2B marketers will continue to leverage their customer data to make smart decisions on how, when and where to reach new audiences..."

"B2B marketing is becoming more innovative, creative and brave than B2C marketing. As large organisations adopt this trend, smaller B2B organisations will adopt a more informal tone of voice and warm up their brand personalities."

"Having seen internal client-side resource increasingly shrink this year, we are seeing a need for agencies to fulfil a wider role in customer marketing and deliver compelling customer-focused thinking."

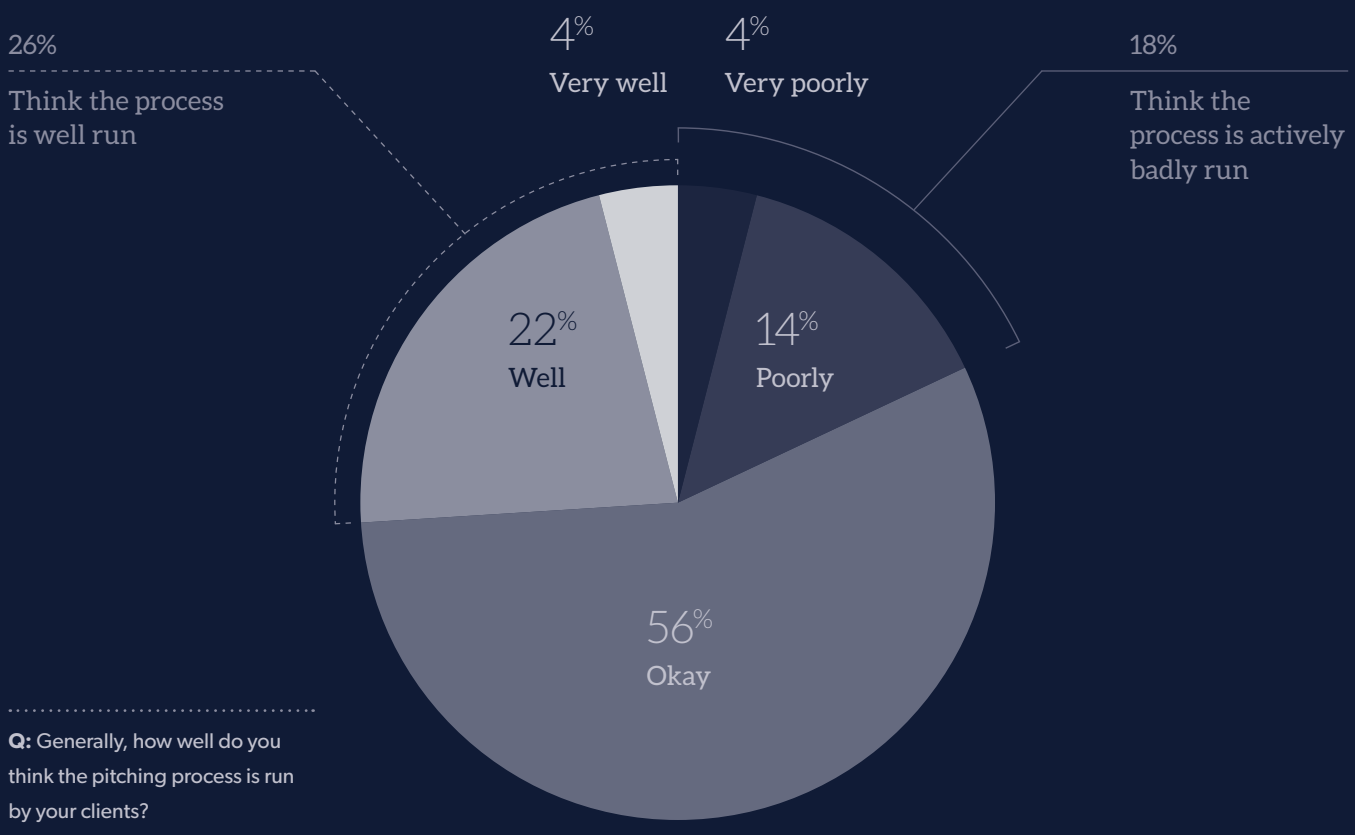
"Resolution over where the current hype around ABM is actually going and what it represents for the 'average' B2B brand..."

The evolution of the client/agency relationship

How well run is the pitching process?

Opinion on the pitching process is pretty divided – 18% think the process is actively badly run by clients, while just a quarter (26%) believe the pitching process is generally well run by clients. Some 56% say the process is 'okay', although arguably this is not satisfactory.

When we asked agencies how fair the pitching process tends to be, a considerable proportion (37%) said either 'not at all fair' or 'not very fair', although it's reassuring to see the majority do believe the process is fair most of the time.



Q: Generally, how well do you think the pitching process is run by your clients?

 © **B2B Marketing 2017**

How is the client/agency relationship changing?

"Many clients are centralising their marketing services, and as a result are creating centres of excellence around key disciplines like social and digital."

"We are seeing a divergence – some clients are looking to work closer, understand more from an agency, while others are moving to a more 'supply' connection."

"Agencies will need to become more technologically savvy, partnering with adtech and martech companies to help navigate these increasingly crowded ecosystems on their clients' behalf."

"In most cases, the relationship is coming under strain. Clients now expect their agencies to deliver better marketing, in real time, with more transparency on costs and a clearer demonstration of ROI."

"If anything, clients are becoming increasingly loyal to agencies. Good news for incumbent business – more challenging when trying to attract and win new clients."

What are your biggest frustrations with clients?

"Too many decision-makers involved."

"Global organisations with a lot of red tape and bureaucracy, where making decisions quickly is very difficult."

"More pressure to 'do' impacts the availability of time to 'think' and 'plan'."

"Clients lacking courage to make big decisions, and poorly communicated briefs."

"The B2B world is still pretty conservative."

03

Comment: Marcomms agencies

1,008 print ads

campaigns activated in 139 markets

55 experiential activations

NEW 7 ENTERPRISE APPS

803 B2B TRAINING COURSES DELIVERED

27 EVENTS & CONFERENCES

500,000,000 digital ad impressions delivered

EVERY YEAR WE DO

28 web migrations

5,012 social posts

WHATEVER IT TAKES

251 exhibition stands

25 websites built

39 INTEGRATED CAMPAIGNS

At Bray Leino we have over 300 communications experts, innovators in their field, leading B2B campaigns across the globe. But we all live by three simple words. Three words that mean you'll get the right solution for your business. Not one that fits our model. Because 'Whatever It Takes' is our business model. And the proof? Well, that's all in the numbers...

brayleino.co.uk/business

bray leino



Adam Holder
B2B business director
Bray Leino

Failure fame and the power of 'why'

The light has flicked on.

Digital transparency is illuminating B2B businesses, and their (in)ability to delight customers, like never before. Once, poor customer experience could skulk unchallenged in the gloom, known only to those directly affected. Now, the glare of social media feedback puts every lapse in a global spotlight, immediately visible and easily searchable.

Failure becomes famous. And the only way businesses can avoid it is to empower their teams in the art of customer service excellence.

It starts with one word: why.

At B2B Marketing's CXcellence event in November 2016 we heard that customer service is now the number one measure of trust in B2B vendors. It affects advocacy, loyalty, lifetime customer value and, ultimately, revenue.

No surprise then that upwards of 80% of B2B executives now consider customer experience a key priority for business effectiveness.

For many years we've been thinking creatively about how to make customer experience improvements on behalf of our clients; mapping and optimising the sum of engagements across every touchpoint, each moment of truth, throughout the entire customer lifecycle and beyond.

But what we mean by good customer experience is changing.

Brands like Amazon, Apple, Uber and Netflix have raised the benchmark. Their service levels, single customer view, accuracy and responsiveness have become the yardstick by which every other brand experience is measured, regardless of the blurring lines between B2B and B2C.

Achieving persistent, organisational customer experience success is a long game, requiring various components. But there's one thing everyone at CXcellence agreed on: good customer experience starts and ends with your people. Employee engagement correlates directly with customer experience.

This means that with the internet and social media lighting up the room, you need your people to care. They need to be inspired.

Delivering that inspiration is a challenge on a par with any rebrand. It begins with a seemingly simple but fundamental question.

Why?

People are no longer content to be told what and how a brand does what it does. They want to know 'why'.

Profit and growth are not acceptable whys. Bottom-line measurements are the results of 'what' you do.

We help businesses define their why. It's about their contribution – their ability to articulate what they contribute to their industry, to society, to sustainability, environmental or social issues.

'Why' is important for your external brand. But for the people that represent you, it's vital.

With generation X and millennials continuing to represent a greater chunk of the workforce, the need for brands to be clear and genuine about their 'why' is an accelerating trend in B2B.

Three-quarters of millennials believe businesses should be cultural benefactors, while nine out of 10 millennials and gen-Xers feel brands should do more good, not just 'less bad'.

These are B2B's future decision-makers, your incoming talent. Under their spotlight, the prospect of ignoring what's important to them is going the way of displacing tribes and casual bribery.

These days, the tribes have smartphones, and if you don't measure up they'll take you to the cleaners on Twitter and Glassdoor.

Talking a good game won't cut it. The lights are on.

You need to live your 'why', and the people delivering your customer experience need to believe it, or no one will.



Take your business to the next level... Join the **40%** of Top 20 B2B Brands that put their trust in **US***

** Source: InterBrand 2016*

Anton J van Rensburg
anton.vanrensburg@expandigroup.com
+44 (0)7989 702957

expandi group

www.expandigroup.com



Raffaele Apostoliti
President and CEO
Expandi Group

It's time to do what scares most brands

Ditch the old-school thought process. Create seamless and personal experiences using an omnichannel marketing approach.

More and more B2B brands recognise the term omnichannel marketing as a fully integrated state of client engagement, which includes shared data across channels to achieve a seamless experience. However, for the majority of brands, the implementation of true omnichannel marketing is still within the early stages of adoption.

Our experience of this correlates with a Forrester survey (October 2015) where 1350 buyers and 750 B2B companies stated that: "B2B sellers understand the importance of omnichannel customer engagement but they are inhibited by company silos, both in terms of data and processes" while "excellent customer engagement required the right omnichannel strategy, partner ecosystem and technology infrastructure to meet buyers' expectations."

In order to achieve this seamless communication, it's critical to maintain a consistent flow of relevant information across different client organisations. Let's have a look at three key challenges brands are facing today:

1. Internal organisations, partner ecosystems and how your agency is set up

Brands should anticipate that their prospects might start interacting with one organisation but move on to another as they progress along the decision-making cycle. We have noticed that time spent with clients on removing barriers to allow the flow of information across organisations has increased. To effectively manage client interaction, an omnichannel marketing programme should support, be consistent with and exploit all of the tools at their disposal, across all organisations, right through to the 'last mile' where the client interaction is converted into a sale.

The traditional model, where multiple specialist agencies were managed by an almost equal number of inhouse counterparts, is long gone. Brands either need to internalise marketing production, or outsource to an integrated agency that can provide the marketing infrastructure, experience and agility to plan for real-time changes, while coping with the hundreds of triggers and actions that match each of the different personas in numerous possible customer journeys.

2. Engaging content, through preferred channels to relevant personas

Most brands have adopted some form of persona marketing, although traditional product-oriented messaging is still the go-to strategy for many global organisations.

The increasing level of complexity related to persona mapping and preferred channels of communication makes it hard for brands to adequately satisfy today's buyers. Brands should allow customers to seamlessly pick up from where they left off; no matter which channel of communication they are using or where they are in the purchase process.

3. Smart technology

An omnichannel approach relies heavily on the use of multiple, sophisticated and integrated technologies. This often means that companies end up paying tens of thousands for incompatible, singular 'best-of-breed' systems because there was no clear roadmap at the beginning of the overall integration and evolution. The migration of data from CRM and PRM through to marketing automation, telemarketing and finally lead management should not create an unnecessary workload or the impression of losing control. Brands should be looking into a SaaS model, which allows modular or full integration with existing CRM systems.

