B2B MARKETING

The B2B Marketing UK Agencies Benchmarking Report

2023



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We'd like to thank our people and our clients for making the Gravity journey an incredible one.

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Gravity continues to expand into new territories to serve B2B clients on a global scale. More reach, more people, more potent creative, more success for our clients. In the last 12 months we've increased the power of our ABM and Media capabilities. We've added to our SEO, Content, Search and Marketing Automation services and we have won an award for everyday of the year with more to come.

Our Fame, Admiration and Belief methodology is giving marketeers joined-up measurement and unique insight through the brand-to-demand funnel helping them to rise above in the attention economy. If you're a client we'd love to share the Gravity story. If you want to work as part of the Gravity team you'll be joining some very bright stars. Watch this space. gravityglobal.com

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FROM B2B MARKETING

Want to learn how to drive growth in your own organisation? Why not check out Propolis?

Propolis is our exclusive community for B2B marketers to come together, learn from our handpicked industry experts, benchmark what great marketing looks like, and access our very best content.

> Through Propolis, we were able to tap into the expertise of Robert Norum - Propolis's ABM & Demand Strategy Expert - and our sales and marketing teams now have a robust and repeatable way of delivering exception performance for our ABM strategy
>
> **Gary Hurry**
> SVP, Circana

The last few years have been a huge catalyst for change, and in 2020 the B2B marketing community asked us to create a place where they can access strategic support, industry intelligence and resources to strengthen their team's capabilities. This is delivered through a year-round strength and conditioning programme called Propolis, which combines shared experiences, training and access to expertise to empower marketers. Through Propolis, we can help to shape strategic thinking, benchmark your capabilities, meet growth targets and overall, demonstrate the value that marketing brings to B2B organisations.

Contact propolis@b2bmarketing.net for further information on how you can be a part of the evolution of B2B marketing.

A fresh start



David Rowlands,
head of content,
B2B Marketing

Anyone with a background in content can imagine the effort that goes into creating this report. Building and running a mammoth survey; ensuring all of the content within the report is relevant and insightful; checking all of the numbers in the tables have been entered correctly; and juggling a number of other projects all at the same time. The end result, however, is something we're truly proud of: the definitive guide to the UK agency marketplace, helping B2B marketers to find the right agency for them.

This year, we've brought in Moore Kingston Smith, a firm of chartered accountants and leading business advisers, to independently verify all of the data that we present within these tables.

In order to elevate the prestige of this report, and to ensure there can be no doubt around the accuracy of the data we present, Moore Kingston Smith helped to identify possible submission errors, and it's certainly easy to understand why this might be the case. UK gross income (GI) – the datapoint by which we rank the main league table, can be interpreted in a number of different ways, especially when one takes into consideration our further requirement that all third-party pass-through media costs are excluded from reporting.

Once these agencies were identified, we were able to open a dialogue, and ensure the numbers presented are truly accurate. With Moore Kingston Smith's blessing, we were then able to finalise the league tables, and commence our analysis (available only to members of Propolis – our Community Intelligence platform).

With this in mind, we have made the decision to exclude year-on-year comparisons when it comes to financial data within the main league table, in order to make this report a 'fresh start.'

We have, however, included these comparisons within the Rising Stars and Fastest Growers tables. In these instances, Moore Kingston Smith have confirmed the accuracy of these year-on-year comparisons.

This report, therefore, is a chance for us to introduce new layers of financial scrutiny around this report, and give you, dear reader, the most accurate picture of the agency marketplace to date.

Want the full picture of the agency marketplace?

Members of Propolis get access to our industry-leading analysis, including a breakdown of what's driven the fastest growing agencies' success, the opportunities the industry can capitalise on, and more.

MOORE Kingston Smith

Accounting | Audit | Tax | Consulting | Advisory

Dedicated accountants and advisers to the marketing services sector, maximising growth and profit potential for agencies



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Moore Kingston Smith: Surviving to thriving

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Media Corporate Finance Partner,
Moore Kingston Smith

The last few years have been a challenging time for the marketing services industry – with the pandemic taking over, along with the more recent political and economic events. However, the industry has thrived and shown true resilience, not only to get back on track, but in some cases, going above and beyond the expected.

As an agency grows, the focus of the business can often be lost as leadership teams battle to manage the multitude of daily challenges and opportunities associated with growing a business: building sales, managing people, controlling operations and keeping on top of finances, amongst other things.

Most agencies also experience a gradual blurring of their original vision and objectives over time, as barriers to efficiency and profitability creep into working practices and company structure. Often, these dynamics can result in the agency failing to realise its full profitability and enterprise value potential.

So, what does it take for an agency to thrive? How do you ensure you are adding value to your agency to grow, remain profitable, and potentially be able to sell your agency in the future?

It could be assumed that profit is the main driver of value; however, this is one of many factors to consider. At Moore Kingston Smith we work with our clients to dig deeper into our 10 key drivers to achieve value:

1. **Clients:** Do you have high-quality clients, with no overreliance on a single client or few clients?

2. **Income security:** Do you have loyal clients with a high proportion of your income retained, or recurring?

3. **Value proposition:** The most valuable agencies stand out by having a clear proposition, backed by a compelling brand – what is yours?

4. **Sales and marketing:** Does your business have a scalable and consistent sales and marketing plan to ensure efficiency and a coordinated approach?

5. **Owner reliance:** As a leader, if you were to step back, would your business be able to function and run without so much of your involvement?

6. **Management team:** Are you supported by a highly committed, engaged, and driven senior leadership team who share responsibility?

7. **Management information:** Do you have high quality, timely management information that allows you to make high quality decisions, which will in-turn drive value through your business?

8. **Strategy:** Do you have clear objectives for the business, underpinned by a powerful strategy that can be successfully implemented and is achievable?

9. **Environmental, Social and Governance (ESG):** Do you have an ESG proposition? If so, has it been clearly communicated to your staff, clients, and prospects?

10. **Profit:** Does your business have KPIs that are at or over industry norms and are your projections underpinned by credible assumptions?

An honest assessment of the above questions can help you identify which areas of the business might need some work. If you are able to score highly on all the above, you will see a vast improvement in the success and therefore value of your business.

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League tables

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Top 91 UK B2B Marketing Agencies

This table shows the largest UK B2B marketing agencies ranked by UK gross income (GI) in their most recently closed financial year. Agency networks and groups are not included in this table.

Rank	Agency	UK GI in £m in most recent financial year	UK headcount 2022	UK YoY headcount % change
1	Edelman	70.3	509	12.6
2	Merkle B2B	25.6	204	-7.7
3	**Gravity Global** *(p.73)*	21.5	241	3
4	**Bray Leino** *(p.65)*	21.1	234	3.5
5	**The Marketing Practice** *(p.94)*	19.7	273	97.8
6	Brands2Life	18.3	179	9.1
7	**Twogether** *(p.100)*	15.7	184	1.7
8	Transmission	15.1	125	0
9	**Radley Yeldar** *(p.85)*	14.7	180	20.8
10	Wavemaker B2B	12.1	41	17.1
11	**Agent3** *(p.61)*	11.8	147	67
12	**Hotwire** *(p.75)*	10.8	87	2.4
13	MOI Global	10.8	105	50
14	Clarify B2B	9.3	182	76.7
15	Harte Hanks	9.2	25	-3.8

Rank	Agency	UK GI in £m in most recent financial year	UK headcount 2022	UK YoY headcount % change
16	Teamspirit	8.9	90	0
17	Harvard	8.5	99	4.2
18	**Revere** *(p.88)*	**8.4**	**70**	**14.8**
19	Tangent	8.1	60	5.3
20	The Telemarketing Company	7.5	260	0.4
21	Omne Agency	7.2	41	17.1
22	**Octopus Group** *(p.81)*	**7.2**	**69**	**15**
23	Stein IAS	7.1	63	-10
24	**Purple Agency** *(p.83)*	**6.9**	**106**	**23.3**
25	**Torpedo Group** *(p.96)*	**6.4**	**76**	**15.2**
26	BDB	6.3	70	27.3
27	MarketOne Europe	6.2	47	-2.1
28	TMW Business	5.6	52	13
29	**Fox Agency** *(p.69)*	**5.4**	**52**	**18.2**
30	CCgroup	5.2	44	29.4
31	**Gilroy** *(p.71)*	**5.2**	**39**	**25.8**
32	Inside Global	4.8	90	-10
33	Velocity Partners	4.8	62	0
34	ArmstrongB2B	4.7	49	22.5
35	The Think Tank	4.1	40	25
36	Silver Agency	3.9	41	0
37	Page & Page and Partners	3.6	33	37.5
38	Man Bites Dog	3.5	29.6	13
39	Red Lorry Yellow Lorry Communications	3.4	24	4.3
40	Wyatt International	3.4	35	6.1
41	The Creation Agency	3.4	37	-24.5

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Rank	Agency	UK GI in £m in most recent financial year	UK headcount 2022	UK YoY headcount % change
42	Whiteoaks International	3.3	38	0
43	7DOTS	3.2	38	18.8
44	**Napier** *(p.79)*	**3.2**	**36**	**12.5**
45	Wildfire	2.9	29	7.4
46	jellybean	2.8	22	0
47	CIB Ltd	2.8	30	0
48	Digital Radish	2.7	32	23.1
49	Punch!	2.6	45	-8.2
50	AD Communications	2.5	20	11.1
51	Modern	2.4	35	9.4
52	**Hut3** *(p.77)*	**2.3**	**9**	**28.6**
53	438 Marketing	2.3	29	26.1
54	Rooster Punk	2.2	19	26.7
55	Coterie Marketing	2.2	12	0
56	strategicabm	2.2	29	38.1
57	Gripped	2	39	56
58	BBP agency	2	16	45.5
59	**The Marketing Pod** *(p.92)*	**1.9**	**30**	**66.7**
60	Infinite Global Consulting	1.9	17	0
61	Fifth Ring Ltd	1.8	27	-12.9
62	Jargon PR	1.8	33	50
63	Zircom	1.7	23	35.3
64	Stream Loyalty	1.6	18	12.5
65	Velo	1.6	27	-10
66	LogicLogicMagic	1.5	16	45.5
67	Forepoint	1.5	24	4.3

Rank	Agency	UK GI in £m in most recent financial year	UK headcount 2022	UK YoY headcount % change
68	JTF Marketing	1.5	13	8.3
69	OST Marketing	1.5	30	7.1
70	Generate UK	1.4	18	-10
71	Ziggy Agency	1.4	20	42.9
72	Articulate Marketing	1.3	18	12.5
73	Ice Blue Sky	1.1	15	50
74	Novacom	1.1	10	11.1
75	Bright	1	20	42.9
76	**Storians** *(p.90)*	**1**	**15**	**650**
77	Lesniak Swann	0.9	14	40
78	Skout	0.8	10	11.1
79	Fourth Day PR	0.8	10	11.1
80	**Realm** *(p.87)*	**0.7**	**11**	**120**
81	Catalyst Marketing Agency	0.7	13	44.4
82	AMBITIOUS	0.7	16	33.3
83	Ascendant Communications	0.7	7	0
84	Petal & Co.	0.6	4	0
85	Marketing Fusion	0.6	12	-20
86	Seeblue	0.6	9	80
87	POPcomms	0.5	10	25
88	Sharper B2B	0.4	9	200
89	BCM Agency	0.4	7	250
90	Pacific Marketing	0.4	5	66.7
91	Morton Waters Communications	0.3	10	150

***Qualifiers**: In order to appear in this table, at least 50% of each agency's GI must come from UK activity (by which we mean billed from the UK). GI figures were derived by deducting external media and production costs from the billed total. They include income from all above-the-line and below-the-line activity. This table does not include any agency groups or networks, as these are located in a separate table on page 13.*

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Top 10 International B2B Marketing Agencies, Groups and Networks

This table shows the top 10 international B2B marketing agencies, groups and networks, ranked by non-UK gross income in their most recently closed financial year. In order to appear in this table, more than 15% of an agency's global gross income must come from outside the UK.

Rank	Agency	Non-UK GI in £m in most recent financial year	Global GI in £m in most recent financial year	UK GI in £m in most recent financial year	Global headcount 2022	Global headcount % change YoY	UK GI as a % of global total
1	Merkle B2B	95.4	121	25.6	855	12.8	21.2
2	BBN International	72.4	88.4	16	964	-3.2	18.1
3	**Gravity Global** *(p.90)*	**68**	**89.5**	**21.5**	**509**	**27.3**	**24**
4	**The Marketing Practice Group** *(p.94)*	**59.8**	**80.4**	**20.6**	**503**	**74.7**	**26**
5	MSQ B2B	36.4	91.5	55.1	995	37.6	60
6	**Hotwire** *(p.75)*	**28**	**38.8**	**10.8**	**306**	**5.5**	**27.9**
7	VCCP Business	27.4	53.9	26.5	558	49.6	49
8	Wavemaker B2B	19.6	31.8	12.1	95	17.3%	38
9	**Expandi Group** *(p.67)*	**18**	**38**	**20**	**155**	**3.3**	**54**
10	Transmission	15	30.1	15.1	305	3.7	51

This table reflects a range of entities (with varying ownership structures) which operate: a.) under a consistent brand at scale across multiple territories; b.) via multiple subsidiaries within the same territory; or c.) a combination of the two. Various subsidiaries or member companies of the larger companies listed here may be listed separately within the other tables. Three different types of organisations are included here:

(i) Agency groups: where the larger entity wholly owns various subsidiaries, which typically trade under a separate brand identity.
(ii) Networks: where members are wholly independent, but pay a subscription to be part of the network OR are part-owners of the network by virtue of membership.
(iii) Global agencies: where a single entity operates in multiple territories trading under its own brand, potentially as well as subsidiary brands.

Top 10 Fastest Growers

This table shows the UK agencies that reported the largest £ increase in UK gross income year-on-year. As with the main league table, this table does not include any larger agency groups or networks. Whilst year-on-year changes in financial data have been removed from the main league table, they are presented here, and have been independently verified.

Rank	Agency	UK GI YoY change in £m	UK GI in £m in most recent financial year	YoY UK GI % change	Rank in main league table	Rank in 2022 main league table	YoY headcount % change
1	**The Marketing Practice** *(p.94)*	9	19.7	83.6	5	12	97.8
2	Edelman	8.9	70.3	14.4	1	1	12.6
3	Wavemaker B2B	6	12.1	98.3	10	38	17.1
4	Clarify B2B	4.5	9.3	93.8	14	29	76.7
5	Brands2Life	4.2	18.3	29.7	6	9	9.1
6	**Bray Leino** *(p.65)*	3.5	21.1	19.7	4	4	3.5
7	ArmstrongB2B	3.1	4.7	188.5	38	39	22.5
8	**Radley Yeldar** *(p.85)*	2.5	14.7	20.5	9	10	20.8
9	The Telemarketing Company	2.4	7.5	46.8	20	27	0.4
10	**Revere** *(p.88)*	2.3	8.4	36.8	18	20	14.8

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Top 10 Rising Stars

This table shows the UK agencies that reported the largest percentage increase in UK gross income year-on-year. As with the main league table, this table does not include any larger agency groups or networks. In addition to this, certain agencies have not been included in this table, due to the fact that they were founded within the last two years, hence their year-on-year growth is extremely high. Whilst year-on-year changes in financial data have been removed from the main league table, they are presented here, and have been independently verified.

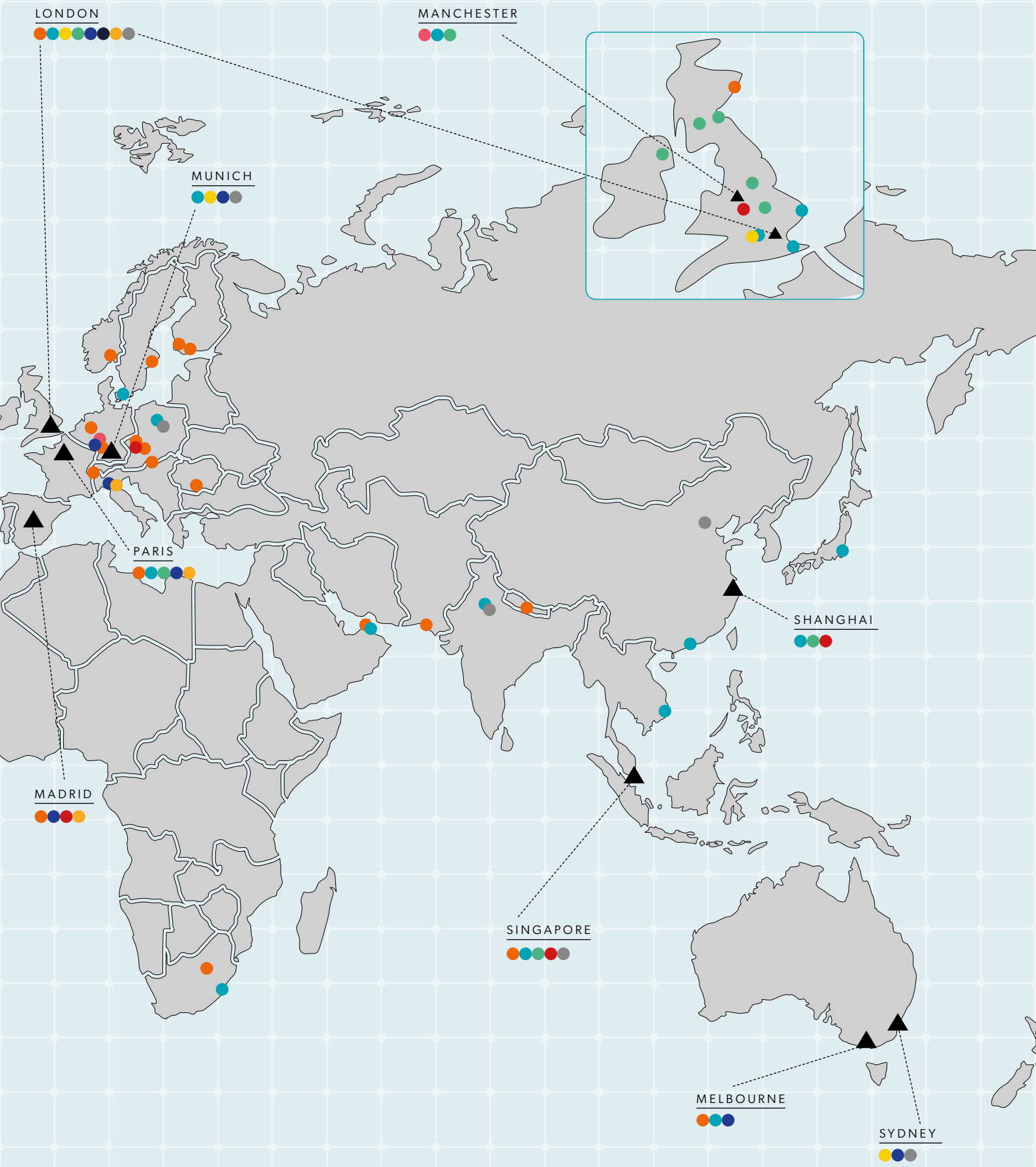
Rank	Agency	UK YoY GI % change	UK GI in £m in most recent financial year	UK GI YoY change in £m	Rank in main league table	YoY UK headcount % change
1	**Storians** *(p.90)*	**461.3**	**1**	**0.8**	**76**	**650**
2	Sharper B2B	374.1	0.4	0.3	88	200
3	POPcomms	242.7	0.5	0.4	87	25
4	Seeblue	228.1	0.6	0.4	86	80
5	ArmstrongB2B	188.5	4.7	3.1	38	22.5
6	Ziggy Agency	170.1	1.4	0.9	71	42.9
7	BCM Agency	166.6	0.4	0.2	89	250
8	Wavemaker B2B	98.4	12.1	6	10	17.1
9	Ice Blue Sky	96.2	1.1	0.6	73	50
10	Modern	94.9	2.4	1.2	51	9.4

World map

This world map shows the locations that the agencies in our international table are operating in



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LONDON
MANCHESTER
MUNICH
PARIS
SHANGHAI
MADRID
SINGAPORE
MELBOURNE
SYDNEY

SECTION 2:

Market analysis

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Business customers are on an ever-evolving journey, forging their own paths and doing things their way.

