B2B MARKETING

The B2B Marketing UK Agencies Benchmarking Report

2025

2025 UK

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Contents

Introduction: Is growth on the horizon? 4

Section 1: League tables 5

Top 83 UK B2B Marketing Agencies 6
Top 10 UK Rising Stars 10
Top 10 UK Fastest Growers 11
UK ABM specialists 12
UK Brand specialists 14
UK Content marketing and thought leadership specialists 16
UK Demand generation specialists 18

Section 2: Market analysis 21

No, you can't make a difference through performance marketing ***alan.*** 23
Is it time to dehumanise your marketing? ***Bray Leino*** 25
Creating Opportunity: For the people trying to get great things done ***Fox Agency*** 27
Businesses are not consumers. Don't believe the hype ***Napier*** 29
Make marketing mean more ***The Marketing Practice*** 31
Why your brand is your best salesperson ***Torpedo*** 33
B2B buyers don't think in straight lines – How to drive real business growth from marketing ***True Agency*** 35

Section 3: Agency profiles 37

alan. 38
Bray Leino 40
Fox Agency 42
Napier 44
The Marketing Practice 46
Torpedo 48
True Agency 50

Section 4: Case studies 53

Ice Blue Sky 54
Lesniak Swann 60
Marketing With Jay (MWJ) 65
Sharp Ahead 70

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Moore Kingston Smith is the only firm of media accountants and advisers with a dedicated office of over 100 media specialists that proactively support the extensive range of needs of independent media businesses. We work across all creative industries including the marketing services sector.

Having completed 57 deals since 2020 our media specialist corporate finance team offers a holistic, full-service approach to M&A which also includes M&A tax advisory and growth advisory in advance of an exit through its agency exit programme.

As a member of Moore Global, we are also well-placed to support your international expansion requirements.



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Are we on the track to growth?



Kavita Singh,
Senior Content Editor,
B2B Marketing

It's that time of year again.

Our UK Agencies Benchmarking Report is back and, this year, we've packed it with everything you need to find the right agency for you: case studies showing what exciting new work agencies are delivering; thought leadership around the significant trends shaping marketing; and, of course, a series of league tables, showcasing the biggest and best agencies in the UK.

To ensure there can be no doubt around the accuracy of the data we present, Moore Kingston Smith have partnered with us to ensure all figures are accurate and trustworthy.

So what's the state of the agency marketplace looking like? Let's be honest. It has been a difficult time for agencies. Marketing budgets have shrunk and in turn, agencies have been expected to do more with less. Despite these challenges, we saw a 5.3% increase in the most recent financial year's gross income from £5.4 million in 2024 to £5.7 million in 2025. And while this shows signs of growth, it's absolutely worth noting that we're including 83 agencies in this year's report; whereas our 2024 edition featured 106 agencies - so some agencies, knowing they had a tough year, could've opted out.

Interestingly enough, there was 6.1% drop in headcount from 52.5 in 2024 to 49.29 this year, which could be due to the fact that smaller agencies have been contributing to our report over the last few years whereas some other 'heavyweights' were noticeably absent. That being said, we are also seeing encouraging changes — such as a growing emphasis on mental health, training, and flexibility in the workplace. These shifts signal an industry adapting to ever-evolving challenges.

To read our full analysis, which breaks down the changes in gross income, headcount, diversity and other current challenges flagged by agencies - head to our community intelligence platform, Propolis. A global community where B2Bers come together, Propolis gives you access to insights to make decisions, connect with experts and unlock actionable guides and content - all of this to enable your company to develop and thrive.

Enjoy reading this report!

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SECTION 1:

League tables

Top 83 UK B2B Marketing Agencies	6
Top 10 UK Rising Stars	10
Top 10 UK Fastest Growers	11
UK ABM specialists	12
UK Brand specialists	14
UK Content marketing and thought leadership specialists	16
UK Demand generation specialists	18

Top 83 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.

	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a	UK headcount 2024	UK YoY headcount change	Rank in 2024	Rank change
1	Edelman	76.6	1.17	621	2.14	1	–
2	Dentsu B2B	39.9	55.92	276	0	3	↑
3	Gravity Global	22.5	4.65	140	1.45	6	↑
4	**Bray Leino** (p.40)	**22**	**1.56**	**232**	**-3.33**	**5**	↑
5	Brands2Life	20.5	-6.62	150	-13.29	4	↓
6	Twogether	16.3	-16.70	175	-10.26	7	↑
7	Ledger Bennett	14.6	26.38	54	20	12	↑
8	Transmission	13.1	-12.32	105	-16	9	↑
9	McCann Enterprise	12.8	18.96	71	16.39	N/A	*
10	Omne Agency	9.7	21.47	55	27.9	17	↑
11	Definition	9.7	-5.52	89	-8.25	N/A	*
12	The Telemarketing Company	8.9	13.48	284	5.19	18	↑
13	IMG: Intermedia Global	8.6	35	44	25.71	26	↑
14	**Fox Agency** (p.42)	**8.5**	**30.15**	**61**	**1.67**	**25**	↑
15	Nelson Bostock*	7.8	-14.73	65	-10.96	14	↓

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	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a	UK headcount 2024	UK YoY headcount change	Rank in 2024	Rank change
16	ArmstrongB2B	7.6	25.7	52	-189	29	↑
17	Barrett Dixon Bell Ltd (BDB)	7.1	6.32	58	-7.94	22	↑
18	Tangent	6.9	-5.48	45	2.27	23	↑
19	The SEO Works	6.6	13.46	81	-8.99	28	↑
20	Publicis Pro	6	-18.03	51	-17.74	20	–
21	Accelera	5.8	48.43	9	28.57	39	↑
22	CCGroup	5.7	-10.98	33	-17.5	27	↑
23	Gilroy	5.4	1.87	40	25	30	↑
24	Fight or Flight	5.2	13.09	40	11.11	N/A	*
25	Wyatt International Ltd	5	0.17	38	0	33	↑
26	Man Bites Dog	4.8	17.46	27	-15.14	37	↑
27	Luxid Group UK Ltd	4.4	8.95	50	25	38	↑
28	Page & Page	4.1	9.55	32	-5	35	↑
29	The Think Tank	4	19.67	49	11.36	45	↑
30	**Napier** (p.44)	**3.8**	**13.01**	**33**	**-2.94**	**44**	↑
31	Rostrum	3.7	-2.61	30	-21.05	36	↑
32	The Marketing Pod	3.6	6.55	43	16.22	42	↑
33	Jellybean	3.3	0.68	24	0	49	↑
34	HUT 3	3.2	3.26	43	10.26	51	↑
35	Radish Agency	3.1	4.72	32	3.23	N/A	*
36	The Whiteoaks Consultancy Ltd	3	-10.11	26	-23.53	47	↑
37	Wildfire	3	0.36	31	-3.13	41	↑
38	Berkeley Communications	2.9	1.63	32	6.67	N/A	*
39	Modern Media Ltd	2.9	7.62	37	12.12	55	↑
40	Babel	2.9	0.75	24	0	53	↑

	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a	UK headcount 2024	UK YoY headcount change	Rank in 2024	Rank change
41	Fifth Ring	2.8	3.11	28	7.69	57	↑
42	Differentiated	2.8	23.32	24	14.29	61	↑
43	Speed Communications	2.7	5	35	-7.89	59	↑
44	Coterie Marketing Ltd	2.5	17.74	13	8.3	N/A	*
45	Stream Loyalty	2.4	16.18	19	11.76	65	↑
46	Gripped	2.3	5.16	21	0	63	↑
47	**alan.** (p.38)	**2.3**	**25.81**	**20**	**17.65**	**N/A**	*
48	strategicabm	2.2	16.81	29	-19.44	67	↑
49	h2o Creative Communications Ltd	2.1	5	24	14.2	N/A	*
50	Infinite Global Consulting Ltd	2	10.15	17	19.05	69	↑
51	Rooster Punk Group Ltd	2	-5.48	14	0	64	↑
52	Anicca Digital	1.9	-9.89	26	4	N/A	*
53	Miramar	1.8	0	24	20	N/A	*
54	Oakwood Media Group Ltd	1.7	-18.52	13	0	62	↑
55	Zircom	1.7	-3.15	24	33.33	70	↑
56	Ziggy Agency Ltd	1.7	9.68	17	30.77	N/A	*
57	Incite	1.7	-4.25	21	-12.5	N/A	*
58	Realm	1.7	18.71	16	14.29	79	↑
59	Forepoint Ltd	1.6	11.36	21	0	77	↑
60	Ambitious	1.6	32.7	22	12.49	88	↑
61	Novacom	1.6	27.07	16	33.33	74	↑
62	Velo	1.6	2.79	22	-15.38	75	↑
63	Chillibyte	1.5	-6.36	12	0	N/A	*
64	JTF Marketing	1.5	3.03	14	7.69	90	↑
65	**Lesniak Swann** (p.60)	**1.5**	**27.78**	**21**	**16.67**	**85**	↑

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	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a	UK headcount 2024	UK YoY headcount change	Rank in 2024	Rank change
66	Hard Numbers	1.4	11.83	18	0	N/A	*
67	Generate UK	1.3	-4.14	14	-12.5	78	↑
68	OST	1.3	-28.68	20	-23.08	68	–
69	The Creative Consultancy	1.3	31.7	12	20	89	↑
70	EvolveBPM	1.3	41.58	10	400	81	↑
71	Beneath	1.2	34.56	9	28.57	92	↑
72	**Ice Blue Sky** (p.54)	**1.2**	**0**	**13**	**550**	**84**	↑
73	Articulate Marketing	1.2	-6.23	14	-33.33	83	↑
74	Upp B2B	1.1	27.1	18	20	N/A	*
75	**Sharp Ahead Ltd** (p.70)	**1.1**	**3.74**	**20**	**11.11**	**93**	↑
76	Isoline Communications Ltd	1	-0.01	14	16.67	91	↑
77	Bright Innovation	1	-11	12	0	87	↑
78	Skout	1	-6.4	13	0	94	↑
79	Petal & Co.	0.8	28.89	5	25	100	↑
80	Morton Waters Communications Ltd	0.5	9.39	7	-30	103	↑
81	Everywherebrand	0.4	1.25	4	33.33	N/A	*
82	Darwin	0.3	117	5	66.67	N/A	*
83	**Marketing With Jay (MWJ)** (p.65)	**0.1**	**301.5**	**2**	**100**	**N/A**	*

**Revenue change attributed to restructure. Nelson Bostock 2023 included integrated comms and marketing revenue. 2024 revenue is comms only*

Top 10 UK Rising Stars

This table shows the UK agencies that reported the largest percentage increase in UK gross income. 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.

Rank	Agency	YoY change in UK GI as a %	UK GI in £m in most recent financial year	UK headcount 2024	UK YoY headcount % change	Rank in main 2025 table
1	Darwin	117	0.3	5	66.67	82
2	Dentsu B2B	55.92	39.9	276	0	2
3	Accelera	48.43	5.8	9	28.57	21
4	EvolveBPM	41.58	1.3	10	400	70
5	IMG: Intermedia Global	35	8.6	44	25.71	12
6	Beneath	34.56	1.2	9	28.57	71
7	Ambitious	32.7	1.6	22	12.49	60
8	The Creative Consultancy	31.7	1.3	12	20	69
9	**Fox Agency** (p.42)	**30.15**	**8.5**	**61**	**1.67**	**25**
10	Petal & Co.	28.89	0.8	5	25	79

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Top 10 UK 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	UK headcount 2024	YoY headcount % change	Rank in 2025 main league table
1	Dentsu B2B	14.3	39.9	55.92	276	0	2
2	Ledger Bennett	3.3	14.6	26.38	54	20	7
3	IMG: Intermedia Global	2.2	8.6	35	44	25.71	13
4	McCann Enterprise	2	12.8	18.96	71	16.39	9
5	**Fox Agency** (p.42)	2	8.5	30.15	61	1.67	14
6	Accelera	1.9	5.8	48.43	9	28.57	21
7	Omne	1.7	9.7	21.47	55	27.9	10
8	ArmstrongB2B	1.5	7.6	25.7	52	-1.89	16
9	The Telemarketing Company	1	8.9	13.48	343	27.04	12
10	Gravity Global	1	22.5	4.65	140	1.45	3

UK ABM specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialise in above all others. This table presents those agencies which selected ABM as one of these options, ranked by UK gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

Rank	Agency	UK GI in £m in most recent financial year (abbreviated number)	YoY change in UK GI as a %	UK headcount 2024	UK YoY headcount % change
1	Twogether	16.3	-16.7	175	-10.26
2	Ledger Bennett	14.6	26.38	54	20
3	Transmission	13.1	-12	105	-16
4	Omne Agency	9.7	21.47	55	27.9
5	Gilroy	5.4	1.87	40	25
6	HUT 3	3.2	3.26	43	10
7	Radish Agency	3.1	4.72	32	3
8	Modern Media Ltd	2.9	7.62	37	12.12
9	Fifth Ring	2.8	3.11	28	7.69
10	Differentiated	2.8	23.32	24	14.29
11	strategicabm	2.2	16.81	29	-19
12	Miramar	1.8	0	24	20
13	Incite	1.7	-4	21	-13
14	Velo	1.6	2.79	22	-15.38
15	JTF Marketing	1.5	3.03	14	7.69

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Rank	Agency	UK GI in £m in most recent financial year (abbreviated number)	YoY change in UK GI as a %	UK headcount 2024	UK YoY headcount % change
16	The Creative Consultancy	1.3	31.7	12	20
17	EvolveBPM	1.3	41.58	10	400
18	**Ice Blue Sky** (p.54)	1.2	0	13	550
19	Everywherebrand	0.4	1.25	4	33.33

UK Brand specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialise in above all others. This table presents those agencies which selected brand as one of these options, ranked by UK gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2024	UK YoY headcount % change
1	Edelman	76.6	1.17	621	2
2	Gravity Global	22.5	4.65	140	1.45
3	**Bray Leino** (p.40)	**22**	**1.56**	**232**	**-3.33**
4	Brands2Life	20.5	-6.62	150	-13.29
5	Twogether	16.3	-16.7	175	-10
6	Transmission	13.1	-12.32	105	-16
7	McCann Enterprise	12.8	18.96	71	16.39
8	Omne Agency	9.7	21.47	55	27.9
9	Definition	9.7	-5.52	89	-8.25
10	**Fox Agency** (p.42)	**8.5**	**30.15**	**61**	**1.67**
11	Nelson Bostock	7.8	-14.73	65	-10.96
12	ArmstrongB2B	7.6	25.7	52	-1.89
13	Publicis Pro	6	-18	51	-17.74
14	CCGroup	5.7	-10.98	33	-18
15	Wyatt International Ltd	5	0.17	38	0
16	Man Bites Dog	4.8	17.46	26.9	-15.14
17	Page & Page	4.1	9.55	32	-5
18	The Marketing Pod	3.6	6.55	43	16.22
19	Radish Agency	3.1	4.72	32	3.23
20	Berkeley Communications	2.9	1.63	32	7