Because these challenges affect all brands, there's too much at stake to delay taking that first step, and brands that will remain market leaders will be the ones that can deliver on the promise of a seamless and personal omnichannel experience now.

CFM chooses the power of Gravity



"$22 billion in orders. Now that's a successful campaign."

Neil Siddons
Communications Manager
CFM International

Gravity Global is an integrated B2B communications agency covering five continents, and is a key driver of industry best practice. Gravity is proving the power of a global footprint by successfully introducing our clients' brands to the world. To engage the force of Gravity for your business call Chris Omotosho on +44 (0)20 7330 8810 or find out more at **gravityglobal.net**

gravity GLOBAL



Mark Lethbridge
CEO
Gravity Global

The search for certainty

Perhaps the most powerful message from recent political events is that there is no such thing as absolute certainty. And it seems we are particularly poorly set up to deal with uncertainty as a society: financial and economic systems are struggling to remain stable without the certainty they have become used to and upon which they were founded. And while instability prevails, the inevitable result appears to be a paralysis of decision-making.

These same forces have impacted our client businesses. Regardless of claims of corporate agility, all but a few organisations need a high degree of certainty to de-risk their decision-making. And perhaps more now than ever, while the environment that companies are operating in is turned on its head, as marketing professionals we should be bringing greater clarity to support the decisions we are asking the c-suite to make.

Paradoxically, while some of the reasons given for the unforeseen political results were down to the influence of new media, it's new channels and technologies that are enabling the marketing community to access a world of data to provide a level of evidence and certainty previously unavailable.

The take-up of digital and social channels in B2B marketplaces has been quite dramatic. Only 18 months ago, clients were telling us their stakeholder audiences would never switch from their printed subscription of *Widgets Weekly*. And yet today, the major concern is connecting with the new generation of millennial talent and the next generation of digital native decision-makers.

> "The time has come for the marketing community to start proving its true worth"

This rapid digitisation in B2B means we can now use online data mining tools and mass quantitative research techniques to gain access to the thoughts and ideas of business communities we previously struggled to reach.

Which brings me to a hot topic: providing the c-suite with the confidence it needs to make brand investment decisions. The marketing community is constantly challenged to provide evidence that the investment required to competitively reposition a brand, address aspects of brand reputation or use the brand to guide culture change will be worthwhile. And in general, the response is a promise of ROI based on all kinds of metrics other than the very direct commercial evidence required to support every other type of board-level investment decision.

I exaggerate, but I believe the time has come for the marketing community to start proving its true worth. It's not that we don't have a desire to demonstrate the commercial worth of what we do, or that we lack the conviction that we make a business difference. The issue has been that until now, certainly in B2B markets, we have lacked the tools and measures that allow us to commit to the commercial forecasts the c-suite needs to provide the certainty they seek when making major investment decisions.

But it's now possible to use research techniques that tell us with great accuracy which competitive attributes are enabling a brand to win business, and which aren't. We can say with confidence how effective a business is at converting awareness to a conviction to buy, and we can do the same for its competitors. We can accurately segment B2B markets and determine exactly where a brand should reposition against competitors.

I believe we have reached a point where providing a reasonable certainty of future commercial returns from brand and marketing investment decisions is not just possible, but our duty as a professional business community.

I believe we can move forward into 2017 armed with that insight, a new toolkit, and a commitment to providing more certainty about the future, establishing a new level of stature and trust among the c-suite, in both the brand and marketing communities.

A typical IT decision maker



Higher educated

62% hold higher education qualifications

An IT manager

35% of all ITDMs hold IT Manager job title

Aged 36–45

Multi-mode

Uses various channels – PC, tablet, events, etc...

Team player

Acts as part of a buying team, 94% of the time

Involved

At every stage of the buying process – though less so in "final purchasing", which is more C-suite

"To create messages that truly make an impact, first you must think like your audience"

KINGPIN

Kingpin is a marketing agency that thinks and acts differently.

By having real conversations with business decision makers, we take data understanding a step further, developing actionable insights into how your audience is behaving, and create messages to address and influence their motivations throughout the buying journey.

To understand your audience's behaviour, call Kingpin on **020 7803 1000** (UK) or **+1 415 793 8370** (US)

kingpincomms.com

All data from Kingpin Technology Marketing Research – 567 IT decision-makers were surveyed across the UK, France and Germany



James Foulkes
Director and co-founder
Kingpin

The current state of the B2B market

Humans still buy humans, so peer groups are as important now as they ever were.

The dynamic that has changed is that peer groups are using many channels to communicate – not something of a shock to any of us – but it does mean that we marketers need to understand that all key stakeholders need influencing, and personalisation is key.

I'm James, not just a business owner

Company size: 50+
Industry: Marketing
Region: UK

So that's me.

Well, that's me according to a lot of marketers. Slowly but surely though, we're beginning to realise their audience is an audience, not a criteria. Something that our B2C counterparts have nailed for some time.

Yes, that CIO we're trying to reach is the budget holder, but they're also busy, stressed and a long way from their next holiday. Maybe suggest a networking dinner, not a 35-page whitepaper? Having empathy can help to improve everything from our collateral to our sales follow-up.

We don't start a prospecting email with "Dear IT director in enterprise company". With the content that marketers can create, and the targeting we have at our disposal, we shouldn't start our marketing strategy the same way either.

Old versus new... try both

We're now seeing campaigns aligning modern techniques to address client KPIs – programmatic and ABM being two key channels, tapping into data-driven solutions to enhance their efforts.

But traditional approaches shouldn't be ignored. The best results we're seeing are coming from an integrated approach, complementing cutting-edge with classic. Events offer multiple touchpoints with potential customers, webinars remain an effective way to deliver mid-funnel focused content to prospects, while out-of-home advertising can still deliver the wow factor.

By integrating all tactics across the board, you'll find that your efforts will be more effective and your customers will love you for it.

It's sales and marketing, not sales versus marketing

It's the age-old challenge: unless you understand the sales lifecycle and build programmes that align, success becomes impossible. A B2C, commodity-driven offer differs greatly from a more 'business-critical' ERP proposition. Without understanding how these decisions are made, how long they take and the relevant stakeholders involved, the challenge becomes a lot harder.

Incorrect measurement is misleading

We've become obsessed by metrics: first touch, last touch, scoring, cost per acquisition. However, unless goals and internal tracking tools are in place, using these metrics will get you nowhere. When selling to businesses, the account is what needs to be scored rather than the individual. The individual may not be active, but the company is. This should make them a prospect.

A brave new world

Various factors influence buying decisions. They may be cultural, social, personal or psychological. Identifying the audience and its needs is key. Those that will come out on top are those who can identify buyer behaviour and map the buyer journey. The challenge for the marketing team is identifying which information sources are most influential in their target markets, and getting there at the exact moment needed.

It continues to be a brave new world for B2B marketing and it's definietly one to relish.

POWER
TO THE MODERN B2B BUYER

RE-ENGINEERING
MARKETING THE MODERN WAY



moi-global.com

Turning Heads



Matthew Stevens
MD
MOI Global

Re-engineering marketing the modern way

A new self-service purchasing economy

There's a saying that goes: "Business buyers are changing the buying process faster than marketing and sales organisations are changing." In B2B, this couldn't be truer. We're now in a self-service buyer economy; an era where B2B buyers can source information on your brand and products, make their minds up without your help and be ready to buy at the click of a button.

Don't throw the baby out with the bathwater

If we rely on an inside-out view of driving demand – ie. controlling the entire purchase within your marketing infrastructure, we risk being left behind by buyers.

When you consider that 75% of business purchases are influenced by social media sources, or that 90% of buyers will consult a peer as part of the process, relying on inward-facing automated programmes or cold approaches just won't support purchasing behaviours any longer. This means we need to seek ways to seed influence alongside them.

Moving from inside-out to outside-in

The modern model for driving demand should be founded on the idea that buyers can access all the information they need to progress almost all the way through the purchase cycle. This philosophy starts the shift towards a marketing eco-system that's built on an outside-in view on driving demand.

Defining outside-in

Outside-in is simply the process of building marketing engagements based around customer needs; marketing planning that's continuous and centres around real-time market insight; messaging and propositions that are tailored according to their needs; and influence is placed through channels, platforms and people defined by their purchasing behaviours.

We should be aiming for 'almost real time' engagements

To truly capture the eyes of our self-service buyers, the marketer of today must be empowered to act swiftly, in 'almost real time'. Today's buyers are all online, leaving continuous digital footprints that present an unparalleled advantage to marketing and sales.

By combining social intelligence, predictive analytics and programmatic, you can identify and target buyers in real-time. But marketing teams are not currently set up to respond. We need to move to a more nimble approach whereby we can spot opportunities and respond with marketing content in 'almost real time'.

Social intelligence starts the shift

To make the transformational shift towards seeding influence in a self-service buyer economy, you need to understand where your audience buys, what they're motivated by, and who they listen to. This means that if you don't have a social intelligence hub, you need one.

Continuous monitoring of buyer behaviours across the web means marketing and sales are empowered to identify opportunities to build real-time engagements based on customer needs.

A demand planning engine but not as you know it

Current planning cycles and approval processes are the biggest barrier to engaging with B2B buyers on their terms. The marketing team of tomorrow will not only be armed with real-time insight, but must be empowered through technology, process and culture to act on it. This means creating teams that can imagine, create and seed content into market in minutes and hours, rather than days and months.

Build your modern demand centre

It's time to re-imagine your demand centre to stay relevant – a framework that empowers your buyers to take control of the purchase journey, but keeps your brand at the top of the shortlist. Let's get started. We'll bring coffee.

PROCTOR +
STEVENSON

FLUFFY **WE AIN'T**



If you're in need of B2B marketing that gives you a cutting commercial edge, rather than fluffy bunnies and unicorns, talk to Proctors.

www.proctors.co.uk

Follow us, like us, share us…



Roger Proctor MBE
MD
Proctor + Stevenson

Only bravery can save B2B

Once upon a time, marketing directors in the B2B arena only had one simple choice to make: go with a specialist B2B agency or try their luck with a sexy traditional agency.

However, it's fair to say that in today's somewhat fevered marketing landscape, there's a dizzying range of options available to B2B marketers. Digital agencies, integrated agencies, content agencies… and now even management consultants have muscled in on the act, with bigger players than even the global agency groups.

Naturally, this is pretty bad news if you're a venerable ad agency group with a pricey creative department that's only bursting with big ideas. That's because in this age of advanced analytics and accountability, most marketing directors demand the measurability of big data.

Big ideas versus big data

It isn't hard to see why the big management consultancies have decided the time is ripe to start a turf war with Madison Avenue and Soho. Diagnostics and analytics are very much their strong suit, and many big agencies are still struggling to catch up in terms of understanding, far less profiting from rich data.

To be brutally honest though, even those of us who are entirely *au fait* with KPIs and inbound lead nurturing will run the risk of having our lunch money stolen by the management consultants of this world if we don't start playing to our greatest strength: the ability to come up with emotionally powerful creative work.

> "B2B agencies should be focusing on what sets us apart"

None of which is to say that I favour a return to the days when, in the words of the late, great Lord Lever: "Half the money I spend on advertising is wasted, and the problem is I do not know which half."

Analytics and accountability are here to stay, thank goodness. My point is that they alone are not enough to drive success in today's increasingly competitive B2B landscape.

Believing in competitive advantage

Like every MD of a B2B agency, I spend a significant amount of time pontificating about the search for a single customer view and the endless quest to create frictionless customer journeys.

Let's be clear, I make no apology for that. The unquestionable power of data is worth talking about: often until the cows have come home, had their tea and then gone out again.

Yet while I'll be happy to have that conversation, so will the management consultants. They'll probably know as much about analytics and KPIs as I do, enabling them to talk a pretty good game when it comes to pitching the next campaign to the board.

