FINALIST 2013
B2B AWARDS

the marketing practice

B2B MARKETING COMMUNICATIONS AGENCY

THE MARKETING PRACTICE

SUMMARY

Since 2002, The Marketing Practice has had one mission: to be a B2B marketing agency that our clients, staff and owners rave about.

In 2012, we celebrated our tenth birthday and have taken our mission even further:

GROWTH

- In size – 97 people vs 26 three years ago
- In revenue – to £7m (up 37% year-on-year)
- Across the globe – campaigns in EMEA, US and APAC
- In client satisfaction – 21% of our clients 'rave' about us

INNOVATION

- New marketing automation services
- A unified approach to creativity
- An integrated planning function
- Social media integration

GREAT WORK

- We started a national conversation for O2
- We got the C-level to talk strategy with Canon
- We made project management a board-level topic for Oracle

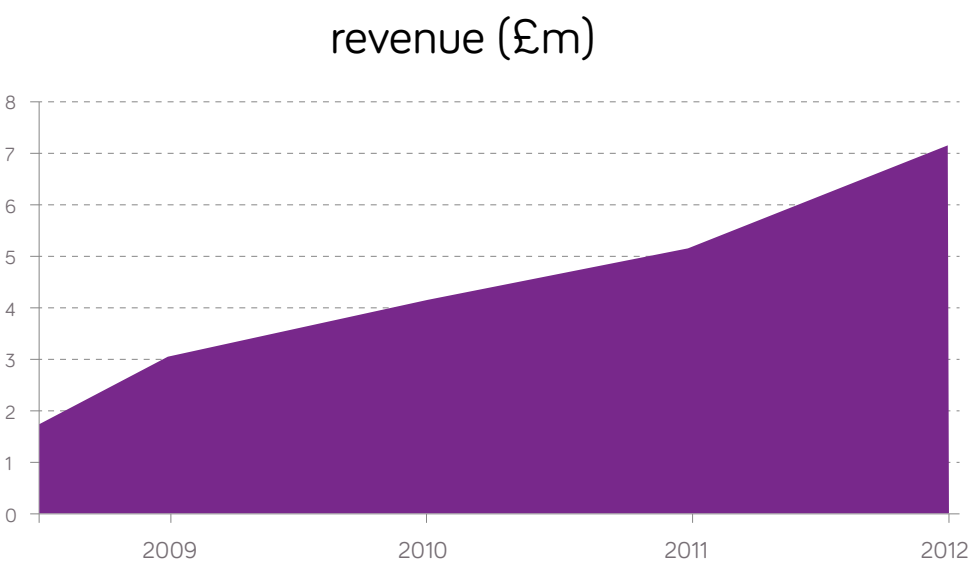
DELIVERING THE NUMBERS

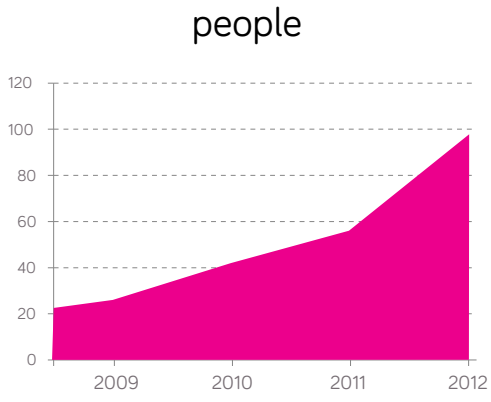
- Consistently exceeding lead targets
- Improving email open rates
- Average campaign ROI: 30x

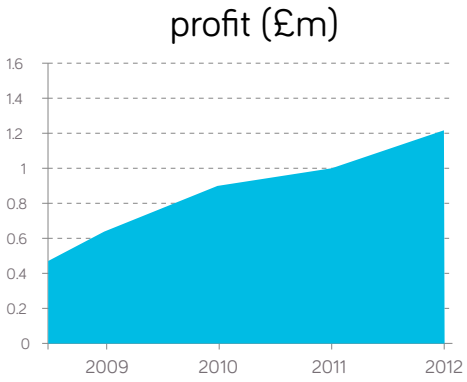
"They challenge us strategically about the direction we're going in, creatively about what we're creating, and they're creating leads day in, day out. So for me they're absolutely invaluable in how we go to market."