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Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2024	UK YoY headcount % change
21	Fifth Ring	2.8	3.11	28	7.69
22	Differentiated	2.8	23.32	24	14.29
23	**alan.** (p.38)	**2.3**	**25.81**	**20**	**18**
24	H20 Creative Communications Ltd	2.1	5	24	14.2
25	Rooster Punk Gropu Ltd	2	-5.48	14	0
26	Oakwood Media Group Ltd	1.7	-18.52	13	0
27	Zircom	1.7	-3.15	24	33.33
28	Forepoint Ltd	1.6	11.36	21	0
29	Velo	1.6	2.79	22	-15.38
30	Beneath	1.2	34.56	9	28.57
31	Upp B2B	1.1	27.1	18	20
32	Bright Innovation	1	-11	12	0
33	Everywherebrand	0.4	1.25	4	33.33

UK Content marketing and thought leadership specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialise in above all others. This table presents those agencies which selected content marketing and thought leadership (including copywriting, storytelling, video and editing) as one of these options, ranked by UK gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2024	UK YoY headcount % change
1	Edelman	76.6	1.17	621	2.14
2	dentsu B2B	39.9	55.92	276	0
3	McCann Enterprise	12.8	18.96	71	16.39
4	**Fox Agency** (p.42)	**8.5**	**30.15**	**61**	**1.67**
5	Nelson Bostock	7.8	-14.73	65	-10.96
6	Barrett Dixon Bell Ltd (BDB)	7.1	6.32	58	-7.94
7	The SEO Works	6.6	13.46	81	-8.99
8	Publicis Pro	6	-18.03	51	-17.74
9	CCGroup	5.7	-10.98	33	-17.5
10	Gilroy	5.4	1.87	40	25
11	Fight or Flight	5.2	13.09	40	11.11
12	Wyatt International Ltd	5	0.17	38	0
13	Man Bites Dog	4.8	17.46	26.9	-15.14
14	Luxid Group UK Ltd	4.4	8.95	50	25
15	Page & Page	4.1	9.55	32	-5
16	The Think Tank	4	19.67	49	11.36
17	**Napier** (p.44)	**3.8**	**13.01**	**33**	**-3**
18	Rostrum	3.7	-2.61	30	-21.05
19	The Marketing Pod	3.6	7	43	16.22
20	Jellybean	3.3	0.68	24	0

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Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2024	UK YoY headcount % change
21	HUT 3	3.2	3.26	43	10
22	Wildfire	3	0.36	31	-3.13
23	Berkeley Communications	2.9	1.63	32	7
24	Babel	2.9	0.75	24	0
25	Differentiated	2.8	23.32	24	14
26	Speed Communications	2.7	5	35	-7.89
27	Coterie Marketing Ltd	2.5	17.74	13	8.3
28	Gripped	2.3	5.16	21	0
29	**alan.** (p.38)	**2.3**	**25.81**	**20**	**17.65**
30	H2o Creative Communications Ltd	2.1	5	24	14.2
31	Infinite Global Consulting ltd	2	10.15	17	19
32	Rooster Punk Group Ltd	2	-5.48	14	0
33	Anicca Digital	1.9	-9.89	26	4
34	Forepoint Ltd	1.6	11.36	21	0
35	Ambitious	1.6	32.7	22.15	12.49
36	Chillibyte	1.5	-6.36	12	0
37	Hard Numbers	1.4	11.83	18	0
38	OST	1.3	-28.68	20	-23.08
39	The Creative Consultancy	1.3	31.7	12	20
40	Beneath	1.2	34.56	9	28.57
41	Articulate Marketing	1.2	-6.23	14	-33
42	Isoline Communications Ltd	1	-0.01	14	17
43	Skout	1	-6.4	13	0
44	Petal & Co.	0.8	28.89	5	25
45	Morton Waters Communications Ltd	0.5	9.39	7	-30
46	Everywherebrand	0.4	1.25	4	33
47	Darwin	0.3	117	5	66.67
48	**Marketing With Jay (MWJ)** (p65)	**0.1**	**301.5**	**2**	**100**

UK Demand generation specialists

In our survey, we asked each agency to select all services they provide. In the following question, we asked each agency to identify the three services that they specialise in above all others. This table presents those agencies which selected demand gen as one of these options, ranked by UK gross income (GI) in their most recently closed financial year. As with the main league table, agency networks and groups are not included in this table.

Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2024	UK YoY headcount % change
1	Twogether	16.3	-16.7	175	-10.26
2	Ledger Bennett	14.6	26.38	54	20
3	The Telemarketing Company	8.9	13.48	343	27.04
4	**Fox Agency** (p.42)	**8.5**	**30.15**	**61**	**1.67**
5	Accelera	5.8	48	9	29
6	Luxid Group UK Ltd	4.4	8.95	50	25
7	The Think Tank	4	19.67	49	11.36
8	HUT 3	3.2	3.26	43	10
9	Modern Media Ltd	2.9	7.62	37	12.12
10	Fifth Ring	2.8	3.11	28	7.69
11	Gripped	2.3	5.16	21	0
12	strategicabm	2.2	16.81	29	-19.44
13	Ziggy Agency Ltd	1.7	9.68	17	31
14	Incite	1.7	-4.25	21	-12.5
15	**Lesniak Swann** (p.60)	**1.4**	**31**	**22.15**	**12**
16	Generate UK	1.3	-4.14	14	-13
17	EvolveBPM	1.3	41.58	10	400
18	Beneath	1.2	34.56	9	28.57

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Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2024	UK YoY headcount % change
19	**Ice Blue Sky** (p.54)	1.2	0	13	550
20	Upp B2B	1.1	27.1	18	20
21	**Sharp Ahead Ltd** (p.70)	1.1	3.74	20	11.11
22	Isoline Communications Ltd	1	-0.01	14	16.67
23	Darwin	0.3	117	5	66.67

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Grand Prix Winner 2023

B2B MARKETING AWARDS
Grand Prix Winner 2023

SECTION 2:

Market analysis

No, you can't make a difference through performance marketing
alan. 23

Is it time to dehumanise your marketing?
Bray Leino 25

Creating Opportunity: For the people trying to get great things done
Fox Agency 27

Businesses are not consumers. Don't believe the hype
Napier 29

Make marketing mean more
The Marketing Practice 31

Why your brand is your best salesperson
Torpedo 33

B2B buyers don't think in straight lines – How to drive real business growth from marketing
True Agency 35

NO YOU CAN'T*

*Unless you unleash the power of brand.

alan-agency.com

alan.
Provoke change

No, you can't make a difference through performance marketing



ALEX SEGGER,
Client Director, alan.

Why it's time to unleash the transformative power of brand

Let's get one thing straight: B2B brand building isn't B2C's less advanced cousin. It's a discipline that demands its own respect – one that thrives on complexity and intellectual depth. Whilst the data clearly shows that brand drives results, the real question is: what makes a truly powerful B2B brand?

The answer lies in embracing what makes B2B distinct. Our research consistently reveals that the most effective B2B brands aren't built on simplified emotional appeals, but on something far more nuanced: a galvanising vision for industry change that respects the complexity of business decision-making. To inspire, vision must be as evocative as it is intellectually coherent.

Yet most marketers are being held back from realising this potential. Every day, they're expected to drive growth with performance marketing tactics and transform perceptions, but they're denied the opportunity to build true brand power. In today's complex business landscape, this disconnect between expectation and empowerment is holding back genuine sector transformation. The harsh reality?

There are some home truths every marketer should accept:

- No, you can't drive lasting change through performance tactics alone. Without research-backed brand thinking, you're just adding to the industry noise.
- No, you can't challenge industry perceptions without a powerful brand platform behind you. Bold ideas need bold foundations.
- No, you can't build credibility through disconnected content. True thought leadership needs a coherent brand vision.
- No, you can't transform sector behaviour with campaign-by-campaign thinking. Real change requires the sustained power of brand.

This is where marketers need to fundamentally rethink B2B brand building. Success comes from fusing incisive journalism with visceral advertising – creating brands that win both the intellectual and emotional arguments for change. Without this powerful combination, even your most innovative marketing initiatives will fall flat.

The outliers who understand this – those who embrace B2B's intellectual rigour whilst crafting powerful narratives for change – are the ones reshaping entire sectors. They're not just marketers anymore. They're changemakers who understand that B2B's complexity isn't a limitation. It's an opportunity to create deeper, more meaningful industry transformation.

To become a changemaking marketer, focus on these key actions:

- Build your brand platform on deep sector insight, not surface-level trends
- Craft a compelling vision for industry change that connects emotionally and intellectually
- Develop thought leadership that challenges conventional thinking with genuine authority
- Create sustained brand campaigns that build momentum for long-term transformation
- Align tactical execution with your strategic brand narrative

It's time to stop apologising for B2B's sophistication and start harnessing it. When your brand wins both hearts and minds through genuine insight and provocative thinking, that's when you truly have the power to create change.

The future of B2B marketing belongs to those who can build brands that respect and leverage this complexity, transforming not just perceptions but entire industries through the sustained power of strategic brand thinking.

The path forward is clear: embrace the intellectual depth that makes B2B unique, build brands that catalyse genuine industry change, and recognise that true marketing power comes not from simplification, but from mastering the sophisticated interplay of rational and emotional appeal that defines modern B2B decision-making.

Your industry doesn't need another marketer. It needs a changemaker.



The deeper the roots the stronger the growth

Ambitious brands and businesses need a partner whose expertise runs deep. Talk to the one Agency that has crowned the B2B league tables for over a decade.

brayleino.co.uk

Growth through creativenergy®

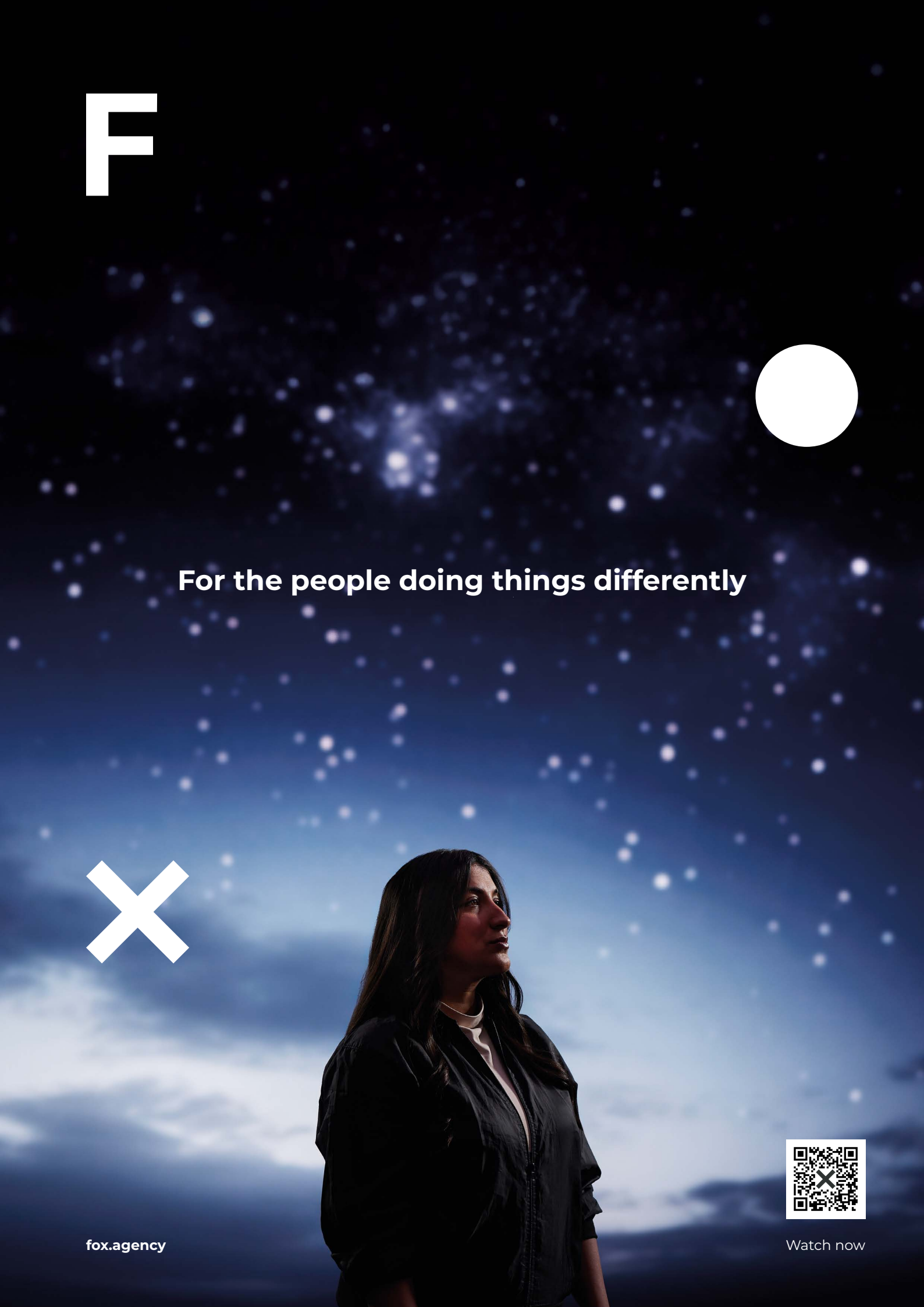
Is it time to dehumanise your marketing?

PATRICK FURSE,
Digital Director, Bray Leino



On the whole, of course not! We've been banging the drum for emotive B2B marketing for years – and we're not throwing down our sticks any time soon.
BUT
Consider one of the most human elements of marketing – customer insight – and there's a strong case for removing humans from the equation.