What they won't have, however, is the ability to drive advanced user experiences online, or foster genuine engagement by creating bold, emotive and powerful creative work.

So while I'm aware that many B2B agencies are currently getting dragged into the digital equivalent of a dance-off against management consultancies, I don't think that any of us should be going to that particular dance.

Instead, B2B agencies should be focusing on what sets us apart from both the big agency groups and the management consultants: the ability to deliver actual, verifiable commercial value through relevant, inspiring and above all brave creative work.

This is no time for 'me too' merchants who seek to ape the number-crunching skills of the management consultants currently parking their tanks on big agency lawns; this is the time for accomplished B2B agencies to show why inspiring creativity and genuine accountability really aren't mutually exclusive.



One or the other was a choice you could make in the Modern Marketing era. We are post that now. Be just a data genius or just a creative genius and obsolescence beckons. We must be predictive and artistic, intuitive and scientific, conjuring measurable experiences that are powerful and personal. We always were more than a job title, and more than ever we have to be. We are quantifiable and unquantifiable. Alchemist quants. Daredevil pragmatists. Free-spirit engineers. We are all that is modern, and we are moving into the beyond.

We are Stein IAS. The Post-Modern Marketing Agency.

Join us PostModernB2B.com

STEIN IAS

#PostModernB2B



Tom Stein
Chairman and chief client officer
Stein IAS

Is marketing shifting to a post-modern era?

Over the past decade or so, B2B brands and agencies have widely adopted moden marketing. Oracle describes this as "the paradigm of inbound marketing programmes driven by digital channels, served by multiple touches, measured by sophisticated technologies – and where data analysis is king." While modern marketing has served us well, the adoption of its approaches and underlying technologies is nearly ubiquitous. So, we should continually challenge ourselves to think ahead: what's next?

> "We should continually challenge ourselves to think ahead: what's next?"

As we all know, modern marketing is still a work in progress. We're still figuring it all out. We're still putting all the pieces together. We're making it work in the real world, and transforming our organisations (and careers) in the process. But even as we do this – and this is our culminating belief – we are turning another page.

We are moving now to the 'post-modern' phase of marketing.

Our belief at Stein IAS is that, as B2B marketers have expanded their toolsets and increased their mastery of strategic insights and digital interactions, our confidence in what's possible – in what we can deliver – has grown by leaps and bounds. We're now seeing this confidence come bursting through in connected experiences that are powerfully emotional and intensely useful. In all the forms they take, these experiences deliver tremendous value to individuals and organisations. This is the essence of post-modern marketing.

That's not to say this new era is a rejection of modern marketing. Modern marketing is a good thing. It's a great thing. As an industry we have grown greatly as a result of it.

Post-modern marketing is more a re-balancing. It carries forward the best of preceding eras into this new stage. We joke that it's 'Spock plus Kirk'. Pre-modern was emotional. Modern was rational. Post-modern is both. It's the foundational frameworks of data, segmentation, implicit and explicit triggers, but painted with the brilliant brushstrokes of a renaissance in intuitive ideas and mind-blowing experiences.

Daniel Kahneman, a world-renowned psychologist and author who won a Nobel Prize for economic science, wrote: "We are not thinking machines. We are feeling machines that think."

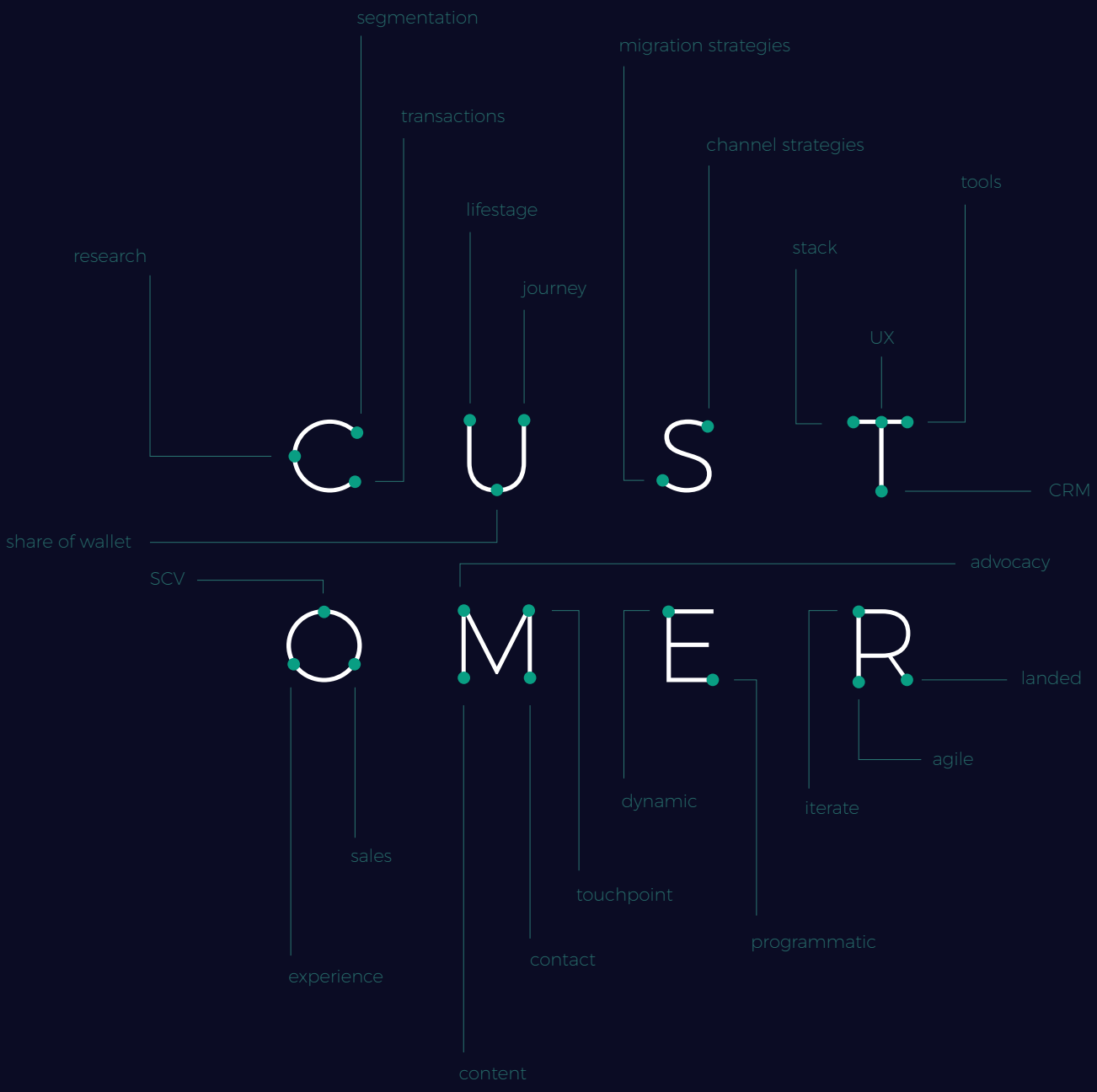
As much as our agency values the technology-infused power of modern marketing, we think a new era is upon us. One in which the 'feeling machines' regain prominence, and come into balance with the 'thinking machines.' Intuition plus technology. Boldness and experimentation underpinned by data.

It's why, at Stein IAS, we've launched MiX, an acronym for Most Important Experiences. It's a first-of-its-kind initiative among B2B agencies to bring together cross-functional teams – including design, content, UX, programming and technology – in order to leverage existing and emerging technologies to create the breakthrough customer experiences.

Some say we are in the experience economy, where experience is the ultimate differentiator. Stein IAS agrees. And, through MiX, we're fundamentally evolving and re-imagining how we apply big, long ideas and connected experiences at every touchpoint in the buyer journey.

Indeed, to break through today, we need to be modern – and we need to be more. We need to call on the mad men and women within us, while equally tapping into the mad scientists we've all become. At once, we've got to be alchemists and quants. One or the other was a choice you could make in the modern marketing era. We are post that now.

We have entered a post-modern marketing era – and an exciting era it promises to be. Our big question is: who's ready to join us on the post-modern journey?



Helping b2b brands join the dots between insight, communication and technology for over 15 years

TANGENT

tangent.co.uk dots@tangent.co.uk 0207 462 6100



Jonathan Pritchard
Managing partner
Tangent

If you thought 2016 was interesting... what does 2017 mean?

In business, we always expect the unexpected, however we'd have been hard pressed to foresee the major events of 2016. I read that a £5 bet on Leicester City winning the Premier League, the 'Leave' campaign winning the Brexit vote and the election of Donald Trump would have given you a return of £15 million. Not bad.

Although those events will dominate the headlines, we need to focus on what the years ahead could look like in our sectors and how we best prepare. Sorry Foxes, impressive as you were, I'm going to stick my neck out and say there won't be a back-to-back Premier League win for Leicester next year.

There may be uncertainty ahead, so what's important is that you have some strong foundations in place. When there is sales pressure, or assumptions prove to be wrong, you'll need to make sure you have the fundamentals in place to serve your business needs.

There are three key pillars that any B2B marketer needs to have in place: insight, communication and technology.

Insight: who are your customers, what are their needs, how do you serve them and why are you different? How do you develop your customer relationships to grow your share or ensure you can convert new business? Being able to take market data, customer data and product data together means that you can develop a 360-degree view of what's happening. Developing the migration strategies is the next activity. How do you expect to be able to attract new customers, get more value from existing ones and grow them into advocates. This will require two things: your sales/marketing funnel and your advocacy funnel.

> "Buyer beware – do not buy the tech and then work out what you want to do with it"

Tangent's Customer Map lays out these two key landmarks, which then allows you to plot your touchpoints and activities. These, when overlaid with your calendar, give you a robust contact and content strategy where appropriate.

Once you know what you want to achieve and you're able to put a value figure on the opportunity, it's time to see how you are going to do it – we call this enablement.

Technology enables you and your customers to change behaviours in a way that delivers business objectives. It's a confusing world out there and marketing technology is one of the big management decisions of the early 21st century. Your strategies will help inform you of what you need to make this choice. Buyer beware – do not buy the tech and then work out what you want to do with it. The path to customer-centricity is littered with wasted cash on technology and contracts that don't serve to help your business.

Your enablement stack should include data analysis, your CRM, customer touchpoints (web/B2B ecommerce) and supporting applications. These should then link to your enterprise resource planning (ERP) in some way. This will create a marketing ecosystem that allows you to pull the right customer levers at any one time, and this naturally gives you more precision, more efficiency and more agility when the headwinds start attacking.

Remember, wherever you are in your journey as a business, 2017 will be the year in which you will need to have robust customer strategies and a decent roadmap for supporting customers through those three pillars.

Our work through the pillars allows us to work with a broad base of clients on their customer loyalty. We define this only by how they acquire and retain their customers, and it's a programme of activity that is underpinned by core business metrics.

Gemalto campaign 2016: #myNFCday



thecroc.com | @crocbites

the crocodile



Jason Talbot
MD
The Crocodile

Taking it personally

We all know that personalisation represents the future of digital, but most of us are still struggling to take a firm grip of one-to-one. We're getting lost in a deluge of tactics, channels and platforms, which makes it hard to maintain a top-level perspective.

If we could fly above the turbulent air of marketing noise we'd emerge into a calm consensus about where we should be directing our efforts towards personalisation going forward:

- Providing an integrated experience for customers
- Finding opportunities to engage with them in real time
- Treating customers as real people – seeing the person not the persona
- Building sustainable relationships to create long-term loyalty
- Personally I also still crave *big ideas*, but maybe that's just me showing my age?

The idea of real time and personal can transform brands into authentic and trustworthy guides along the customer journey.

Being in the moment

In the real world, every conversation is personal – and mostly in 'real time'. The magic of real-time and personal marketing is the ability to be genuinely conversational – to transform momentary insights into content that's useful and relevant because it's tailored both to an individual and a particular circumstance.