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Agent3

AGENT3.COM

The account-centric enterprise: The next big bet for ABM



CLIVE ARMITAGE, *CEO, Agent3*

We all know ABM works. But why settle for good when you can have great? Clive Armitage reflects on why adopting an account-centric enterprise approach is key to taking your ABM to the next level – and how you can get there

Customers expect personalised experiences from the businesses they buy from. B2B folk need to feel utterly confident in their purchasing decision – and that starts and ends with relationships.

Marketing departments have metamorphosed in recent years in pursuit of perfect B2B relationships, having transformed from being a broadcast function to becoming an account-focused, growth-catalysing machine.

But your customer, prospect, and partner accounts aren't only important to sales and marketing leaders – nor are they the responsibility of these two functions alone.

Enter, the account-centric enterprise.

Imagine a world where every customer-facing aspect of the organisation revolves around the needs, demands, and requirements of your most important accounts. That, in a nutshell, is what an account-centric enterprise looks like.

An account-based approach can't just be driven by the 'm' of marketing – it must involve every team associated with the customer account, drawing on the full power of the whole enterprise to create relationships that deliver value, grow and last.

To do this, organisations need to make a series of philosophical and practical changes in structuring and measuring the success of their teams and how they maximise two-way value throughout the full lifecycle of any given account relationship.

But why now? Technology has evolved to a point where we can communicate in a targeted, specific, and responsive manner across the entire customer account. With levels of precision and scale that border on the extreme, we have the ability to unite rich messaging and creative content with precise data models, through endlessly flexible technology platforms.

This inability to combine data, content and technology across modern platforms holds us back from achieving true account-centricity. Ultimately, the entire business has to unify the way it delivers and brings together these aspects to deliver creative content and messages to audiences.

If we're really serious about becoming account-centric, we need to build almost every one of our activities around the needs of an individual account, not just marketing. It's a layered approach that bleeds across the business. There's no place for silos here, with a marketing department that entertains the occasional sales conversation.

As an industry, it's our responsibility to stop basing all our activity on the normal confines of marketing. Attach what we're doing at a marketing level to business mechanics and business metrics, not just marketing metrics.

We're on the cusp of something special in B2B marketing where we can finally do what we wanted to do all along – good B2B engagement that builds mutually-valuable relationships with people.

The time for talk and theory is over. We possess the tools, insights, and creativity to truly drive an account-centric approach across the entire organisation – and it starts with us, marketing, to make sure it happens.

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Jane from Sales thinks all marketers are an asset.

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BBN THE WORLD'S B2B AGENCY

Investing for growth during recessionary times



COS MINGIDES, *head of effectiveness at True, BBN London*

Cos Mingides explains why brands need to invest in the creativity of communications and media to come out on top in a bear market

The threat of a global recession puts many businesses on the defensive. Marketing budgets can be an easy target when savings are needed – but decades of research suggests that reducing spending in a recession is associated with declining sales and weakened company performance in the long run.

So, how can we protect budgets and convince senior stakeholders to keep investing during an economic crisis? The argument should be simple.

There's one clear aim for businesses; win market share. Brands that aggressively target market share growth can extract the most value from a declining market in the short-term and put themselves in the best position for long-term growth. To achieve this, the budget setting needs to be considered through a competitive lens.

A study of 850 B2B case studies conducted by BBN called The Rule of Three in Every Purchase Decision showed that when someone moves into buying mode, the first search engine they use is their head. One to three brands that they think can solve their problem immediately come to mind. And in 90% of cases, they buy from one of the three brands that initially came to mind – with the first brand thought of having the highest chance of winning the sale. So, in the simplest terms, increasing brand salience vs. competitors in buying situations is the most vital driver of share growth.

As marketers, this gives us two primary levers to pull—the creativity of our communications and our media investment.

There's a well-known relationship between a brand's share of voice and its growth rate. Brands that set their share of voice above their market share tend to grow. And those that set their share of voice below their share of market tend to shrink. So, understanding category expenditure can give brands a significant competitive advantage.

In recessions media costs tend to decrease due to brands reducing spending, creating surplus media inventory. This means there's potential for brands to exploit cheaper media and win share of voice at a much lower cost than in regular times – particularly if competitors are reducing their spending.

If we're not in a position to outspend competitors, then the other option is to outthink them. The most potent weapon in our arsenal is creativity. Investing in creative ideas that generate earned media coverage that gets talked about or shared on social media will increase share of voice organically and, in many ways, more powerfully.

Brands that put their share of voice above their market share tend to grow. And those that set their share of voice below their share of market tend to shrink

Striking the right balance between creative and media investment is vital. But either way, by looking at budgets through this competitive lens, we treat advertising as an investment instead of a questionable cost. We shift the investment conversation to business value (marketing effectiveness) rather than efficiency (ratios such as ROI and CPL).

The brands taking this opportunity to take the lead will benefit from better cost efficiencies and set themselves up for short- and long-term growth. This is a rare window of opportunity.

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Brand strength through dynamic expressions of your mission and values. **Momentum** through a workforce motivated by your vision. **Profitability** through a full toolbox of sales assets. **Inspiration** through impactful live events. **Engagement** through imaginative digital content. **Innovation** through new digital tools and realities. **Future-fitness** through positive impact planning. **Success** through partnership with a truly integrated agency.

ESG and sustainability comms – a guide to getting it right



GRACE REITH, *sustainability communications director, Bray Leino*

It goes without saying that the fight for a better, greener future isn't a one-man job. Marketers have an important role to play in creating a sustainable world. Grace Reith writes on how you can nail your ESG communications

ESG (environmental, social, governance) is a hot topic – a sign that businesses are aware of their accountability for impact on people and planet. Communicating this has become an increasing part of conversations and work with clients, from showcasing DNV's ESG advisory service to helping launch Viridor's ESG strategy, making it core to the brand and embedding it in the business.

But according to a **Chartered Institute of Marketing study**, 45% of marketers feel under pressure to communicate their sustainability credentials and 49% are wary of working on sustainability marketing campaigns, fearing their company or clients might be accused of greenwashing. So, how can you successfully navigate this?

Why's it important to get this right?

The stakes couldn't be higher. Scientific research shows that businesses need to play their part in reducing carbon emissions to limit global temperature rise and climate change. Environmental actions **need to go hand-in-hand** with addressing interwoven social inequities and economic challenges.

What's the role of sustainability communications?

Organisations must support a low carbon, equitable future and be commercially successful. This requires the support of strong, value-aligned talent, suppliers, and customers – and that needs communication. People need to know about the good stuff a business is doing for them to work for/sell to/buy from them.

How and what should you communicate?

1. **'Hygiene' communications**

   Report your impact on people and planet: your goals, roadmap and current performance, action vs intent in a data-backed, honest, and transparent way. It should be easy to access and easy to understand.

2. **Campaign communications**

   If your business is making significant, long-lasting positive change, then amplify this. Customers and employees can't get behind you if they don't know what you're up to. This can promote positive behaviour change and contribute to a **5% reduction in global GHG emissions by 2050**.

3. **Brand 'purpose'**

   If having a positive impact is part of your organisation's mission, then embed this into your brand. Otherwise, your brand 'purpose' must lie elsewhere.

Upskill

ESG isn't just the right thing to do, it also brings a host of tangible business benefits, from hiring great talent to strengthening supply chains and top line growth. Wherever your business is on its ESG 'journey', you're well placed to make a commercially-backed case for embedding ESG into your business strategy.

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Leading the way to increased sales via Intent Data

As the leading provider of B2B intent- data for businesses in EMEA, Expandi with the Cyance platform ensures that you're only tracking and targeting account behaviour relevant to your specific products and services.

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Where can you invest your martech budget more effectively?



RAFFAELE APOSTOLITI, *chairman and CEO, Expandi Group*

Raffaele Apostoliti writes on why intent platform platforms should be the cornerstone of your demand generation strategy

There has been massive investment in martech over the last five years. But B2B marketers and agencies are still setting up their demand-generation programmes just as they've been doing for the past 20 years. Even ABM programmes are hardly different from the one-to-one, one-to-few, and one-to-many models of the early 2000s.

At the core of the programme setup it's still assumed that the targeted-addressable market or the ideal-customer profile should receive vast amounts of a brand's mostly product-centric messages and assets. It's also assumed that every response should be tracked to determine if the target is in the early, middle, or late-stage of the purchase journey.

This is a very narrow view of the customer journey. The readiness to accept a given B2B offering should be assessed not only on how the target is responding to a specific brand, but also on the volume, growth, and relevance of the content they're consuming in digital and social media about topics and themes correlated to such an offering.

It's only after gathering such insights that it's possible to identify where the customer is likely to be in the overall purchase journey, allowing messaging to be changed from being product-centric to truly personalised content-based on the customer's real needs.

Whereas the old model was supported by a conjunction of CRM and the marketing automation platform, an intent data platform is equally essential in the new model, as it can track overall market signals. In the last few years, this has been one of the fastest growing areas of martech investment by companies wishing to be at the edge of the new digital revolution.

However, an intent data platform requires a number of important features to ensure that truly relevant insights are being collected.

Here are the most relevant ones to consider:

- How many different digital and social channels are monitored by the platform? Most only track paid media websites, ignoring other equally important channels such as social media.
- Does a focus on North America result in a neglected Europe? Most platforms offer an extremely limited European-media coverage. You need at least 8-10K to have a proper coverage of Western Europe.
- Is the platform capable of following local media and localised keywords? Most focus on English and British/US media, meaning many European signals aren't tracked as they're predominantly consuming content and taking actions in local languages and using local media.
- Can it implement your own taxonomy and track keywords relevant to you? Most platforms have their own set of keywords and topics with no or limited flexibility to integrate and track the keywords and topics relevant to your business and objectives.

To summarise, intent data platforms should become an essential part of your B2B demand generation, and a detailed and successful supplier selection will enable you to build the right foundations for truly customer-centric models such as ABM or deal-based marketing.

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Sara.
Account
Executive.
Creator of
opportunities
for global
tech brands.
PEOPLE X TECH
fox.agency

Web3 is a paradigm shift, but what will it mean for B2B tech brands?



MICHAEL DEAN, *head of digital, Fox Agency*

Though still in its infancy, Web3 has the potential to redefine our digital lives. Michael Dean explains its revolutionary potential for B2B marketing

Web3 in a nutshell

Web3 is the theorised evolution of previous iterations of the internet. The mass of knowledge gathered in Web 2.0 and the decentralised, open-source nature of Web 1.0 are merging to form something altogether greater.

Web3 developers create their apps without a single server or data storage location. Instead, they're built on blockchains spreading data and content across blocks. Early applications of Web3 include cryptocurrency, NFTs and the Metaverse. With a decentralised internet, data and content can theoretically belong to individuals.

Five ways Web3 will transform B2B marketing

1. The unlimited potential of NFTs

NFTs have already opened marketing opportunities. We've seen NFT event tickets that bring an air of exclusivity, and even double as artworks. The digital ledger attached to NFTs protects against ticket fraud and can allow VIP owners access to exclusive content. Using them innovatively to create interest and user-interactivity will become a widespread marketing trend.

2. Superhybrid events

Imagine a conference taking place in a virtual centre in the Metaverse - an in-person event with Metaverse elements where you can enter a virtual space. This approach will be adopted to deliver amazing CX across the board.

3. New marketing and CX tools

In the Metaverse, virtual merchandise and advertising has already taken off, and Augmented Reality (AR) is becoming a tool to deliver memorable experiences. We now have the tools to get really creative to captivate and excite our clients.

4. A new world of demos and training

In the Metaverse we have the ability to build interactive demos and training, showcasing complex processes, technologies and solutions.

Once Metaverse technologies become more established and widespread,this will become far more accessible for B2B organisations.

5. The data ownership conundrum

Experts suggest that in the future, individuals will own the rights to their own information; and rather than businesses buying data from third parties, they may instead buy it directly from the consumer. This is crucial for B2B, where customer data is at a very high premium.

Strike now to take advantage

Now is the time to soak up what is around us, discover how the movers and shakers are taking advantage of the technology, and see what we can create for our clients.

Those content to tolerate the status quo will soon fall behind — B2B tech needs to fully embrace the latest developments to stay ahead of the competition.

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Don't just
tell me
you're funny
MAKE
ME
LAUGH
Marketing, these days.
It's an endless procession of the latest experts shouting about the 'next big thing.' More tech. More tactics. More three-letter acronyms.
The smoke gets thicker; mirrors multiply; talk gets cheaper. Many like to talk, but only the few ever go beyond it.
With over four decades experience at the forefront of B2B we've being 'doing' longer than most. We are expert at helping customers cut through the noise, blending the latest platforms, channels and tactics with proven strategies and big ideas.
Despite the constant change that drives our industry, we continue to be trusted by customers across the World; Connecting their buying experiences, building their reputations – and smashing their KPIs.
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Marketing. It's better connected



OLI BUDWORTH, *chief strategy officer, Gilroy*

It's no secret that marketing is becoming more complex as different strands become more diversified. How can we pull all this together and make sense of the changing B2B landscape? Oli Budworth explains

End-to-end. 360. Full funnel. Every touchpoint. Right message, right time, right channel. Etc. We all continue to hear these phrases in our daily lives, but do they really mean anything, and achieving this does lead to B2B marketing nirvana, what is the secret formula?

There are a remarkably simple set of rules that define how successful a business' marketing is going to be:

1. How much the audience knows about the business and the psychological relationship they have with the brand.
2. How hard marketing works to communicate a message that will resonate with them.
3. How well a business' marketing operation is set up to deliver high-quality communications in real-time.

The simple fact is, while this is the magic formula, few are set up to deliver against it.

Everything is important

I have written a lot about the importance of taking a balanced approach to marketing, and in particular, the role and importance of brand building, and I think 2022 finally saw many businesses wake up to its importance in the overall marketing mix. But while brand continues to be important, the question about how to deliver truly connected marketing at scale is the one that sits like a dark ominous cloud over every marketer.

A few decades ago, as was with life, marketing was simpler. Today however, the proliferation of technology has created a plethora of new dynamics marketers must navigate. Brand ecosystems and subsequent marketing campaigns are becoming more complex and therefore the approach to designing and managing them is becoming equally more onerous.

The conversations we are having with our clients are increasingly as much about how to organise people and platforms (technology and media) as they are about the work itself:

"How do we get the most out of our tech stack?"

"How can we use our data to personalise our communications better?"

"How do we organise our team to run different types of ABM programmes?"

While brand continues to be important, the question about how to deliver truly connected marketing at scale is the one that sits like a dark ominous cloud over every marketer

Big questions with big answers, but fundamentally the solution lies in an approach that connects different types of activity together to create a unified Marketing ecosystem, underpinned by a marketing organisation and operation that is equally connected to both the business, and the many campaigns that are likely to be running at any given moment.

We have the products, the people, the technology, the ideas, and the theory. The most effective marketing of our lives awaits, we just need to find the best way to connect.

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Embrace the new complexity



MARK LETHBRIDGE, *CEO, Gravity Global*

Mark Lethbridge encourages us to be comfortable being uncomfortable to come out on top

Markets have always had their complexities. Anyone who has been in the business for as long as I have will attest to that. But there's a new complexity with the explosion of touchpoints and channels, sources of influence, and changes in buying habits and journeys. To cope, the marketing industry has opted to simplify and standardise. Marketing thought leaders advised us simply to: 'outspend to outcompete', 'forget the hard work of finding a point of difference, just be distinctive'. This advice is not incorrect, but it's an unhelpful oversimplification. The truth is that reach and distinctiveness are not relevance, and relevance is what drives purchase behaviour.

It's this drive to oversimplify markets and marketing that has held brands back from the rate of growth they're capable of achieving. The focus on simplification should read 'shortcut', or at best 'incomplete', and followers will undoubtedly find their marketing outcomes are either budget-hungry of just fail to meet expectation.

It's time to stop pretending it's easy, that there's a simple solution to every problem. Because the reality is that there is no easy fix, easy answer, or simple rule. Effective marketing is complex, and brands seeking new growth need a partner that is comfortable in that complexity.