I know, it seems counterintuitive. Take away the human and you have no customer; hear me out…
Markets are increasingly fragmented, businesses are growing, traditional engagement methods are costly and complicated.
Instead of striving to create deeply personal connections, why not embrace synthetic users?
This isn't sci-fi fantasy; it's cutting-edge technology transforming how we explore and understand customer behaviour. Smart use of AI can simulate countless scenarios, modelling interactions across industries, regions, and subjects – uncovering insights that would be difficult or prohibitively expensive to obtain otherwise.
Want to understand what Procurement Managers in Latin America need to know to choose your business? Or how German consumers research electric vehicles? AI generated personas can help.
Working with new research platforms, like the aptly named Synthetic Users, we're able to help businesses unlock insights at scale.
Now for the science: these synthetic users act as proxies for real people. Their knowledge comes from Large Language Models trained on multiple zettabytes (1 trillion gigabytes!) of online data – websites, forums, white papers, books, and academic studies. This provides synthetic users with a rich, diverse knowledge base.
Reactions, emotions, and behaviours are modelled and compared against real-world responses, allowing these platforms to predict how different groups might respond to various scenarios, products, or services.
Combine this with one of AI's key strengths – scale and speed – and we can run endless simulated AI interviews without privacy concerns, GDPR headaches, or data scarcity.
Sure, there are drawbacks. Alongside the commonly cited issue of AI hallucination, synthetic users can be annoyingly positive. Think less HAL from 2001, and more a chirpy "I'm sorry Dave, I'd love to do that!" AI personas are also relentlessly on-task, meaning you can miss out on the 'umms and aahs' and digressions that come from talking to real people – often the source of the most unexpected, valuable insights.
To be clear, this isn't about stripping away the human element entirely. It's about reallocating resources to maximise their impact. By dehumanising data collection and initial analysis, you free up resources to focus on creativity, strategy, and meaningful interactions.
This new field of research offers the tempting proposition of continuous, scalable insight without the messiness of human interaction.
At Bray Leino, we've been applying AI in B2B marketing for years, gaining first-hand insight of the challenges but also the potential of this fast-evolving tech to enhance traditional marketing approaches.
So, senior B2B marketers, it's time to challenge the status quo. Stop chasing the elusive goal of humanising every part of your marketing. Embrace synthetic users and dehumanise your approach to uncover insights more efficiently.
The future of B2B is still human connection; done intelligently.
Are you ready?


For the people doing things differently
fox.agency
Watch now

Creating Opportunity: For the people trying to get great things done



RACHEL LOFTHOUSE,
Managing Director, UK & Europe, Fox Agency

2025. A time where complexity reigns (and drains), like never before.

Global B2B firms carry it around with them like a colossal lead weight.
All those platforms, all those divisions, regional entities, and BUs.
All those categories, products, solutions, innovations, and teams (all operating in silos), each with their own focus, priorities, and perspectives.
Ever-increasing datasets, changing business models, expanding buying groups, increasing personas, switching sales structures, evolving attribution models…

AI
Ecosystems
SaaS
PaaS
Global v Regional v Local
Brand & Demand
ABM → ABX
The next quarter
The next market update

The world of our clients
Always on
24/7/365

Never enough: time, headspace, breathing space

Roughly 3% of a Global B2B CMOs' time is spent 'being strategic' with their agencies.
Three percent. The rest is their day job.
A typical global CMO works 55+ hours a week.

That's 99 minutes per week available to agencies. Split this across a typical global B2B firm's roster of say four to six agencies.

Turns out, it's not all about us after all.

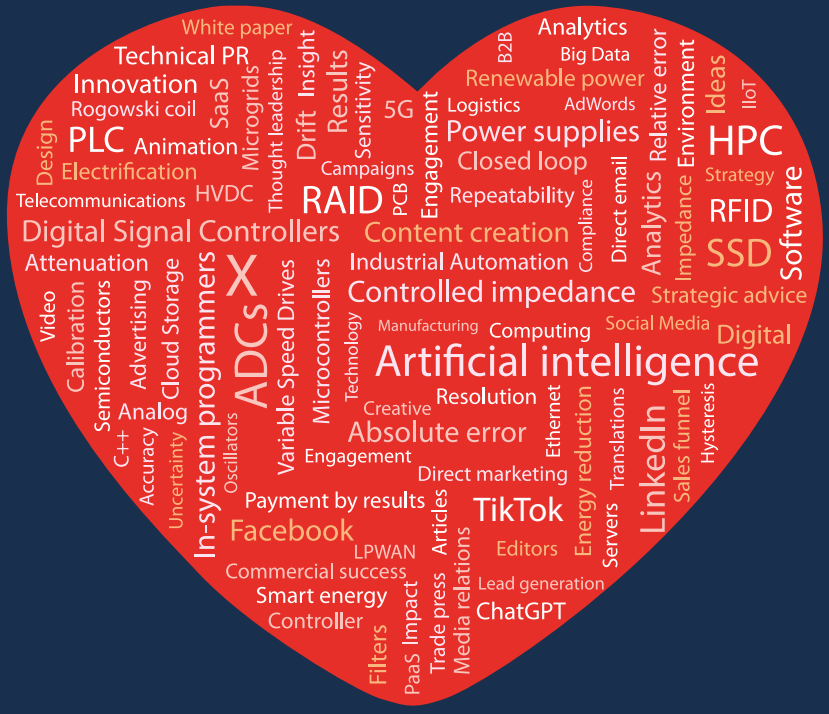
Making the 3% Count.

What if that 3% was the most on-the-money, damn-right valuable time they could spend?
What if a global B2B CMO could trust their agency to truly deliver across the holy trinity of consultancy, commerciality, and creativity?
What if the agency understood the business and its markets, deeply?
And could speak the language of the boardroom and the back office with equal fluency?
What if strategic recommendations were considered, delivered with confidence, and convincing?
What if agencies assumed responsibility and ownership – taking action on-behalf of (and not dependent on), the CMO?
What if everything was joined up – the strategy, the idea, the plan, the people, the experience, the execution…. hell, even the results?
What if every interaction was infused with vision, energy, spirit, creativity, enthusiasm, passion, and a bit of excitement?
What if. What if. What if.

If only agencies could stop obsessing about what they 'do' and thought more about the people they're doing it for, their crazy world, and what value truly means to them?

We'd call that an opportunity.

WE



GEEKS

Geeks are cool. If your company is driven by innovation, we're your **perfect agency**. If you're a PR geek, why not work for us?

To learn more, email our Managing Director, Mike Maynard: **mike@napierb2b.com** or give us a call on **01243 531123**.

Napier

napierb2b.com

Businesses are not consumers. Don't believe the hype

MIKE MAYNARD,
Managing Director,
Napier Partnership Limited



Dull, uninspired B2B marketing campaigns often don't excite their target audience, which is why consumer marketers see an opportunity. They rush in with the seductive rallying cry, "It's business-to-human, not B2B!"

There is no end to the B2C "experts" who suggest that all B2B marketing needs to fix its woes is a campaign that uses consumer tactics and strategies. They are wrong.

Although knowledgeable B2B marketers roll their eyes at this over-simplification of the problem, they only have themselves to blame. B2B marketers need to be more ambitious, more creative and ultimately more effective. But the idea that all it will take is a switch to consumer-style marketing tactics is, frankly, ridiculous.

Let's look at the B2C premise that, as you're ultimately marketing to humans, all campaigns should take the same approach. Seriously?

Surely my friends in consumer marketing are not suggesting that the tactics and strategies they use when marketing luxury cars will also work for stair lifts or cosmetics. Yes, they are all sold to human beings, but they are vastly different products, designed for very different audiences. So, because one consumer marketing campaign does not fit all, why should a "consumer approach" work for business marketing?

Unlike business -to-consumer transactions, business-to-business transactions are far more complex. Business buyers have a very different set of purchasing criteria than consumer buyers and, therefore, behave very differently.

It's difficult to think of a consumer purchase that could come anywhere near the complexity of selecting products for a detailed engineering project, especially given the pace of technological change today.

Although emotion does play a part in some B2B purchases, the aim of organisations is to eliminate as much emotion as possible from the buying process and replace it with objective logic.

In B2B, hard truths that deliver results are the accepted norm.

Many consumer purchases are purchased as status symbols, i.e., a gift to yourself, for others, or simply to splash out for a bit of fun. The sole motivation of a purchase is to seek simple visceral pleasure or reward.

On the other hand, a key motivator in many complex business purchases is to not get fired.

B2B specialists have a steely-eyed expertise that consumer marketers simply don't have, which is invaluable when promoting your products or services to other businesses. The trick is to not let them off the hook by assuming they know best. The truth is, they probably do have the right idea, but don't let them stop at that. Push them to be more creative and break down the traditional barriers that limit their imaginations - and their campaigns.

It's so important to let marketers challenge and, on occasion, usurp the rules and norms that have made B2B a little too dull in the past. It doesn't have to be.

The Napier team is always challenging its clients to make sure there is nothing unnecessary holding us back from achieving their goals. When we're let off the lead, good things happen.


What's your dragon?
We're helping global B2B brands overcome their biggest marketing obstacles.
Talk to us about yours, visit themarketingpractice.com
The Marketing Practice

Make marketing mean more

PAUL EVERETT,
Chief Client Officer,
The Marketing Practice



Inbound, outbound, shake-it-all-around-bound. Marketing's not short of silver bullets promising overnight success. Yet the reality on the ground feels like you have to work twice as hard to get to the same results as a few years ago. Which is exactly what McKinsey's data on 'growth efficiency' tells us: companies needed to spend twice as much in 2023 to get the same growth as in 2021.

Sounds depressing, and it has been tough. Is there an answer? Yes, but it's no silver bullet.
It's an opportunity for marketing to step forward and solve these growth challenges, and for marketing to mean more, as we say.

Shaking up the system

There's a fundamental flaw in the way we've designed companies to support growth. We silo customer communication into channels: sales (human/AI) and marketing (digital/visual). Then we split marketing teams even further into brand, social media, demand generation, and so on; and sales into direct and indirect.
But growth starts and ends with the customer. Not the marketing channel.
When things are joined-up they make more sense to the audience and they're more likely to work together to hit the real business goals. So we need to demolish the silos that have got in the way of efficiency and effectiveness.
This is what I think Forrester is describing when it says that B2B organizations need a "customer-obsessed growth engine".

The Formula 1 approach

What does that "growth engine" look like?
Think of it like designing a Formula 1 car. Years ago, it was all about power: the better the engine, the faster the car. Today, manufacturers know that hundreds of factors can influence speed. Every decision matters in a game of marginal gains—from the mental health of the driver, to the speed of the wheel guns. If your aerodynamicists aren't talking to your mechanical engineers, you have a fatal problem.
Every growth engine looks different, but there are principles that apply across the board.

Data is the fuel

The single most important element of the growth engine is data—or more specifically, customer insight. Not just the quality and breadth, but the ability to analyze and interpret it real-time with the support of AI. Data is the fuel of the engine—without it, nothing moves.

Levers and dials

Constant review, measurement, optimization and prioritization are vital. Experimentation allows for learning that helps the engine constantly adapt to the conditions it's presented with.

Culture at the heart

The engine is nothing without the humans driving the car. Processes, technology and data can only get you so far—you need a culture across departments and responsibilities that thrives in uncertainty. This bit is not to be underestimated! It's a lot of work to build that culture.

Creativity provides the ignition

Creativity isn't an afterthought. One of the most important and hardest dials to get right is brand. Creativity brings the necessary art to the science of building a growth engine.

Make marketing mean more

All of this might sound overwhelming. It is—any organization with the ambition to create a growth engine is signing up to a long-term undertaking; one which reaps significant reward.
My advice? Start small. Take one practice or component, like account-based marketing, and use that as your test ground. Learn from it and gradually migrate other practices across, too.

Brand driven growth.
It's what we...



Most of your audience isn't in-market to buy right now. Yet budgets are skewed toward short-term conversions, ignoring the compound power of brand over time and positive exposure. Without trust, familiarity, and brand equity, it's much tougher to make it onto the shortlists of B2B buyers.

That's where we come in. We believe in Brand Driven Growth – it's all about creating momentum from launch, propelling your brand to a position of sustainable growth and market leadership. It's what we do.

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

torpedogroup.com

torpedo®

Why your brand is your best salesperson

ANDREW SINCLAIR-PEARSON,
CEO, Torpedo Group



Too many go-to-market strategies chase speed, prioritising quick wins over lasting value. The result? New products and services launch without true differentiation, misaligned with the market and unprepared for future growth. Their brands are quickly forgotten by buyers who weren't ready to buy today but might have been tomorrow.

The truth is, 95% of our potential audience isn't in-market to buy right now. Yet budgets are skewed toward short-term conversions, ignoring the compound power of brand over time and positive exposure. Without familiarity, backed by trust and strong brand equity, it's much tougher to make it onto the buyer's shortlist when the time comes.

So how do you change this? We believe the answer lies in brand-driven growth. Fusing the science of go-to-market strategy with the art of brand building and creativity, to fuel demand activation. It's about having a clearly defined go-to-market strategy, then creating momentum from launch, propelling your brand to a position of sustainable growth and market leadership.

Immediate recognition is key in today's crowded B2B marketplace. An authentic, consistent and professional brand presentation across all platforms can increase your company revenue. Unless you're in a very niche market, buyers will typically recall perhaps three dominant brands they want to consider. Trust and credibility are essential for growth. Buyers need to trust and understand a brand before making a purchase. Every interaction a customer has with your brand, from your website to your packaging to your aftercare, should reflect your core business values. This consistency builds a solid reputation companies can depend on.

There's a lot of talk about making emotional connections – buyers are people, after all. Yet the truth is in the B2B world, emotions don't really play a part in the decision making. People, relationships, trust and credibility are key factors in that process.

Companies with strong and well-defined brands have higher customer lifetime value, as loyal customers generate ongoing revenue and referrals. In fact, according to McKinsey, strong brands outperform weak brands by 20% in terms of total shareholder return – a KPI worth remembering.

A strong brand identity also impacts your sales cycles, leading to quicker purchase decisions and reducing the need for extensive research, streamlining the buyer's journey from awareness to consideration and eventually selection.

Consistency in brand messaging ensures you reap the full benefits of your marketing and sales efforts. In addition, a strong brand identity provides flexibility for growth. When your organisation buys into a strong brand internally, you can more easily navigate change and seize new opportunities. New products or initiatives aligned with your overall brand help customers view changes as natural steps in your company's journey.

While performance marketing focuses on immediate conversions, branding expands your market size and creates larger market share. By concentrating solely on the bottom of the funnel, you limit yourself to a small pool of potential customers. The power of branding opens up the market and creates more extensive opportunities.

Defining your go-to-market strategies around brand driven growth is ultimately how you'll set yourself apart and win in the competitive world of B2B. It's what we do at Torpedo, because we know your brand isn't just your logo – it's your best salesperson.

EFF*UP B2B

So, what the 'eff' is marketing effectiveness? It's the difference between generating noise and delivering outcomes. It's about moving beyond efficiency metrics like CPLs and ROI to prove marketing's true value—directly to the bottom line.