Oliver Potter – Head of Enterprise Marketing, O2

AT A GLANCE...







MONTHLY CLIENT SATISFACTION SCORES:

94% positive in 2012/13 (up from 89% in 2011/12).
Increase from 15% to 21% 'Purple' scores.

92%

CLIENT RETENTION, INCLUDING:

ORACLE

Canon

BBC ADVERTISING

Part of BBC worldwide, the commercial arm of the BBC

O2 business

NEW WINS:

CISCO

AXA WEALTH

redefining / standards

salesforce

CAPITA

ABOUT THE MARKETING PRACTICE

- We've grown in size (26 – 97 people in 3 years)
- We've grown our business (£3m – £7m in 3 years)
- Our client satisfaction score has increased (15% to 21% 'raving' in a year)

Our mission since 2002:
a B2B marketing agency that our clients, staff and owners rave about.

THE DEFINITION OF 'INTEGRATED'

We help clients establish the right demand generation model for their business. We run end-to-end programmes from initial positioning and creative right through to lead generation, telemarketing and sales enablement.

"Integration is a massively over-used term. But what it means to us is marketing that's integrated with sales, creative that's integrated with lead generation and data that's integrated with everything."

CLIVE MCNAMARA, CHIEF EXECUTIVE,
THE MARKETING PRACTICE

A UNIQUE BALANCE OF DIFFERENT CAPABILITIES

CREATIVE TEAM

Team delivering high quality content and experiences through online, offline and events.

Run by Paul Baker, Creative Director (formerly CD at McCann Erickson, Interfocus and SMI/Publicis)



DATA TEAM

Sourcing and managing data; designing and managing CRM and Marketing Automation implementations; tracking and reporting ROI.

Run by Matt Hanks, Head of Data (15+ years specialising in CRM systems and campaign data management)



THE BOARD

CEO and co-founder, Clive McNamara, previously ran global marketing for a UK software business and saw an opportunity for an agency that would truly integrate channels and take end-to-end responsibility for delivering measurable marketing results.





Paul Everett
Director of Marketing Strategy



David van Schaick
COO



Tracy James
Head of People and Environment



Anna Hutton
Director of Client Services



Nick Robbins-Cherry
Finance and Commercial Director

INSIDE SALES TEAM

1-2-1 conversations on the telephone and by email with client's prospects and customers. Daily conversations with client sales teams to track and progress opportunities.

Run by Osiri Weithers, Head of Inside Sales (15+ years in enterprise B2B sales)



PLANNING TEAM

Gathering customer and market insight; creating segmentation models; owning our social media monitoring and response service.

Run by Allyson Bancroft, Head of Planning (formerly with OgilvyOne, Brann and McCann Erickson)