(And just in case you were wondering, sticking someone's first name in a mass email isn't personalised marketing. Sorry.)

Ultimately it's about the ability to tailor imagery, products, offers and response mechanisms to the particular needs of the individual and the moment. As marketers it requires us to be at the top of our game: experts in what we do and able to pull a number of skillsets together. It requires creative imagination and craft – strategy, data and technology will only take you so far.

I'm geeky and I know it

In the past, simply getting the data was a big deal. Now many of us have to deal with too much of the blinkin' stuff – we're literally drowning. (The idea of data lakes makes me laugh. Man overboard!)

Luckily we have access to amazing technologies that enable us to tame the flood and use it to power our real-time and personal ambitions. Data management solutions can provide real-time data for immediate campaign optimisation and triggers. Marketers can tie anonymous audience data with known customer data across channels and devices to achieve complete and connected customer profiles.

Don't even get me started on predictive analytics.

It's really, really cool stuff. There's no avoiding tech and data going forward – not new news I know – but you need to recognise where you sit on the technology curve before you can fully understand your ability to win in real time. I'm just saying.

Dream *big*

Intrepid marketers are increasingly investing time and energy in unlocking the potential of real-time and personal to deliver growth.

It relies on the premise that to provide great experiences we must know the individual and provide marketing, products and services that fit them and their needs in the moment and at scale. For many marketing departments it's an ongoing transformation journey using technology, data and creativity to ultimately make their marketing more, well, human.

Take steps to realise this opportunity and trust me – your working day, your planning cycles, your momentum will capture the imagination of the rest of the business.

Finally...

Embrace your instincts. Don't fear failure. We're in marketing for crying out loud – enjoy it!

TODAY, MOST B2B BUYERS SEE NO REAL DIFFERENCE BETWEEN SUPPLIERS' PROPOSITIONS.

BUT THE GOOD NEWS IS, THEY'VE TOLD US WHAT IT TAKES TO STAND OUT.

Get in touch to see the report:

info@themarketingpractice.com
+44 (0) 1235 833 233



Tom Upfold
Principal planner
The Marketing Practice

Why your proposition is the key to being customer-centric

Today, I hardly ever get a client brief without some reference to 'customer-centricity'. There's nothing wrong with that – but what does 'customer-centric marketing' really mean in B2B?

A lot of people will tell you that it involves a detailed content marketing strategy and/or a commitment to marketing automation (MA) and more sophisticated customer data profiling. At the heart of that: the creation of detailed customer personas that help us better visualise our audience.

These are all valuable tools, but in the general hubbub of the modern marketing discussion, the product and the proposition are in danger of being neglected.

I want to make the case here that the proposition is still the central challenge facing B2B marketers. I'd even add that if you're doing your proposition development right, you're probably well on your way to nailing the challenge of customer-centricity too. Because a good proposition understands a customer's challenges and responds to them. A good proposition is a customer-centric one.

Don't take my word for it – here's what the audience thinks!

As things stand, B2B audiences aren't very satisfied with the quality of the marketing and sales they receive.

Here's a quote from a fairly recent CEB and Google study:

"86% of B2B buyers saw 'no real difference between suppliers'."

And here are the thoughts of some B2B tech decision-makers from a recent study we conducted with Kindle Research:

"It's all believable, but nothing grabs me. It's just general marketing blurb."

"For me to take 30 minutes out of my day I need to see some value in it, and quite often I'm unconvinced."

So why's it so hard to get this right?

Is this the toughest kind of marketing there is?

Many B2B marketers have to deal with complex, highly specialised solutions and services.

There are often long and complicated stories to digest about how and why these offerings were developed. Getting the most interesting details out of these – and consensus among the solutions architects, consultants and sales teams – takes time and effort.

You then need to map these against some equally complex customer worlds – multi-faceted business challenges, subtle industry variations, convoluted decision-making processes and groups, and sometimes long sales cycles. According to the CEB, 80% of sales leaders say the number of people in a decision-making unit continues to rise. And it's already at 5.4.

It's hard graft, but well worth it. In the process you start to uncover some nuggets of gold – the little things that will give you genuine differentiation, leading to more exciting creative, clever messaging and marketing that will stop people in their tracks.

However, the truth is that this hard graft doesn't always happen and the foundations for everything else B2B marketers do is weakened by that.

Understanding the customer and understanding the product is the same thing

The product you're marketing was developed to solve a genuine customer need. By doing the hard work to understand your offering and the story behind it – its 'why' – you will end up with a better informed view of your customer's world and where you fit in it.

So next time you hear someone complaining about being too product focused, just remind them not to throw the baby out with the bathwater.

Where great ideas come to life.

We are a b2b creative agency for the digital world. See our work at:

torpedogroup.com





Iain Lewis
MD
Torpedo

Destination trust

If customer experience is the journey, brand trust is the destination.

This is true whether you're a product, a service, an institution or an agency but, with so many marketing touchpoints, it can be easy to overlook the end goal.

A website interface you can't navigate, icy staff behaviour, car-crash service, getting stuck in call-queue traffic with nothing but a muzak track for company – any one of these can cause a breakdown in trust. And lead a previously happy customer to abandon you in the middle of a particularly competitive market.

But if there's one tool with sufficient power to actually engender trust, to create it in the first place, and build it over time, it's good marketing. If we, the B2B marketers and agencies, do our job correctly, it's possible for us to manage the experience and instil trust at every touchpoint of a one-way customer journey towards making a purchase. Let's face it, we're always present (or should be, but that's for another discussion!) at the beginning of the voyage and as you know, if a journey gets off to a bad start, potential customers will end up turning around and heading straight back where they came from.

We're lucky though. To help drive customers towards brand trust, we marketers now have more vehicles at our disposal than ever before. Data to help us set the right course and to check we stay on route. Digital platforms and social channels that, when done correctly, encourage customers to spend more time with a brand than we could have dared hope for. Access to content and technology that can bring a product to life in virtual reality. Automation tools that allow us to speak more personally and more regularly to contacts than ever before. Apps that put the brand literally in the customer's hand. The fact is, an incredible number of opportunities to build a genuine relationship with a customer exist.

And these will also trigger trust.

Identifying and incorporating these 'trust triggers' is essential. That means avoiding the marketing waffle that adds no value and focusing on the content and messages that will trigger trust and action. Like knowledge, expertise, relationships. Advocate marketing, unbiased independent contributors and fact-based messaging supported by social proof can build believable and impactful narratives. After all, where better to instil trust than among the clamour and chatter of existing customers, friends and industry peers – people on whose authority we will happily cast all cynicism aside, trusting their recommendation without question.

But – and this has never been more important – it's got to be personal and contextually relevant. In the world of B2B, trust is the critical factor that is ultimately decided solely by human emotion.

With our busy lives and limited time, overloaded by ad messages and content, we're all looking for decision-making shortcuts. As a B2B agency, it's our job to deliver stand-out creativity to get our clients noticed. But we also need to demonstrate why customers should believe in our clients' products, services and brand, and why doing so will help to solve their specific painpoints and make their (work) lives better.

> "Where better to instil trust than among existing customers, friends and industry peers?"

Credibility, emotional connection and relationships determine whether we reach the end of the journey; the trust in the brand triggers the purchase.

And, more importantly, the repeat purchase.

Because like any favourite destination, if we like it enough we'll visit again and again. And again.



Gareth's had a flash.



Ruby's having a ponder.



Chris has got it!

You never know when the magic will happen

That Big Idea can hit you anywhere, whether you're selling baked beans or back-office integration. But when you're selling technology, it's not so easy. Who knows what excites a SysAdmin, or a CIO, or even a CFO?

At twogether, we're 100% focused on B2B technology marketing. We speak the language of tech buyers and influencers. We know what makes them click.

Give us a call. And if we turn up to the pitch looking a bit crinkly, you'll know why.

Call Alex Norbury on **+44 (0) 1628 894 620**
or visit **wearetwogether.com**

twogether

We bring technology to life



Kirsty Gilchrist
MD
twogether

Can you cut it in B2B technology marketing?

It's time to fight back.

I'm tired of the persistent idea that somehow B2B is the less glamorous bit of marketing, and that B2C is where it's all happening.

And yes, I know the lines between B2B and B2C are blurring (blah blah blah…) but that's not the point.

The point is that for a marketer who likes a challenge, B2B is actually a bigger test of your skills. After all, the formula for marketing insurance or baked beans is well established. You can learn it at college. Where do you learn how to sell virtualised application delivery controllers?

Yet you still have to place a smile in the B2B tech mind, and you need old-school creative techniques to do it. Why? Because the best marketing communications campaigns have always been driven by a deep understanding of the audience.

This is where the lines really blur, because the mind of a consumer is every bit as complex as the mind of a network manager or a CIO.

But, judging by the difficulty we have in finding really good people, your average creative or marketer from any branch of the profession struggles with the idea of getting into the head of a professional developer, networking engineer or senior IT decision-maker. It's big and complicated and deeply sceptical in there.

We can all relate to a shopper, a sports fan or someone who likes baked beans. We can thus come up with fun ideas to engage their imaginations. It's a lot harder to find common ground with a tech audience, if we've never worked in a server room or led a major digital transformation project.

> "You don't sell a new SDN-ready networking switch by saying how cool it looks on the outside"

And yes, there's the proper and proven point that people are people, and that even a chief finance officer likes a laugh from time to time. But that's no reason to abandon the other core principle of effective marketing communications, which is to speak to the audience in a language they understand.

Just as you don't sell Heinz by talking about the biological structure of a bean, you don't sell a new SDN-ready networking switch by saying how cool it looks on the outside. In fact, one of our latest campaigns features an X-ray photograph of a switch, partly because it makes an interesting image, and partly because it brings out aspects of the product that will engage the imaginations of our prime target audience.

You or I may not be stopped in our tracks by the inner workings of the next generation of networking technology (actually, I might be…), but to a person whose success is judged on network uptime and performance, it makes darned interesting viewing.

This is why we ask the same question of everyone who joins us: are you passionate about technology? If they struggle to answer, we know they may not fit.

It's also the reason so many clients give for choosing, and staying, with us. Our teams are technology literate, and they have short learning curves. It saves a lot of time in briefing, and it leads to ideas that are not only creative, but effective.

So if the B2B marketing community has any lingering sense of inferiority when compared to our glamorous B2C counterparts, let's have no more of it. We're working with a fraction of the budgets and resources they have, and we're still having a lot of fun.

Now if you'll excuse me, someone's just sent me a link to an amazing new cloud-based video conferencing solution, and I can't wait to take a look.

04

Comment: PR agencies

Taking your business to the next level



Ascendant
Making your voice heard

www.ascendcomms.net



James Cooper
MD
Ascendant Communications

B2B PR measurement and ROI – what is the reality?

For as many years as most of us have been in PR, the debate about measuring ROI and coverage has been going on – a bit like the old Apple versus PC debate. Many different solutions have been put forward and adopted, ranging from advertising rate weighting for coverage, to business leads and simply the numbers of clippings generated.

Before the advent of mass online media, whichever method was used involved manually scanning publications and physically cutting out articles or mentions and putting together a manual report on a monthly, weekly or quarterly basis. And, while it's easy to view such apparently outdated systems as quaint, or even comical, for a number of decades these were the best ways to measure coverage available. In fact, this methodology lingers on where publications only appear in print.

With the advent of online media in the last 15 years, however, the ability to scoop up coverage by search and filtering has not only made the job of coverage monitoring easier, it is also more accurate and can be tracked by both PR agencies and clients with specialist software such as Meltwater, their own bespoke systems or Google search. This has been accompanied by the increasing use of web analytics, whereby the ROI of press and other online coverage can be tracked in terms of overall value to the business, from website clicks to user profiles and a range of other metrics.