Too much of B2B marketing is stuck in a cycle of short-term thinking—relentless targets, squeezed budgets, and a fixation on quick wins. But here's the truth: focusing on leads and click-through rates doesn't grow businesses. **Effectiveness does.**

Effectiveness is about aligning marketing with business goals. It's about generating tangible outcomes like revenue growth, market share gains, and increased profitability. It ensures that marketing isn't treated as a cost centre, but as a critical driver of business success.

At True, effectiveness is more than a buzzword—it's our mission. We are the creative and media agency who are not just doing great work but seeking to change perceptions and practices in B2B.

We're the only B2B agency with an IPA Effectiveness Accreditation and winners of the first-ever IPA Effectiveness Award for B2B. We know how to turn your marketing into a growth engine that delivers real business outcomes, not just a pipeline full of maybe.

If you're ready to stop chasing metrics that don't matter and start proving marketing's value to your bottom line, let's talk.

trueagency.com

Beyond ROI:
Moving from Bullsh*t Metrics to Business Metrics

EFFECTIVENESS ACCREDITED 2023-25 IPA

true
a BBN agency

B2B buyers don't think in straight lines – How to drive real business growth from marketing



RICHARD PARSONS,
Founder, True

The goal for businesses is clear: **Win market share**. In today's fiercely competitive B2B landscape, brands that aggressively pursue market share growth are best positioned for long-term success. However, achieving this requires a deep understanding of how B2B buyers make decisions and a strategic approach to marketing investment.

Forget the outdated, linear funnel. B2B purchasing decisions are far more complex. Buyers don't simply progress through a series of predictable stages, nor do they think rationally one day and emotionally on another day. Instead, they engage both their rational and emotional brains throughout the entire journey. We call this the **dual-brain funnel** because both parts exist simultaneously:

- **System 1 (Emotional):** This is the domain of gut feelings, intuition, and brand perception. It's fuelled by factors like brand awareness, thought leadership, and social proof. Buyers connect with brands they trust and admire, brands that resonate with their values and aspirations.
- **System 2 (Rational):** This is the analytical engine, focused on logic, data, and tangible benefits. Buyers scrutinise features, pricing, and ROI, seeking concrete evidence to justify their decisions. Content like case studies, white papers, and product demos play a crucial role in satisfying this need for rational validation.

Only by addressing this dynamic interplay of emotion and logic throughout the decision-making process can we get on the list at all.

Getting on to the mental shortlist

True's research, "The Rule of Three in Every Purchase Decision," reveals a critical truth: when B2B buyers enter buying mode, they instinctively generate a day-one list, a mental shortlist of three brands they believe can solve their problem. And a staggering 90% of the time, they ultimately choose from this initial "top 3." The first brand has a 40% chance of winning the sale, the second 30%, and the third 20%.

This highlights the importance of **brand salience** – ensuring your brand is top-of-mind when buyers move from out-of-market to in-market and are ready to purchase. However, achieving sustained brand salience requires more than just a fleeting moment of awareness.

So, what should we do, Outspend or Outthink?

There's a clear correlation between share of voice and market share growth. If your budget allows, aim to outspend competitors to amplify your message and capture a larger share of the conversation. However, even with limited resources, you can still win. Creativity is your secret weapon. Develop innovative campaigns that generate buzz, earn media attention, and spark conversations. By capturing the imagination of your audience, you can achieve a level of impact that transcends mere media spend.

The age of effectiveness

The B2B marketing landscape is evolving. As brands move beyond performance marketing and embrace the power of brand building, a window of opportunity has opened. By investing strategically, leveraging the dual-brain funnel, and maintaining consistent brand salience, you can gain a significant competitive advantage and drive sustainable growth. We can transform advertising from a cost centre into a strategic investment and shift the focus from narrow efficiency metrics (like ROI and CPL) to broader measures of business value and marketing effectiveness. Let's make this the age of effectiveness.

Beneath is only No.71 in UK B2B agencies. So why go with us?

If you appreciate classic ads, you'll recognise our nod to Avis, the rent-a-car company that proudly stated their position as number two in the market.

As the underdog, they couldn't afford to offer a second-rate service. With three words they became an original challenger brand:

We try harder.

So when we at Beneath learned we were ranked 71st (up from 92nd last year, our first appearance) in the B2B Marketing UK Agencies Benchmark Report 2025, the old Avis campaign came to mind.

If a No.2 brand has to pull out all the stops for their customers, just imagine how hard this No.71 agency works for clients – perhaps for you one day.

We've worked at the places higher up the list and learned from them: the good, the bad and the ugly. Now we're building the kind of agency we wish existed back then.

So next time you're looking for a B2B agency that will help with your positioning, branding, campaigns or content – and won't take you for granted – give us a try.

The line at our counter is shorter, too.



beneathagency.com

SECTION 3:

Agency profiles

alan.	38
Bray Leino	40
Fox Agency	42
Napier	44
The Marketing Practice	46
Torpedo	48
True Agency	50

alan.

PHILOSOPHY

We believe that brand is the catalyst for change in B2B marketing. B2B brands can only drive true industry transformation when they win both the rational and emotional argument for change. Our methodology combines deep research with provocative storytelling to create lasting behavioral and cultural shifts that reshape sectors.

As upstarts from a leading B2B publisher in 2014, we've always championed a fundamentally different way of doing B2B marketing. This approach drives the brands we work with to materially impact attitudes, behaviours and culture. We help them to tell brand stories that provoke change in B2B audiences and industries.

This isn't about incremental improvements or safe, traditional B2B marketing. Our heritage in journalism means we dig deeper, challenge harder, and push further to uncover the provocative truths. We combine this with the emotional resonance of B2C advertising – but without sacrificing intellectual depth. By fusing incisive journalism with visceral advertising, we create something uniquely powerful: bold statements backed by evidence, emotional impact grounded in insight, and strategies designed for measurable transformation.

We're here to end marketing that maintains the status quo. By bridging the gap between intellectual authority and emotional resonance, our clients become catalysts for industry change. They don't just join conversations – they fundamentally redefine them.

CLIENTS

- Elsevier
- Hexagon AB
- BDO
- SAP Concur
- Investec
- London Stock Exchange Group

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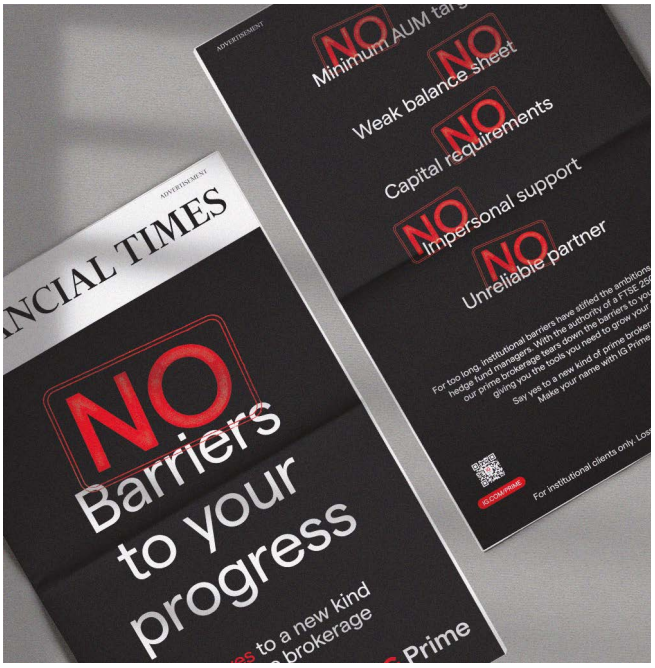
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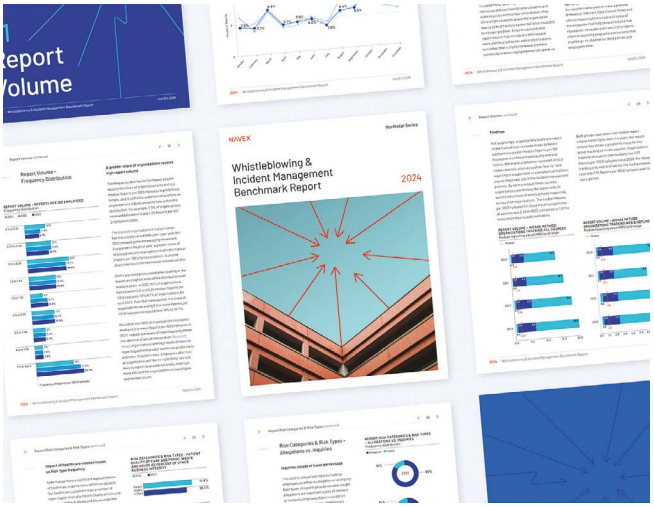












Clockwise from top left: IFR brand messaging, Ciklum brand guidelines, Elsevier Academia Futura brand campaign (x2), Navex research and thought leadership, Elsevier thought leadership and brand campaign, IG Prime brand campaign.

Bray Leino

PHILOSOPHY

The size of your business. The strength of your brand. The scale of your influence.

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

We're Bray Leino. We've spent over 50 years applying deep insight and disruptive ideas to the unique challenges of B2B, helping businesses to thrive and evolve.

To solve their problems and propel their progress, we've assembled a huge box of brand-and business-building tools. And we use them with a tireless drive to make a difference.

It's that drive that fuels our determination to help our Clients succeed. It's why for over 10 years we're consistently one of the UK's highest ranked B2B Agencies. It's how we achieve so much for so many different businesses.

Whether you're launching new products, rebuilding your strategy, reigniting your brand, exciting your distributors, generating leads or inspiring your people, the promise we make is the same... Growth through creativenergy®.

AWARDS

Top 10 Agency for 10 years	*B2B Marketing Agency Rankings, 2014-2014*
Best Agency	*Conference and Event Awards, 2024, Winner*
Innovation Award (PwC Generative AI activation)	*CN, 2024, Winner*

CLIENTS

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- Cummins
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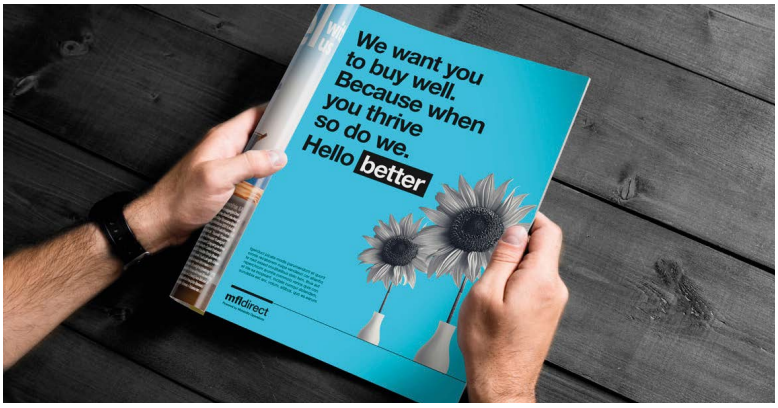
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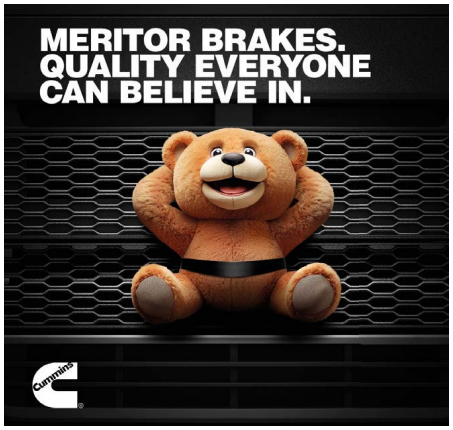
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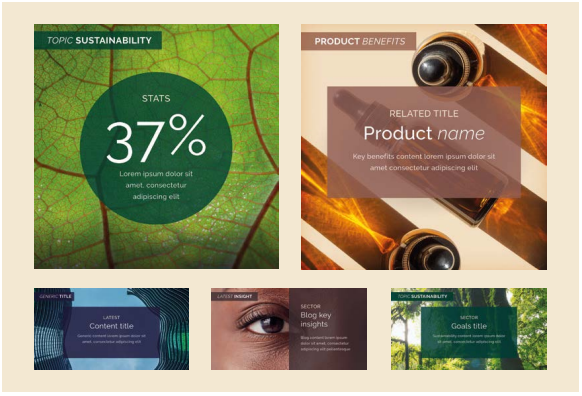
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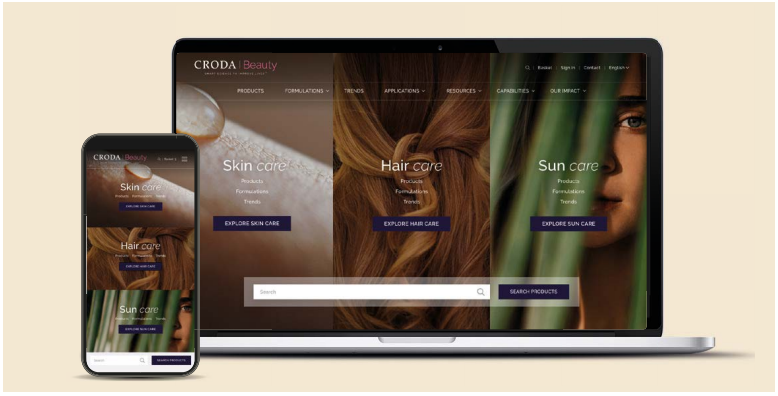




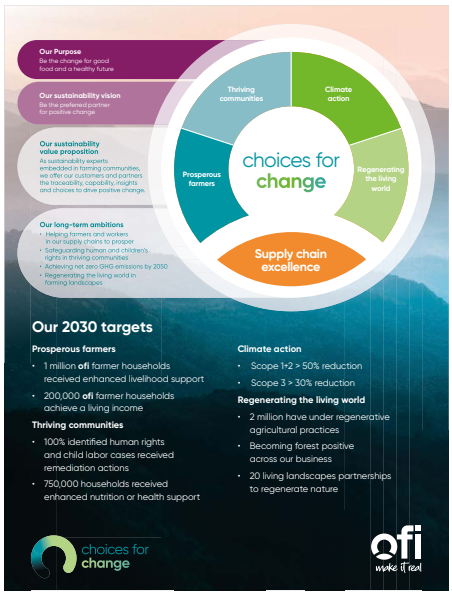














Hello Better campaign showcasing mfldirect's new brand ID; Cummins' Meritor braking systems campaign; Croda Beauty rebrand - website and social assets; Choices for Change – a sustainability identity for ofi's global SVP.