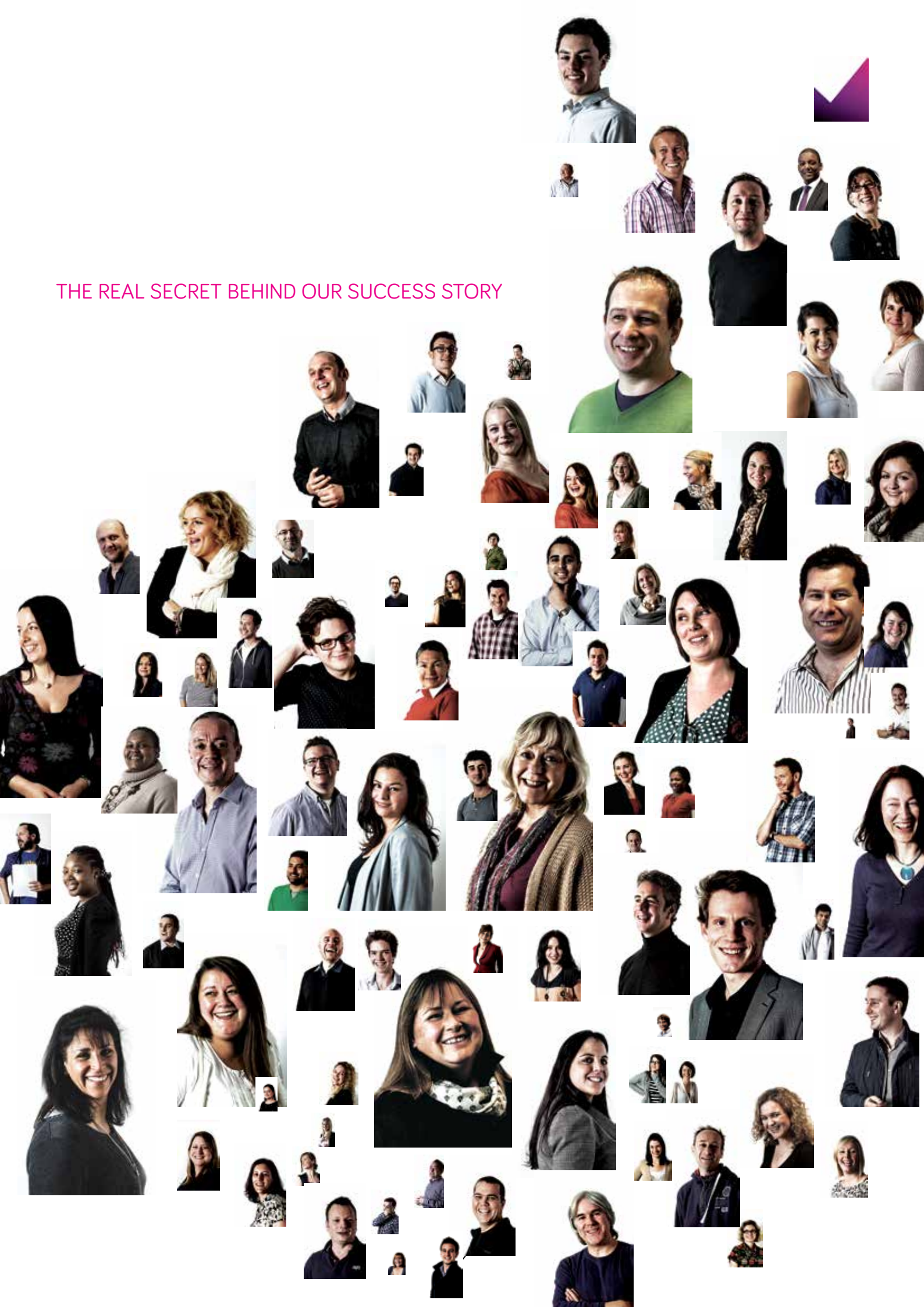


REBRAND: EMPHASIS ON MARKETING'S ROLE IN DRIVING BUSINESS SUCCESS

Our rebrand reflected the excitement of our promise: to take end-to-end responsibility for delivering measurable marketing results.



THE REAL SECRET BEHIND OUR SUCCESS STORY



CREATIVE AND REVENUE CONTRIBUTION TO CLIENTS' BUSINESSES

O2 – TALKING POINTS

CHALLENGE
Get enterprises to see O2 as more than just a consumer brand.

APPROACH
We made O2's consumer heritage an advantage by capturing interesting insights for businesses – direct from consumers.

A fully integrated awareness, lead generation, nurturing and sales enablement campaign (see next page).

RESULTS
- 74 sales leads (vs target of 40)





ROSLIN MCLANACHAN, O2
"We were looking for a unique way to engage with our audience, and the Talking Points campaign has done that."