Technology has given us the opportunity to identify and target where previously inaccessible market opportunities reside, and to create more personalised and intimate experiences leading to stronger attraction, engagement and greater conversion. To accelerate growth, brands need a marketing partner able to help them do what their competition is not doing. Because how can we outcompete if we're following exactly the same rules as everyone else? A partner that embraces the new complexity and turns it to advantage. We believe that by putting in the hard yards to understand the knotty intricacies and interdependencies of audiences, new cultural and social influences, of channels and buying journeys, brands can side-step their competitors and accelerate their growth.

But so many brands are missing out on opportunity just because the traditional agency model isn't working in today's environment. It means that marketing programmes are less effective, as typically, component parts are conceived in isolation and then stitched together. Whereas marketing for the new complexity needs a model that orchestrates talent, tech and a full suite of specialist capabilities around brand to demand journeys where performance and outputs are measured end to end.

It's not just how we're structured and how we work that makes Gravity different. It's with our analytics model, F.A.B. – Fame, Admiration, Belief – that we've cracked the conundrum that has always confounded the marketing industry. Not only does F.A.B. solve the orchestration challenge to optimise the complete marketing programme for maximum efficiency and return, but it allows us to very accurately diagnose where marketing efforts are not performing to the level of the competition. . In fact, F.A.B is data-driven magic taking the guess work out of how to boost a brand's market impact and take advantage of opportunity, without just throwing more budget at the problem.

We're not for the faint hearted, because at Gravity we're comfortable being uncomfortable. We sweat the small stuff, lean into complexity on our clients' behalf and realise the opportunities they would otherwise miss out on.


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Understanding intent: The missing link in B2B marketing is what to do with all that data



CAMILO LASCANO TRIBIN, **creative director**, *Hotwire Global*

Camilo Lascano Tribin explores the power of intent data in producing engaging and relevant B2B content

Creating great B2B content is never as simple as writing a couple of blogs and promoting them across your social channels. Content teams are challenged every day with creating eye-catching copy and creative, targeted to the right audience, and compelling enough to engage customers. And if this wasn't enough to consider, all content needs to be perfectly timed and in sync with what the audience wants to see, read, or hear.

To do this, content strategists traditionally use toolkits like this:

- **Google Analytics:** What content has worked historically within an audience or segment.
- **Google Trends:** What people search via search engines and how these interests are changing over time.
- **Social Listening:** What's creating buzz right now and who is starting and owning these conversations.

Do your customers care?

But herein lies the problem. If all content teams are using these same strategies, won't they be uncovering the same insights? Drawing the same conclusions to base their content strategy around? Not to mention the fact that our 24-hour news cycle and conveyor belt of digital trends might make your content out of date before you've even had a chance to get it produced, signed off and published.

Even if the stars align and your content is well targeted, engaging, and timely, how do you really know if your customers care about what you're saying? Web analytics are limited in that they often show you what your customers have engaged with in the past – not a useful metric when you're brainstorming what content to produce next. And while you always want your customers to emotionally engage with your content, it's vital that you do this sensitively and not in a way or at a time that might upset or outrage. So, how can you measure this?

The power of intent

Here's where intent data comes in. Intent data can highlight the organisations that are researching specific keywords and topics online. It can also be used in reverse, to show you what topics a specific audience is showing interest in right now. It helps you shed light on how any given interest has increased or decreased over time, painting a greater picture of what your dream accounts and prospects really care about right now.

Intent data is more than just a differentiator. It's a way to tailor your content to drive business growth. Instead of simply writing stories based on anonymous audience behaviour, you can create content themes that directly align to your customers' specific wants and needs. As well as giving you a greater chance of engagement, this may give your search presence a helping hand, as search engines react kindly to pages promoting trending and surging topics.

Despite a growing appreciation for the value of buyer intent data, B2B organisations still have some catching up to do. In fact, **around 87% of senior professionals** in B2B companies aren't fully leveraging the power of intent data yet. So next time you're developing your next content strategy, get ahead of the B2B competition by using intent data to find out what your customers want to see tomorrow, rather than what they wanted to see yesterday.

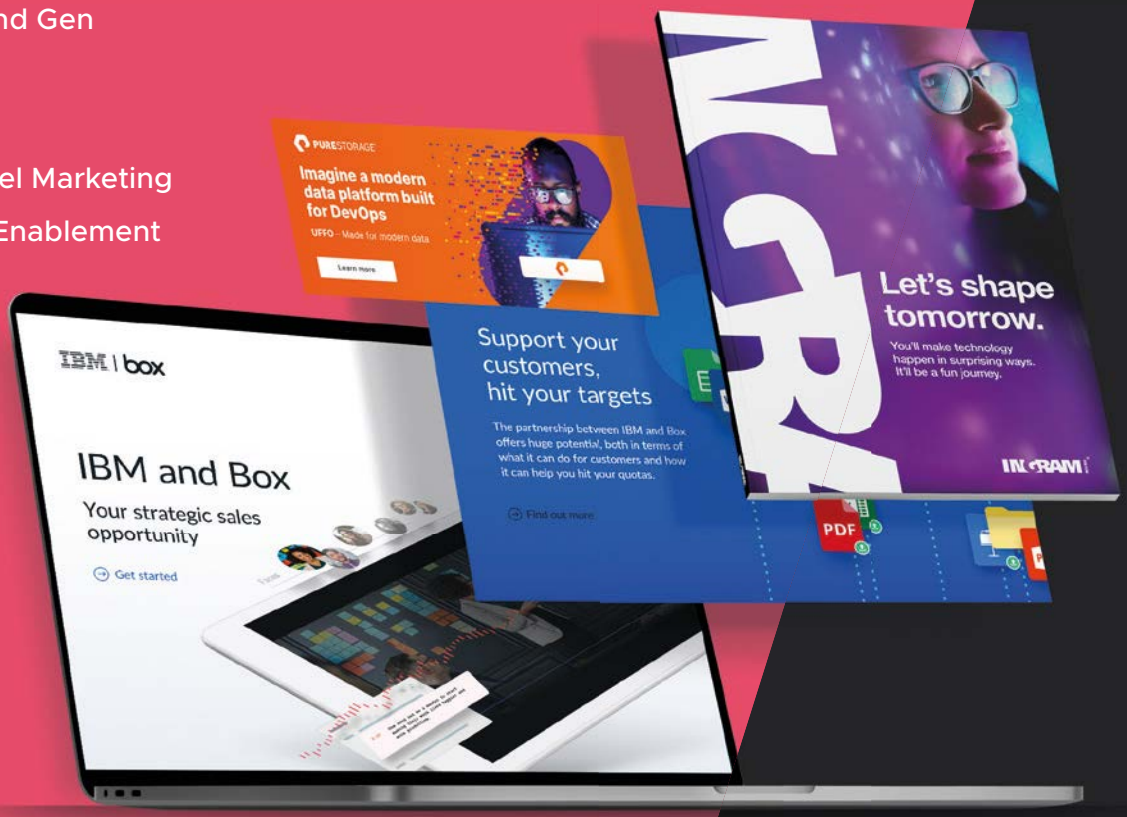
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Lead with intent



ANDY JOHNSON, *founder and head of strategy, HUT3*

Andy Johnson looks at why today's challenging climate is driving a new approach to demand generation

Last year's Hootsuite Social Trends report threw up some interesting stats. None more so than this: 5% fewer marketers felt LinkedIn was effective in helping them reach their business goals.

While this may not be the biggest change, it's indicative of a trend that continues in B2B today: MQLs as we know them are getting harder to find using traditional techniques. This is asking fundamental questions about where leads are coming from and what we consider leads to be.

The ultimate MQL used to be form-fill. We'd put our highest value content behind a 'contact wall', wait for sign-up and 'hey presto' we've got a strong lead. The problem with this – and I believe the chief reason behind the drop in 'LinkedIn effectiveness' – is two-fold.

First, the person signing up may be intrigued by the topic but have no interest in your brand or buying the solution. Second, people now understand sponsored content and know they'll go into a nurture stream. So fewer people are exchanging details.

I'm not advocating we get rid of forms. They serve a vital role. But there's a considerably more sophisticated and efficient way to generate leads – by capturing and harvesting intent data.

If you're unfamiliar with intent, there's a raft of articles online to pore over. Essentially though, it's simply a collection of behavioural data that signals whether targets are showing intent to buy. In the marketing context that means engagements with social media and campaign assets. The data is gathered anonymously through IP targeting using martech tools, like 6sense and Demandbase or LinkedIn.

The beauty of intent is that it helps marketers identify prospects who are actively looking for a solution and can pinpoint where they are on the buying journey. And because you're not asking for any details, campaign engagement goes through the roof – giving you more intent opportunity than traditional lead gen.

For example, if you have had 15 intent signals with brand 'a' alongside a form-fill and only one from brand 'b', it's pretty clear where to aim your sales team's focus.

There's a considerably more sophisticated and efficient way to generate leads – by capturing and harvesting intent data

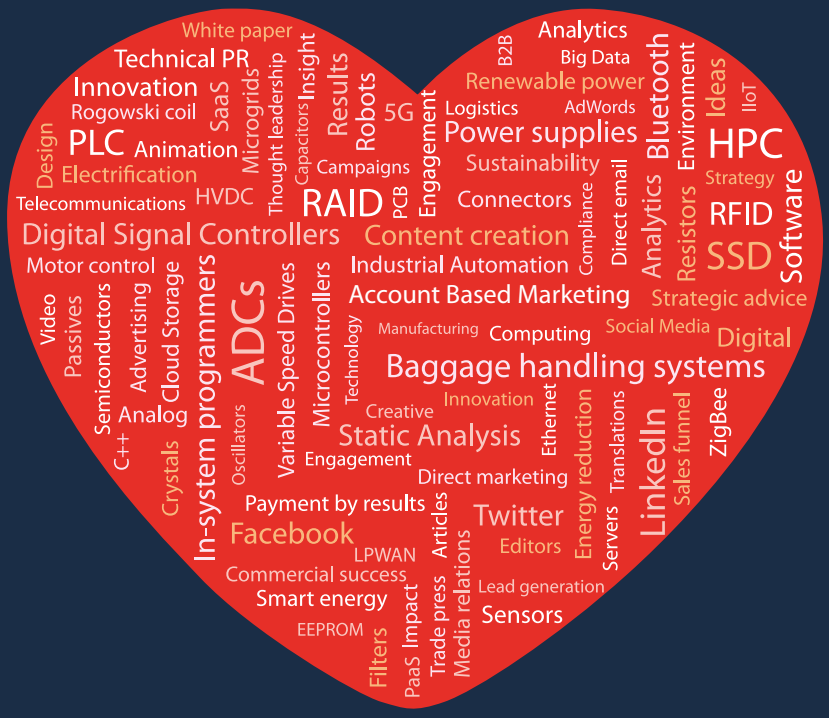
Better still, within LinkedIn you can harvest and load campaign demographics (intent data) back into Sales Navigator and get even more sophisticated – to the point of knowing, with a good degree of accuracy, the individuals likely to be engaging with your campaigns in the prospect business.

If this was more widely known, perhaps the drop in 5% would be reversed.

This kind of insight-led demand generation is hugely valuable when market conditions are good. It's absolutely vital when things are tough.

I'm a huge advocate of ABM, and it is right to focus marketing spend on growing existing accounts through ABM programmes. However, there's also a need to grow your audiences – whether from existing accounts (ABM) or new logos. This is where demand generation comes in. And, by leading with intent, you'll have the data you need to do it more successfully than ever before.

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Trust: The crucial factor for B2B marketing



MIKE MAYNARD, *managing director, Napier*

Want to get your messages to land? Create long-lasting customer relationships? Look at trust, Mike Maynard advises

The world has seen an erosion in trust. In politics particularly, inaccurate reporting or 'fake news,' has resulted in a lack of trust of the media, and ultimately resulted in facts being dismissed as 'fake news.' It's a problem that exists for companies too: around half the population feel that businesses are failing to address problems as diverse as climate change and income equality. Yet this comes at a time when many organisations are spending more and more to promote their ESG (environmental, societal and governance) initiatives. How are marketers getting it so wrong?

The big challenge is trust. Put simply, our audiences don't trust us, so our messages are not changing their perceptions.

Today one of the words you'll hear commonly in marketing discussions is 'storytelling.' This is a great concept but has been taken as a licence to embellish the facts or even create a narrative that appears to be from a parallel universe. Our audiences are not naive and can quickly see when they are being misled.

Trust is crucial when it comes to recruiting talent. Last year, the World Economic Forum reported on 'The rise of the 'belief-driven' employee.' Around the world people are choosing to work for organisations that match their values. With many organisations involved in a desperate struggle to find and recruit the talented people they need to grow, beliefs matter.

Although we can sprinkle some marketing glitter on organisations to make them look a little more attractive, it doesn't take long, whether you are a customer or an employee, to see past the sparkles and recognise a company's true values. At best that glitter has only a transient value.

What's the solution? One of the most powerful concepts in marketing today is one of the simplest: authenticity. Authenticity not only makes campaigns feel more engaging, it builds the foundation of trust that any relationship needs. It's such a powerful concept that film producer Peter Guber said, "Truth is a point of view, but authenticity can't be faked." Academic studies have also shown that increasing authenticity in marketing can improve a vast range of outcomes from customer loyalty to a perception of higher quality.

To be successful, brands need to consider how they present a more authentic view of themselves across their communications. They need to move from the polished, self-centred promotional content that still dominates a sizable proportion of B2B, or as David Meerman Scott put it: "Nobody cares about your product but you." Building campaigns around the customer, however, requires a far greater investment of time and effort than talking about your organisation and its products.

The big challenge is trust. Put simply, our audiences don't trust us, so our messages are not changing their perceptions

Specialist agencies, who focus on specific markets, offer a unique capability to get under the skin of your customer and deliver authentic, customer-focused campaigns. With modern marketing technology, campaign execution is not the challenge. Insights that build strategy are what matters, and that's why I love working in a specialist agency. We can deliver transformational expertise to our B2B technology client, but equally if I am to be authentic, you shouldn't hire us if you are a law firm. Authenticity has costs, although they are massively outweighed by its benefits.


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The long and the short game in uncertain times



JON LONSDALE, *CEO, Octopus Group*

As we enter an economic downturn and face more uncertainty, Jon Lonsdale explores how (or rather why) you should adopt an agile strategy that allows you to play the short *and* long game

I've seen a few downturns in my career. And having witnessed first-hand how the B2B community managed through the financial crash and innovated through the pandemic years, I'm bullish about the prospects.

Even so, boards are twitchy, caution is rife and forward thinking has taken a hit. It's hard to plan right now, no matter your target audience or sector.

Planning works best when we think long and short espoused by Les Binet & Peter Field in their ***IPA effectiveness study*, 2012**. Brand building and quarterly pipeline at once.

It's the stuff that makes you famous, backed up by the stuff that pays. And we sort of agree – to the extent that we built a B2B marketing company around that idea. It's not a shiny new idea, but it's never been more important.

Being remembered vs. paying the bills

The biggest B2B sin is people not realising who you are, what you do, and how it helps them.

I'm reminded of the recent **Harvard Business Review study** by Bain and Google; Most of the companies winning B2B contracts are 'day one' vendors – where the buying group knew them from the start, thanks to long-term to brand work.

A basic analysis of the briefs we received over the last quarter reveals that there are two standout needs at either end of the planning continuum:

1. "We need help repositioning and revitalising our brand as we move from X to Y."
2. "Our leads are stalling, can you help improve our performance marketing channels and conversion?"

Together, these show that CMOs responsible for B2B brands, or senior marketers in B2C brands that need a new B2B story, are evaluating the white space they occupy as the macro environment changes around them. And we all know an impending cookie-less future, there is more pressure on finding ways to drive (or maintain) the funnel metrics that B2B marketers own and manage.

So what's the answer?

For brief one it's brand strategy and creativity. Long-term work that solves the cardinal sin of buyer ambivalence.

For two, it's data and technology. Tools that give you short term sales gains, then set you up for months and years to come.

And both, of course, demand rigorous planning, led by experts.

Find true balance with Brand to Sales™

"Any idiot can do short-term. Any idiot can do long-term. The trick is to do both," said Hugh Johnston, long-time Pepsico CFO (who knows a thing or two about brand management and planning).

So, balance the long and the short in your B2B programmes, brand and sales, as we head into uncertain economic waters and the board conversations get ever more tricky.

We would say ideally talk to an agency that has built itself around this idea, and has all the thinking, expertise and technology to support your in-house team in the quest to find the right balance for your brand.

But at the very least, let it be your B2B planning guide for 2023.



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In-house team, external agency … Or a mix of the two?



EMMA LOWMAN, *account director, Purple Agency*

Emma Lowman explains how expert support can complement your in-house skills

New business and account growth are a key part of every account director's job. This means talking to prospective clients about the opportunities that working with an agency could offer them. However, despite seeing the benefits, brands often feel obliged to respond: "We would love to work with you, but we already have an internal creative team we need to use." As if it's a choice between the two. But it isn't. Or at least, it shouldn't be.

Brands fear that working with an agency means reallocating budgets or revealing their inner workings to an outside organisation. But agencies, the good ones at least, are collaborators – not competitors. They should feel like a natural extension of a brand's internal team. And together, the two should fight to achieve the same goals.

After many years of working alongside global blue-chip organisations, several of which have internal marketing and creative teams, I've seen first-hand how the right agency can enhance a brand's existing skills and offering – and make their work richer and easier in the process.

Diversified skillsets

Marketers who work in agencies are much more than their job title. In fact, spending time with creatives and strategists day in and day out teaches you a thing or two about what makes a campaign work.

Plus, an agency is a talent pool that brands can access any time, anywhere. For example, do you need video production for an ad campaign? We know who to call. Does your thought leadership article need a technical writer? We've got it covered. It's the kind of diverse support brands really can't get anywhere else.

Unique insights

An agency also brings cross-industry experience to the table. Most of us have worked across a number of accounts and markets, and have witnessed many different ways to do things. It's our job to keep up with the latest marketing strategies, and we know how, when and where to use them successfully.

This will not only inspire fresh thinking within a brand's internal team, but also encourage pragmaticism and objectivity – key attributes when embarking on major campaigns.

