

PROPOLIS

FROM B2B MARKETING

Make Every B2B Marketing Decision More Commercial

B2BMARKETING.NET/PROPOLIS

What a time to be a B2B marketer.

Weird buyer behaviours, demanding new tactics and skills. Overwhelming change, vanishing resources, all the pressure.

Grow revenue.
Harness AI.
Justify investments.

And explain it all to leadership, in terms they care about.

It's not just a challenge; it's a whole new commercial focus – for you, and your marketing team.

With Propolis, you don't have to figure it out alone.



Propolis gives you practical advisory support from hand-picked B2B experts.

Together, we'll explore your team's needs and pinpoint key skills and gaps. Using our Commercial Marketer framework we'll help you build the right capabilities to create the biggest impact on your business goals.

Then, we'll design your own custom support program.

- **Proven frameworks** you can adapt and scale, to roll out and standardise key strategies.
- **Targeted skills development** and resources.
- **Validation and benchmarking** alongside leading B2B marketers,all facing the same fractured landscape as you.

You won't just build skillsets; you'll align mindsets. Unite your people around a shared marketing language focused on commercial impact.

Make marketing a visible, influential growth engine; the beating heart of your business.



> *Propolis has elevated our marketing from executional to strategic, enabling us to innovate, grow and deliver measurable business impact.*
>
> Emanuela Mafteiu, *Head of Digital and Demand Generation EMEA*, **Ping Identity**

How the Propolis Program Supports You And Your Team

Getting To Know You

Expert Kick-Off & Skills Survey

Dedicated time with your Expert buddy to get to grips with your strategic goals and challenges.

Helping You Get The Most From Your Resource

Team Planning Session

The Expert helps pinpoint key skills gaps in your team and develop a custom programme based on Propolis events and resources.

Supporting Your Strategy

Strategy Session

The Expert shares their insights and recommendations based on the output from your kick-off and survey results.

Inspiring Your Team and Giving Them The Skills To Deliver

Power Hours

The Experts give your team the skills they need to deliver your strategy.

Face-to-face time with the Experts

Build your strategies and skills with Propolis events and exclusive resources

Secure AI listening technology continues to build a profile of what you need, ensuring we continue to provide relevant content and resources.

- Propolis AI
- The Community Index
- Find an Agency feature

- Leaders Forum
- Roundtables and Workshops
- Mentoring and Coaching
- Ask a Question feature
- Regular marketing intelligence

- B2B Marketing conference access
- Best practices, models and on-demand training
- Award-winning case studies
- Live & On-demand training courses



Our Global B2B Experts

Gain **direct access to independent B2B experts** – ask them a question or gain more in-depth support and guidance on a key strategic concern for you and your team.



Darren Coleman
Brand Expert



Sharon Collins
Financial Acumen Expert



Georgie Gilmore
Channel Partner Marketing Expert



Tina Katic-Michalos
Martech Expert



Greg Keen
Sales, Persuasion & Storytelling Expert



Steve Kemish
Content, Creative & Campaigns Expert



Michelle McCann
Revenue Attribution Expert



Steve Mudd
AI Expert



Robert Norum
ABM & Demand Strategy Expert



Laura Patterson
Growth Strategy & Accountability Expert



Shane Redding
Strategy & Evolution Expert



Barbara Stewart
Customer Experience Expert



Scott Stockwell
Strategy & Engagement Expert

> *Our Propolis Expert has been a brilliant sounding board and an amazing source of advice as we both test and prove our proposed approach and how we can increase the buy-in of the company leadership.*