CAMPAIGN EXTENDING THROUGH THE SALES PROCESS



TALKING POINTS



Direct mail/email

AWARENESS/INTEREST

Web content

Social media content

Special events/webinars

INSIDE SALES

Inside Sales telephone follow-up



LEAD GENERATION



Battlecards

Product sheets

SALES ENABLEMENT

Presentations

Chat mats

Thought leadership papers

ONGOING DRIP-FEED

Integrated events

Case studies

Expert opinion articles

OPPORTUNITY ACCELERATION

Blue Door executive forums

DEAL



CANON EUROPE – AIMING HIGHER

TOLA OMOTAYO, CANON EUROPE

"I've just left a meeting with a prospect and they loved the approach…
It's really standing out with the C-level."

CHALLENGE

Create leads with a C-level audience in UK, Germany and the Netherlands.



APPROACH

We sent contacts a copy of their annual report marked with areas where Canon could help them deliver strategic objectives.

RESULTS

- 31 leads (vs target of 19)
- ROI: 49x





ROI of 49x

AXA WEALTH DATA AND CAMPAIGNS

KERRI WELLS, AXA WEALTH

"We wouldn't be anywhere near reaching our targets – let alone exceeding them – without TMP."

CHALLENGE

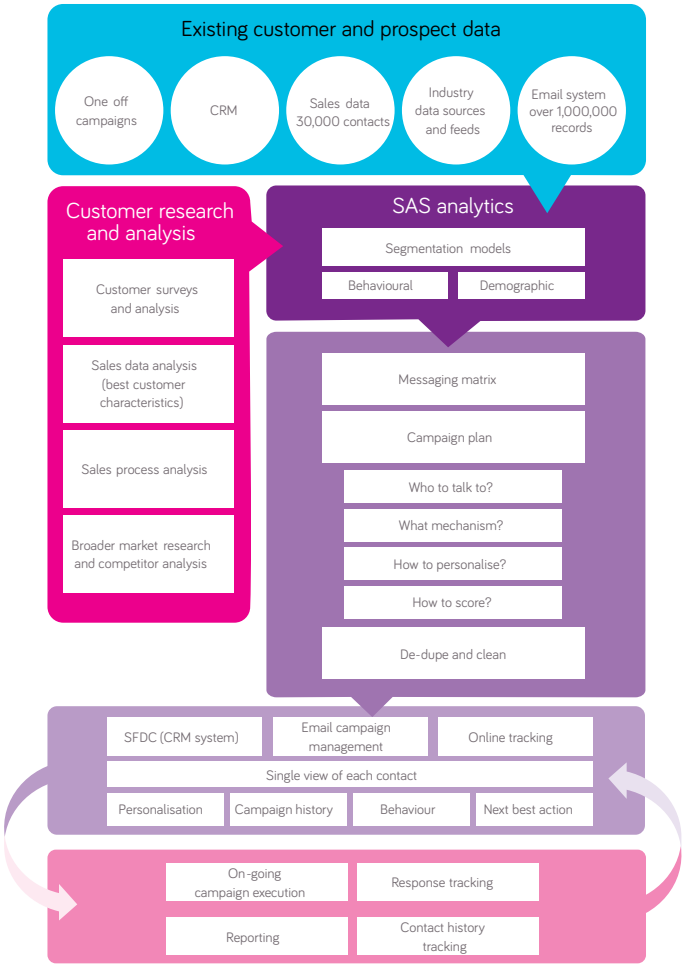
Personalise communications and segment an audience of over 30,000 contacts and 1,000,000 records.

APPROACH

Consolidated AXA Wealth's data into a single CRM system, tailored campaigns to prospect groups and delivered a complete segmentation strategy.

INSIGHT-LED CAMPAIGNS HAVE DELIVERED:

- Email click-through rates more than doubled over six months (from 1.6% to 4.4%)
- Results exceeding the lead targets
- Ultimately, twice the targeted number of AXA platform sign-ups



We consolidated a data universe (over 30,000 contacts and 1,000,000 records) by integrating all of the existing data from different sources.