Fox Agency

PHILOSOPHY

Fox Agency is an integrated agency for global B2B tech brands on a mission: To grow, expand, transform, accelerate, go-to-market, get investment. Or simply, get customers.

From insight to implementation, we use creativity to excite and make a difference – awareness, sentiment, engagement, demand. We call this creating opportunity.

Our approach is based on expertise, collaboration, and momentum – getting the best people, working together to define challenges, develop strategies, and build solutions. This takes openness, straightforward-ness, and willingness to adapt to change and different ideas.

By 'global B2B tech brands' we mean brands with a global footprint (or game-plan), and an ambition to change their world - including leaders in SaaS, fintech, transformation, IT & cloud, electronics, telco & IoT, industry 4.0, and automotive.

We have offices in London, Leeds, New York and Düsseldorf, and a network of international partners to support implementation in worldwide markets.

We believe in creating the best possible environment for good people to thrive. Respect, wellbeing and accountability are at the heart of all we do, and we are proud to be recognised as one of Campaign's Best Places To Work for the third year in a row.

As a B Corp Certified business, we have a commitment to sustainability and are on a journey towards Net Zero by 2030.

AWARDS

Best B2B Multi-Channel Campaign	*Les Cas d'Or, 2024, Winner*
Best B2B PR campaign	*The Drum Marketing Awards, 2024, Silver*
Best Places To Work	*Campaign Magazine, 2022–2024, Winner*

CLIENTS

- SS&C Blue Prism
- BearingPoint
- OneStream Software
- OVHcloud
- ABB
- PHINIA

SECTORS

- Automotive
- Financial services
- Industrial, manufacturing and engineering
- Technology and telecoms

YEAR FOUNDED:
2011

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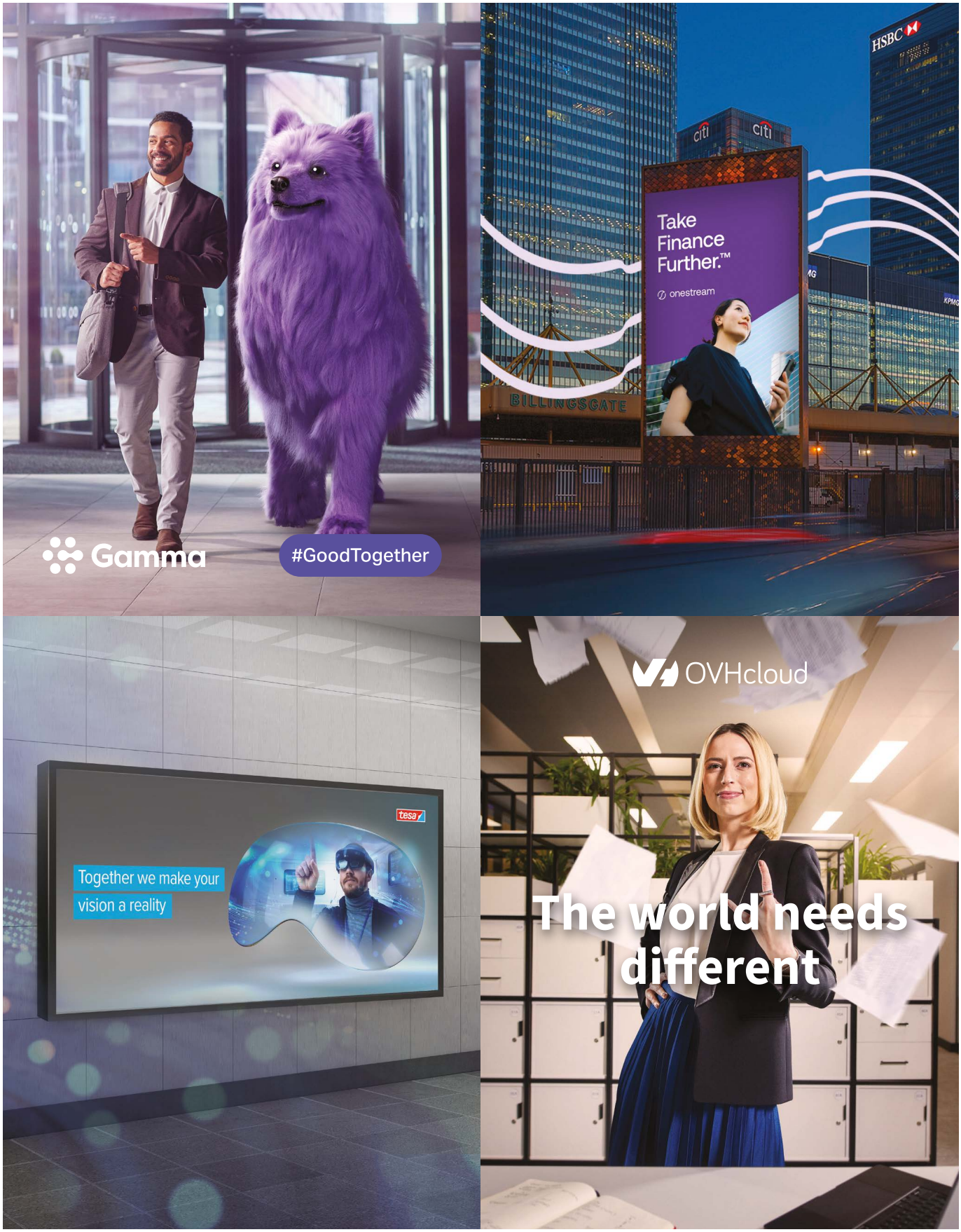
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FOX

Discover more work



Fox Agency – creating opportunity in global B2B tech.

Napier

PHILOSOPHY

Napier is a Global B2B technology PR and Marketing agency dedicated to helping some of the most innovative and fastest growing companies reach their business objectives more quickly. Our unique four-step process enables us to identify what's important, whilst stripping away the irrelevant.

With offices in Chichester, London and San Francisco, along with a worldwide network of partners, we develop integrated campaigns which are run across different media and channels. Services such as Content Creation, PR & Media Relations, Account-Based Marketing, Opportunity Generation and Nurturing and Engagement form the DNA of our campaigns.

Specialising in sectors like Electronics, IT, Communications, and Industrial Technology, our team has a deep expertise in the industries we serve. We pride ourselves on creating and executing campaigns that captivate and engage audiences, leveraging our experience to accelerate the customer journey from awareness to opportunity.

AWARDS

Most Outstanding PR Agency	*Electronics Industry Awards, 2023, Winner - Gold*
Agency of the Year	*PR and Marketing Excellence Award, 2023, Winner - Gold*
PR Agency of the Year	*Instrumentation Excellence Awards, 2023, Highly Commended – Silver*

CLIENTS

- Avnet
- Microchip Technology
- Vicor
- Rohde & Schwarz
- ABB
- Danfoss Power Solutions

SECTORS

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

YEAR FOUNDED:
1984

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– Regional Sales Manager at ABB Robotics

"Napier always develops campaigns delivering fantastic ROI."
– Regional Marketing Manager at Microchip Technology

"Napier provides outstanding support for content & PR."
– Senior Marketing Manager at Vicor

Napier
www.napierb2b.com

The Marketing Practice

PHILOSOPHY

We're reshaping the B2B marketing industry, based on these three beliefs about how B2B marketing works.

We believe:

1. The best marketing is an investment in sustainable growth, not a cost to be cut. It can and should be the growth engine for your business, known for delivering valuable outcomes.

2. The best marketing happens when diverse teams and skills work together. It's why we've brought creative, media, data, strategy, digital experience, client services and sales activation experts together into small teams that work as an extended team to focus on solving your most important marketing challenges.

3. People do their best work when they are trusted, valued, and feel safe to experiment. We partner with clients who feel the same way. Together, we're in the business of making marketing mean more.

More revenue, more market share and, ultimately, more shareholder value.

AWARDS

Account-based marketing	*B2 Awards, 2024, Bronze*
Best international campaign	*B2B Marketing, 2023, Silver*
Best B2B programme	*E3 Association, 2024, Silver*

CLIENTS

- Palo Alto Networks
- ServiceNow
- Virgin Media O2 Business
- Nutanix
- Thomson Reuters
- Neste

SECTORS

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

YEAR FOUNDED:
2002

WEBSITE:
themarketingpractice.com

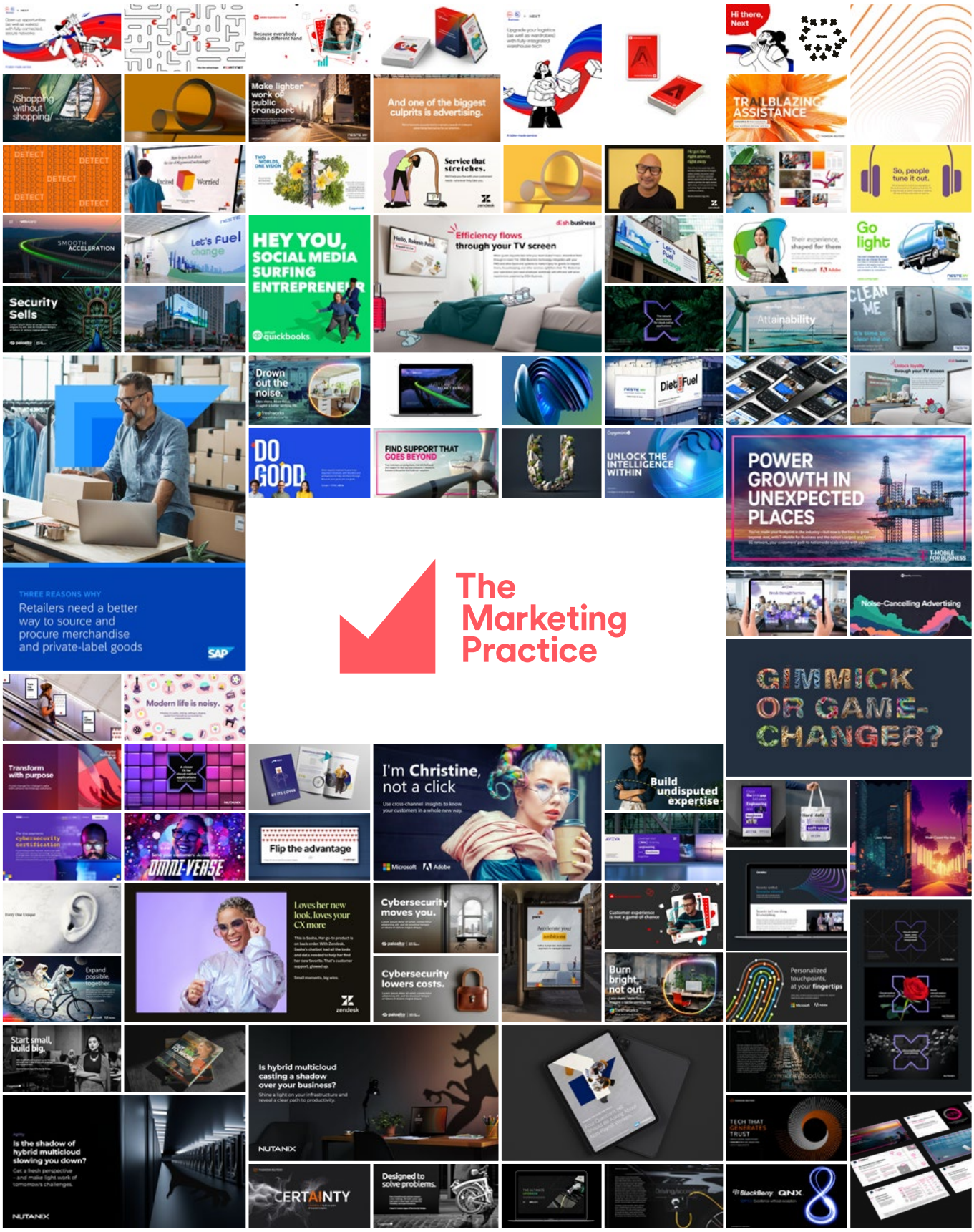
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A selection of client work by The Marketing Practice.

Torpedo

PHILOSOPHY

At Torpedo, we think differently. Because we know real growth starts before buyers even enter the market. By blending the art of brand building with the science of go-to-market, we create lasting impact for technology and manufacturing brands.

Instead of prioritising short-term performance tactics, we fuel brand-driven growth by engaging 100% of your audience, not just the 5% ready to buy. With a strategic focus on go-to-market we move hearts as well as minds, making your brand unforgettable and elevating your long-term growth ceiling.

And we serve the industries that shape the world: technology and manufacturing. While technology brands envision the future, manufacturing brands bring those ideas to life. Like us, they make a mark—that's why we've built a dedicated team of experts to support them.

If you're looking for a partner who understands the power of brand, go-to-market effectiveness, and where lasting growth truly comes from, you need Torpedo!