Strategic counsel

It's the job of an agency to interrogate thinking and assumptions. In this way, it can help a brand find clarity in complex challenges. This might take some of the pressure off an internal marketing team. Or, the agency can take the lead on strategic thinking – and play it back to the brand.

Flexing skills and capacity

With a specialist agency team working alongside an internal team, brands can extend their existing capabilities while improving response times. This also creates the opportunity for quick upscaling: when a bigger pitch, project or launch comes your way, you'll have immediate access to a variety of skillsets.

An agency shouldn't replace a brand's in-house team. It's not an either/or. Instead, they should work side by side, nurturing brand understanding and agility, while significantly boosting existing knowhow and creativity. This will only make your business' impact stronger, and your marketing activity will inspire both staff and customers alike.



We're a creative consultancy that combines inspiration and evidence to really connect organisations with what matters most to their audiences. When we do this, we 'make belief': the most powerful commodity a business can possess.

ry.

Inspiration, evidence, and the science of belief



DAN MARSH, *brand and campaign director, Radley Yeldar*

There's a word we've found ourselves using more round here recently in client workshops, brainstorms and team meetings. It's 'inspiration.' Dan Marsh explains

Inspiration can mean a few things. A quick Google throws up various definitions that refer to either 'the process of being mentally stimulated to feel something', or 'a sudden brilliant idea'. Other definitions reflect something else: something otherworldly or divine.

So, why are we talking about it?

Well, we're using the word to describe what good brands should deliver, and what effective marketing of those brands should feel like, too – whether that's B2C superbrands or corporate B2B behemoths.

Sure, it's not ground-breaking to suggest great brands should have the power to elicit an emotional response from audiences. In fact, it's always been 101 in marketing circles to suggest brands should transcend the mundane and attempt to forge more emotional, meaningful connections.

But we have a hunch that this impulse is becoming less dominant, especially in the world of corporate and B2B marketing. Up against an array of emerging priorities, it increasingly feels like the drive for marketing that truly captivates is on the wane.

This could simply be a product of the age we live in. The increasing ease with which marketers can target individual customers with individualised content is transforming priorities, for example. But we suspect something else is going on.

Businesses are under rising scrutiny. Everything they do is examined forensically, and the audiences doing the examining are growing more diverse. At the same time, there's rising hope that, as humanity's problems become more concerning and pressing, it will be business that responds and leads us to salvation. Maybe it's this expectation that's leading corporate and B2B brands to prioritise other things above inspiration: the proof points. The numbers. The evidence.

The truth however is that great brands – and great marketing – balance both these things. When they do, they create something much more than the sum of their parts – belief.

Belief occurs when you're moved by where a business wants to go (we call this inspiration), and you see it's equipped to get there (that's evidence). In our view, marketing ignores either at its peril. Serve up just inspiration, and it can only hope to instil a fragile kind of faith. Deliver only evidence, and it can only command a fickle kind of trust leaves little to get invested in.

There's rising hope that, as humanity's problems become more concerning and pressing, it will be business that responds and leads us to salvation

Whether we're producing annual reports, websites, brand strategy, employee engagement campaigns, sustainability content or films, combining inspiration and evidence is what we do. We craft brands and content that, based on the foundations of what matters most for our clients' audiences, tap into something human and emotional.

This is more complex than it sounds, requiring the balancing of ideas, messages, language and visuals with real audience understanding. But together, inspiration and evidence can transform a company's story. They open-up potential for profound and meaningful experiences and, ultimately, create concrete connections with customers and stakeholders that drive value for everyone.



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www.realmb2b.com

The rise of tethered branding



IZZIE RIVERS, *CEO, Realm B2B*

Today's double-down on brand is tempered by CEOs assessing sustainable revenue streams. Defining your 'why' has never been more important, but now it must be more measurable than ever. Izzie Rivers talks us through how we can tether brand throughout the entire organisation

What is tethered branding?

Building a great B2B brand remains fundamental for visibility, differentiation and capturing hearts and minds. This means inspiring potential customers of course, but brand also plays a powerful role for customers and employees, empowering retention at times of economic instability.

Investing in brand is not a new trend in itself, after all during the pandemic many forward looking companies sought to build brand equity at a time of upheaval. What's different now is the urgency to measure the impact that it has throughout the whole customer journey. With the move to profitable growth, marketing budgets must now demonstrate an effective return to the CEO against business stability goals more than they ever did before.

Enter the term 'Tethered Branding'. Brand marketing is the umbrella that sits over all other activities and strategic priorities e.g. product, partner and demand marketing. It provides direction, aircover and real points of differentiation. However this umbrella can't just float about at the top of everything, it must be firmly tethered through all business efforts to demonstrate a cohesive gain against full-funnel KPIs.

B2B marketing needs to pull in the same direction as product and sales

True Tethered Branding takes a good hard look at marketing goal alignment, KPI mapping and the strategic use of data to provide an accurate picture of what is really happening. Identifying what isn't working in your campaigns is always extremely beneficial, however so is identifying what IS working, but is not currently reported back as a win to business leadership.

Importantly, this can be done without investing in large attribution models or long-term views of marketing influenced pipeline. We've found that increasing the right internal communication streams, deploying sensible frameworks and betting on two or three metrics that can be clearly agreed is often a more successful approach.

Paid media is a strategic lever for success

Content and messaging is central to effective communication, but paid media is the sharp end of whether the message is seen or heard. Ultimately it's delivery which will determine how a potential customers at scale will discover your brand, and be offered relevant content to continue their journey to sale.

What are the top three considerations to bear in mind?

First, consider how you address persona vs. ABM targeting to link brand through the funnel to Sales. It's important to consider the right category entry points to build relevance, however it's just as important to be easy to buy, and conversions happen at the account level.

Secondly, understand product choice trends and use that insight to plan for brand activity from the start. Why would someone want to buy? How are we addressing those pain points in an emotional and logistical manner?

Finally, measure success based on audience exposure and action together. Reach and frequency will always be important to gain visibility and change mindsets at a brand level, however brand is most valuable when it inspires someone to DO something.

It's what's inside that counts

Go deeper for meaningful marketing

Revere helps B2B technology companies find their space in a crowded, fast-moving world. From market intelligence and strategic storytelling to visionary creative and digital impact, we develop B2B marketing with meaning – opening up a value-driven dialogue between brands and their ideal business customers.



thisisrevere.com

Can B2B marketing and authenticity really mix?



ALI DODD, *chief strategy officer, Revere*

It's not easy to show that sales-driven organisations stand for more than profits. Yet B2B brands must blend marketing and meaning in today's eyes-on society. Ali Dodd explains

Today, brands are being called out if their actions don't reflect their words. People are amplifying their opinions and frustrations across digital channels. And they want to be heard. As the voice of the customer, B2B marketers must respond to the collective power of this real-life audience – by communicating with understanding, honesty, transparency, and integrity to potential buyers that don't want to be sold to, thank you very much.

In a world of increased scrutiny around authenticity, people are looking for businesses to use their influence for good. Not token claims that mask insincerity. They want to trust in a genuine human desire to go beyond commercial wins. That when a company says what they do (and why), they also do what they say.

The problem is that B2B marketing was traditionally designed to oil the sales of products and services. It was never really intended to be the water that washes away sticky social challenges. Yet, to connect with our future buyers and employees, we must figure out how to make oil and water mix.

But can we (honestly) do that with honesty, humility, and humanity? I think we have to. If you're up for it, then here are a few points to consider first.

Being yourself is different

Spend some time reviewing who you are as a business, why you do what you do, and what you align with. We're not all going to change the world, so take action on issues that reflect the company and people you want to attract. But also, know when to stay in your lane.

Look further ahead

Our brands live forever online, as do younger generations within buying groups. Revolve around their world and never give them a reason to lose trust when they check their social feed. Get in sync with their interests, choices, and values. And always check your ethics to be credible.

Mean what you say

Discover your authentic voice and put weight behind those words. It isn't about tone of voice – it's the lens through which you look at the world. A meaningful perspective, driven by your values. Stand out by playing to who you are and consistently follow that narrative.

Share the struggle

As marketers, we give everything a coat of gloss. Now, we need to peel it back to reveal our human vulnerability and empathy. Share our good intentions and the issues we're addressing, but also admit when it's not quite right. With businesses being held accountable for shirking responsibilities, it's better to be wide open and show that we're people too.

Authenticity comes from wanting to drive real change and acting on that. It's not a checklist of token actions or stock images of trees. Nor is it saying one thing and doing another.

As marketers, we must be vocal champions in the context of a challenging world. Engage our businesses to take the right decisions and make a difference. It's not easy to be a force for growth and good. But if we are, B2B brands can stand for something truly meaningful.



We've been spotted as a rising star.
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You'll find us at RA 5h 34m 28.8s and DEC -10° 30' 3.5"
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The importance of the three Ps: People, people, people



CLAIRE BROWN, *COO, Storians*

For Claire Brown, if the last few years have shown us anything, it's that your people matter more than ever

'You can tell a company by the people they keep'.

This variation on a well-known phrase has been front of mind for every leader in every sector over the last two years. The pandemic, the great resignation and the shift to hybrid working are just three of the issues contributing to a renewed focus for all of those in leadership positions. And, for us, the only mantra is people, people, people.

What does that mean in practice? For starters, more than ever before you must build your business strategy with people at the heart of it. For me that means creating clear plans around how to scale both brand and business, how to scale culture and, crucially, how to scale the degree to which our team can flourish. These last two deserve the most significant focus, and here's why.

We believe that our colleagues don't work for us. We work for them, and part of that contract is to scale our culture in ever more meaningful ways. Gone are the days when words like 'integrity' written on a wall mean anything.

Values must be behaviours in action, so it matters that people understand how to behave towards each other. And remember that another definition of culture is what people are prepared to accept and that has changed dramatically in recent years. Scaling your culture in a post-pandemic world is complex. Scaling the degree to which our teams can flourish is even more complex but just as critical. We hear so many stories of the need for people to upskill and reskill themselves, yet we see that most of this is done in people's spare time.

That's just nuts. If, as business leaders, we are to help our teams truly flourish, we must work out ways to support them here and build it into their development plans. How many businesses are looking into a four-day week? Quite a few I suspect but how many companies, like us, are looking into working a four-day week while paying people for five? Not so many, but this kind of commercial courage will allow us to build strategies that will help our teams flourish. And flourish they must because, as I said at the start, you can tell a company by the people they keep.

So, scaling your brand and your business, scaling your culture, and scaling the degree to which your teams can flourish are the bedrock of any brilliant business in the coming decade. I have yet to mention the first of these even though we are very proud to be a rising star this year. So, come back and check this report next year to see how much progress we've made there.

the marketing pod

What do you believe in?

B2B brands can set themselves apart and lead the way to a better future - with powerful, honest marketing. When you're doing the right thing, we'll help you showcase it in the right way.

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Growing your sustainability marketing strategy



JENNY HUGHES, *co-founder, The Marketing Pod*

There's no denying that purpose-led marketing is the new king of the crop. Your customers expect you to share (and shout about) the values they have. And sustainability is certainly no exception. Jenny Hughes discusses the importance of green marketing

Now's an incredible time to champion the brands that are driving real change with their sustainability agendas. It's what conscious consumers want from the businesses they're buying from. Google search terms including words like 'sustainability' have skyrocketed in recent years, as people become more and more aware of spending in a way that's kinder to the planet. With so many organisations rising admirably to help halt climate change, green marketing is not just a fantastic way to set your brand apart – it also encourages others to play their part.

Following the Green Claims Code

From reducing waste and adopting clean energy, to considering the impact of a solution's entire lifecycle, B2B brands are already responding to the climate crisis in remarkable ways.

It's encouraging to see the Competition and Markets Authority (CMA) launch its Green Claims Code which sets out six guiding principles for checking if environmental claims are genuinely green – claims must be truthful and accurate, clear and unambiguous, not omit or hide important information, only make fair and meaningful comparisons, consider the full lifecycle of the product, and be substantiated.

The CMA has found 40% of green claims online could potentially be misleading. Greenwashing risks deceiving stakeholders and consumers into viewing a company's environmental footprint in a more positive light, which is a real risk, and can cause real reputational damage - even if unintentional. There are financial risks too. The CMA now has greater powers to impose sanctions on companies found to be violating consumer protection laws, with fines as high as 10% of annual global turnover. But for those undertaking genuine and meaningful sustainability tactics, the code ensures their efforts are rightfully recognised.

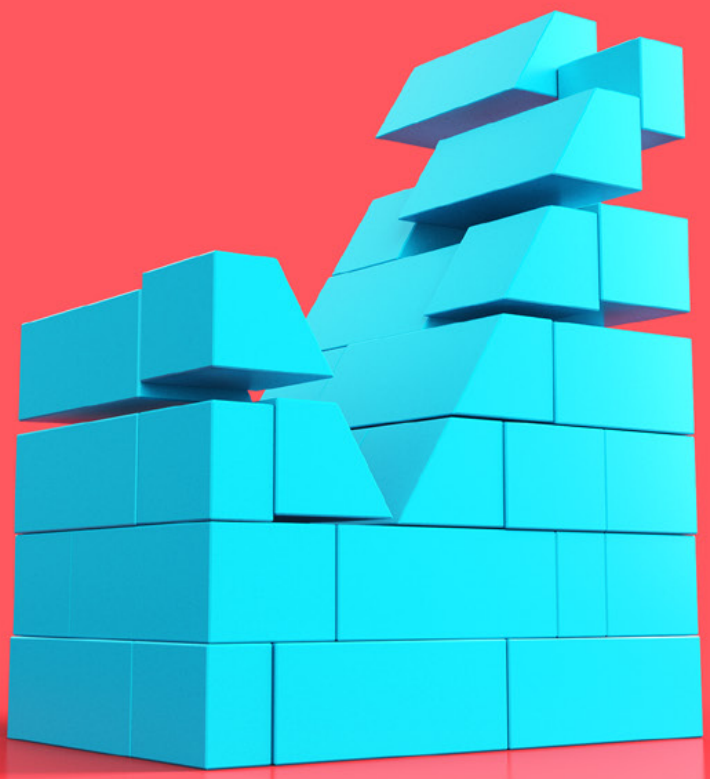
Enacting change through social value

It's heartening to witness the increased focus on social value across so many B2B brands. It's no surprise that audiences want to know how brands are contributing towards engaging, enabling and empowering people to create a better world – one which prioritises social, economic and environmental wellbeing. Many brands have these values at the heart of what they do, and it's reassuring to see this consideration being prioritised. Social value can help businesses tell a powerful brand story too, serving to set a company apart from its competitors. People feel motivated to choose companies that give back and stand for a greater purpose – a surefire driving factor for many decision-makers with purchasing power. In fact, consumers are four to six times more likely to purchase from, protect, champion and trust a brand with a strong purpose.

Ultimately, action that drives forward environmental and social good deserves to be shouted about, and can be a real differentiator for B2B brands. Whether it's employee satisfaction levels, customer loyalty, or strengthened communities, the positive impact that green commitments and social value efforts can have on brands is extraordinary.

Businesses have a weighty responsibility to ensure their actions are substantiated and substantial, but the opportunities for brands that get it right can be a real game changer.

Brought together to set you apart



Growth doesn't look the same for every B2B business.

That's why we've brought together six market leaders in technology, data and creativity from across the globe to help you grow your own way.

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The Marketing Practice

The growth engine for B2B brands

Balancing the 'now' and the 'next' for B2B



DAVID VAN SCHAICK, *CMO, The Marketing Practice*

As B2B marketers find themselves stuck between present and future, David van Schaick advises on how we can balance the two to come out on top

We're living through the biggest period of disruption in B2B since the financial crisis of 2008.

There is enormous complexity in the buying and selling process, with more than 10 decision makers involved on average, according to The Challenger Group, and purchases being evaluated within the context of enterprise-wide digital transformation. To navigate this complexity, customers are seeking guidance from brands and partners with deep expertise. Simultaneously, B2B buyers expect consumer-grade purchase experiences. More than 30% of B2B customers already use digital and self-serve channels for each stage of the buying journey, and 77% are happy to spend $50,000 online, according to **McKinsey** .

These changes in buyer behaviour are heaping pressure on B2B marketers who must walk a tightrope between the 'now' and the 'next'.

The 'now'. Inflation and economic stagnation are squeezing budgets. Marketers are expected to improve performance metrics and show greater value from legacy investments.

The 'next'. Buyer behaviour is undergoing seismic change. To respond, marketers are under pressure to reconfigure go-to-market models.

As marketers, we're being asked to prove our value today, while reshaping our GTM for tomorrow. To delight today's customers while anticipating the needs of tomorrow's prospects. To do more, with less.

The impact on GTM

This tension between now and next is influencing five shifts that I've noticed in the way B2B organisations are going to market:

1. **More meaningful metrics.** There's a move away from marketing qualified leads (MQLs) to better, shared definitions of pipeline and demand that are created in collaboration with sales.

2. **Demand creation over capture.** In many firms, recognition is growing that sustained growth comes from creating demand, not just capturing it.

3. **Account based growth.** Accounts, not leads, are becoming the currency of value across B2B, leading to closer sales, marketing and service alignment.

4. **A new buyer journey.** The pandemic has accelerated shifts to hybrid sales and put the buyer in charge of when and how to engage.

5. **More emphasis post-sale.** Metrics like net revenue retention (NRR) and annual recurring revenue (ARR) are top of investor priority lists, and marketing is expected to influence the full customer lifecycle.

A growth marketing mindset

Growth marketing argues for a broad range of skills working tightly together in small multi-disciplinary teams, focused on the customer. Triangulating insight, getting perspectives from brand and field, sales and product, adapting and learning as you go.

As an agency, The Marketing Practice is designed to support this approach. Our growth engine delivers a complete set of integrated skills for the entire customer journey. One global team, partnering with B2B tech leaders to create more sales today and stronger growth tomorrow.

Humanising business complexity. It's what we...



Business solutions can be complex. But if you talk about your product or service that way, your audience will soon switch off. Explain how it benefits them in simple, engaging language, and they'll be hooked right away.

That's where we come in. We thrive on transforming complex offerings into compelling propositions, bringing the right benefits to life for each audience, with captivating creativity. It's what we do.