CREATIVE THINKING

O2 FLEXIDAY

On February 8th, 2012, O2 closed their Slough head office for the day – to show flexible working in action, and to allow O2 Enterprise to talk to the market about the benefits achieved. It provided a year's worth of communications.



RESULTS

- 173 leads (target: 150)
- 299 nurture opportunities
- Predicted ROI: 35x
- £800m pipeline by the end of 2012







1-2-1 SOCIAL MEDIA SERVICE

A service to uncover and join relevant 1-2-1 conversations with specific prospects, customers or influencers via social media. Some campaigns have 40% of event registrations via social media.

Delivered for:

ORACLE O2 business

MARKETING AUTOMATION

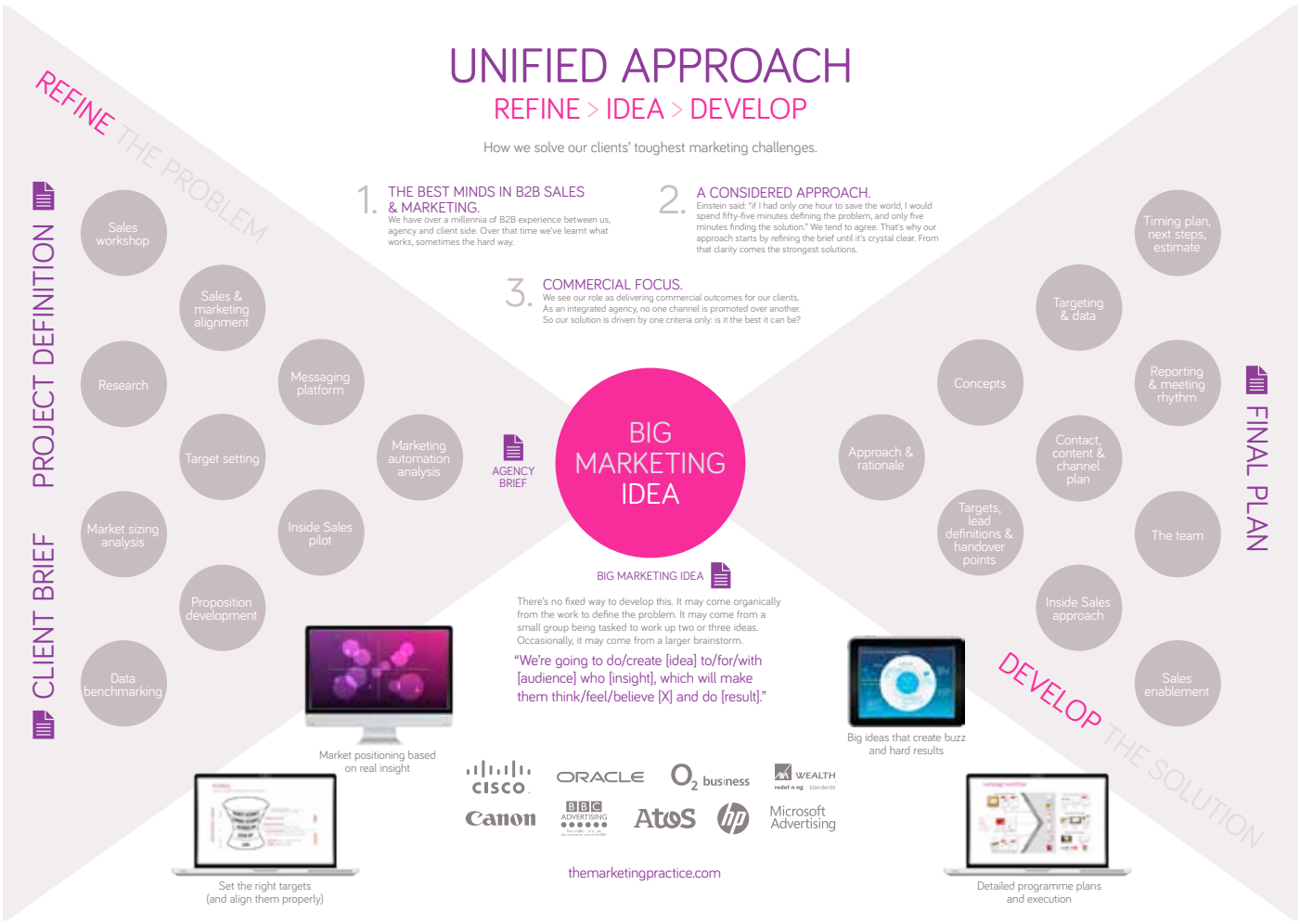
We now offer initial scoping and planning services as well as overall management of marketing automation campaigns. It's helped increase email click-through rates from 1.5% to 4.7%.