AWARDS

Data: People's Choice	*CreativePool, 2024, People's Choice Winner*
B2B: Data and Insights	*The Drum Awards, 2024 Silver*
Best Use of Customer Insight	*B2B Marketing Awards, 2024, Finalist*

CLIENTS

- Adobe
- Autodesk
- Booking.com
- Hexagon
- Panasonic
- PETRONAS

SECTORS

Industrial, manufacturing and engineering

Technology

YEAR FOUNDED:
2003

WEBSITE:
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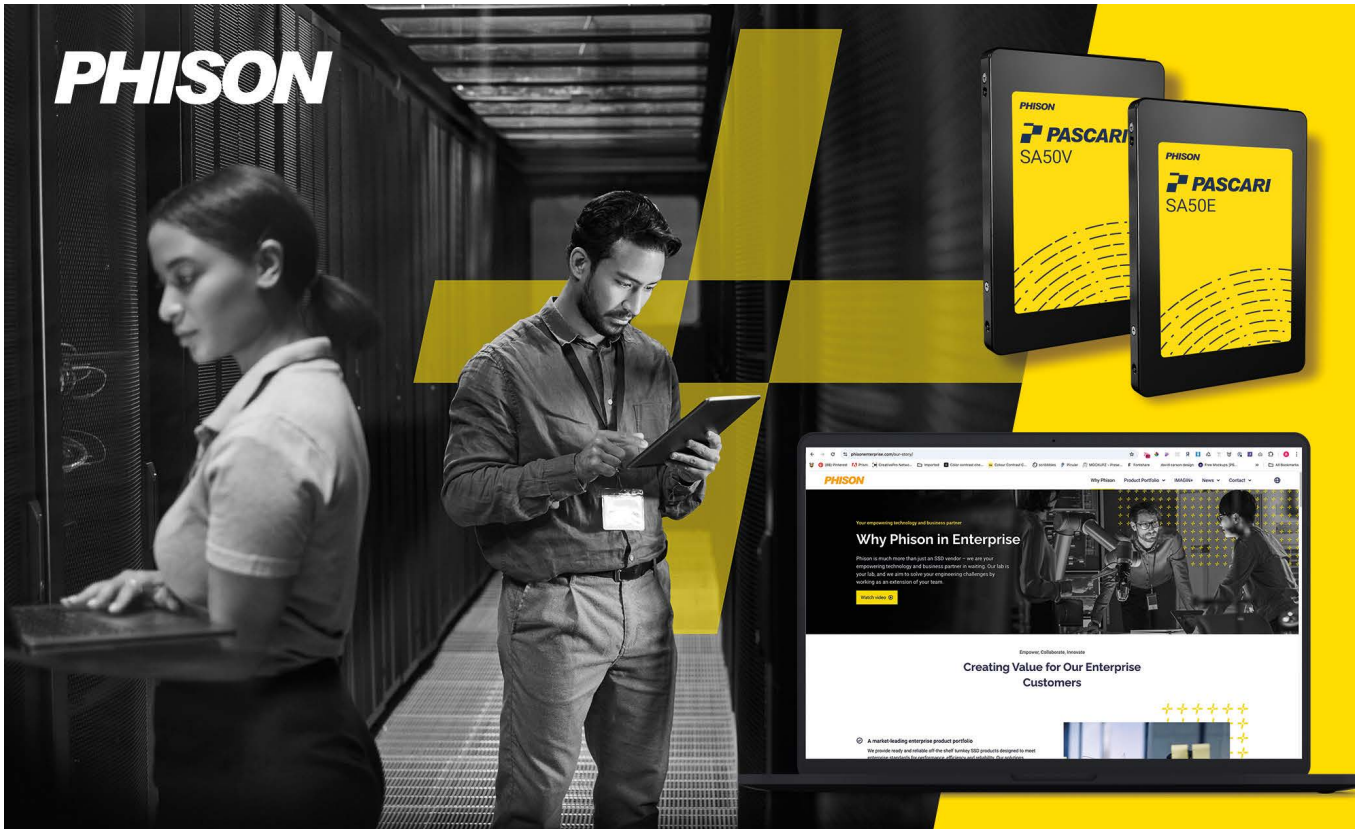
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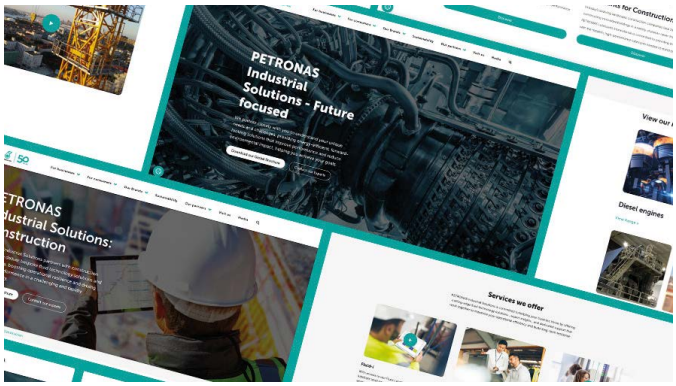
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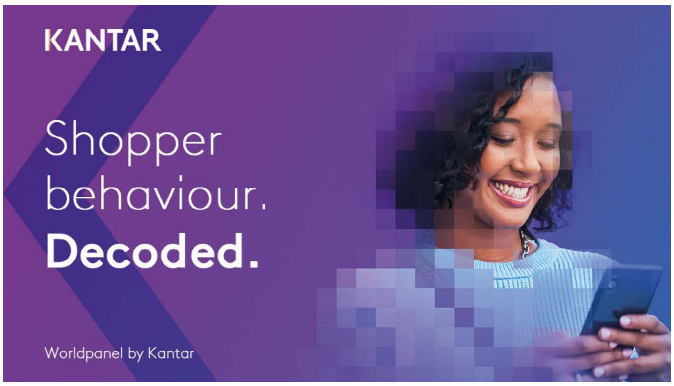
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Torpedo blends creativity, technology and strategic thinking to solve business problems and accelerate the growth of brands. These are just some of the ways we help our clients achieve brand driven growth.

True

PHILOSOPHY

We build memorable B2B brands
Because 90% of B2B purchases come from one of the first three brands that come to mind when a buyer identifies a need. We're not interested in the short-term performance marketing that dominates our industry. We create powerful brands that resonate deeply with audiences, generate meaningful business impact, and create lasting brand recognition. We use data-driven and cultural insights to uncover disruptive human truths which are creatively transformed into memorable brand communications.

Business metrics not vanity metrics
If your goal is to grow your business (which we think it should be) then you need to measure the metrics that move the needle on business growth. Efficiency metrics like ROI focus on savings, whereas effectiveness metrics focus on growth. We're the only B2B agency with an IPA effectiveness accreditation, recognising agencies who deliver strong business-level commercial outcomes for their clients. We help our clients deliver results that matter to the board.

Creative and media powered by next-gen audience intelligence
Our proprietary data platform, AudienceIQ (TM), transforms the way we execute media strategies, aggregating the whole-of-market data to connect media and creative insights. This allows us to seamlessly connect multiple channels for unified execution, optimisation & reporting from a single source of truth.

Our work delivers real business value and makes our clients the talk of the town.

AWARDS

Regional Spotlight Award: United Kingdom	*ANA B2 Awards, 2024*
Best Use of Customer Insight	*B2B Awards, 2024, Gold*
Best Product or Service Launch	*B2B Awards, 2024, Gold*

CLIENTS

- Ecologi
- iManage
- Mondi Group
- KPMG
- Rocket Software
- Yell

SECTORS

- Business services
- Financial services
- Professional services
- Technology and telecoms

YEAR FOUNDED:
2012

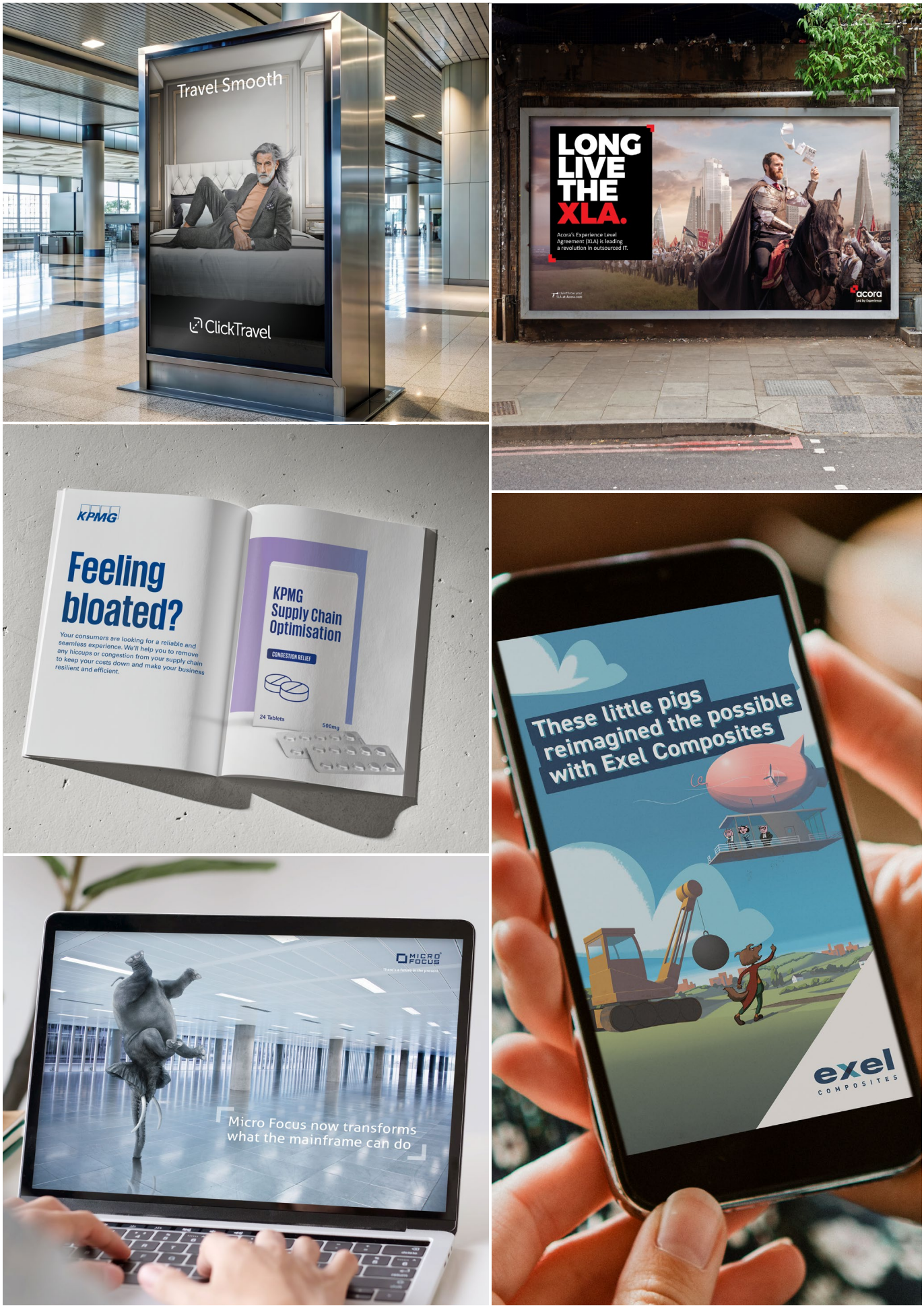
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A selection of True's work for Acora, ClickTravel, Exel Composites, KPMG and MicroFocus

the marketing pod

Strategic marketing for sustainable brands



If you're a cleantech pioneer with sustainability and social value at your core, or a long-established business undergoing an Earth-conscious evolution, come talk to us.

We believe in the power of B2B marketing. And we'll use it to help you grow, succeed and champion positive change.

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SILVER WINNER B2B MARKETING AWARDS 2024

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SECTION 4:

Case studies

Ice Blue Sky	54
Lesniak Swann	60
Marketing With Jay (MWJ)	65
Sharp Ahead	70

What's new in ABM? Shifting the narrative on MQLs, the traditional funnel and AI



CHARLOTTE GRAHAM CUMMING,
CEO, Ice Blue Sky

Looking to upscale your ABM strategy? We spoke to Charlotte Graham-Cumming, CEO, Ice Blue Sky, about the state of ABM, how it's evolved in the last 12 months, as well as some top tips for ABMers in 2025.

What has changed? A shift to one-to-one ABM

Before we touch on some ABM trends, let's take a look back at some past stats. Leading up to the 2024 B2B Marketing Awards, we fed all our submissions for 'Best use of ABM' category into an AI tool for a full analysis. Interestingly enough, 40% of entries were in the one-to-one space, 25% were in the one-to-few space, and 35% were in the one-to-many space. So what does this say about the current state of ABM? While one-to-one ABM didn't dominate the award entries, Charlotte believes there's a reason it outnumbered the other types. Marketers are understanding more than ever the benefit of targeting on a one-to-one level with existing customers.

Charlotte said: "A lot of people use one-to-one ABM for customer marketing. They have the insight about a particular account and they're able to map the opportunity much more clearly so one-to-one ABM makes a lot of sense for those types of projects."

In terms of one-to-many ABM, it is effective for targeting multiple accounts with shared characteristics at a much broader scope. That's why when starting out your ABM programme, it's a natural first step to adopt a one-to-many approach. However, oftentimes, they realise that there is a very limited amount of value you can offer because you can't tailor and personalise content over a thousand accounts. Meanwhile, with one-to-few ABM, it's often used in lieu of the preferred one-to-one approach.

Though Charlotte reassured: "I do think there are more tools emerging that are making it easier for people to do that personalisation to a good quality level at scale. So I think, for me, I wouldn't be surprised if in the future, the ratio between one-to-few and one-to-many switches around."

The push for personalised content continues

As referenced above, personalisation is a valuable tool especially if you're offering high-quality content that is both relevant and timely for buyers. One thing that has evolved in ABM

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is an increased awareness around the benefits of personalisation - rather than offering generic content, marketers are now leveraging tailored content towards a specific account.

However, Charlotte noted that while buyers prefer personalised content, marketers still have a few misconceptions on what qualifies as 'personalised content'. Let's be clear. Just because there is a company logo and you're using someone's first name in an email does NOT classify it as personalisation.

She said: "Real personalisation is looking at what challenges that a particular company is having and asking the key questions. How does that map back through to the solutions that you're promoting? What language does the buyer use? Where is the buyer? It's about making the content about the buyer, not about what we're trying to market. You're giving the buyer real value."

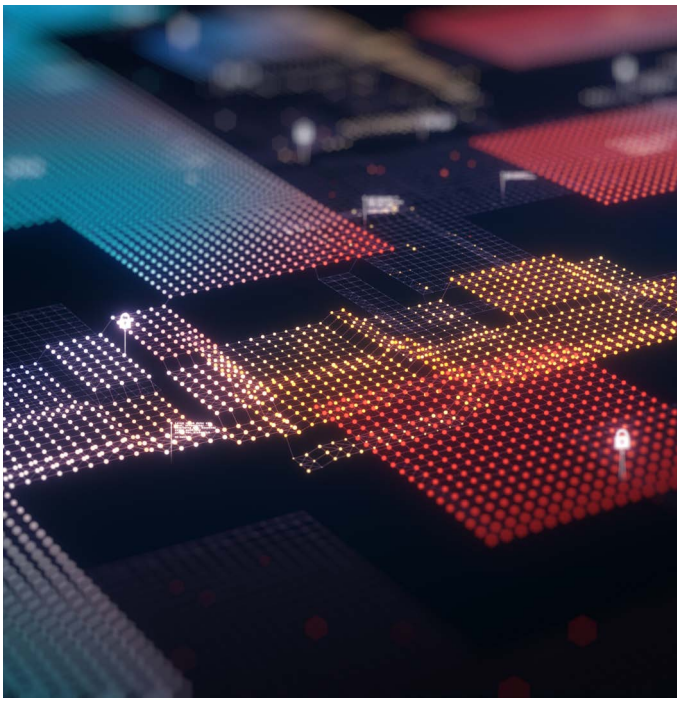
Using AI tools to create clean data

Another change? Charlotte mentioned it earlier when talking about personalisation. The rise of AI technology has only created robust opportunities, especially when it comes to data.