Chris Wade, *Chief Marketing & Product Officer*, **Gamma**

Gamma

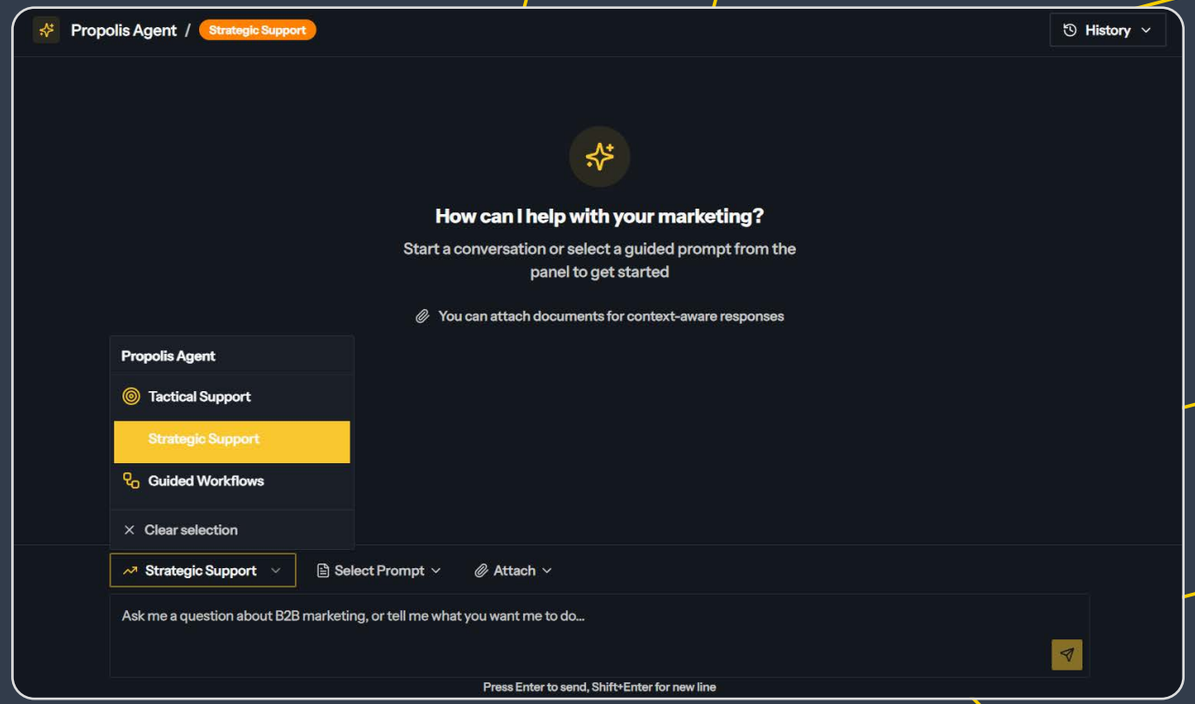
Propolis AI

A specialist AI-powered intelligence platform for B2B marketers

Built on specialized B2B data and content, **Propolis AI** provides you with easy-to-use marketing workflows and step-by-step plans to help fill knowledge gaps, sharpen your output and get day-to-day jobs done quickly and with confidence.

Propolis Agent

Propolis Agent is an LLM that only speaks B2B marketing. It uses our extensive B2B specific data - such as benchmarking studies, event sessions and award-winning case studies - to quickly give you relevant, proven responses to your marketing challenges.



Instant chats
Get an instant answer on any B2B marketing question.

Ready-to-use prompts
Get your day-to-day marketing jobs done quicker with built-in-prompts.

Guided workflows
Draws specific insights from you, ensuring stakeholder-ready results.

Upload documents
Securely upload your documents to enhance responses, ask the Agent to analyse and make recommendations.

Propolis AI users will also benefit from:

- **Learning & Accreditation:** Flexible virtual B2B training courses to build your team's core skills.
- **Diagnostic Tools:** Instant reports to assess strengths and weaknesses, plus tailored recommendations to improve performance.
- **B2B Intelligence:** A searchable library of B2B case studies, conference sessions, podcasts, guides, and reports, so you can quickly find what you need.