Delivered for:

O2 business Canon

A UNIFIED APPROACH

Led by Paul Baker, our new creative director, this initiative ensures we apply the right creative process. Now, every team contributes insight to create the perfect brief.



FINANCIAL PERFORMANCE AND CLIENT GROWTH

	FY12	FY11	FY10
Revenue	£7.0m	£5.1m	£4.1m
Growth from previous year	37%	24%	41%
Profit	£1.23m	£1m	£0.9m

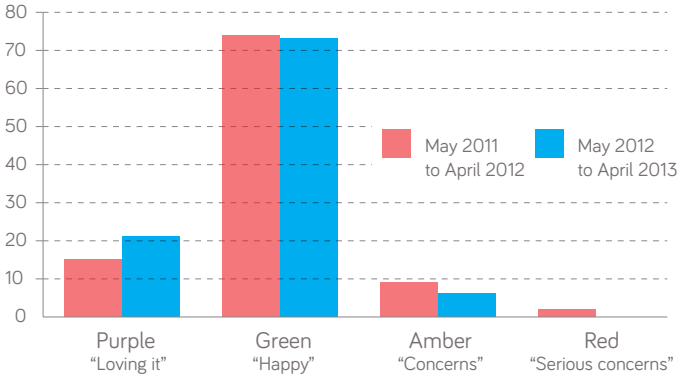
PERFORMANCE TO PLAN: STRONG MANAGEMENT AND FORECASTING

At the start of this year we planned to achieve £7.1m revenue. Our actual revenue was £7.0m.

OUR BUSINESS MODEL: THE RETENTION OF A SMALL NUMBER OF CLIENTS

With whom we develop long-term, stable relationships. This is reflected in our 92% client retention over the year, and the financial growth of our agency. Monthly client satisfaction scores: 94% positive in 2012/13 (up from 89% in 2011/12). Increase from 15% to 21% 'Purple' scores.

monthly client satisfaction scores



NEW WINS

CISCO

AXA WEALTH redefining / standards

salesforce

CAPITA

STAFF AND COMMUNITY ENGAGEMENT

STAFF RETENTION

The appointment of Tracy James as Head of People and Environment in 2012 had an immediate impact on our efforts to recruit and retain the very best talent. This is demonstrated by our 87% employee retention rate.

STAFF SATISFACTION

We collect staff scores for job satisfaction (4.9/6 average in 2012) and environment (5.1/6 average).

SPAIN

To celebrate our 10th birthday and reaching our client satisfaction targets, we took the whole company to Puerto Banus for three days in a five star hotel.







STAFF MORALE AND DEVELOPMENT

- LEADERSHIP TRAINING PROGRAMME
  Focusing on quality line management and personal development
- IMMERSION TRAINING
  Working through an end-to-end campaign in a day
- SOCIAL COMMITTEE
  From family days to summer concerts, Nintendo Wii nights to karting sessions
- MONTHLY COMPANY SESSIONS
  Sharing our latest monthly results and progress against annual plan with all our staff
- SHERPA FOR SHERPAS
  Monthly best-practice workshops run by staff on a subject that positively impacts the day-to-day actions of our colleagues

SUPPORTING THE LOCAL COMMUNITY

Every year we support a local charity; in 2012 we raised £24,000 for YDUK.

