PROPOLIS

FROM B2B MARKETING

Advisory Services

Propolis Advisory Services

Whether your team is looking for help with their campaign planning and execution, or your marketing leaders need guidance to help deliver on your strategic objectives, Propolis from B2B Marketing is the trusted advisor to the global B2B community.

Our experts offer a wider range of services from bespoke training to advisory services that can be tailored to your specific business needs.

What services do we offer?

Currently, our services include advisory support, bespoke training, and strategic workshops on any of the following topics:

- **Account Based Marketing**
  - Provided by Propolis ABM expert Robert Norum
  - Advanced ABM Courses delivered by the Inflexion Group
- **Customer Experience**
  - Provided by Propolis CX expert Barbara Stewart
- **Data and Insights**
  - Provided by Propolis Data expert Tony Lamb
- **Brand**
  - Provided by Propolis Brand expert Darren Coleman
- **Channel**
  - Provided by Propolis Strategy specialist Georgina Gilmore
- **NEW! Agency Profitability and Sustainably**
  - Provided by marketing leader David Van Schaick

Didn't see what you were looking for in the list above. We offer support for all B2B Marketing topics. If you have one in mind, drop us a line and we will do our best to point you in the right direction.

Our services are structured to provide B2B marketers with **immediate go-to-market strategies**, so that wherever you are within your marketing journey we can provide a tailored program focused on your specific business goals.





Account-based Marketing



All of Propolis ABM Advisory services are led by the communities Growth and ABM Expert

Robert Norum

Services Offered:

- ABM scoping workshops
- Go-to-market and comms. Strategic planning
- ABM research and insights
- ABM essentials training sessions
- Account & Sector strategy workshops
- ABM account selection workshops and offline sessions
- Value Prop. and messaging workshop
- ABM immersion sessions
- Ongoing consultancy and support

Robert has helped to develop strategy, messaging, and ABM programs for some of the world's largest organisations including Oracle, BT, HP, VMware, EMC Citrix, DXC, Aruba, ServiceNow, Thomson Reuters, and GEA.

Advanced ABM Practitioner Accreditation



Co-founder and Managing Principal, Inflexion Group

Louise Jefferson

Services Offered:

- Decision support tools, prioritizing accounts for strategic and cluster ABM
- Account readiness and onboarding checklist
- Discovery interview guides and a sample account insight pack
- Strategic and cluster ABM plan templates
- Get certified for the time you dedicate to up-skilling yourself and boosting your knowledge

Louise is a senior marketing professional with 30 years of experience in marketing business services in the technology sector. She specialises in helping companies to create new insights, identify and prioritise opportunities for growth, and accelerate accounts through Account-Based Marketing (ABM) programmes.

This service is delivered by: inflexion

Customer Experience



All of Propolis CX Advisory services are led by the communities Customer Experience Expert

Barbara Stewart

Services Offered:

- CX strategy development workshops
- Omnichannel marketing development
- Measuring ROMI strategic masterclass
- Customer satisfaction survey development
- Sales and Marketing alignment workshops
- Establishing VoC program masterclass
- Value impact framework training
- Digital marketing strategy
- consultancy and support

Barbara has helped amplify customer experience best practices for companies in most sectors, including FMCG, travel, financial services, healthcare, real estate, software and tech, public sector, retail, and telco businesses of all shapes and sizes.

Data and Insights



All of Propolis Data Advisory services are led by the communities Data and Insight Expert

Tony lamb

Services Offered:

- Data strategy workshops
- Insight and Intelligence best practice sessions
- Marketing planning template guidance
- Data management workshops
- Customer insight training
- Master data management courses
- Digital marketing measurement guidance
- Data quality management workshops
- Ongoing consultancy and support

Tony has helped to build high performance data functions for £multi-billion corporations (Royal Mail; Head of Data Products and Strategy), B2B marketing service companies (Group Data Operations; Managing Director roles) and SME businesses (Strategic Data Consultant).

Brand



All of Propolis Brand Advisory services are led by the communities Brand Expert

Darren Coleman

Services Offered:

- Brand performance workshops
- Team and brand alignment strategy
- Brand service training
- Brand and content protection best practice
- Retaining brand relevance training
- Brand positioning workshops
- Content marketing training
- Brand positioning best practice

Darren has helped boost brand experiences for 25+ years across Europe, the Middle East, and Asia Pacific for organisations like Johnson & Johnson, Faurecia, Dubai Properties, Abbot, FUJIFILM, Nikon and Orange.

Channel



All of Propolis Channel Advisory services are led by the communities Channel and Strategy Expert

Georgina Gilmore

Services Offered:

- Change management workshops
- Growth training
- Digital demand generation program best practice
- Business transformation workshops
- Marketing organisation development workshops
- Commercial marketing masterclass
- Business strategy and planning development
- Ongoing consultancy and support

Georgie has worked with global B2B organisations such as Cisco, Vodafone, Kaspersky, and Centrica where she architected their marketing strategy and plans to support business transformation and growth agendas.

NEW! Agency Profitability and Sustainability



All of Propolis Agency Advisory services are led by the community Agency Expert

David Van Schaick

Services Offered:

- Strategy and GTM workshops
- Agency scalability training
- Operational excellence and resilience best practice
- Product development strategy
- Operational exit planning workshops
- Merger & Acquisition training
- Management team development
- Brand positioning best practice

David was part of a leadership team that grew The Marketing Practice from a small local agency to a global B2B superpower and category leader. They grew organically and profitably to over £20m, then latterly through acquisition as well as continued organic growth.

Didn't find the service you were looking for?
We offer support for all B2B Marketing topics. If you have one in mind, drop us a line and we will be happy to connect you with one of our community experts.

Get in touch

Harry Williams

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