But does this mean the whole ROI debate about PR and coverage has now been solved by this new technology and the dominance of online media? While some larger global agencies like to present their clients with a 'soup to nuts' vision of an integrated communications and measurement package, encompassing press coverage, social media and other more subtle forms of measurement, the reality is somewhat more opaque. For example, did that RFQ a client's sales team received in Italy last month come from the article that appeared in the US last week, the blog posted the week before in Italy, an analyst referral, or was it the last telemarketing call the company received? The uncomfortable truth is that there is still no sure-fire way to check this in most cases.

> "Be careful if you think PR can now be labelled, boxed and measured as a commodity item and managed accordingly, as this will only restrict its true value to an organisation"

While more sophisticated and well-organised sales and marketing teams, especially in larger companies, will have people dedicated to getting this information from prospects, most customers don't like an intrusive enquiry of this kind. So while some data and information that can be traced back to PR and marketing is available, most of the time it's a very imprecise science. The smart move is to measure what you can, but discount what you cannot measure or define at your peril.

So, what does this mean for PR professionals and their clients? In our view it means the debate for measuring ROI continues, and it's an illusion to think it's over. Yes, new technologies have closed some of the gaps, and alternative models can be used. Some of these are compelling in their thesis, but the brutal reality of human buying behaviour, and the multiple touchpoints needed to close sales, means that in many ways we are where we have always been – PR helps influence the debate, gain credibility and brand recognition and, in some cases, directly leads to sales. But be careful if you think it can now be labelled, boxed and measured as a commodity item and managed accordingly, as this will only restrict its true value to an organisation.

LOOKING FOR B2B PR?

Jargon PR is a boutique public relations agency. We manage global campaigns for B2B technology and corporate brands.

We're ambitious, highly motivated and deliver campaigns that enable our clients to win their category.

We do this through high quality media relations, content curation and consultancy to deliver successful award applications, positive press coverage and support for lead generation.

2015

CIPR PRIDE AWARDS
Outstanding Small Consultancy Winner

CIPR PRIDE AWARDS
Best Use of Media Relations Finalist

CIPR PRIDE AWARDS
Public Sector Campaign Finalist

2016

PRCA DARE AWARDS
Small Consultancy of the Year Winner

CIPR PRIDE AWARDS
Corporate & Business Communications Finalist

PR MOMENT AWARDS
Tech Agency of the Year Finalist

simon.corbett@jargonpr.com
+44 (0)1189 73 93 70
@jargonpr

WWW.JARGONPR.COM

JARGON PR



Simon Corbett
MD
Jargon PR

PR needs a global outlook, even if you're selling nationally

Disruption, emerging markets, technology and political influences are changing the way in which the world does business. Closely tied international markets are wary of change, and debate and discussion is often siloed in global rather than national verticals. The result, when something unexpected happens, is that the whole world feels it.

For marketers, audiences are becoming more global. Technology innovations have meant workforces are based in multiple countries. The marketing challenge is how to get a brand in front of an audience that's becoming more disparate and difficult to find. The PR industry is facing similar tests as readers, journalists and publishers become global entities. Generating positive impactful press coverage for clients is more complex, and in my view highlights a need to take a global view of communications.

As business becomes more international so does the global network of journalists. Even for our UK team, a significant proportion of press contacts are based internationally. Like in business, there is little need for entire teams of journalists to be based in the same location. The ease of international communication means publications can hire industry experts to write stories, irrespective of where they're based.

At the same time, the media itself is becoming more international. If we take *TechWorld*, a UK publication that covers digital disruption in UK business, web analytics firm SimilarWeb shows us that the majority of its readers are in fact US based. It's a trend we're seeing in a number of publications. *Entrepreneur Magazine* for example, one of the biggest American publications for aspiring business leaders, has just 35% of its readers based in North America.

> "Brands looking to cement a stake in their market must look to take a global approach to PR and communications"

As a PR agency, this growing trend means we need to take a more global outlook with all of our client campaigns than ever before. Five years ago, companies would hire multiple PR agencies to target different territories. However, in a more global market, this approach is likely to cause conflict between agencies over what constitutes their targets.

Brands looking to cement a stake in their market must therefore look to take a global approach to PR and communications. Your entire business and operations might be focused nationally, but if your target customers are reading international press then you should be targeting these publications.

Taking a global approach to PR also provides a number of clear benefits to marketing efforts. At its most basic, businesses looking globally will immediately open themselves up to an even bigger market than before, providing new opportunities. Credibility can also be increased within local territories. A UK customer, for example, will be more impressed if you've been able to generate coverage of a product in national press on both sides of the Atlantic.

Looking at PR in this way is of course never without challenges; quality messaging that resonates with global markets and a strategy to best manage an international reputation is critical. However, if done correctly by a quality agency with the right knowledge and expertise, the impact on reputation and resulting press coverage can be noticeable on the bottom line.

In an age where business is more global than ever before, ambitious marketers should look to go international with their PR. Communication strategies should have an international outlook, using consistent corporate messaging tailored and localised to different markets. The result will be better press coverage, more impressions and ultimately more chances to make a sale.

Making...

Content
Conversations
Connections

...matter.

Winning Minds for Ambitious Brands

NelsonBostockUnlimited...



Nelson Bostock Unlimited | Creston House | 10 Great Pulteney Street | London | W1F 9NB
+44 (0)20 7229 4400 | www.nelsonbostockunlimited.com



Nick Clark
MD
Nelson Bostock Unlimited

Less promotion, more emotion

Consumer trends are influencing the B2B buying process like never before. It makes good sense. Business audiences are people, just like you and me. They have specific roles, ambitions, challenges and feelings. They are not robots (well, not yet at least) and they make emotional decisions. The challenge for B2B brands is to change the way they think to fit a more 'consumer' mindset.

A younger, more socially connected and ethically conscious buyer has entered the market, and fully understanding where the consumer and business worlds are merging is crucial for B2B brands looking to successfully attract their audience's attention.

According to Google, which has been tracking the changing face of B2B marketing, 40% of Europe's B2B researchers are aged between 18 and 34-years-old. These guys might not make the final decision but they are an influential group: 81% of non-c-suiters have a say in purchase decisions. At the same time, you have a large proportion of buyers, and researchers, who have witnessed and adapted to the recent but ongoing digital evolution.

B2B brands need to remember that they sell to people, and these people aren't necessarily the ones they've spent decades building relationships with.

It's well known that the B2B audience is online and uses digital channels throughout the sales cycle – and this trend will accelerate. The consumerisation of the workplace means buyers of business products and services will expect experiences that mimic interactions in their 'out of work' world – engagements that mirror the functionality of apps like Snapchat and Uber. This will herald a new dawn, where employees become collaborators and B2B buyers may even become 'likes' and 'shares', matching buyer behaviour in the consumer world.

> "To cut through the noise and make an impact, B2B marketers must stop selling and start inspiring"

This is where emotion needs to be elevated above promotion. Brands need to appeal to the senses and start inspiring audiences with opinions, experiences and stories rather than an automated content dump controlled by data sets and infrequently updated CRM systems. There are many B2B brands getting it right by creating engaging, interactive content and experiences and, most importantly, aligning their marketing functions around a common purpose.

A common purpose is important, but so are common practices. Another trend that B2B marketers will be hoping comes to fruition is what Altimeter Group has defined as the 'age of corporate renaissance'. Put simply, we're entering a new era of business models, philosophies and processes that break down corporate silos, uniting disparate parts of the business, ensuring a single view of the customer and consistency of output. Agencies working with clients will recognise this type of disconnectedness as an ongoing problem, with data from Econsultancy showing that digital marketing is still very separate from other marketing functions in 18% of surveyed companies.

Combine those corporate silos with a long sales cycle, multiple stakeholders and layers of procurement, and consistency across different touchpoints becomes more important than ever. With the impact of a new, younger demographic of buyer it's clear that B2B brands need to adapt now. As we enter a new, integrated client-side world, this opens up huge opportunities for a more emotional, editorial-led approach to content marketing that appeals to the modern-day B2B buyer. To cut through the noise and make an impact, B2B marketers must stop selling and start inspiring – and for brands that get this right, there are exciting times ahead.

Business Brains
Creative Muscle™

speed communications™
www.speedcommunications.com



Kelly Pepworth
MD
Speed Communications

How to find the marketing gold in your business

In today's fast-paced multichannel world, it's harder than ever to stand out and be heard. So how do you get noticed for the right reasons? The answer is to have a point of view on what counts for your customers – something so simple but often the hardest thing to deliver as it requires clarity and bravery in equal measures.

As put so succinctly by author Pete Drucker: "The aim of marketing is to know and understand the customer so well the product or service sells itself."

And this is where the modern-day marketer comes into his/her own. Forget channel tactics, budget efficiency and sales integration – it's your customer knowledge and ability to offer an opinion that will add real value.

It's all in the point of view

But what do you need to do to build an effective marketing campaign that has a definable and ownable business point of view at its heart?

(Un)fortunately, many businesses don't have the confidence to say something different, to stick their head above the parapet and offer an opinion on what's important. In this situation, the ability to make confusing issues coherent for customers is undervalued in its power to capture attention.

Don't be concerned if you struggle to decide what your opinion should be. Yes, you need someone who can write to formulate your point of view, but it's the business itself – research, experience, analysis, interpretation and logic – that holds the trump card. You don't want something that reads well but has the depth of a proverbial puddle.

Business brains and creative muscle

We believe all content should be based on a combination of business brains and creative muscle. This means using intelligence and insight alongside the imagination and creativity proffered by your marketing team or agency.

The biggest challenge in this process is mining and understanding the data and insight within your business – the marketing gold – to inform and support your position. Every business has a wealth of knowledge and great minds, and when content mining is done well it builds trust and leads to information flow in all directions.

The aim of this invested time is ultimately to bring your services or products to life by creating high-quality, channel-relevant and engaging content that gets noticed, remembered and passed on.

Building a bridge between your content and business plan

This leads me to another important factor to consider: what do you want people to do? Ultimately, content strategies with a point of view at their heart must reflect your business plan.

Your content strategy should be aligned to your business objectives – are you looking to drive sales, build brand awareness or target a new market? If everyone in your business has access to this information, they'll understand your business point of view and will support and drive the conversation for you.

Look up and around

So now you have the data and insight from the thinkers within your business, you need to ensure your content is relevant and usable for the channels that are pertinent to your customers. This takes thought and understanding of broader business and sector issues to ensure the content you produce is relevant and impactful, with a point of view that resonates externally.

Make sure someone in your business has an eye on the external world – broader news, trade media, think tanks, government policy and analyst thinking – as this context is invaluable in ensuring your opinion is not only pertinent but informed.

By joining business brains with creative muscle you can create a content strategy with a distinct point of view at its heart that really engages an end audience and supports your business plan for growth. And if you get it right I promise it'll be marketing gold.



05

Marcomms agencies in detail

Bray Leino

Date founded	1974
UK address	Bray Leino, Filleigh, Devon, EX32 0RX
Website	brayleino.co.uk
Telephone	+44 (0)1598 760 700
Email	hello@brayleino.co.uk
Twitter	@brayleino

About Bray Leino

Many agencies say they are different, but how many truly are?

We're Bray Leino.

We live in a big house in a field in Devon.

So we are used to challenging expectations.

Every day, we delve deeper, work harder and create more.

Because we know that success comes to those prepared to go the extra mile. We love building brands and businesses.

We know we will only succeed if our clients succeed.

To help you get where you want to be, we promise we will do whatever it takes.