How we do it? Get in touch and we'll show you.

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What can B2B learn from the trend towards the Metaverse?



CODY YELLOWLEES-BOUND, *marketing solutions director, Torpedo*

In a marketplace saturated with online content, standing out from the crowd is harder than ever. Cody Yellowlees-Bound explores how we can use the latest technology trends to come up with creative solutions

The world continues to move towards technology and lifestyles that are easier to live out online. So it's no surprise that brands with a strong focus on technology, building a digital presence and creating great content have stronger relationships with their consumers. The Metaverse is just the latest form of this behaviour in action, empowering early adopters to reach greater creative heights as they combine the traditional with the new, and implement strategies that capture the imagination of their audience. So what can B2B learn from this?

If accelerating technology is the firework, creativity and content is the fuse that lights it.

Having the bravery to explore new ideas via the Metaverse, develop new kinds of content, and innovate in the process has certainly paid off for the brands that have taken the plunge so far.

The winning formula seems to be: Technology + Trends + Creativity + Desire to disrupt.

Whether it's KFC jumping on the hype of video game Animal Crossing to create their own virtual island in a space with millions of active daily users, or Wendy's bringing a totally new dimension of access to their fans by creating their own virtual world, the Wendyverse.

The lesson to learn from these examples isn't to adopt the Metaverse wholesale – that won't be the right strategy for all brands – but rather, the lesson learnt is to be brave by dipping your creative toe into the pool of opportunities offered by the latest trends and technologies.

Inspiring our clients.

This is where Torpedo can help. We're tech savvy and super creative. We challenge our clients to help drive the ambition that leads to disruptive content, new ideas and innovative strategies. It can happen through Metaverse-like content, but in other ways too.

Staying with the Metaverse theme, it's clear that B2C is currently leading the way, as they can find larger and more relevant audiences in that space. However, we can also see ways for B2B to do the same. In fact we have a whole content series on our website about how B2B businesses can embrace the Metaverse, with practical ideas and examples to inspire you.

The lesson learnt is to be brave by dipping your creative toe into the pool of opportunities offered by the latest trends and technologies

The route to success.

The success of brands within the Metaverse demonstrates the value of being brave. Not just dipping your toe into the water, but diving in headfirst to combine trends, technology, content and creativity in exciting new ways that make a difference. In the Metaverse, and beyond.

As a full service agency we do this in both traditional ways - be it UX, branding, or ABM – as well as through the new mechanisms that martech trends and a constantly changing world offer us.

So go on, be brave!

NOBODY CAN EFF*UP YOUR MARKETING LIKE US

We know how it goes. Pushed by relentless targets and modest budgets, B2B advertising is mostly chasing short-term efficiency.

It's time to give things a kick. We need to turn up the effectiveness.

Effectiveness stands out. Effectiveness has ambition. It looks further ahead, at the bigger picture. Effectiveness grabs people's attention.

It fills big spaces with creative ideas that start conversations. It makes noise and rattles cages. And effectiveness invests real money in work that will build your profile and fire up your brand.

True is the only B2B agency with an IPA Effectiveness Accreditation, and we won the first ever IPA Effectiveness Award for B2B. True can bring the effectiveness like no-one else.

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You can't do the same as everyone else and expect to beat the market



MARTIN HARRISON, *strategy director, True*

Martin Harrison encourages us to shake up our marketing strategy to truly stand out from the crowd

It's obvious, isn't it? And yet, doing something different to everyone else requires a leap of faith. It's the dichotomy at the heart of investing – if you invest the same as everyone else, you'll perform the same as everyone else. That might be fine. But our job in marketing is to outperform everyone else. That means doing something different.

And really, why would we expect to be given money to invest the same way as everyone else? Imagine going to an investment manager who tells you they'll be investing precisely in line with the market. That would be a short conversation, wouldn't it?

More exciting and inspiring is when an investment manager does something different, and if correct, means everyone else will safely grow, but you'll safely retire.

The good news for the B2B marketer in 2023 is that a different marketing investment strategy will deliver long-term returns your CFO cares about, like increased profit, revenue and market share.

The first thing to understand is that 95% of your potential buyers aren't ready to buy from you right now because long sales cycles and high-ticket purchases are bought over a three to five-year cycle.

This implies that most of your future revenue comes from people not actively seeking you out now. They have no intent or leave no buying signals.

It also implies an opportunity to invest a decent chunk against those future opportunities, somewhere between 46% and 74%, according to The B2B Institute. WARC, in the Creative Effectiveness Code, opines that very few B2B businesses do this.

If that level of investment seems a stretch, think about it this way – all the money invested in lead gen or mid/bottom of the funnel is money that builds no long-term effect. It can only be assessed in terms of the immediate outcome. And every time you engage a new prospect, you must spend from a position of zero. You're trapped in a spending cycle. It doesn't matter how efficient that spend is.

So, here's a different strategy – invest much more in influencing future cash flow than anyone else in your sector.

Doing something different to everyone else requires a leap of faith. It's the dichotomy at the heart of investing – if you invest the same as everyone else, you'll perform the same as everyone else

The real benefit of doing something different is that it'll get you noticed. That's kind of the point.

The instant the 95% move to the buying stage, the buying moment, they make a shortlist of potential vendors. Not a formal one, not in a meeting or written down or anything, just a mental shortlist that immediately arises. Our research (backed up by research from Google and Bain) shows that in 90% of cases, the winning vendor is one of the three that's thought of in that buying moment.

If you are not on that list, you have at best, a 10% chance of success. Again, it doesn't matter how efficiently you're chasing that 10%; it's not the most effective strategy.

So, in 2023 think about your marketing investment strategy. Is it different? Does it give you an edge? Does it allow you to beat the market?



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The metaverse: Is your brand ready for a reimagined future?



CHARLIE LAWRENCE, *senior strategist, Twogether*

Charlie Lawrence looks into the future and the possibilities for B2B marketers in the metaverse

It's an exciting time to be a B2B marketer.

Brands are racing to become more data-driven, personalised, and targeted to keep up with customer demands.

With this kind of pressure, B2B marketers are always on the lookout for new opportunities. And the one that's dominating the innovation spotlight – and for good reason – is the metaverse.

It's clear to see why. Metaverse technology enables brands to build communities and create rich, immersive experiences that put the user at the centre.

Because of the hype, the metaverse may seem daunting, but it doesn't have to be.

How will the metaverse help B2B marketers?

While a fully realised metaverse doesn't exist just yet, it's only a matter of time. This means B2B brands can experiment as the metaverse develops, and design it for their own use cases. Here are just some of the ways the metaverse will be invaluable:

Brand storytelling. Creating rich, immersive 3D worlds puts the user at the heart of the story and lets them control how they engage. Plus, it helps you stand out in the process.

Demand generation. The underutilisation of Metaverse tech is an opportunity to make content more unique and memorable. Crucial when only 5% of your potential customers are in the market to buy at any one time.

Learning transformation. This kind of virtual space makes learning or understanding complex products more memorable and engaging. With the added bonus of gamification to really motivate people to learn.

Practical steps to get started

The ones who act first are the ones who'll stay ahead. So, here's how to start on the path to metaverse success.

1. **Back a strategy of experimentation.**
   Utilising this tech means you can build a longer-term strategic advantage over your competitors who are less willing to test and learn at the cutting edge.

2. **Align with brand.**
   3D interactive content is the ultimate storytelling medium and crucial to ensuring your innovation is not stifled.

3. **Join forces with sales.**
   Metaverse technologies provide huge potential for enriched person-to-person interactions with customers, something your sales team will instantly see the value in.

4. **Engage your innovators.**
   Reach out to your R&D or innovation team to discuss ideas and put these 3D environments to use for your shared business objectives.

5. **Find a metaverse guide.**
   Work with a trusted partner who can sew 3D interactive metaverse experiences seamlessly into creative ideas that align with your marketing strategy.

Twogether can help you get started with metaverse technologies so you can get ahead of the game. Reach out to one of our team to start planning your metaverse marketing.

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Agent3

PHILOSOPHY

Agent3 was founded ten years ago with a single idea: innovations in data, technology and content could be harnessed to deliver marketing outcomes far in excess of what had previously seemed possible. Marketing that was more targeted. More meaningful. More predictable. More measurable. And, as a result, more valuable.

That idea has turned into an integrated group of 200 specialists across 10 global locations, unified around a common set of principles and ideals. We deliver award-winning programmes for the most progressive brands in the world, predicated on an obsession with bringing buyers and brands closer together throughout the customer lifecycle.

Our heritage in pioneering ABM has given us a deep foundation helping revenue and marketing leaders to build richer relationships with their most transformational customers. We're operating in an increasingly competitive world; the winners of the next decade will be those who differentiate the experience of their most-important customers at every stage of their partnership.

Our first ten years have been a wild ride and we're immensely proud of the colleagues, partners, clients, and friends who've been a part of that. Yet the untapped potential for data, technology and content at all points of the customer journey remains vast. Here's to the next ten years!

AWARDS

Gold: Best multichannel campaign	*B2B Marketing Elevation Awards 2022*
Gold: Best multichannel Campaign	*B2B Marketing Awards 2022*
Gold: Best use of live, digital and/or hybrid events marketing	*B2B Marketing Awards 2022*

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BBN International

PHILOSOPHY

A different global agency model – powered by humans and enhanced by innovation, BBN is unique. As business owners ourselves, we are opportunity-over-problem thinkers. This thinking and the same mindset are then applied to our clients' businesses. Yes, we have robust systems and some neat marketing tools, but our real strength is in the humans that deliver them.

Like many B2B businesses in today's technology-driven world, agility is not just a theory for the owner-managed companies that compose BBN. Instead, it's how we think, act and perform in practice – every day. We've survived and succeeded in this shifting environment by responding to change and embracing it, so we'll apply that same thinking to your marketing challenges.

We understand that you need complete alignment of your business to your marketing and sales strategy and the provision of seasoned strategic counsel forms a core part of our philosophy and no small part of our success. Because we have an extensive global talent pool and hundreds of discipline experts to draw from, we can deliver an end-to-end solution through a one-agency experience; you never feel like you are dealing with several disparate partners.

AWARDS

Gold: Best B2B	*IPA Effectiveness 2022*
Creative agency of the year	*Global Ace Awards 2022*
Best design award	*The Drum Awards for Marketing 2022*

CLIENTS

- Acora
- Honeywell
- Korn Ferry
- Seksui
- Trelleborg
- Zoetis

SECTORS

- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Professional services
- Technology and telecoms

YEAR FOUNDED:
1987

WEBSITE:
bbn-international.com

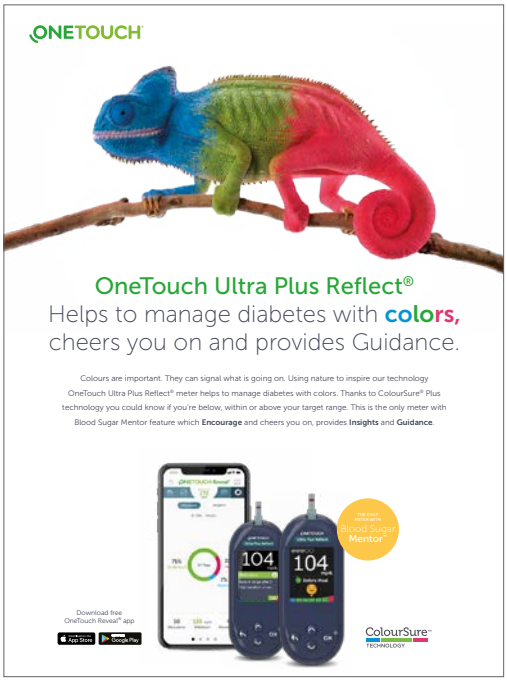
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Clockwise to top: Acora - Integrated campaign and TV Advert (True) | Zoetis - Brand Advocacy, thought leadership and awareness (Bader Rutter) | Trelleborg - Martech powered brand awareness and demand campaign (Stein IAS) | Lifescan - Brand and product campaign (INL)

 © B2B Marketing

Bray Leino

PHILOSOPHY

Increasing the size of your business.
Strengthening your brand reputation.
Expanding your influence.

Whatever your ambitions, growth is the key.
And helping you achieve that is what we do best.

We're Bray Leino. We've spent the best part of 50 years applying insight and disruptive ideas to the specific challenges of B2B businesses, helping them thrive.

We've assembled a huge box of brand- and business-building tools, from the physical to digital, and we apply them tirelessly to solve our Clients' problems and propel their progress.

This drive and determination is why year after year we're one of the UK's highest ranked B2B Agencies. It's how we achieve so much for so many different B2B businesses right across the world.

Whether you're launching new products, rebuilding your strategy, reigniting your brand, exciting your distributors, empowering your salesforce or inspiring your people, the promise we make is the same.

Growth through creativenergy®.

AWARDS

Bronze: Best brand intiative	*B2B Marketing Awards 2022*
Gold: CPD Awards	*IPA 2022*
Gold: Best use of digital from the transport and logistics sector	*Digital Impact Awards 2021*

CLIENTS

- Croda
- Cummins Inc.
- DNV
- mfldirect
- ofi
- WordFirst

SECTORS

- Financial services
- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Maritime

YEAR FOUNDED:
1973

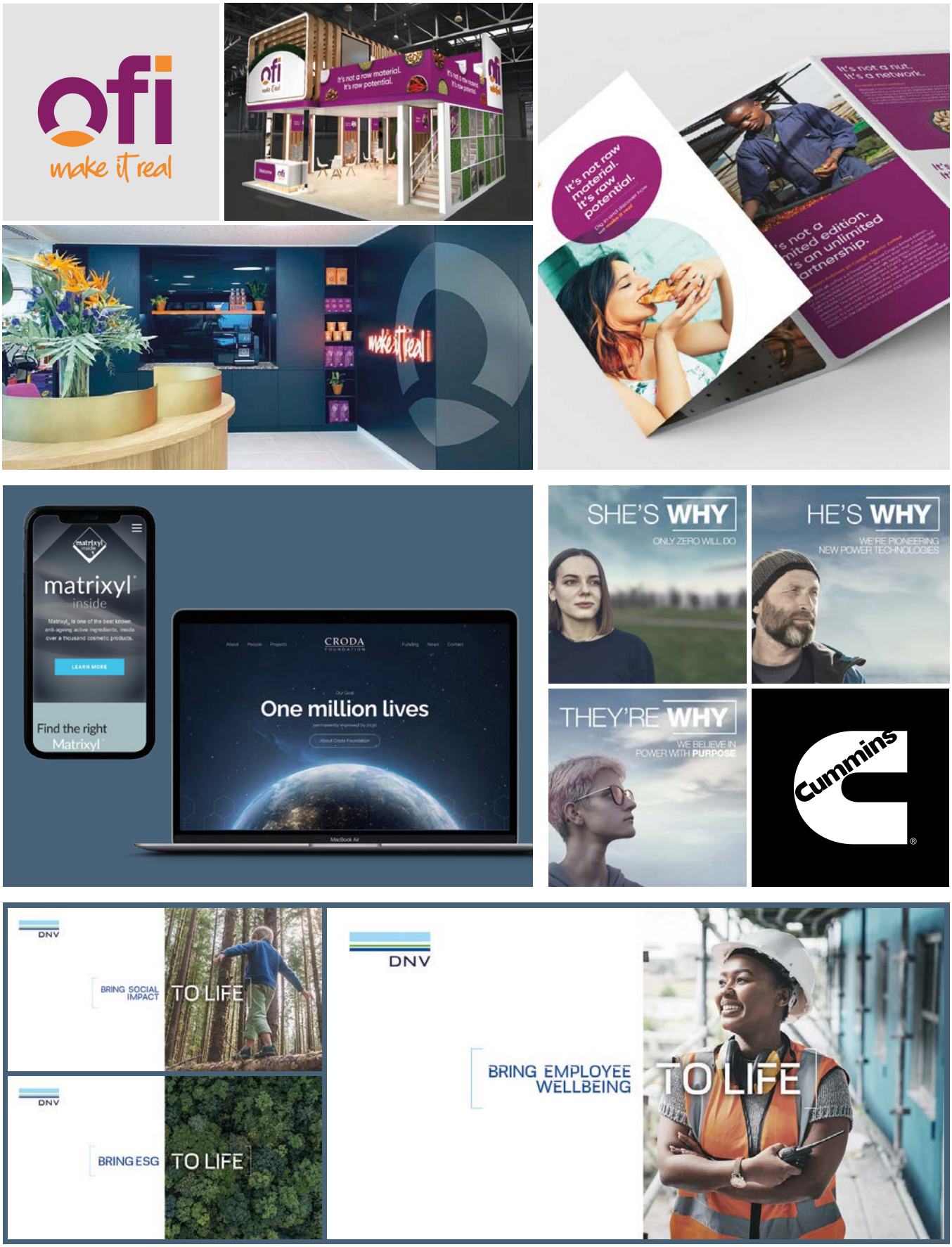
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Clockwise from top: Bringing the ofi brand to life across trade shows, events and the London head office; Cummins' Power With Purpose digital campaign; social media campaign for DNV's ESG approach; Websites developed for Croda's Matrixyl product and independent charity, the Croda Foundation.

© B2B Marketing

Expandi Group

PHILOSOPHY

Our mission is to empower every B2B organisations in achieving their growth through marketing innovation, platforms, and effective ecosystems. Our international and dynamic team of marketing and technology specialists provide in-depth experience and access to award-winning data and digital advertising platforms to help business reach objectives, bridge the gap between sales and marketing, and seamlessly support organisations in their 'last mile'.

Through the integration of Expandi technology with AccountInsight award-winning Account-Based Advertising platform and Cyance multi-language intent data platform, Expandi is uniquely positioned to support any B2B organisations in the digital transformation of their sales and marketing departments.

Our talented people scattered across our offices apply the group's 'glocal' 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.

AWARDS

Gold: Emerging vendor of the year	*B2B Martech Awards 2021*

CLIENTS

- AMD
- Google
- Hitachi
- HP Inc
- IBM
- Lenovo

SECTORS

- Business services
- Industrial, manufacturing, engineering
- Technology and telecoms

YEAR FOUNDED:
2000

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Examples of campaigns executed, including banner advertising, infographics and whitepapers.