YoungDementiaUK

ENGAGING THE WIDER BUSINESS AND MARKETING COMMUNITY

- We engage with over 30 B2B marketers each quarter through our Quarterly S&M (Sales & Marketing) Forums www.themarketingpractice.com/forum
- Blog http://blog.themarketingpractice.com, which has 700 unique visitors a month (average)
- 12,000+ views of our SlideShare presentations
- TMPtweets, which shares views from 20+ regular TMP 'tweeters' https://twitter.com/TMPtweets/tmpers
- Speaking engagements in London (B2B Marketing Summit), Helsinki (B2B conference), San Francisco (Oracle OpenWorld).

KEY INITIATIVES AND ACHIEVEMENTS

2012

SHORTLISTED FOR 2 MARKETING WEEK ENGAGE AWARDS

MAY

New client win, salesforce.com key account marketing programme

Sales are from Mars, Marketing are from Venus: our Sales & Marketing Forum event with speakers including Mark Armstrong: Head of Direct Enterprise Sales at Telefónica UK and Robert Pickles: Director of Public Sector Business Development and Public Affairs at Canon UK

JUNE

PRESENTED AT B2B MARKETING SUMMIT ON "SECRETS OF LEAD NURTURING"

Young Dementia UK

TMP Charity Ball in aid of our charity of the year, Young Dementia UK, raises £17,000.
TOTAL RAISED IN THE YEAR: £24,000

NEW HIRE:
ROBERT AINGER, FORMER CORPORATE MARKETING DIRECTOR AT ORANGE, JOINS TMP AS ASSOCIATE DIRECTOR



JULY

AUGUST

New client win, CA Technologies

END OF FY12: £7M REVENUE

(37% GROWTH ON FY11)

TMP turns 10 and celebrates with a team trip to Spain

SEPTEMBER



CANON 'AIMING HIGHER' PROGRAMME KICKS OFF IN UK, GERMANY AND NETHERLANDS

NEW HIRE:
PAUL BAKER, FORMER EXECUTIVE CREATIVE DIRECTOR AT MCCANN ERICKSON, JOINS TMP AS CREATIVE DIRECTOR

OCTOBER

New client win, AXA Wealth pitch for data and campaign management

New client win, Cisco Systems demand generation

cisco

NOVEMBER

NEW HIRE:
OSIRI WEITHERS
JOINS TMP AS HEAD OFINSIDE SALES



DECEMBER

CAMPAIGNS WIN SILVER AND BRONZE AT DMA AWARDS

O2 business

300 leads and £30m pipeline delivered for O2 Enterprise over the last 12 months

JANUARY

2013

New client win, Capita acquisition branding

CAPITA

FEBRUARY

FINALIST AT CIM AWARDS

AXA WEALTH LEAD TARGET EXCEEDED

AXA WEALTH redefining / standards

MARCH

Canon

'AIMING HIGHER' PROGRAMME GENERATES £31M PIPELINE FOR CANON

NEW BRAND FOR THE MARKETING PRACTICE

APRIL

Shortlisted five times for Marketing Week Engage awards

O2 Talking Points: B2B Marketing campaign of the month

CLIENT TESTIMONIALS

SARAH LYONS – CHANNEL MARKETING MANAGER, AXA WEALTH

"It's a great agency to work with, a fantastic account team that's always very accessible, who place a great deal of emphasis on the relationship which I like… they're absolutely brilliant."

GIUSEPPE ROSSI, VP INTERNATIONAL SALES, ORACLE

"The program has clearly demonstrated the success we can expect when sales & marketing work together so well."

PAUL STEVENSON – HEAD OF ENTERPRISE MARKETING SERVICES, O2 UK

"We have the holy grail of having an integrated agency. Whether our strategic development on messaging, our social media plans and strategy or our execution plans, TMP is involved at each step…"