Charlotte mentioned: "What I hope will happen is that this shift towards personalisation and what it means in terms of content will allow marketers to turn to their data for guidance. I think marketers aren't sure where to start with data. Some are really good at it but for the most part, it really is a part of a bell curve with the middle group just scraping the surface of what's possible."

Data will often sit in a CRM or marketing automation tool untouched for insight instead of being used strategically. And tools such as predictive AI are able to uncover insights quickly and can help marketers significantly improve their targeting, from finding out who they should be talking to within a business to who has a propensity to buy and much more.

She said: "What I suspect will happen is maybe a small move of the needle in that direction, but I think there's so much opportunity sitting in data and it can feel really overwhelming. However, tools like predictive AI can really help and luckily, there's more awareness of AI generally."



Intent data appears prevalent but be careful

Now that we have established the current state and future of ABM, let's break down some of the top trends we spotted.

Another finding we cited from our AI analysis centres around intent data. Turns out 67% of award submissions utilised intent data, and Charlotte suspected this is because intent data gives a sense of 'comfort' in terms of who may be in the market and what companies might be interested.

She explained: "For me, the increased use of intent data signals that the creative cut through and the value of the content needs to go up several notches because anyone using intent data is automatically in a very competitive market."

She warns marketers that with intent data, a red ocean strategy is essentially created. Both you and your competitors are viewing the same signals from the same companies, which means that everyone is going to be targeting the same people.

Charlotte said for this reason, it should inform the strategy but not be used as a lead generation indicator. That type of pressure can lead to mistakes such as reaching out too early, prematurely classifying someone as a lead and exclusively chasing short-term goals.

The discourse over MQLs

While intent data might be a newer trend on the horizon, MQLs appear to be quite the opposite. The mindset around them has evolved significantly in the last few years - and hopefully with good reason.

Considering everything we've discussed so far, it may come as no surprise that MQLs should be considered a vanity metric. Instead of relying purely on MQL metrics, there has been a shift to focusing on buying groups instead. But why is that? Well, the traditional funnel simply doesn't work in 2025.

She explained: "It doesn't really mean anything because people don't move through a funnel like we want them to. So the conversion levels between funnels are irrelevant because that's not how people buy. They sit around at the top of the funnel. They jump to the bottom of the funnel. They go back up to the middle of the funnel. They leap around all over the place. What [the funnel] does is it completely ignores how human beings behave. No human being I've ever met is a neat and tidy linear behaving person. We might attend six webinars in a row. Doesn't mean that we're ready to buy."

While MQLs may not be going anywhere, the needle is obviously moving to be more buying group-focused. Marketers can ask themselves 'These are the people that sit within each group and this is how we can target this account.'

Sales and marketing alignment: Charlotte's top hack

Not only does the funnel fail to acknowledge the way potential buyers might move around in the funnel, but it creates a rigid structure for marketing and sales' relationship. Having the traditional handoff just doesn't exist in the way it used to - in fact, it often leads to silos, miscommunication and leads going cold.

And with the shift away from these traditional marketing metrics, how can we ensure sales and marketing are on the same page while staying flexible throughout the buying cycle.

Charlotte said: "Sales needs to get involved earlier and more organically with prospects while marketing needs to stay later to help nurture these prospects. We run 'sales pods' which are a half an hour call with sales and marketing every month to talk about the accounts you're targeting. It's such a simple solution to such a complex problem."

This helps sales engage in a more organic way - marketing can supply sales with the buying groups being targeted and ask sales to connect with them to share specific and tailored pieces of content. By doing these practices, marketing and sales can work in tandem.

She said: "We see great success with that and it helps marketing's value become clearer to sales as well. And as a marketeer, it's great to have salespeople as partners. It's great to have those people in your corner because they often have a voice at the board level."



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Simplifying Success: How RS2 Turned Market Complexity into Customer Value

CASE STUDY: A WORD FROM THE AGENCY

Ice.Blue.Sky.

In today's rapidly evolving financial services landscape, the ability to process digital payments efficiently isn't just a competitive advantage—it's a survival imperative. As the number of companies in the payment ecosystem has more than doubled in recent years, one global player has found a winning formula by focusing on what matters most: making life easier for their customers.

The Digital Payments Revolution: A Race Against Time

The financial services sector is experiencing unprecedented transformation. With real-time payments (RTPs) becoming the new normal and digital transaction volumes soaring, payment processors face mounting pressure to scale rapidly while maintaining reliability. This pressure is particularly acute for newly licensed financial services providers who must compete with established, consolidated providers from day one.

Frankfurt-based RS2, a global payments processor and technology provider, has emerged as a key enabler in this transformation. Processing 31 billion transactions annually—equivalent to 8,600 transactions per second—across 40 countries, RS2 has positioned itself at the heart of the digital payments revolution. But in an increasingly crowded market, even established players must innovate to maintain their competitive edge.

The Challenge: Standing Out in a Crowded Ecosystem

As Deloitte noted in their March 2022 Financial Advisory report, the payments industry is experiencing a "race to scale." New entrants must rapidly build market share while established players need to demonstrate their value proposition more clearly than ever. For RS2, this presented both a challenge and an opportunity.

The company faced two critical challenges:

1. The need to build brand awareness in a rapidly expanding market where the number of payment providers had more than doubled

2. The imperative to demonstrate how their solutions could simplify complex payment processes for customers

Strategic Response: The 'Making Life Easy' Campaign

Rather than competing solely on technical capabilities or pricing, RS2 chose to focus on a fundamental truth: their customers' success depends on making life easier for merchants. This insight led to the development of the "Making Life Easy" campaign, built around a simple yet powerful message: "You make life easy for your merchants, we make life easy for you."

Precision Targeting in a Complex Ecosystem

The campaign's success began with precise audience targeting. RS2 focused on:

- Non-bank acquirers in Tiers 2 and 3 of the financial services sector
- Organisations with recently acquired FCA (or equivalent) licenses
- Companies processing 5-10 million transactions annually
- Markets across the UK and Europe, with particular emphasis on emerging Baltic regions



This targeted approach allowed RS2 to maximise the impact of their marketing investment while ensuring message relevance for their ideal customer profile (ICP).

Innovation in Execution: Less Can Be More

What makes this campaign particularly noteworthy is how it achieved significant results with relatively modest resources. The execution centered around three key elements:

1. **Visual Storytelling**: The campaign used a series of two-card carousel ads on LinkedIn that cleverly illustrated common pain points. One memorable example featured a snail on a skateboard with the message "Avoid payment platforms that slow you down," creating an immediate visual connection with the audience's challenges.

2. **Channel Integration**: Rather than spreading resources thinly across multiple channels, the campaign focused on LinkedIn, using a combination of:
   - LinkedIn Campaign Manager for targeted advertising
   - A Ice Blue Sky proprietary social outreach tool called 'Peopley' for one-to-one engagement
   - Always-on social content to maintain consistent presence

3. **Content Strategy**: The campaign included an educational infographic that explained how RS2's payment solutions support growth for payment providers, serving as a valuable nurture asset for engaged contacts.

Measurable Impact: The Power of Focus

The results of this focused approach were remarkable. Within just three months, the campaign generated a return on marketing investment (ROMI) of 84:1—a figure that would be impressive in any industry, but is particularly noteworthy in the competitive payments sector.

Key Lessons for B2B Marketers

The success of RS2's campaign offers several valuable insights for B2B marketers:

1. The Power of Simplicity

In a complex industry, simple, clear messaging can be a powerful differentiator. RS2's focus on "making life easy" resonated because it addressed a fundamental customer need.

2. Channel Focus Beats Channel Proliferation

Rather than trying to be everywhere, RS2 concentrated its efforts on LinkedIn, where their target audience was most active. This allowed for deeper engagement and more efficient resource utilization.

3. Visual Storytelling Matters in B2B

The creative use of visual metaphors (like the snail on a skateboard) helped make complex technical concepts more accessible and memorable.

4. Speed to Market Matters

The campaign delivered results quickly, allowing the sales team to respond to hot leads promptly before they cooled off—a crucial factor in maintaining momentum in the sales pipeline.

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Looking Ahead: The Future of B2B Financial Services Marketing

The success of RS2's campaign points to a broader trend in B2B financial services marketing: the growing importance of combining technical expertise with human-centered messaging. As the payments ecosystem continues to evolve, several factors will likely shape future marketing strategies:

1. **The Rise of Educational Content**: As payment solutions become more complex, the need for clear, educational content will increase.

2. **Personalisation at Scale**: The ability to deliver personalised messages to specific segments while maintaining efficiency will become increasingly important.

3. **The Human Element**: Even in highly technical industries, emotional connections matter. Messages that resonate on a human level while addressing business needs will continue to stand out.

Conclusion: Simplicity as a Strategic Advantage

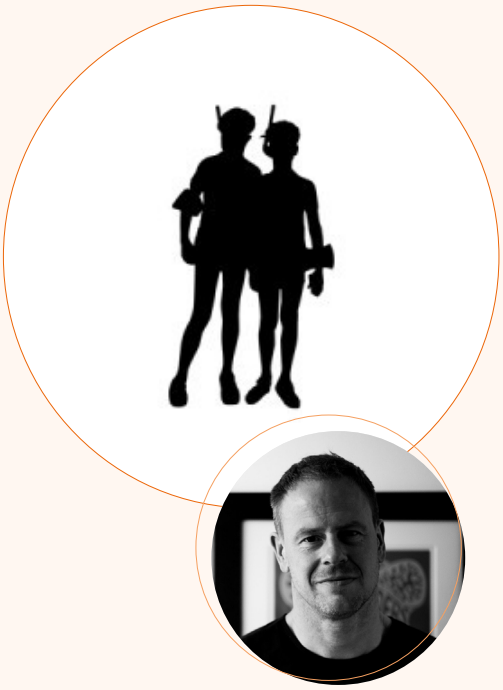
RS2's "Making Life Easy" campaign demonstrates that in an increasingly complex financial services landscape, simplicity can be a powerful differentiator. By focusing on customer needs, choosing channels strategically, and executing with clarity, B2B companies can achieve remarkable results even with modest resources.

As Tim Moscow, Chief Operating Officer at RS2, noted, "The campaign far exceeded our expectations. Having it as part of a fully integrated outreach strategy achieved exceptional outcomes." In a world where complexity often seems inevitable, making things simple for customers might be the most sophisticated strategy of all.

For B2B marketers across industries, RS2's success offers a valuable reminder: sometimes the most effective campaigns aren't about doing more—they're about doing the right things exceptionally well.



Brand as the force multiplier in marketing ROI: Expert Tips from Lesniak Swann



ALEX SWANN,
Managing Director, Lesniak Swann

We had the opportunity to sit down with Alex Swann, Managing Director, Lesniak Swann to debunk the demand vs brand debate, why emotion prevails in B2B and how short termism is impacting brands from both a budget and effectiveness perspective.

In last year's report, we discussed the importance of emotion when it comes to branding. After all, research has shown that the more deeply connected customers are to a brand, the larger that brand's profitability and share of the market.

And Lesniak Swann's take? This is something that must be leveraged fully if business marketers are to get maximum value from their budgets – because good brand activity is a force multiplier for the efficacy of the demand campaigns that follow it.

Alex said: "There is an example I use with clients. If you're on the way home from work and your other half says, 'Can you pick up some baked beans from the shop?' and you end up getting the wrong baked beans, it really shouldn't be an issue. You can buy the right one's next time.

"But if you choose the wrong telecoms supplier or contractor to build your new wind farm then you can expect significantly more comeback than a bad reception at the dinner table. You're open to all sorts of risks around your reputation and your job, which makes B2B an emotional sale – perhaps even more so than in the consumer world."

Whilst this is no secret to experienced business marketers, Alex reckons the industry still faces challenges in how this knowledge is deployed to best effect.

Budgetary pressures

In many businesses, Alex contends, brand campaigns – that is, activity that's geared towards the emotional side of the buyer to build mental availability – still suffer from an image problem with the C suite in B2B organisations.

"It's ironic, given the purpose of brand campaigns, that they seem to be regarded poorly by senior leadership outside of the marketing team. This is often down to the short-term pressures they're under; the need to prove

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quick returns on investment is often overriding. So, you need a compelling commercial argument to persuade them."

When discussing the top trends from both agencies and client-side marketers in our 2024 Trend Tracker, we reflected on how difficult it can be to track brand performance - especially in the short-term. For that reason, it can be tricky to set aside a budget towards brand activity.

The force multiplier

It's obvious why demand can provide quicker returns - you do a digital advertising campaign. You can see the click, sale or inquiry is a relatively short timeframe. With brand, it's much further removed from that demand journey. However, it's been proven through the work of industry gurus like Les Binet and Peter Field that this isn't best use of budgets, as Alex explains:

"There are plenty of studies – the Binet and Field one for the IPA perhaps being the best know – that demonstrates how, although demand activity gains far better results in the first 6 months or so of a campaign, this is far outstripped by sustained brand activity once you get further along. This can happen within 12 months if the right campaign is run – so it's entirely possible within a typical accounting period, although it requires leadership to see beyond the next quarter."

Finance friends

One possible change that may make winning budget for brand activity easier is the pending accounting standard - IFRS IAS 38. This international accounting standard sets out the criteria for recognising and measuring intangible assets. That means that if something proves to provide an economic benefit in the future and can be reliably measured, then the way budgets are looked at can potentially change.

For example, Alex said: "At the moment, marketing costs are dealt with in the first year of spend. So, let's say you bought a new machine but you're going to use it over the span of 10 years. If it cost £10, then it would cost £1 per year. And there are some rumours about a review of this accounting standard which would change the investment in certain marketing to be capitalised on accounts."



As a result, this should cause less short-termism on budgets as well. You won't have to cut budgets to make money from key accounts. Instead, the board will recognise that efforts towards branding activity will be for lead generation in the next few years.

People power

But it's a fallacy to focus only on how big, conventional marketing campaigns can shift the dial in the favour of a brand. Other areas must also be covered – prominent among them the role employees can play in amplification.

"What people forget about brand is that the main touchpoint of the audience is actually the employees of the organisation and has nothing to do with tactics like advertising. It's more about how this organisation interacts with their customers. Brand may deal with values, but then there seems to be a disconnect between behaviours."

He even recalled a time when a very large organisation spent a lot of money on a rebrand and instead of educating employees around what this rebrand meant for the business, they sent everyone a mug with the new logo on it. This was clearly the disconnect Alex was alluding to - employees were seeing customers daily but weren't drilled about the significance behind the rebrand. He concluded saying: "There's a big disconnect there, and I think a successful brand needs to take into account that's actually where a great deal of brand equity is earned."