© B2B Marketing

Fox Agency

PHILOSOPHY

At Fox Agency, we're all about creating opportunity for global B2B tech brands.

We solve business challenges for innovative and entrepreneurial clients with big ideas, true creativity and incisive action.

Our consultancy-led approach is simple. We get smart people to do smart things. A clear objective, concise thinking and a precise plan — that's how we work. All done in an open, honest, collaborative way.

Only great insight, great strategy, and great ideas will do. It's this drive for 'greatness' that makes us go beyond to deliver something truly exceptional. We bring together all the talent, tools, and technologies you need for world-class B2B campaigns, and then implement solutions seamlessly.

We're also committed to our team — this year we were delighted to win a place on Campaign's Best Places To Work, which we believe is a testament to ensuring that respect, wellbeing and accountability are at the heart of all we do.

AWARDS

Winner: B2B agency of the Year.	*European Agency Awards 2021*
Winner	*Best Places To Work Campaign Magazine 2022*
#7: Top 15 rising stars	*B2B Marketing Agencies Benchmarking report 2021*

CLIENTS

- Alcatel-Lucent Enterprise
- BearingPoint
- BOBST
- BorgWarner/Delphi Technologies
- intelliflo
- Sony

SECTORS

- Industrial, manufacturing, engineering
- Professional services
- Technology and telecoms

YEAR FOUNDED:
2011

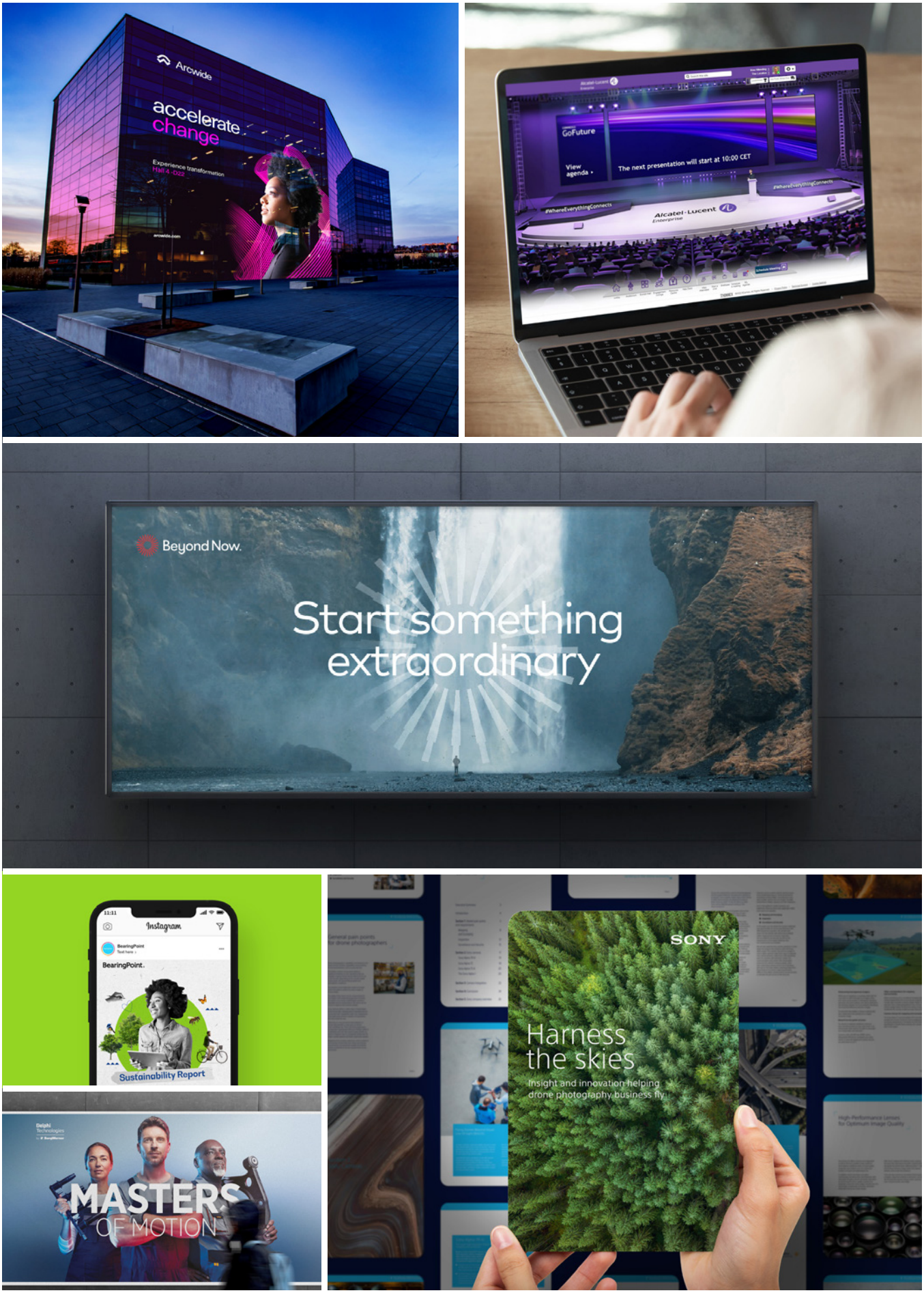
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Fox Agency – creating opportunity for global B2B tech brands.

 © B2B Marketing

Gilroy

PHILOSOPHY

Gilroy is the B2B agency for leading enterprise businesses, and the originator of Connected Marketing Experiences – a framework that enables the World's leading technology brands to grow. With more than four decades of experience, we know the world of business is never easy. In fact, the nature of how B2B businesses buy is increasingly becoming more complex. It is why our philosophy is simple: to create fame and fortune for our clients by taking the work we do from good to glorious.

Our people are central to this. Some of the industry's finest specialists in creativity, data, media, production, strategy, and technology – singularly focused on growth. Their individual qualities of confidence, conviction, passion, and persuasion are key to developing highly effective, award-winning solutions.

Strong client relationships with brands including AWS, Computacenter, Thales, Orange Business Services, Fujitsu, Salesforce and Zoom are testament to our capability, dedication to excellence, and effectiveness of our work.

AWARDS

Bronze: Best use of digital techniques or technologies	*B2B Marketing Awards 2021*
Shortlisted: Best use of content marketing	*B2B Marketing Awards 2021*

CLIENTS

- AWS
- Computacenter
- Fujitsu
- Orange Business Services
- Salesforce
- Thales

SECTORS

- Energy and utilities
- Financial services
- Professional services
- Technology and telecoms

YEAR FOUNDED:
1978

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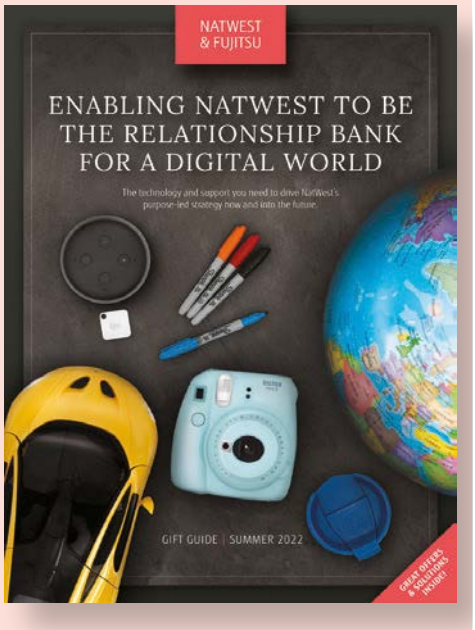


















Here's a selection of the highlights of Gilroy's work this year.

 © B2B Marketing

Gravity Global

PHILOSOPHY

Gravity Global is a brand-to-demand consultancy that works with B2B businesses on a global scale. As the world's most awarded B2B network, Gravity Global is recognised for making a transformational impact on brand strength that creatively disrupts how businesses go to market and sell through digitally-focused channels.

We help build successful brands through our data-driven brand-to-demand performance methodology: fame, admiration and belief (FAB).

Applying FAB enables us to benchmark our clients' current brand and market performance, define their future go-to-market programmes, and measure, track and optimise marketing activities across all the critical factors for their success.

Gravity Global takes an integrated approach when creating global brand-to-demand programmes that enable brands to outperform their rivals. We have demonstrated that using FAB optimises the critical performance levers to deliver a 'disproportionate share of attention' for brands – compared to their actual market share and marketing investment – ultimately accelerating their market growth.

AWARDS

Winner: B2B Agency of the Year	*Don't Panic Global Agency Awards 2022*
Winner: Best Agency	*Horizon Interactive Awards 2022*
Winner: Marketing Agency of the Year	*Titan Business Awards 2022*

CLIENTS

- Airbus
- MAN Truck & Bus
- Sage
- Pure Storage
- GE
- Moneycorp

SECTORS

- Financial and fintech
- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Technology and SaaS

YEAR FOUNDED:
2010

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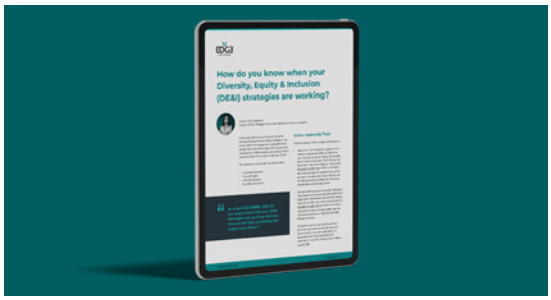
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© B2B Marketing

Hotwire

PHILOSOPHY

Marketing and communications are too often treated as separate functions. This results in disjointed campaigns that fail to reach their full potential. To add fuel to the fire, we're living in a world where digital presence is more important than ever, but tech messaging is growing more confusing. The need to provide engaging, integrated campaigns is at a tipping point.

That's why, at Hotwire, we unite the power of marketing and communications to drive growth across our clients' revenue, relationships, and reputation.

Our team has knowledge of communications, PR, marketing and ABM. We are devoted to tech, giving us singularity of purpose and focus. We use this expertise to inject human ingenuity into the campaigns, comms, and creative we deliver for some of the biggest names in the game, igniting customer interest and engagement. That means an end to boring and convoluted tech messaging, just meaningful, relevant marketing and comms that cut to the core of our clients' value proposition.

Our ambition is to be the best consultancy our clients and our people will ever work with, and at the heart of this mission is our belief that when working with Hotwire, you achieve limitless success.

AWARDS

Gold: Embedding ABM Programs in Retail	*MEA Awards 2021*
Winner: Best use of programmatic	*Drum Awards 2021*
Winner: Best use of data and insights	*Just Marketing 2021*

CLIENTS

- Citrix
- Dell Technologies
- Endava
- Headspace
- Honeywell
- Kyndryl

SECTORS

- Financial Services
- Retail and Wholesale
- Professional Services
- Technology and Telecoms

YEAR FOUNDED:
2000

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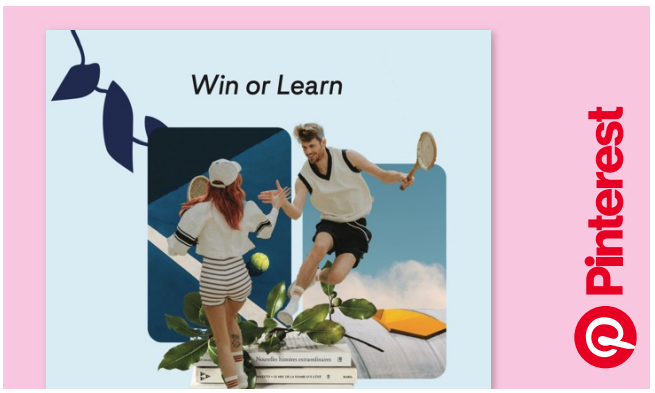
ADDRESS:
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A selection of Hotwire Global's work across Headspace, Citrix & Wipro, IBM and Dell Technologies, and ABM Programmes for Endava, Honeywell, and QA, in addition to consumer work for Pinterest.

© B2B Marketing

Hut3

PHILOSOPHY

Great work, great to work with. You can't have the first without being the second.

We know the best results start with brilliant relationships – sharing experiences, developing ideas, offering sound advice or sometimes just shooting the breeze. That's why we put an emphasis on client relationships and in building a rapport with your people. And not just with the primary contacts, but with everyone across your marketing organisation and partner network.

We invest in the best strategists, creatives, digital specialists, and content generators – and build our team around yours. That way, we'll speak your language, roll up our sleeves and work together – expert to expert – to deliver remarkable marketing.

We start with insight – capturing, digesting, and interpreting the data to understand your target audience. Next, we build the strategy. Then we bring it all to life with amazing creative.

And we're experienced. Whether we're building brands, generating leads, executing ABM or just making you look good, chances are we've done it all before.

We don't just deliver great work; we want to be great to work with. To us, that really matters.

CLIENTS

- ATOS
- Close Brothers
- Ingram Micro
- McKesson
- UiPath
- Yocova

SECTORS

- Financial Services
- Areospace and Defense
- Pharmaceuticals and Life Sciences
- Technology and Telecoms

YEAR FOUNDED:
2017

WEBSITE:
hut-3.com

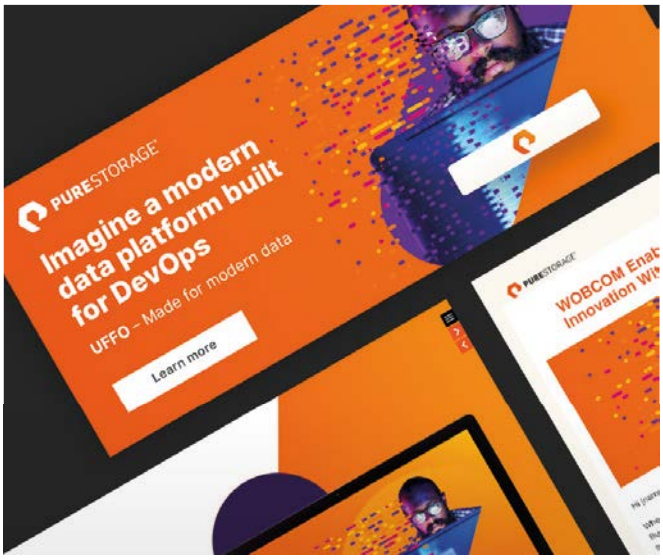
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NN1 4EU











At HUT3, we believe experience matters, hard work, pays and true collaboration with clients delivers remarkable results.

 © B2B Marketing

Napier

PHILOSOPHY

Napier is a global B2B technology, PR and marketing agency. We help our clients, some of the most innovative and fastest growing companies, achieve their business goals sooner. Our unique four-step process means we have the ability to identify what's important and strip away the irrelevant.

With offices in Chichester, London and San Francisco, and a network of partners around the world, our campaigns are built based on content generation and content distribution: the yin yang of modern marketing, ensuring we build campaigns that deliver the best possible ROI.

From electronics and IT to communications and industrial technology, we have specialists with a deep understanding of the markets that we target. We pride ourselves on planning and executing campaigns that excite, engage and enthral, using our proven expertise to increase funnel velocity, helping our clients move their customers quickly from awareness to opportunity.

Napier develops and implements innovative and creative campaigns, which drive our clients' commercial success; combining extensive experience with a vast amount of market intelligence, to form an energetic, creative and overall responsive team of individuals.

AWARDS

Agency of the future	*B2B Marketing Expo California 2022*
PRCA communications management standard	*PRCA 2022*
Most outstanding PR agency 2021	*The Electronics Industry Awards 2021*

CLIENTS

- ABB
- Farnell
- Microchip
- Nokia
- NTT Data
- Semtech

SECTORS

- Automotive
- Aerospace and defence
- Industrial, manufacturing, engineering
- Technology and telecoms

YEAR FOUNDED:
1984

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Napier is a full-service integrated agency, working with a range of B2B technology clients, and supporting them with services including content generation, media relations, marketing automation and ABM.

 © B2B Marketing

Octopus Group

PHILOSOPHY

Octopus Group is a dedicated full-service agency for brands selling to B2B audiences.

B2B is our big passion at Octopus Group. We take a different approach to B2B marketing, built on the understanding that brands thrive when awareness and sales work together. Our guiding Brand to Sales philosophy helps our clients link brand reputation to commercial sales success quickly. We bring together multiple expert-led disciplines – strategy, creative, content, PR, media and tech – to help B2B brands solve their biggest marketing challenges.

We work across a variety of B2B sectors like financial services, technology, manufacturing, aviation, and professional services for diverse clients such as Visa, BT, RES Group, Logitech, Sodexo and Rolls Royce.

Octopus Group is now part of Publicis Groupe stable of agencies. Octopus Group and Publicis Groupe are building a UK centre of excellence for B2B marketing out of the UK. Bringing together Octopus Group's 20 years of domain expertise in B2B marketing, with Publicis Groupe's globally recognised leadership in media, technology business transformation and creative strategy for some of the world's biggest brands.