Services offered

- ★ Branding
- ★ Content
- ★ Digital marketing
- ★ Enterprise apps
- ★ Events and exhibitions
- ★ Marcomms
- ★ Media buying
- ★ PR

Sectors

- Financial services
- Industrial, manufacturing, engineering
- Professional services

Key clients

- ❖ BP
- ❖ British Airways
- ❖ Castrol
- ❖ Crabtree
- ❖ RAC Business
- ❖ Siemens
- ❖ Visa
- ❖ Wincanton

 © B2B Marketing 2017

Awards 2016

B2B Marketing Awards Runner-up	Best use of live-event marketing
B2B Marketing Awards Runner-up	Best website

Accreditations

GPS-accredited public sector supplier

IPA Gold standard for CPD

Oracle Marketing Cloud B2B Masters

Personnel

375

Number of permanent staff 2015

380

Number of permanent staff 2016

International operations

Location of additional global offices	Singapore, Shanghai, Chicago

Financial performance

£ 22,659,000

Gross income in latest financial year (global)

75 %

Percentage of income from B2B activities

£ 20,619,000

Gross income in previous financial year (global)

10 %

Year-on-year growth

Expandi Group

Date founded	2000
UK address	Davidson House – The Forbury, Reading, RG1 3EU
Website	expandigroup.com
Telephone	+44 (0)1189 001 308
Email	raffaele.apostoliti@expandigroup.com

About Expandi Group

The Expandi Group, founded in 2000, is made up of specialist agencies accelerating the growth of 40% of the world's top B2B brands[1] with our data-driven, performance-led and sales-oriented approach.

Our dynamic team of international specialists has been helping businesses reach their marketing objectives for over 16 years, bridging the gap between marketing and sales, and supporting organisations throughout the 'last mile'.

Over 400 talented people across 20 offices on four continents apply the group's global approach, acknowledging the importance of a global strategy and programme framework, but placing equal importance on local insights, cultural differences and geographically specific layers of complexity to create the most successful programmes.

Through careful design and an all-hands-on-deck attitude, we deliver end-to-end, multichannel programmes offering scalability, faster go-to-market time and specialist advice, ensuring your organisation remains agile in an ever-changing environment.

[1] *Source: InterBrand 2016*

Services offered

- ★ **Channel marketing**
- ★ **Co-marketing**
- ★ **Demand generation**

Sectors

Industrial, manufacturing, engineering

IT and telecoms

Key clients

- ❖ **Cisco**
- ❖ **Google**
- ❖ **Hewlett Packard Enterprise**
- ❖ **HP**
- ❖ **IBM**
- ❖ **Microsoft**
- ❖ **SAP**
- ❖ **Schneider Electric**

Accreditations

Top 200 fastest-growing companies internationally (*The Sunday Times* 2014)

Top 1000 companies to inspire Britain (London Stock Exchange 2013)

Top 50 most innovative European startups (*Red Herring* 2000)

Personnel

450

Number of permanent staff 2015

450

Number of permanent staff 2016

International operations

Location of additional global offices

Amsterdam, Boise, Cairo, Copenhagen, Dubai, Helsinki, Johannesburg, Madrid, Milan, Moscow, Mountain View, Munich, Oslo, Paris, Stockholm, Tel Aviv, Vienna, Warsaw

Financial performance

£ 37,736,000

Gross income in latest financial year (global)

100 %

Percentage of income from B2B activities

£ 42,753,000

Gross income in previous financial year (global)

-12 %

Year-on-year growth

Gravity Global

Date founded	1989 as AGA Group, 2010 as Gravity
UK address	69 Wilson Street, London, EC2A 2BB
Website	gravitylondon.com
Telephone	+44 (0)7870 604 626
Email	comotosho@gravitylondon.com
Twitter	@GravityLondon

About Gravity Global

Gravity Global is a specialist B2B integrated marcomms agency.

Our services include creative strategy and execution, design, PR and media planning and buying.

We span digital, broadcast, direct mail, social, mobile, print and much more.

We're truly integrated, channel neutral, award winning and proven.

We're used to dealing with complex sectors that require a real understanding to be marketed effectively.

Our experience spans across many B2B markets, bringing learning and best practice across sectors and geographies into a proven track record of delivering large-scale programmes.

B2B and the world of consumer marketing differ on many levels. A significant difference is the need for worldwide representation via a single strategic platform, combined with an instinct for local variance within the global village.

That's why Gravity Global was, from inception, a global marcomms agency with offices in five continents and growing all the time. Our footprint helps our clients create ideas that are big enough to travel and flexible enough to allow for local cultural nuance.

Services offered

- ★ **Advertising**
- ★ **Brand identity**
- ★ **Brand strategy**
- ★ **Content**
- ★ **Design**
- ★ **Direct mail**
- ★ **Marketing automation**
- ★ **PR**

Sectors

Aerospace and defence

Financial services

Industrial, manufacturing, engineering

Key clients

- ❖ **Aviva Investors**
- ❖ **CFM Aeroengines**
- ❖ **Chubb**
- ❖ **Henderson Global**
- ❖ **Investec Group**
- ❖ **Investors**
- ❖ **London Stock Exchange Group**
- ❖ **St Lucia Tourist Board**
- ❖ **Thales**

 © **B2B Marketing 2017**

Awards 2016

B2B Marketing Awards Winner	Best brand initiative
B2B Marketing Awards Runner-up	Best multichannel campaign
B2B Marketing Awards Finalist	Best website
B2B Marketing Awards Finalist	Best product launch
2016 Marcomms Awards 18 awards	Including nine platinum

Personnel

60

Number of permanent staff 2015

71

Number of permanent staff 2016

International operations

Location of additional global offices	New York, Chicago, San Francisco, Los Angeles, Dubai, Abu Dhabi, Munich, Paris, Copenhagen, São Paulo, Beijing, Tokyo, Johannesburg

Financial performance

£15,000,000

Gross income in latest financial year (global)

100 %

Percentage of income from B2B activities

£14,700,000

Gross income in previous financial year (global)

2 %

Year-on-year growth

Kingpin

Date founded	1997
UK address	3 Wenlock Street, London, N1 7NT
Website	kingpincomms.com
Telephone	+44 (0)207 8031 000
Email	enquiries@kingpincomms.com
Twitter	@KingpinComms

About Kingpin

Kingpin is the marketing agency dedicated to helping brands connect with audiences throughout the buying journey. For us, an audience isn't a list of company names and job titles – an audience is made up of real people whose human experiences drive their purchasing decisions.

We engage directly with buyers. We take data understanding a step further to create actionable insights into how your audience is behaving and how to address their motivations throughout the increasingly complex buying journey.

By knowing why, as well as how, an audience behaves, we develop the clearest possible understanding of their buying journey. That means we position your brand with the right message, in the right environment, at the right moment for them.

Services offered

- ★ **ABM**
- ★ **Content planning**
- ★ **Data insights and analytics**
- ★ **Digital marketing and advertising**
- ★ **End-to-end demand generation**
- ★ **Lead generation and management**
- ★ **Media planning and buying**
- ★ **Research and telemarketing**

Sectors

Financial services

Industrial, manufacturing, engineering

IT and telecoms

 © **B2B Marketing 2017**

KINGPIN

Key clients

- colt
- Dell Software
- LogRhythm
- Microsoft
- Salesforce
- Trend Micro
- Worldpay
- ZyXEL

Personnel

15

Number of permanent staff 2015

18

Number of permanent staff 2016

International operations

Location of additional global offices	San Francisco

Financial performance

£ 6,159,602

Gross income in latest financial year (global)

100 %

Percentage of income from B2B activities

£ 5,955,721

Gross income in previous financial year (global)

3 %

Year-on-year growth

MOI Global

Date founded	1987
UK address	Waterloo House, 40 Baker Street, Weybridge, Surrey, KT13 8AR
Website	moi-global.com
Telephone	+44 (0)1932 826 600
Email	matthew.stevens@moi-global.com
Twitter	@MOIGlobal

About MOI Global

It's time to unlearn, rethink and restructure the way we target and influence buyers in today's self-service economy.

In the modern, always-on world, your buyers can research, compare, reject, or shortlist your brand without ever coming near your traditional CRM programme, and without you ever knowing it.

At MOI, our aim is to get you back into the conversation, on to the path to purchase, and up to the top of the shortlist.

We're a global B2B creative agency, helping brands like yours generate demand in a marketing world that marketers no longer control, connecting you with a new breed of buyer by rethinking your marketing eco-system to influence prospects in the places they hang out, and via the people they listen to.

From seeding content in our clients' digital spaces, to creating big brand experiences, our data specialists, technologists and creatives work together so that every campaign we deliver is completely connected, carefully considered, and intelligently automated. We call it the Modern Demand Centre. And it works.

In the last year alone we've generated multimillion-dollar pipelines for clients and have won awards for our work, with the Modern Demand Centre model at its heart. There are MOI offices in London, San Francisco, Singapore and Sydney, so we can deliver head-turning, multichannel, global campaigns that are distinctly local.

Want to know more? Call us for an exploratory chat on +44 (0)1932 826 600.

Services offered

- ★ Content
- ★ Creative
- ★ Digital
- ★ Direct mail
- ★ Events
- ★ Planning
- ★ Social media
- ★ Strategy
- ★ Telemarketing
- ★ Website

Sectors



IT and telecoms

Key clients

- ❖ Capita
- ❖ F5
- ❖ Juniper Networks
- ❖ Oracle
- ❖ Sage
- ❖ Sopra Steria
- ❖ Software AG
- ❖ Vodafone

 © B2B Marketing 2017

Awards 2016

B2B Marketing Awards Winner	Best multichannel campaign
B2B Marketing Awards Finalist	Best international campaign
Marketing Excellence Awards (Singapore) Bronze	Excellence in integrated marketing (B2B)

Personnel

40

Number of permanent staff 2015

47

Number of permanent staff 2016

International operations

Location of additional global offices	San Francisco, Singapore, Sydney

Financial performance

£ 4,588,000

Gross income in latest financial year (global)

100 %

Percentage of income from B2B activities

£ 4,224,617

Gross income in previous financial year (global)

9 %

Year-on-year growth

Proctor + Stevenson

Date founded	1979
UK address	10–12 Cave St, Bristol, BS2 8RU
Website	proctors.co.uk
Telephone	+44 (0)1179 232 282
Email	dan.vivian@proctors.co.uk
Twitter	@ProctorsBristol

About Proctor + Stevenson

Our solutions are completely indispensable to our clients. They are integrated into their businesses, deepening understanding and making a measurable difference to pipeline and sales. It is our ability to succeed where others fear to tread that sets us apart; in strategy, creativity, technology and innovation.

Services offered

- ★ **Brand**
- ★ **Design**
- ★ **Digital**
- ★ **Strategy**

Sectors



Financial services



IT and telecoms



Industrial, manufacturing, engineering,

Key clients

- ❖ **Open University**
- ❖ **Rathbones**
- ❖ **Panasonic**
- ❖ **Saudia Airlines**
- ❖ **Prysmian Group**
- ❖ **UK Hydrographic Office**

 © **B2B Marketing 2017**

PROCTOR + STEVENSON

Accreditations



Direct Marketing Association

Personnel

45

Number of permanent staff 2015

56

Number of permanent staff 2016

Financial performance

£ 3,693,632

Gross income in latest financial year (global)

75 %

Percentage of income from B2B activities

£ 3,519,350

Gross income in previous financial year (global)

5 %

Year-on-year growth

Stein IAS

Date founded	1973
UK address	Clarence Mill, Clarence Road, Bollington, Cheshire, SK10 5JZ
Website	steinias.com
Telephone	+44 (0)1625 578 578
Email	rob.morrice@steinias.com
Twitter	@SteinIAS

About Stein IAS

What is marketing if it's not modern? Just as 'digital marketing' has become a redundant term when virtually all marketing and all businesses are digital, 'modern' is now table-stakes for B2B marketers. Moreover, B2B professionals are realising the modern paradigm oversimplifies today's complex B2B buyer journey and is no longer adequate for brands to break through. Much like the 20th century artists who embraced complexity and led the way into the transformational post-modern movement, Stein IAS is the world's first post-modern B2B marketing agency.

In reaction to the programmatic context of modern marketing, post-modern marketing represents the re-embrace of human intuition and creativity, differentiated customer experiences and organisational transformation to unlock more personalised and emotionally meaningful relationships with customers.