A Tailored Onboarding Program to Get Your Membership Off to the Right Start

Leader Onboarding

As Marketing Leader, you receive a dedicated onboarding Program including:

- Kick off call with Expert to identify strategic goals and challenges
- Skills survey for team
- Map out Program using insights from the above
- Tour of Propolis Hub

Team Onboarding

Your whole team will receive their own onboarding Program including:

- Team champion appointment
- Review of skills survey results
- Tour of Propolis Hub
- Recap of take-aways from the Leaders onboarding
- Recap of your Program goals

Post Onboarding

Expert-led touchpoints – each focused around your specific goals – held throughout the year including:

- Strategy Session
- Team Planning Session
- Power Hours
- Ongoing support and enablement from Your Customer Success Manager



It felt like a partnership. Our designated Customer Success Manager is constantly showing us new ways to leverage our membership. That made a huge difference.

Vito Labate, *Global Head of Marketing*, **Capgemini**

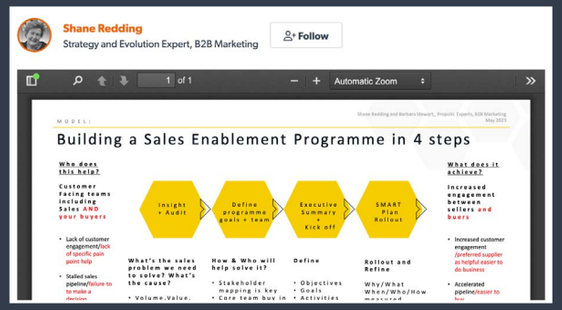
Capgemini

Strategies, Frameworks and Development



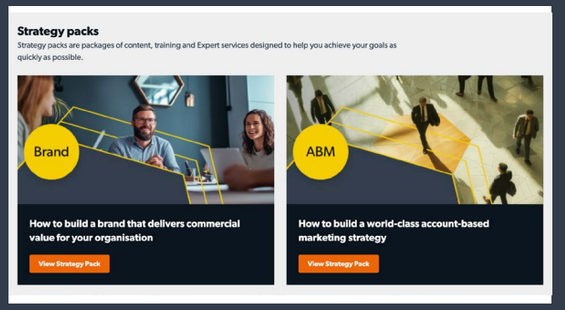
Real-World Case Studies

What are the secrets to success behind great B2B campaigns? Our case studies guide you through the objectives, strategy and results from award-winning B2B campaigns.



Best Practice Frameworks and Models

Use our B2B models and tools to quickly implement proven marketing strategies and tactics into your own workflows.



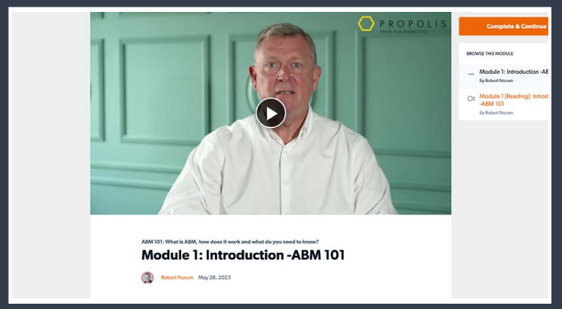
Marketing Strategy Packs

Want to focus on a particular marketing challenge? These easy-to-use guides package up the most relevant insights and tools from across the Hub to give you the answers and advice you need in an instant.



Mentoring and Coaching

Accelerate your professional development with our experienced mentors and professional coaches ready to help you reach your full potential.



Propolis On-demand Training Courses

Empower your teams with the skills to succeed. Our exclusive, on-demand training courses cover the basics of great B2B marketing.



Real-time B2B marketing metrics

Justify your future spend and equip yourself with the right metrics to make more informed, data-driven decisions with Propolis's real-time B2B marketing metrics dashboard.

Propolis Events

Propolis Leaders Forum

In-person

Collaborate with other leaders on the biggest challenges of your role and **find the right strategies to help you succeed as a marketing leader.** These exclusive, invitation only events are available to CMOs and senior leaders from the Propolis community.