AWARDS

Winner: Best marketing agency	*UK agency awards 2022*
Top five: Best medium sized company	*Campaign's best place to work 2022*
Winner: B2B campaign of the year	*PRMoment awards 2022*

CLIENTS

- BT
- Logitech
- RES Group
- Rolls Royce
- Sodexo
- Visa

SECTORS

- Business services (post, logistics, etc)
- Financial services
- Industrial, manufacturing, engineering
- Technology and telecoms

YEAR FOUNDED:
2001

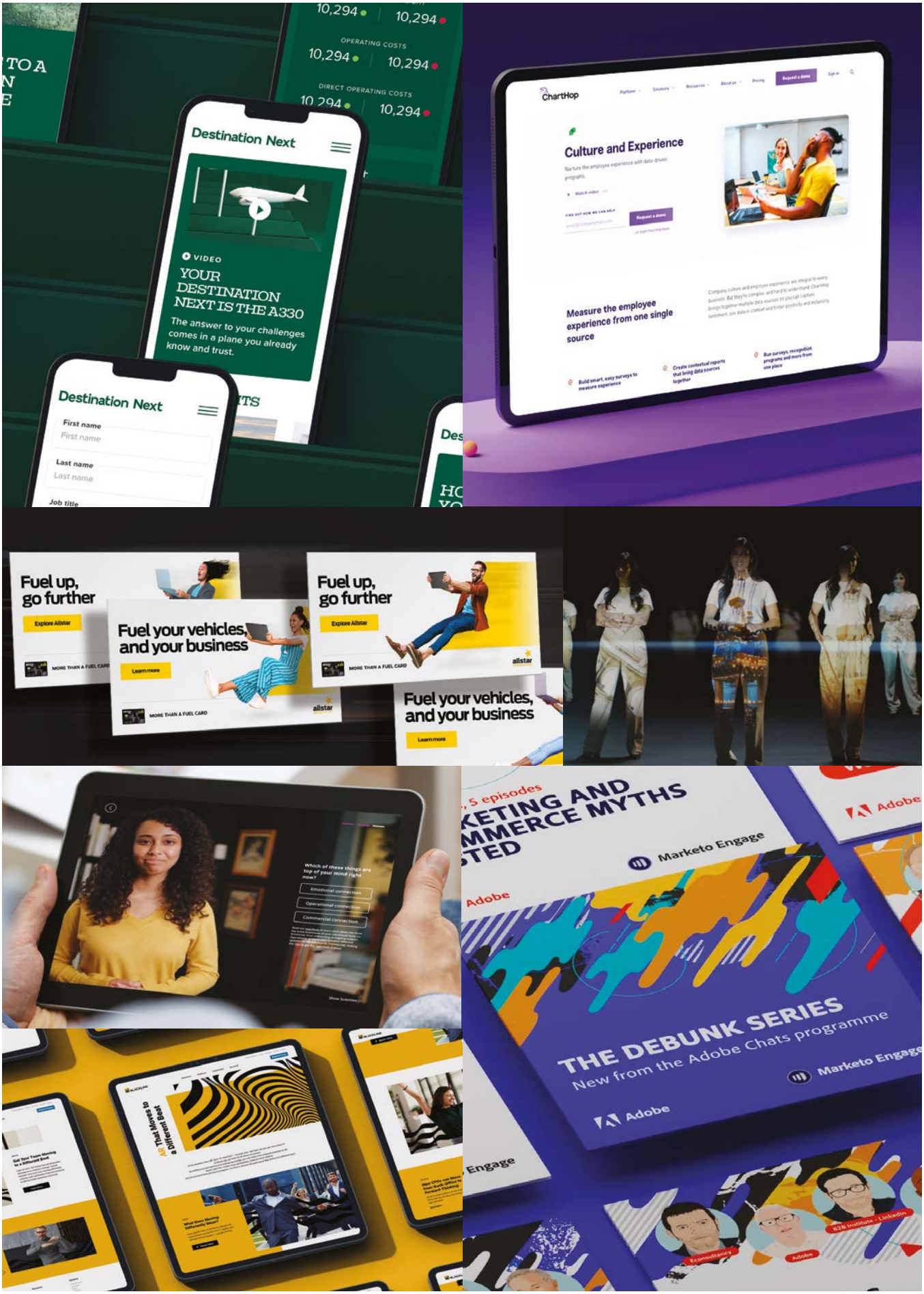
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A selection of Octopus' work for Rolls Royce, ChartHop, FleetCor, Schlumberger, IRIS, BlackLine and Adobe.

© B2B Marketing

Purple Agency

PHILOSOPHY

Imagine it. Make it. As a full-service creative marketing agency, we love big, bold ideas. But we love making them happen even more. It's this dual focus on creativity and delivery that we've built our business on. And it's how we create communications that actually work. So that brands – and the people who champion them – can make the impact they deserve to make.

As a global VP at IBM put it: "They continually exceed my expectations and I highly recommend Purple to others looking to achieve unique experiences". We're a strategic partner to our clients, having served many of them for over a decade, accumulating awards and recognition along the way.

At the heart of our success is getting to grips with the specialist services of technical businesses. And helping those brands talk to specific audiences – in simple (but accurate) terms. So, there's always clarity behind the creativity.

With over 130 people in 10 countries, we offer end-to-end solutions from strategy and creative to campaign development and delivery. Our strong European presence means we work with some of the world's largest brands. While our connection to HH Global enables us to support customers in over 90 countries worldwide.

AWARDS

Best content strategy and creation 2021	*Drum Awards 2021*
Best content strategy and creation 2020	*Drum Awards 2020*
Best SME targeted campaign	*B2B Marketing Awards 2021*

CLIENTS

- Canon
- FedEx
- IBM
- Körber
- RedHat
- Resideo

SECTORS

- Business services (post, logistics, etc)
- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Technology and telecoms

YEAR FOUNDED: 2008

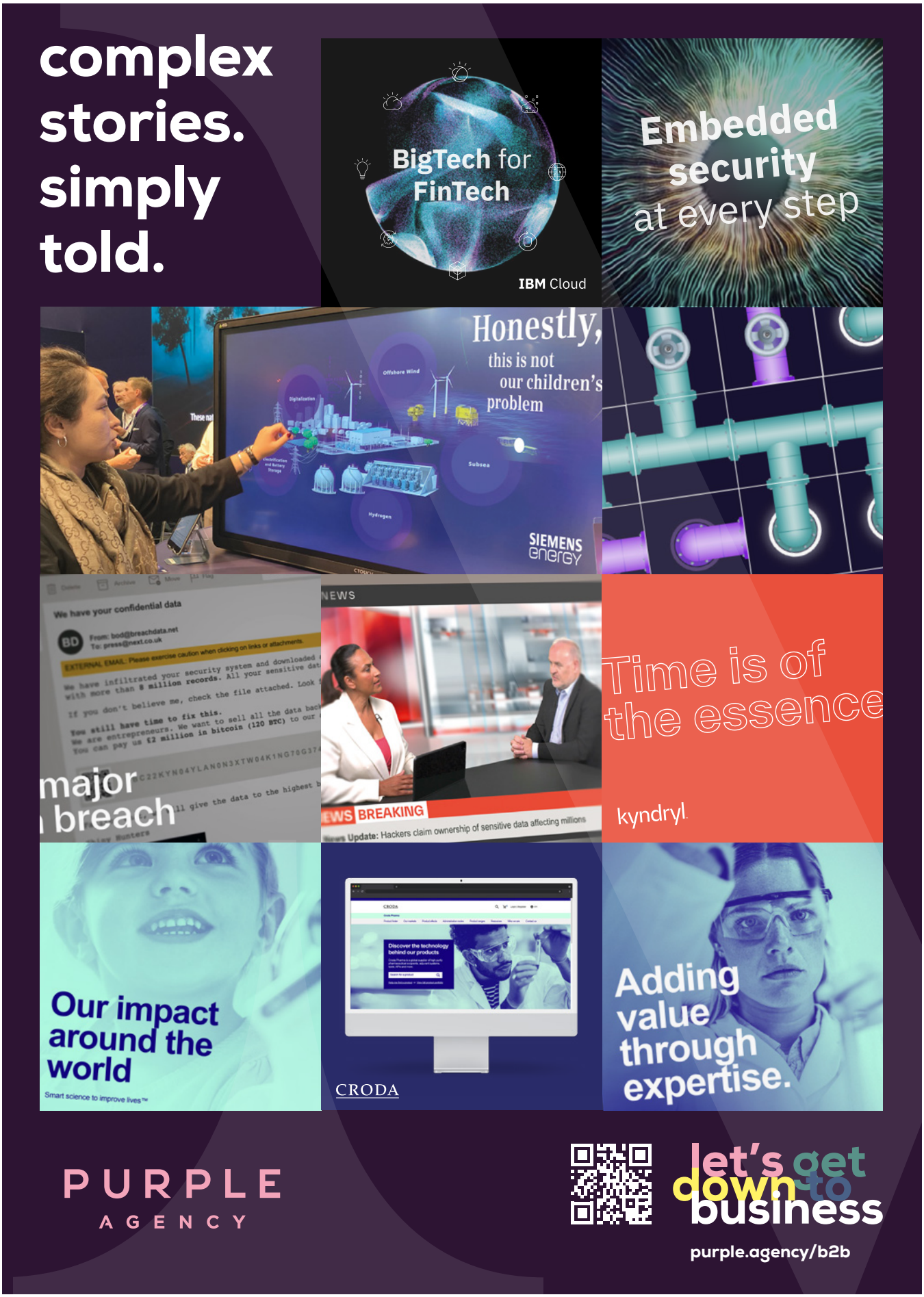
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A sample of projects by Purple Agency: Award-winning communications that work.

 © B2B Marketing

Radley Yeldar

PHILOSOPHY

Radley Yeldar is an award-winning, independent creative consultancy that specializes in brand, corporate and sustainability communications.

Our 200-strong team in London and Birmingham help clients from all over the world combine inspiration and evidence, to create one of the most precious commodities a business can possess – belief.

This all adds up to work that truly matters: work that is effective, impactful and meaningful. We do it by combining strategy and craft to deliver standout communications that engages audiences with the right content in the right channels and meets a whole range of client needs. In short, we help create businesses that people can really believe in.

AWARDS

Silver: Brand communication	*EvCom Clarions 2022*
Gold: Animation	*New York Festivals 2022*
Bronze: Best corporate viral campaign	*Digital Impact Awards 2020*

CLIENTS

- Mondi
- Heineken
- CCEP – Coca Cola Europacific Partners
- GSK
- Microsoft
- Superdrug

SECTORS

- Energy and utilities
- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Professional services

YEAR FOUNDED:
1986

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A selection of Radley Yeldar's work for Northumbrian Water (creative/campaigns), Heineken (Annual Reporting), Qinecsa (Branding), and GSK (Digital).

© B2B Marketing

Realm

PHILOSOPHY

We are a global B2B media agency, skilled across 360 media and martech platforms, delivering impactful experiences for customers and prospects. Whether you're looking at an integrated campaign, brand, engagement or demand gen, we use media as a strategic growth lever.

Marketers are under more pressure to deliver than ever. Customers are in a constant state of evolution, wanting information on their own terms, and control of their decision making journey. Opportunities and challenges driven by macro-economic factors are driving up revenue targets, and CMOs must deploy the right skillsets and technologies to bring in the numbers.

This creates an environment of pressured change, with new priorities forcing marketers to deliver differently. At Realm we believe that this begins with the right people, with the right B2B expertise, working together in a way that sets them up for success.

At Realm we operate what we call our 'Gravitational Working Model,' designing high-performance and agile teams. We reduce working friction, implement flexible thinking and deploy campaigns that work.

CLIENTS

- Algolia
- Censornet
- HPE
- Infront Finance
- Okta
- Vertex

SECTORS

- Financial services
- Media and marketing
- Retail and wholesale
- Technology and telecoms

YEAR FOUNDED:
2020

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Revere

PHILOSOPHY

We bring new meaning to B2B marketing, helping clients find their space in a crowded, fast-moving world. From market intelligence and strategic storytelling to visionary creative and digital impact, we open value-driven dialogues between brands and their ideal customers.

Three key principles guide our approach:

Human intelligence for deeper engagement
Always be where the customer is. Validate their business intentions. Support their emotional decision-making. We help clients act on this intelligence to deliver impactful experiences that engage the right people in the right ways and places.

Connected strategy for longer-term value
For brands to be distinctive to target audiences, those audiences must be just as distinctive. Taking active insight and translating it into individual experiences takes joined-up thinking.

Inspiring experiences for market differentiation
The customer journey should be one energised, relevant, positive, and personalised brand experience. We use our knowledge to apply visionary creative strategies, power immersive engagement, and create deeper connections.

AWARDS

Finalist: Channel marketing agency	*CRN Sales and Marketing Awards 2022*
Winner: Channel Marketing Agency	*CRN Sales and Marketing Awards 2021*
Finalist: Best international campaign	*B2B Marketing Awards 2021*

CLIENTS

- Avanade
- Dell Technologies
- Pure Storage
- Sitecore
- Softcat
- Westcoast

SECTORS

Technology and telecoms

YEAR FOUNDED:
2017

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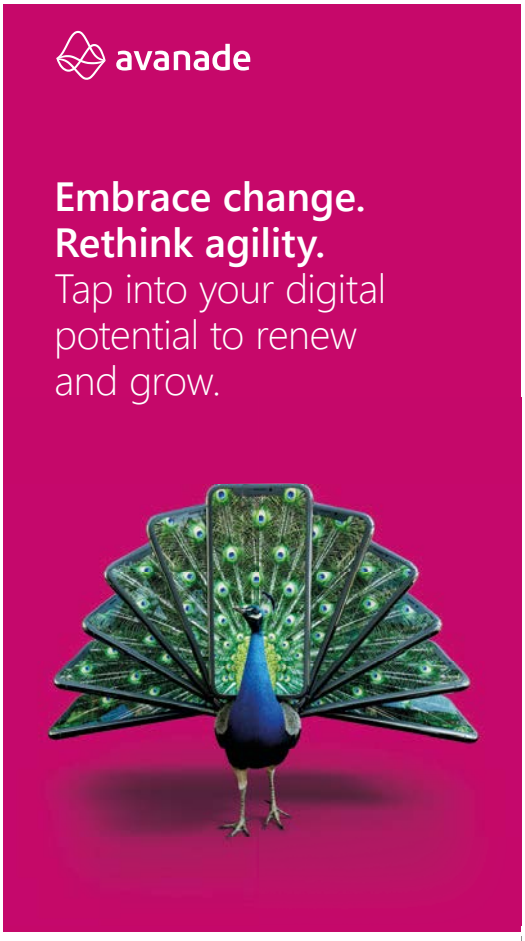
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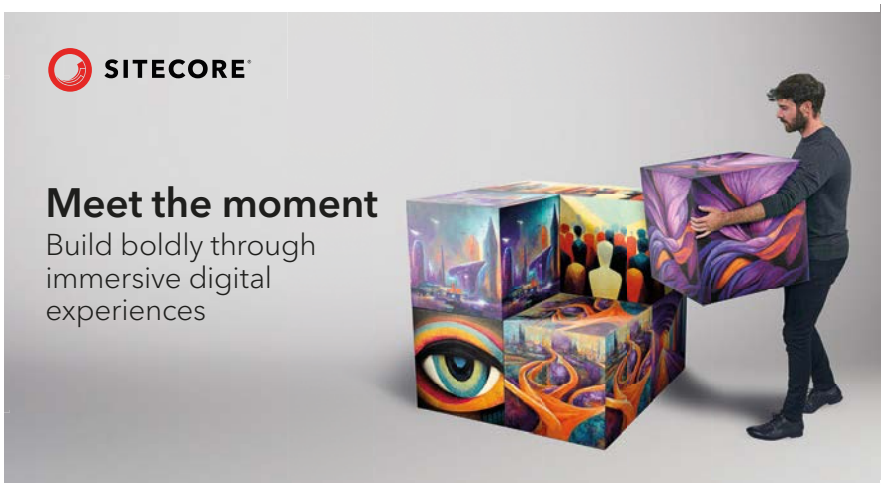
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© B2B Marketing











Every customer journey should be one energised, relevant, positive, and personalised brand experience. Revere goes beyond the norm, applying visionary creative to power immersive engagement, and create deeper connections.

Storians

PHILOSOPHY

As a business that gets business, we know how powerful a story well told can be in the world of B2B and professional services.

Between identifying a prospective customer and converting that lead, the only thing most clients have to use as persuasion is content. That's why stories are at the heart of everything we do as a creative agency. Hunting them out to deliver insights, strategy, and planning.

Using storytelling to share that thinking and create ideas that inspire, move, educate, entertain, and engage. Amplifying stories through the right media channels to help our clients sell more and leaders tell more.

For us, an untold story is a wasted story and that means a wasted opportunity to connect with the right people at the right time. We believe that stories are the most potent weapon a marketer has in their armoury. They compete with everything we do during our day. And even then, we dream.

Stories have always been the cultural bedrock of societies and civilisations. They've created villages, built towns, and brought together communities. If they have the power to do that, then just imagine what stories can do for your business.

AWARDS

Inspiring examples of rebrand or relaunch (fingers crossed)	*The Drum Awards 2023*
Best use of customer insight (fingers crossed)	*B2B Marketing Awards 2023*
Best agency culture (fingers crossed)	*UK Agency Award 2023*

CLIENTS

- Aon
- PwC
- RHR
- Leaders' Quest
- Stratigens
- Connor

SECTORS

Professional services

YEAR FOUNDED:
2016

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RHR Canada Ltd.
18 King Street East
Suite 1220
Toronto, Ontario M5C 1C4
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rhrinternational.com

December 12, 2022

Garry,

In your first year with us, Storians was not only able to quickly grasp our service offerings, but also the value proposition to our clients, and the impact we have on them and their business. Perhaps even more fundamentally, you also understood the values with which we conduct ourselves in delivering that work. This has led to countless more conversations with clients and prospects over the past year. We could not be more grateful for the ongoing work with you and your team.

Kind Regards

Guy

Guy Beaudin
Senior Partner

The Marketing Pod

PHILOSOPHY

We believe in the power and potential of B2B marketing.

A team of senior marketing professionals, many of us come from in-house marketing roles – so we understand the challenges you're facing. We're uniquely placed to help you overcome these, collaborating closely with you to achieve results.

With five centres of excellence – strategy, digital, creative, content and PR – we're a full-service agency. We can offer the seamless support you need to deliver campaigns that change attitudes, transform behaviours, and inspire action.

In the last 12 months, we've doubled in size, and we've expanded our services, developing our data, CRM and content functions, plus we're an approved HubSpot agency partner with Platinum status, ensuring clients benefit from one of the world's most powerful platforms. Our customer base has grown internationally, with new clients in the US and Europe.

Finally, we're passionate about being a green agency, believing sustainable brands should be championed and celebrated. So, if you're an ambitious, Earth-conscious organisation, we'd love to partner with you.

AWARDS

Gold: PR consultancy of the year	*CIPR 2022*
Gold: Event/launch of the year	*PRCA 2021*
Gold: Covid 19 employee engagement award	*PRCA 2021*

CLIENTS

- Constructionline
- Mobica
- npower Business Solutions
- Oxford BioMedica
- Ripley Tools
- Xoserve

SECTORS

- Energy and utilities
- Industrial, manufacturing, engineering
- Pharmaceuticals and life sciences
- Technology and telecoms

YEAR FOUNDED:
2013

WEBSITE:
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Branding, website, advertising and content campaigns The Marketing Pod is proud to have worked on, for organisations including Pulse Clean Energy, Pentesec, Mobica, Xoserve, CWE, Powervault, and Optima Technology.