The result: we're breaking new ground with award-winning work for tier-one global brands like Samsung, Western Union, Juniper Networks, Merck, Aetna, Korn Ferry, Trelleborg, Castrol and Ricoh. It's why Stein IAS is one of the fastest-growing global B2B agencies on the planet, on pace for our fourth consecutive year of 20%+ revenue growth, 15% increase in headcount, and projected two times revenue growth over the next four years.

Services offered

- ★ **Advertising**
- ★ **Brand strategy**
- ★ **Content marketing**
- ★ **Digital marketing**
- ★ **Marketing planning/ strategy**
- ★ **PR**
- ★ **Social media marketing**
- ★ **Website design, development, management**

Sectors

Industrial, manufacturing, engineering

IT and telecoms

Pharmaceuticals

Key clients

- ❖ **BP Castrol**
- ❖ **Ingredion**
- ❖ **Juniper Networks**
- ❖ **Merck Animal Health**
- ❖ **Ricoh**
- ❖ **Samsung**
- ❖ **Trelleborg**
- ❖ **Western Union Business Solutions**

 © **B2B Marketing 2017**



Awards 2016

B2B Marketing Awards Highly commended	Best use of live-event marketing
B2B Marketing Awards Highly commended	Best use of thought leadership
B2B Marketing Awards Highly commended	Best international campaign
B2B Marketing Awards Finalist	Best integration of sales and marketing
B2B Marketing Awards Finalist	B2B marketing communications agency of the year
Prolific North Awards Winner	Content team of the year
BMA B2 Awards Winner	Agency of the year (under $25 million)
Prix de L'Excellence Marketing Awards Winner	Gold award for B2B marketing
The Drum Content Awards Winner	Best content marketing ROI/measurement programme
CIPR PRide Awards Winner	Best science/technology campaign (STEM)

Personnel

54

Number of permanent staff 2015

65

Number of permanent staff 2016

International operations

Location of additional global offices	New York, San Francisco, Shanghai, Paris, London

Financial performance

£ 9,700,000

Gross income in latest financial year (global)

100 %

Percentage of income from B2B activities

£ 7,200,000

Gross income in previous financial year (global)

35 %

Year-on-year growth

Tangent

Date founded	2001
UK address	40–44 Clipstone Street, London, W1W 5DW
Website	tangent.co.uk
Telephone	+44 (0)2074 626 100
Email	dots@tangent.co.uk
Twitter	@ThisIsTangent

About Tangent

We offer you simple steps to create integrated, coordinated marketing and sales activity that supports business performance.

Our business understanding and strategy work enables you to really make a positive change in your business. We make those changes easier to do.

We use three simple pillars of insight, enablement and communication. These interconnected disciplines enable us to bring your business to life in the way you would want it to happen. We give you better control.

- We hit targets for our clients: we generated £1.5m extra gross profit in the last month of the financial year and our time from brief to execution is two weeks.
- We help to create understanding: our growth in customer revenue is 10% year on year.
- We're excited by your challenges: we retain over 80% of your base and revenue in changing times.
- We're great to work with: we're loyal, we land it, our clients get great work.

Services offered

- ★ **Creative and content**
- ★ **CRM/eCRM**
- ★ **Data science, analysis and management**
- ★ **Design and build**
- ★ **Ecommerce**
- ★ **Multichannel contact centre**
- ★ **Strategy and planning**
- ★ **UX and UI**

Sectors



Leisure and entertainment



Professional services



Retail and wholesale

Key clients

- ❖ **Carlsberg**
- ❖ **PepsiCo**
- ❖ **SAP**
- ❖ **Sky**
- ❖ **Wolseley**

 © **B2B Marketing 2017**

TANGENT

Accreditations



ISO 27001

Personnel

65

Number of permanent staff 2015

65

Number of permanent staff 2016

Financial performance

£7,000,000

Gross income in latest financial year (global)

75 %

Percentage of income from B2B activities

£7,500,000

Gross income in previous financial year (global)

-7 %

Year-on-year growth

The Crocodile

Date founded	1990
UK address	The Lux Building, 2–4 Hoxton Square, London, N1 6NU
Website	thecroc.com
Telephone	+44 (0)2077 494 400
Email	jason.talbot@thecroc.com
Twitter	@crocbites

About The Crocodile

Creating coversations

The Crocodile is an independent B2B marketing agency. For over 25 years we've helped leading brands to build stronger, more connected, long-term conversations with their prospects and customers.

Making it real-time, keeping it personal

In our everyday world, your best conversations are personal, tailored and relevant to your preferences, experiences and feelings. Great conversations also evolve in real-time, responding to what people say and reacting to what's happening right now.

We think good customer relationships should be this way too. We help our clients deliver the best customer experiences they can – driven by real-time, personal conversations.

Enterprise-scale marketing, made more human

For us, 'real-time and personal' isn't just a tactic. It's our guiding ethos and a belief that drives everything we do. It's about engaging with your customers on their terms and being a more relevant part of their world.

This always-on mindset is given power by our digital outlook; informed by data and insights, empowered by technology and innovation, inspired by strategic marketing and creative excellence, we can unlock incredibly rich interactions and deliver exceptional customer experiences.

Personal customer conversations in real-time. That's what we do.

Services offered

- ★ Brand marketing
- ★ Content marketing
- ★ Marketing automation
- ★ PPC/SEO
- ★ Social media
- ★ Strategy
- ★ Web development

Sectors

- Financial services
- IT and telecoms
- Professional services

Key clients

- ❖ Dell|EMC
- ❖ Gemalto
- ❖ KPMG
- ❖ Mitsubishi Heavy Industries
- ❖ Mitie
- ❖ Nectar
- ❖ Standard Life
- ❖ Volvo

 © B2B Marketing 2017

Awards 2016

B2B Marketing Awards Winner	Best use of social media
B2B Marketing Awards Finalist	Best limited-budget campaign
B2B Marketing Awards Finalist	Best internal audience campaign
Social Buzz Awards 2016	Largest ROI
Social Buzz Awards 2016	Best financial sector
Social Buzz Awards 2016	Best use of social media advertising
Social Buzz Awards 2016	Best B2B sector

Accreditations

Google Partner

Marketo Certified

Umbraco Registered Partner

Personnel

26

Number of permanent staff 2015

29

Number of permanent staff 2016

Financial performance

£ 2,870,816

Gross income in latest financial year (global)

87 %

Percentage of income from B2B activities

£ 2,450,000

Gross income in previous financial year (global)

17 %

Year-on-year growth

The Marketing Practice

Date founded	2002
UK address	The Great Barn, East Hendred, Wantage, Oxfordshire, OX12 8JY
Website	themarketingpractice.com
Telephone	+44 (0)1235 833233
Email	info@themarketingpractice.com
Twitter	@TMPtweets

About The Marketing Practice

The Marketing Practice exists because we believe B2B marketing has a long way to go to be commercially indispensable to businesses.

Our aim is to help marketing teams build and execute plans that show a very real return for their business. Be it demand generation, reputation enhancement or just knowing what their value proposition is.

What makes us different is the fact we focus completely on the marketing challenge. We don't focus on creative. Or content. Or telemarketing. We do all of that (and far more) – but we only do it if it's the right answer to the client's problem.

Our clients work with us because we have lots of specialists in each field of marketing, brought together in a single place – so they know no stone will be left unturned in trying to overcome their challenge.

Services offered

- ★ Branding and design
- ★ Content
- ★ Data management
- ★ Demand generation
- ★ Direct marketing
- ★ Go-to-market strategy
- ★ Inside sales
- ★ Marketing planning
- ★ Proposition development
- ★ Social media

Sectors



Business process outsourcing



IT and telecoms



Professional services

Key clients

- ❖ Canon
- ❖ Capgemini
- ❖ Genpact
- ❖ Hewlett Packard Enterprise
- ❖ Microsoft Devices
- ❖ O2
- ❖ Oracle
- ❖ Sage
- ❖ Salesforce
- ❖ Xerox

 © B2B Marketing 2017

Awards 2016

B2B Marketing Awards Highly commended	Best integration of sales and marketing
B2B Marketing Awards Finalist	Best lead generation or nurturing campaign
B2B Marketing Awards Finalist	Best corporate decision-maker-targeted campaign

Personnel

111

Number of permanent staff 2015

115

Number of permanent staff 2016

Financial performance

£ 9,584,835

Gross income in latest financial year (global)

100 %

Percentage of income from B2B activities

£ 8,561,598

Gross income in previous financial year (global)

12 %

Year-on-year growth

Torpedo

Date founded	2003
UK address	The Long Barn, Worton Park, Cassington, Oxon, OX29 4SX
Website	torpedogroup.com
Telephone	+44 (0)1865 733 710
Email	theteam@torpedogroup.com
Twitter	@TorpedoAgency

About Torpedo

Torpedo is where great ideas come to life.

We're a creative agency for the digital world.

We blend insight, design, UX and technology to deliver multichannel marketing campaigns, brand communications, content and digital experiences that make your prospects, customers and staff want to engage with your business.

See our work at torpedogroup.com.

Services offered

- ★ Apps
- ★ Campaign planning
- ★ Content marketing
- ★ Creative
- ★ Direct marketing
- ★ Motion (video, animation, 3D)
- ★ Web design
- ★ Brand marketing
- ★ Web development

Sectors



Aerospace and defence



IT and telecoms



Pharmaceuticals

Key clients

- ❖ Adobe
- ❖ Autodesk
- ❖ BAE Technologies
- ❖ Epson
- ❖ Novartis
- ❖ Panasonic
- ❖ PFU Fujitsu
- ❖ Valneva UK

 © B2B Marketing 2017

Awards 2016

B2B Marketing Awards Runner-up	Best SME-targeted campaign
B2B Marketing Awards Finalist	Best use of content marketing
DMA Awards Winner, Bronze Award	Healthcare
The Drum Network Awards Finalist	B2B marketing campaign/ strategy of the year
The Drum Network Awards Finalist	Content marketing campaign of the year
RAR Digital Awards Finalist	Animation, effectiveness, email marketing and online creative
RAR Awards Finalist	Strategic thinking and direct marketing

Personnel

48

Number of permanent staff 2015

52

Number of permanent staff 2016

Financial performance

£ 3,662,034

Gross income in latest financial year (global)

95 %

Percentage of income from B2B activities

£ 3,664,589

Gross income in previous financial year (global)

0 %

Year-on-year growth

Accreditations

Number 7 in The Drum Design Census 2016 Elite Agencies (40+ staff)

Number 6 in The Drum Digital Census 2016 Elite Agencies (26–50 staff)

RAR top 100 agency 2016

twogether

Date founded	2012
UK address	Marlow Place, Station Road, Marlow, SL7 1NB
Website	wearetwogether.com
Telephone	+44 (0)1628 894620
Email	hello@wearetwogether.com
Twitter	@wearetwogether

About twogether

twogether is a specialist B2B technology marketing agency based in Marlow. We specialise in technology because we love it. From clouds and virtual worlds to life-saving radios, we're fascinated by the amazing things our clients' products and services can do.

Our other speciality is channel marketing. We have our own channel marketing automation platform, partnermarketing.com, and we've been running effective channel campaigns for years.

Clients tell us they like our people, and our problem-solving approach. It's why so many of our clients have been with us for so long. That, and the fact that our relentlessly fresh approach to creativity, in all media, delivers results.