Propolis Leaders Roundtables & Workshops

In-person & virtual

Join a small group of senior marketing leaders to **tackle a strategic opportunity** or solve a collective problem. Propolis roundtables take place regularly throughout the year exclusively for senior leader members.











B2B Marketing Events & Training

As part of the B2B Marketing family, Propolis members can also access our renowned B2B events and awards, all dedicated to informing, inspiring and connecting B2B marketers.

Conferences

Our conferences are where you and your team can get inspired and learn best practices from marketers forging the way ahead in B2B to fuel business growth. Propolis members can also access all session recordings on-demand as well as exclusive AI-powered analysis of key themes and next steps.

B2B IGNITE FROM B2B MARKETING

THE EUROPEAN ABM FORUM FROM B2B MARKETING | SPOTONVISION

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

B2B Training & Advisory

Accelerate your team's growth and upskill their core B2B marketing competencies through our case study rich, outcome led training courses. Or boost your strategies with expert-led advice and hands-on support to help you excel through Propolis advisory services.

PROPOLIS TRAINING FROM B2B MARKETING

Awards

Our awards programs are recognized as the gold standard for creative and commercial excellence in B2B marketing and are the ultimate showcase of your successes and winning strategies.

ELEVATION AWARDS FROM B2B MARKETING

B2B MARKETING AWARDS FROM B2B MARKETING



Who Are the Propolis Members?

1000+ Global Members
60 + B2B Organizations
11+ B2B Industry Sectors

The most significant outcome [of Propolis] has been a clear shift in mindset. The team has expanded their skill sets and been encouraged to think differently about challenges and opportunities.

Director of Business Marketing,
Virgin Media O2

Virgin media O2 Business

aruba a Hewlett Packard Enterprise company
Benifex A Zellis Company
beroe
BIDWELLS
Bird&Bird
BT
bp
Capgemini
eastnets
Deloitte.
EUROMONITOR INTERNATIONAL
FLUKE Reliability
FUJITSU
Gamma
GENESYS
HITACHI
Henkel
IBM
IET The Institution of Engineering and Technology
Jisc
LCP powering possibility
MOODY'S ANALYTICS
paloalto NETWORKS
pax8
PEGA
PIC
Ping Identity.
salesforce
SIEMENS
WHITE & CASE
workday.

Propolis package options

What's included		Essential	Pro	Enterprise
Propolis AI	Access to Propolis Agent	6,000 chats	12,000 chats	20,000 chats
Strategic Support & Training	Strategy Sessions	x1	x3	x5
	Power Hours	x3	x6	x9
	Training course places (Virtual)	x3	x10	x20
	Mentoring & coaching	x2	x3	x4
Community and events	Tickets to B2B Marketing conferences	x5	x10	x20
	Tickets to The Propolis Leaders Forum	x1	x1	x2
	Tickets to Propolis Roundtables and Workshops	x3	x3	x3
Customer success	Dedicated CSM	x3	x3	x3
B2B Marketing Awards	Awards judging place	x1	x1	x1
	Awards entry discount	0.05	0.05	0.1
	Awards table discount	0.05	0.05	0.1
Consultancy	Tailored Expert support	POA	POA	POA
Package Price GBP		£29,950	£55,540	£83,950

Want access to specific items above without the full package? Our team can build a custom package with you, giving you exactly the support you need. Get in contact with the team—details on **page 13.**

Discover how Propolis can help you and your marketing team

Tell us more about your current strategic marketing challenges, and we'll show you how Propolis can help you and your team to overcome them.

Contact the team to schedule your tour of Propolis:



Sarah Casswell
Head of Sales
sarah.casswell@b2bmarketing.net
linkedin.com/in/sarahcasswell



Harry Williams
Strategic Account Manager
harry.williams@b2bmarketing.net
linkedin.com/in/harrywilliams89

Book a meeting with the team

PROPOLIS
FROM B2B MARKETING

b2bmarketing.net/propolis
+1 (555) 701 44920
+44 (0) 20 7014 4920
info@b2bmarketing.net

Creative partner:

REVERE®