The Marketing Practice

PHILOSOPHY

We're the growth engine for B2B brands.

Over the past 18 months we've expanded rapidly, uniting 500 of the best people in tech, data, media and creativity, to provide integrated skills across the entire customer journey.

Our vision is to change the B2B marketing services industry to make it work better for clients and agency teams. Our twin goals are:

To transform the client-agency partnership to drive more commercial impact for clients. To radically improve the world of work by promoting psychological safety, diversity and inclusion.

Our agile operating model brings specialists together in multi-skilled teams with an intense focus on the customer and responsibility for outcomes, supporting clients from brand to demand. We've also invested in a new ways of being and working programme that promotes vulnerability, empathy, and gives teams tools to work collaboratively.

Our radical new combination of full funnel expertise, agile working and empowered teams is, leading positive change in our industry.

Welcome to new era of B2B.

AWARDS

Highy commended: B2B small and medium budgets	*Marketing Awards Society 2022*
Winner: Integrated marketing campaign	*B2 Awards 2022*
Gold: Most commercially successful campaign	*B2B Marketing Awards 2021*

CLIENTS

- Microsoft
- O2 Business
- Quest
- ServiceNow

SECTORS

- Financial services
- Professional services
- Technology and telecoms

YEAR FOUNDED:
2002

WEBSITE:
themarketingpractice.com

PHONE NUMBER:
+44 1235 833233

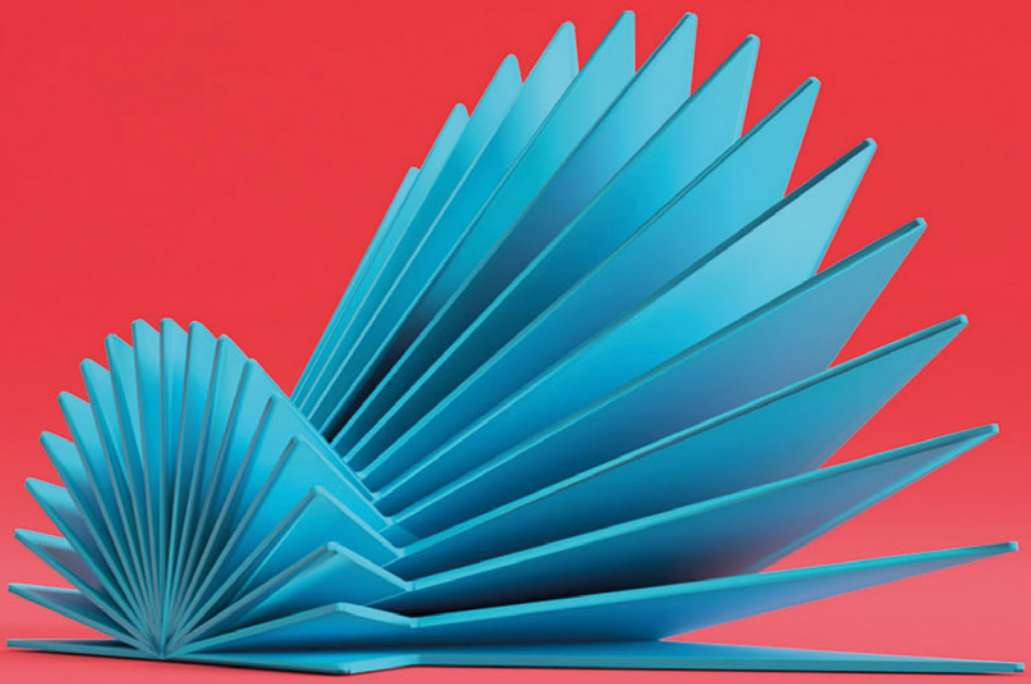
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The Marketing Practice



Flick through our creative

themarketingpractice.com/creative-showcase

Torpedo

PHILOSOPHY

Helping companies with advanced technology and technical product solutions to win and retain their best customers.

We are happiest when we assimilate complex propositions and blend creativity, experience design and technology to bring them to life in a way that reaches audiences on a rational and emotional level.

As a full-service B2B agency, our extensive in-house team creates connected experiences, delivering compelling marketing campaigns, digital, content, brand activation, experience design and motion graphics.

So if you want to engage customers at every touchpoint to build long-term relationships, accelerate brand growth and, ultimately, drive business success. Then you need an agency that can humanise business complexity. It's what we do!

AWARDS

Finalist: Design	*The Drum Marketing Awards 2022*
Bronze: B2B	*Creativepool Annual 2022*
Finalist: Best corporate decision-maker-targeted campaign	*B2B Marketing Awards 2022*

CLIENTS

- Adobe
- Autodesk
- Epson
- Panasonic
- Kantar

SECTORS

- Industrial, manufacturing, engineering
- Technology, software and SaaS
- Professional services

YEAR FOUNDED:
2003

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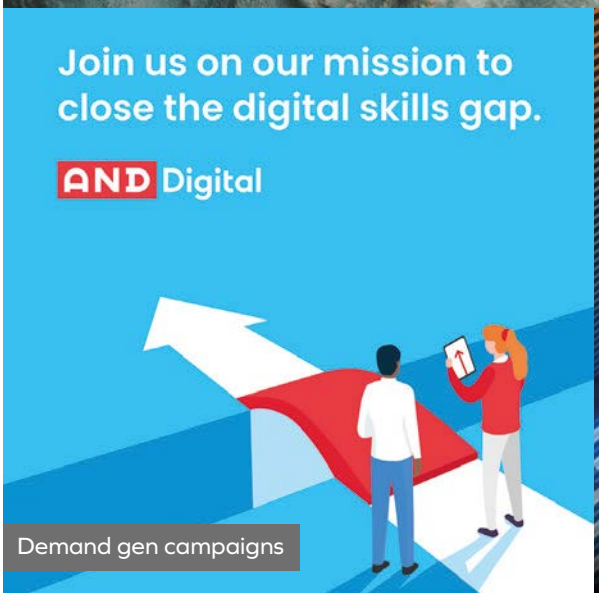
TWITTER: @TorpedoAgency

ADDRESS: The Long Barn, Worton Park, Cassington, Oxon, OX29 4SX

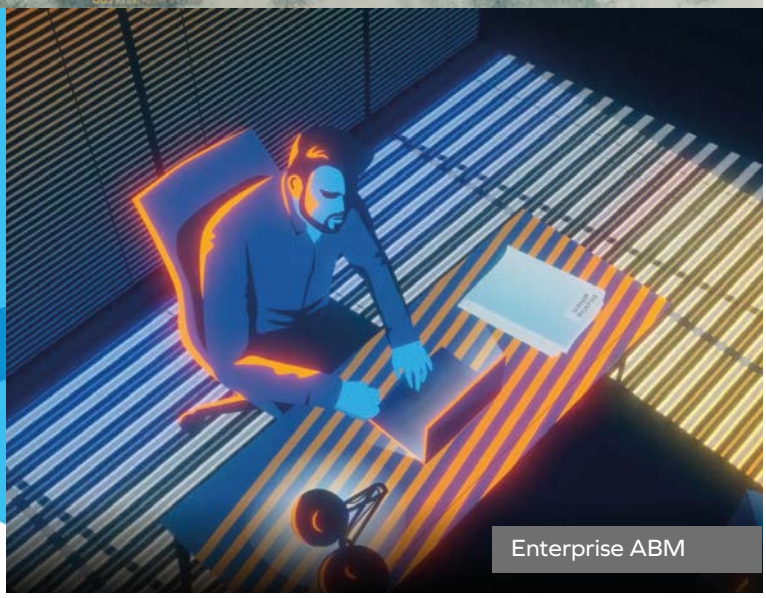
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Branding & animation



Demand gen campaigns


Enterprise ABM


3D Hero imagery design

Torpedo blends creativity, technology and strategic thinking to solve business problems and accelerate the growth of brands. Just some of the ways they help B2B brands humanise business complexity.

True

PHILOSOPHY

We build B2B brands.

True was founded to be a different type of B2B agency. To break free from the world of short-term performance marketing that swamps the B2B marketing industry, with little impact. We are in the business of making a difference. And we do that by building brands – creating powerful brand associations that deliver tangible business value and generate fame for our clients.

Truth in advertising.

It's a potent weapon. It gets attention. It generates fame for the brands we work with. It creates relevance and competitive advantage. We dare to tell the truth. It sticks. It jolts. It makes people think. It makes people remember. And most importantly, it unites brands with their customers.

AWARDS

Best B2B	*IPA Effectiveness Awards 2022*
Winner: Global B2B creative agency of the year	*ANA Ace Awards 2022*
Gold: Best use of emotion in B2B	*The Drum Global B2B Awards 2021*

CLIENTS

- Acora
- Auto Trader
- KPMG
- Logitech
- Mondi Group
- Yell

SECTORS

- Business services (post, logistics, etc)
- Financial services
- Professional services
- Technology and telecoms

YEAR FOUNDED:
2012

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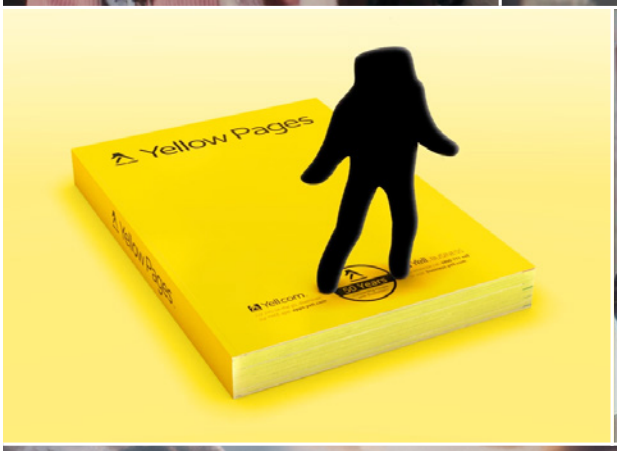
TWITTER: @TrueB2B

ADDRESS:
104 Oxford Street,
London, W1D 1LP

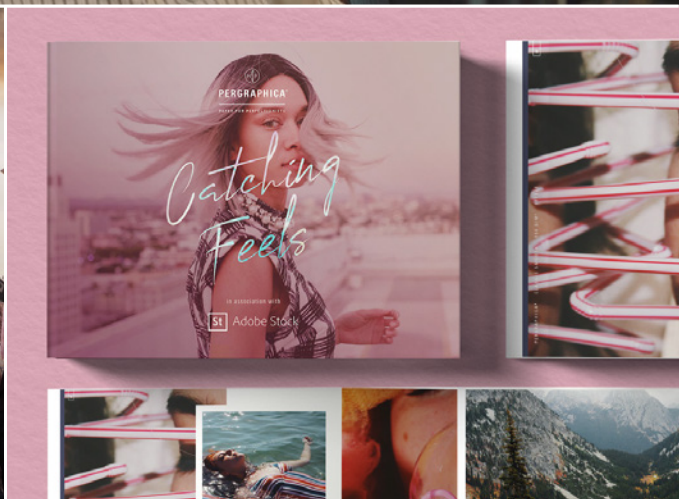
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A selection of True's work for Rockwool, Acora, ClickTravel, Yell, Logitech and Mondi.

Twogether

PHILOSOPHY

We're 100% focused on technology. We're passionate about the difference it can make to people's lives, and our immersion and investment in all things B2B tech means that we already speak your language.

Our expertise translates into high performance marketing and revenue campaigns for our clients. As a fully integrated, global agency, we look way beyond how your technology works – we bring it to life with imaginative, multi award-winning campaign experience.

And it all starts with where you're aiming, not what we offer. You'll get the resource you need precisely where you need it. That means no silos. Only joined up thinking and delivery.

So, whether you choose just one or two of our specialisms or the whole lot, you'll get the experience and expertise of the entire agency delivering on your objectives.

Twogether, bringing technology to life.

AWARDS

Gold: B2B marketing agency of the year	*B2B Marketing Awards 2022*
Gold: Most commercially successful campaign	*B2B Marketing Awards 2022*
Gold: Best use of account-based marketing	*B2B Marketing Awards 2022*

CLIENTS

- Adobe
- Dell Technologies
- Hitachi Vantara
- Lenovo
- Netsuite
- Sage
- Salesforce

SECTORS

Technology and telecoms

YEAR FOUNDED:
2013

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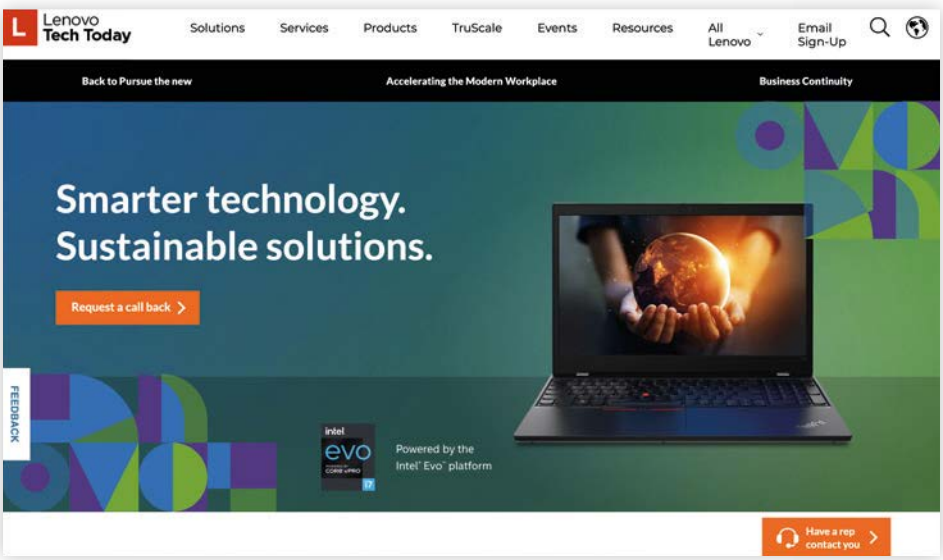
TWITTER: @wearetwogether

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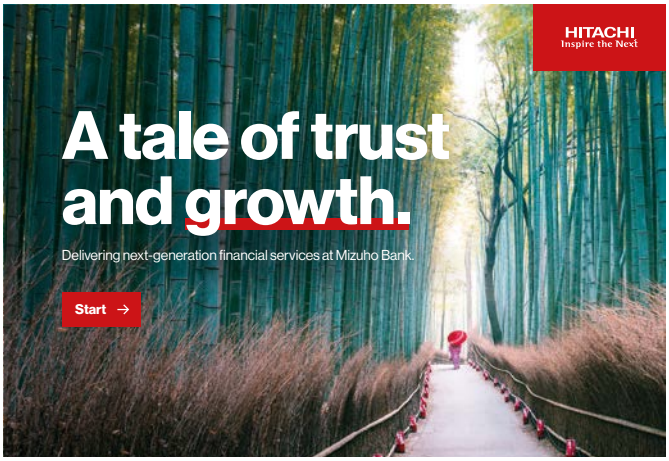


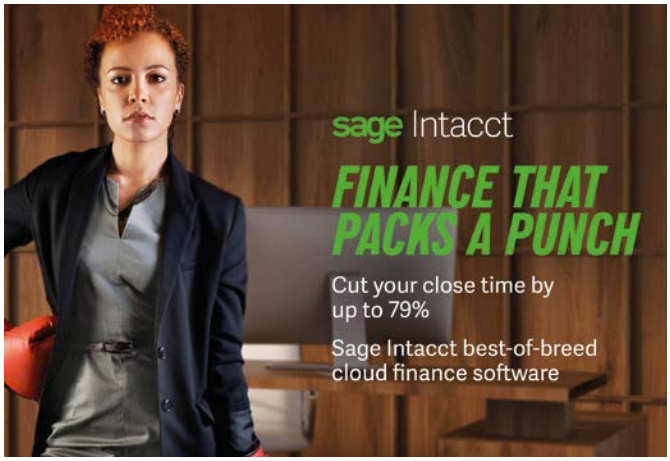












Twogether's passion for technology is matched by its passion for creativity. Every one of Twogether's projects is unique in its objectives, and so is the creative approach.

Services selector

Agencies were asked to select three options that best reflect their primary services

	Agent3	BBN International	Bray Leino	Expandi	Fox Agency	Gilroy	Gravity Global	Hotwire	Hut3	Napier	Octopus Group	Purple Agency	Radley Yeldar	Realm	Revere	Storians	The Marketing Pod	The Marketing Practice	Torpedo	Twogether
ABM	•	•		•		•		•	•			•		•	•			•		
Branding			•		•		•						•	•						
Campaign and creative execution	•	•	•		•	•	•				•	•			•	•	•		•	•
Channel marketing								•	•											
Content marketing services (including video)												•				•	•		•	
Copywriting										•										
Demand generation (including telemarketing)	•			•					•		•				•			•		
Email marketing										•										
Intent data				•																
Marketing planning/strategy		•																		•
Martech deployment and/ or management					•	•											•			
Media planning and/ or buying							•							•				•		•
Physical/hybrid events			•																	
PR								•		•	•									
Storytelling																•				
Web design/development													•						•	

ABOUT

B2B Marketing and Propolis

B2B Marketing was founded in 2004, starting life as a print magazine. It has since evolved into the world's go-to resource for B2B marketers looking to become best-in-class at what they do, and place themselves at the forefront of marketing evolution.

B2B Marketing produces a number of products, including: insight reports; interviews with the best minds in the business; *The B2B Marketing Podcast*; webinars; conferences; and even Awards programmes.

In 2021, we launched Propolis – an exclusive Community Intelligence for B2B marketers. Propolis gives you instant access to unbiased experts, training, technical resources, research and peer-to-peer learning, all supported by a dedicated customer success manager.

Want to learn more about B2B Marketing or Propolis specifically? Just get in touch using the contact details below and start your journey with us today.

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info@b2bmarketing.net

B2B Marketing | PROPOLIS


B2B MARKETING