Services offered

★ **Creative**
Brand and visual identity, messaging frameworks, content marketing, video and motion graphics

★ **Digital and interactive**
Interactive tools, responsive web design, user experience, web and mobile apps, marketing automation

★ **Strategic and tactical planning**
Market insight and research, analytical and data insights, audience profiling

Sectors

IT and telecoms

Key clients

- **Alcatel-Lucent Enterprise**
- **Brocade**
- **CSC**
- **Eaton**
- **Intuit**
- **Lenovo**
- **Microsoft**
- **Sungard Availability Services**
- **Symantec**
- **Tata Communications**
- **Veritas**

 © **B2B Marketing 2017**

Awards 2016

The Drum Marketing Awards Shortlisted	Strategy or campaign of the year
CRN Sales and Marketing Awards Shortlisted	Partner website
CRN Sales and Marketing Awards Shortlisted	Channel marketing agency of the year

Personnel

73

Number of permanent staff 2015

81

Number of permanent staff 2016

Financial performance

£ 6,252,836

Gross income in latest financial year (global)

100 %

Percentage of income from B2B activities

£ 5,243,009

Gross income in previous financial year (global)

19 %

Year-on-year growth



06

PR agencies in detail

Ascendant Communications

Date founded	2003
UK address	Parkshot House, 5 Kew Road, Richmond, Surrey, TW9 2PR
Website	ascendcomms.net
Telephone	+44 (0)2083 348 041
Email	jcooper@ascendcomms.net
Twitter	@AscendantPR

About Ascendant Communications

Ascendant is a European B2B PR firm focused on the technology and services sectors. Established in 2003, the company helps small start-ups and major businesses gain awareness, traction and sales in the market through a range of PR, strategic communication, content and online social media services.

Services offered

- ★ Analyst relations
- ★ Copywriting
- ★ Messaging
- ★ PR (UK and EMEA)
- ★ Research
- ★ Social media

Sectors

- Enterprise technology, including ecommerce
- IT and telecoms
- Professional services

Key clients

- ❖ Akamai
- ❖ Computop
- ❖ MetaPack
- ❖ Mirakl
- ❖ Periscope By McKinsey
- ❖ SAP
- ❖ Scandit

Accreditations



PRCA (Consultancy management standard)

Personnel

8

Number of permanent staff 2015

8

Number of permanent staff 2016

Financial performance

£ 982,367

Gross income in latest financial year (global)

100 %

Percentage of income from B2B activities

£ 665,915

Gross income in previous financial year (global)

46 %

Year-on-year growth

Jargon PR

Date founded	2009
UK address	Huckletree Shoreditch, Alphabeta Building, 18 Finsbury Square, EC2A 1AH
Website	jargonpr.com
Telephone	+44 (0)1189 739 370
Email	simon.corbett@jargonpr.com
Twitter	@jargonpr

About Jargon PR

Jargon PR is a boutique public relations agency. We manage global campaigns for B2B technology and corporate brands. We're ambitious, highly motivated and deliver campaigns that enable our clients to win their category. We do this through high-quality media relations, content curation and consultancy to deliver successful awards applications, positive press coverage and support for lead generation.

Creating, planning and using content is at the heart of what we do, and our team of expert content writers is made up of a mix of individuals from both journalist and marketing disciplines. It's the combination of great content, supported by great media and design from our designer and videographer, that enables us to move the needle for every client's business.

Our award-winning campaigns are conducted both in the UK and internationally, employing a team of local industry experts in Seattle, New York, Paris, Berlin, Madrid and Sydney.

Clients range from disruptive start-ups to established mid-sized businesses and IT firms. This mix provides the team with a broad skillset and the creativity to ensure PR injects an element of excitement into client marketing campaigns, driving their business forwards.

Services offered

- ★ Content marketing
- ★ Corporate messaging
- ★ Filmed case studies
- ★ Industry thought leadership
- ★ PR
- ★ Social media
- ★ Spokesperson media training
- ★ Trade show and awards support

Sectors



IT and telecoms



Media, publishing, marketing



Professional services

Key clients

- ❖ amobee
- ❖ Docomo Digital
- ❖ Exponential
- ❖ Globalscape
- ❖ Agilitas
- ❖ Redstor
- ❖ Ring Central
- ❖ SML

 © B2B Marketing 2017

Awards 2016

PRCA DARE Awards Winner	Small consultancy of the year
CIPR PRide Awards Winner	Small agency of the year
CIPR PRide Awards Finalist	Corp and business comms campaign
CIPR Excellence Awards Finalist	Small agency of the year

Accreditations

CIM

CIPR

Personnel

10

Number of permanent staff 2015

12

Number of permanent staff 2016

Financial performance

£ 455,000

Gross income in latest financial year (global)

100 %

Percentage of income from B2B activities

£ 522,000

Gross income in previous financial year (global)

-15 %

Year-on-year growth

Nelson Bostock Unlimited

Date founded	1987
UK address	10 Great Pulteney Street, London, W1F 9NB
Website	nelsonbostockunlimited.com
Telephone	+44 (0)2072 294 400
Email	info@nelsonbostockunlimited.com
Twitter	@NelsonBostock

About Nelson Bostock Unlimited

We are Nelson Bostock Unlimited, a communications agency for business and technology brands.

We help clients make a connection with customers, prospects and stakeholders.

We all have infinite digital distractions, so it's more important than ever to know what really matters to business audiences. Only by truly understanding what makes people tick can we create connections that make people click.

That focus has been delivering for our clients for over 30 years. With the right insight, we craft messages that cut through the noise and create remarkable stories that raise profile and shape opinion.

Whether it's a global corporation or a high-growth startup, we love helping businesses make connections that count.

Services offered

- ★ Communications strategy and consultancy
- ★ Content creation and marketing
- ★ Corporate and crisis communications
- ★ Digital design and build
- ★ Measurement and evaluation
- ★ Media and analyst relations
- ★ Message and narrative development
- ★ Social, community and influencer relations

Sectors



High-growth technology



IT and telecoms



Media, publishing, marketing

Key clients

- ❖ Canon
- ❖ Criteo
- ❖ EE
- ❖ Equinix
- ❖ HTC
- ❖ Rentokil Initial
- ❖ Toshiba
- ❖ Zuora

 © B2B Marketing 2017

NelsonBostock Unlimited...

Awards 2016

B2B Marketing Awards Finalist (for Unlimited)	Best use of creative
B2B Marketing Awards Finalist (for Unlimited)	Best use of social media
PRWeek 2017 Finalist, TBC	UK best places to work awards
SABRE Awards EMEA Finalist	Corporate media relations, telecommunications
PR Moment Awards Finalist	Low-budget campaign of the year
The Drum Marketing Awards Finalist	B2B strategy of the year

Accreditations

PRCA – Communications Management Standard

Personnel

82

Number of permanent staff 2015

79

Number of permanent staff 2016

Financial performance

£7,500,000

Gross income in latest financial year (global)

55 %

Percentage of income from B2B activities

£7,600,000

Gross income in previous financial year (global)

-1 %

Year-on-year growth

Speed Communications

Date founded	1998
UK address	1–6 Brighton Mews, Bristol, BS8 2NW
Website	speedcommunications.com
Telephone	+44 (0)1179 733 300
Email	kelly.pepworth@speedcomms.com
Twitter	@speedcomms

About Speed Communications

Proactive and commercially driven, we focus our energies every day on making a difference.

We push creative boundaries, delve into business operations and maximise our expertise and insight to create real, tangible cut-through for our clients.

In short, we get under the skin of our clients' businesses in order to get into the hearts and minds of their customers.

This is what we call **Business Brains & Creative Muscle™**.

Our multichannel communications campaigns are designed to energise and inspire. To challenge and motivate. To enable our clients and our people to be the very best they can be.

If it won't make a difference, we won't do it or waste money on it. Because for us it's very simple: if we're not driving success we're not doing our job. And we really love our job.

Services offered

- ★ **Content strategies and execution**
- ★ **Corporate message and positioning**
- ★ **Crisis communications**
- ★ **Influencer engagement**
- ★ **Investor elevation**
- ★ **Issues management**
- ★ **Media and trade relations**
- ★ **Thought leadership**

Sectors



Financial services



Industrial, manufacturing, engineering



Professional services

Key clients

- ❖ **Affinion**
- ❖ **Creditsafe**
- ❖ **DS Smith (UK & Europe)**
- ❖ **Nestlé Professional**
- ❖ **RAC**
- ❖ **Tungsten Network**
- ❖ **Ultimate Finance**
- ❖ **Wincanton**

 © **B2B Marketing 2017**

speed communications

Awards 2016

B2B Marketing Awards Highly commended	B2B PR agency of the year
PRCA DARE Awards Gold	Charity, not for profit
Fresh PR Awards Gold	Freshest corporate communications campaign
CV Magazine Marketing, PR & Communications Awards Winner	Best commercial PR agency – South England
PR Moment Awards Shorlisted	B2B agency of the year

Accreditations

President of 27&More

BITC South West Advisory Board and National Communications Advisory Group

Chair of South West PRCA

Personnel

62

Number of permanent staff 2015

71

Number of permanent staff 2016

Financial performance

£ 4,755,574

Gross income in latest financial year (global)

29 %

Percentage of income from B2B activities

£ 2,703,000

Gross income in previous financial year (global)

76 %

Year-on-year growth

Enhancing the client/agency relationship



Andrew Dalglish
Director
Circle Research

When compiling this year's *B2B Agencies Benchmarking Report*, we asked agencies to share their thoughts on agency life. Every day, thousands of agency folk diligently beaver away for the benefit of clients. Usually everything's hunky dory, but niggles and gripes can emerge. From an agency perspective, they give five pieces of advice to clients:

- **Brief well.** Precisely define the goal, provide relevant background information and be upfront about budget constraints.
- **Share a clear strategic vision to work towards.** If an agency understands the long-term goals of your business, they can ensure every piece of work builds towards the bigger picture. They also ask that they're allowed to work strategically and have a holistic view of the different marketing activities going on across the business.
- **Allow your agency the time it needs to produce good work.** Sadly, agencies aren't campaign machines that spit out award-winning work at the touch of a button.
- **Do what you can to manage internal stakeholders.** Involve those who need to sign off or input into the campaign early on rather than towards the end of the process. This will help avoid what one agency called 'seagull management' – a big bird flies in, makes a lot of noise, shits on everything and then flies away.
- **Push the boat out.** Agencies are itching to create something remarkable, but to do so they need clients to be less risk averse and more open to trying new things.

Agencies do recognise that, as a group, they're not perfect either. If clients were asked to list their frustrations, agencies expect that they'd be told to build a better understanding of the client's business – their market, goals and internal challenges.

They expect they'd also be told to be more transparent about where time is being spent and prove the value of their work by objectively measuring its impact.

Finally, they suspect that they'd be asked to address high levels of staff turnover and not to fill the account team with junior staff. After all, people are an agency's best assets – choose them wisely.

 © **B2B Marketing 2017**

About

B2B Marketing

B2B Marketing is the comprehensive information resource for B2B marketers. Its mission is to provide practitioners with the information they need to perform better and achieve more, whatever sector of the B2B space they are operating in.

Launched in 2004 as B2B Marketing magazine, it has since evolved into a multi-faceted resource, delivering a broad range of content in a variety of different forms and formats.

Its key products are:

- Online community
- Magazine
- Awards
- Research and reports
- Training
- Events
- Membership

For more information on any of these products or services go to b2bmarketing.net or call +44 (0)20 7014 4920

B2B Marketing

Circle Research

Circle Research uses market research to help clients solve business issues, grasp opportunities and develop competitive advantage. The average client engages Circle Research on more than four projects, and counting.

Here's why:

- The B2B market research experts – understanding your sector and seeing things others miss.
- Multi-award winning – benefit from extensive experience and best-in-class approach.
- Commercial acumen – receive commercially sound, engagingly presented recommendations that drive action.
- International – seamlessly covering your entire footprint.
- Delighted clients – you'll love the Circle experience.

Get in touch and let's talk about uncovering those Eureka! moments – insights that transform your view of the situation.

Call Andrew Dalglish, director at Circle on +44 (0)20 7960 3802 or email him at andrew.dalglish@circle-research.com

Circle research
The B2B experts



B2B Marketing

B2B Marketing
Clover House
147–149 Farringdon Road
London
EC1R 3HN

+44 (0)20 7014 4920
info@b2bmarketing.net

b2bmarketing.net