Upending brand perceptions to generate a 154% sales uplift for Polypipe Building Services

CASE STUDY: A WORD FROM THE AGENCY



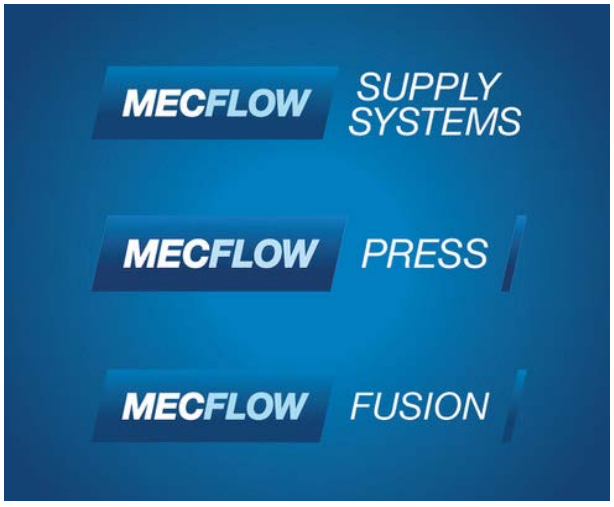
Upending brand perceptions to generate a 154% sales uplift for Polypipe Building Services.

Polypipe Building Services (PBS) supplies water management solutions for some of the UK's highest profile construction projects – from large scale office developments to premium high rise apartments.

Best known for its drainage systems, which remove waste water from buildings, the company planned to launch an expansion to its MecFlow brand of water supply systems.

But it recognised that perceptions were very different in this part of the market – with entrenched views on the superiority of metal products over modern plastic alternatives.

Working with Lesniak Swann, PBS sought to counter those views and drive an increase in demand for its high-performance water supply systems.



Achieving this demanded a novel approach that was equal parts smart strategic thinking and disruptive creative – delivering a new brand identity, campaign concept and impactful go to market activity for MecFlow.

Getting under the skin of why entrenched views existed

We conducted research directly with the target audience to gauge their perceptions of plastic and metal systems and how we could change their mind in our favour. Four types of professionals with decision making agency in the buying of water supply systems were identified.

1. Public health engineer/consultant
Risk averse and change resistant, these people often specify the material used in water supply systems. They see the benefits of plastic but feel safer with metal.

2. Main contractor procurement
Contractors like plastic as it is efficient to fit. Although they can't choose to use plastic if metal is specified, they can choose which brand to buy.

3. Project manager at sub-contractor
Sub-contractors who fit water supply systems care about the speed and ease of jointing methods, and the reliability of the finished system. They influence the main contractor's choice.

4. Merchants
Merchants find it easier to sell an established commodity like copper piping, so they need educating on the benefits and saleability of MecFlow Supply Systems.

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The key insight was that members of every group regard commercial construction projects as a tough challenge, requiring a physically robust water supply system from a supplier who is used to the rigours of these demanding projects. This has created a pervasive opinion, based on outdated notions of plastic systems, that metal should be the preferred choice of material for water supply systems.

The strategy work concluded; therefore, the single most important benefit to communicate was that you can depend on the robustness of MecFlow Supply Systems – with the products offering a range of proof points to this claim.

The team knew that this would need to be activated with a focus on in-person events – allowing the audience to get hands-on experience of the product and dispel notions it was "flimsy" or "lightweight".

Disruptive creative

Our next challenge was to cut through the noise in a highly competitive market with a number of established players investing heavily in marketing communications.

Conveying the reliable toughness of MecFlow Supply Systems pipes and empathy with the audience's challenging experience of commercial construction projects, the creative team developed the creative idea: Toughen Up!

Strong execution of the idea would be key. To do this required creative thought that disrupted the visual norms of the sector, based heavily on in-situ product and project shots.

Attitude was key here – ensuring the models selected conveyed the "tough" sentiment and caught the eye alongside showcasing the products themselves.

Getting up close and personal

Alongside this we sought to get the highly robust products into the hands of those who would be specifying or installing them. To deliver this we planned launch events in London and Manchester.

With the dates set for Thursday 25th April and Thursday 2nd May, a promotional campaign ran January to March. This included ads in tier one trade media with web banners, newsletter banners and solus e-shots.

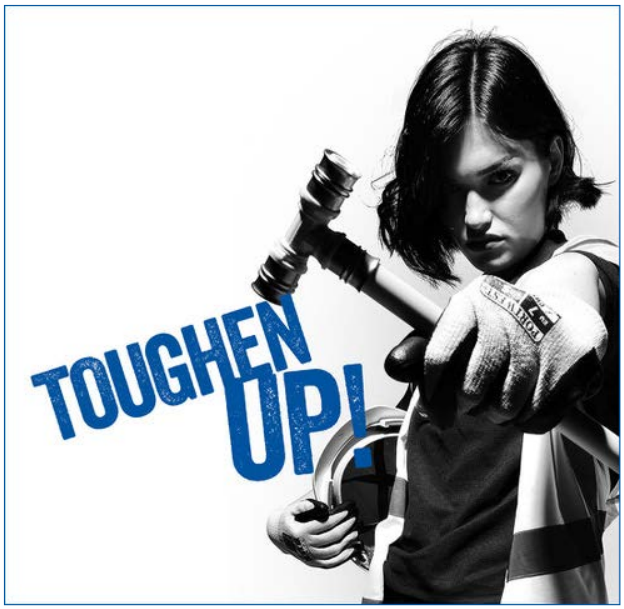
LinkedIn activity augmented organic tactics with sponsored posts targeting key UK job titles and companies.

Promotional emails were sent to the PBS database, with personalised invites going to key contacts directly from their sales representative.

The events featured an open exhibition-style layout, with formal, timetabled presentations. These included a CPD session on sustainable design, a panel discussion on MMC as well as presentations on the features and benefits of the new MecFlow Supply Systems range.

The exhibition hall had six main stands:

- **Toughen Up! Pull-up challenge** – this gave an unequivocal hands-on demonstration of the product's durability. Here delegates could test their own toughness and that of the MecFlow product by doing pull-ups using a bar made from a length of 50mm diameter MecFlow Fusion piping. The winner was rewarded with an experience day worth £250.
- **MecFlow full-range showcase** – this custom designed two-part stand displayed the full-range of MecFlow Supply Systems diameters and connection options.
- **Jointing demo** – the MecFlow range includes press-fit and CLICKWELD electrofusion jointing options. This stand demonstrated the ease, speed and reliability of these innovative methods.
- **Advantage Stand** – this stand promoted the Polypipe Advantage prefabrication service with live demonstrations of Advantage capabilities based on customer requests at the event.
- **BIM Stand** – this installation demonstrated the benefits of Building Information Modelling and offered live demonstrations of the Faro arm 3D measuring product scanning and dimensioning tool.
- **Sustainability Stand** - this lightbox stand, which was manned by parent company Genuit Group, showcased the group's sustainability strategy and credentials.





The event had plenty of extra attraction with a head-in-the-hole photo booth, branded cookies, scratch cards with prizes including MecFlow tooling kits and Amazon vouchers, and giveaway branded tracker tiles. The layout and timetable were optimised to allow maximum opportunity for delegates to network with like-minded industry colleagues.

Real commercial results

Marketing metrics for the activity were extremely healthy, with strong reach for awareness activity in highly targeted trade media. Event registrations exceeded the initial target by 157% and the event attendance target was also exceeded by 40%.

But most important was the ultimate goal of supporting an increase in sales of MecFlow Supply Systems. The campaign significantly exceeded expectations in this regard – quickly delivering a 154% uplift in sales to demonstrate the power of how smart planning and great branding can bring tangible business benefits.

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Why amplification is key when it comes to content marketing



CEYHUN DOĞRAYAN,
Founder, Marketing With Jay (MWJ)

We spoke to Ceyhun Doğrayan, Founder, Marketing With Jay (MWJ) to talk about what's changed in the content marketing sector from an agency perspective - think everything from the impact of AI to the importance of communicating the main value of your product.

What has changed in the sector? Content's relationship with product

Before Ceyhun started doing his work at (MWJ), he came from a product marketing background. And interestingly enough, something that he's noticed in the last 12 months is a more joined up relationship between content marketing teams and product marketing teams.

Ceyhun said: "We used to say 'content is king' but right now, rather than focusing on the quality and quantity of content, you first need to work with the product marketing team to understand the value of the product, service or solution."

In today's landscape, content writers alone can't drive success.You need content to be working with the right stakeholders and to have the right mindset in order to create the best possible content for your business. And how can content marketing agencies achieve this? *The answer is FAB*.

Another important aspect to MWJ?

Ceyhun said their team has used the FAB framework to improve their content marketing strategy. The framework created by Gartner refers to a specific product AKA the 'feature' which leads to an 'advantage' and ultimately provides the 'benefit' to the customer. This communicates the value proposition of a technology product or solution effectively.

At MWJ, the team works with clients on value propositions to understand what is the main message behind their product and what challenge they're solving. And at the end of the day, if you want to create good content, you need to explain both very clearly.

He said: "Content marketing teams and product marketing teams will be focusing more on the 'feature – advantage - benefit' side of the technology solution or service offering. It's not about creating some fancy blogs and writing social media messages. Instead, it's about the

hidden message behind it. What does this feature bring to the table as an advantage and then as a result, what benefit does a customer receive. I believe we will see more content around this FAB framework."

The evolution of AI

In our last UK Agencies Benchmarking Report, we spoke to SeeBlue about their views on AI. While their Managing Partner, Helen Brown recognised the impact it can have, she said AI served as a transformational opportunity to be your copilot. It was NOT writing the content for you.

And MWJ has a similar opinion 12 months later. Ceyhun believes that AI should be seen as a tool. You need to ask the right questions with a well-informed strategy in order to generate valuable content. At the same time, it should be used as a baseline where you can bring human touch into the fold.

He said: "Strategy is the problem when it comes to AI. When you're creating content on the production side, yes AI can give you something, but you need to give the main idea and marketing strategy - and that human touch is definitely needed. We are not an AI-only agency. Our content team is using AI for better production. I believe that should be the approach."

That shouldn't come as a surprise as the overall approach to AI has definitely changed in the past 12 months. Last year, the narrative was that AI was going to replace our jobs. However, through experimentation, research and testing, marketers have rallied behind using AI. So much so that the narrative has changed to 'how can we use it to the best of our ability?'.



However, Ceyhun warns marketers not to overuse the tool as a majority of audiences can see through content that has been written by AI. Nowadays, people are starting to have the same looking LinkedIn posts and emails, and unfortunately, it becomes more evident the more people get their heads around AI.

He continued: "It should be a small part of the content you write. With AI, you can increase the quantity of content but the quality will start to decrease. To do that, you'll need to create more sophisticated content around the the main value of your solution suite and what challenge you're solving."

The key to generating leads? Amplication

Obviously different types of content will be key to generating leads depending on where a prospect or customer might be in the buying journey. Blogs, articles, case studies, PR releases and social media are key in building a foundation and getting brand recognition. Whereas other pieces of content such as eBooks, infographics and other gated assets will secure high-quality leads. On top of that, it's not about the content you produce, but how you leverage it both internally and externally. That's where amplification comes in.

He explained: "What I mean is that you can empower your sales team with the content you produce. So the whitepaper or eBook you wrote shouldn't just be sitting on your website. You should empower sellers by asking them if they shared this with their prospects already or (arguably more important) asking them if they can explain that bit of content in their own words."

While content marketing teams are spending a significant amount of time producing content, they should also be ensuring that the business can explain that content effortlessly - especially if you're passing this over to sales. Ultimately, it can't be utilised in the best way possible if the handover isn't effective or if there's no handover at all.

Instead, Ceyhun said rather than creating 14 different blogs, focus on one high-quality piece. In addition, if something proves to be working, see if you can replicate the same content in other ways - i.e. publishing a blog on LinkedIn based on a high-quality whitepaper. This will leave you and your content team in the best position to work smarter - *not harder*.

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From Foundation to Visibility: MWJ's Approach to Driving B2B Marketing Success in Tech and Software

CASE STUDY: A WORD FROM THE AGENCY

MWJ

Marketing in the B2B space—especially within tech, IT, and software—requires a focused and tailored approach. At MWJ, we simplify these complexities by building strong marketing foundations that allow businesses to confidently scale their efforts.

From crafting clear value propositions to executing customised content strategies, our focus is on creating consistency, clarity, and measurable results. Below, we'll explore both the unique challenges in B2B marketing and how MWJ has helped clients overcome them to achieve remarkable growth.

Challenges in B2B Marketing

Marketing in the B2B domain is no small feat. Unlike consumer-driven industries, the buyer journey in B2B involves longer decision-making cycles, multiple stakeholders, and intricate value propositions. It's less of a sprint and more like a marathon—a journey where every step requires precision, alignment, and adaptability.

In B2B, success doesn't just happen overnight. It demands clarity, strategy, and execution across multiple levels. Without these, cracks begin to show—messages fail to resonate, campaigns lose focus, and opportunities for engagement are missed. Even when companies produce great products, their voices often get drowned out by competitors. This disconnect between potential and performance often stems from one critical gap: the absence of a strong marketing foundation.

Marketing in B2B isn't just about crafting content; it's about ensuring that content speaks the right language, resonates with the right audience, and is consistently amplified across the right channels. The process is ongoing, requiring both dedication and strategic refinement.

MWJ's Approach – Fundamentals & Foundation First

At MWJ, we firmly believe that a successful marketing journey begins with a solid foundation. A strong foundation ensures that every subsequent step—whether it's content production, campaign activation, or amplification—delivers maximum impact.

Our process starts with defining clear value propositions using frameworks like the FAB model (Features, Advantages, Benefits). This framework ensures businesses align their messaging internally and communicate effectively with external audiences. With this foundation in place, we create tailored content and social media strategies to amplify these messages, ensuring they reach the right people at the right time.

Our role adapts to the needs of our clients. Whether acting as an external marketing team or supporting existing teams, MWJ provides expertise and flexibility at every step. We prioritise creating a cohesive marketing framework, ensuring businesses are fully equipped for advanced campaigns when the time comes.

We`ve Seen it Work

At MWJ, every client relationship is built on the principle of collaboration. By tackling challenges methodically, we've helped organisations across industries strengthen their marketing presence. Below are examples of how we've partnered with innovative companies to achieve meaningful outcomes.

Terra Reporting – ESG Reporting for Seamless Compliance

Terra Reporting is a provider of ESG Reporting solutions, built on top of Microsoft Cloud for Sustainability platform. Their goal was to enhance their online visibility and build digital credibility. They needed a cohesive strategy to highlight their expertise and communicate effectively with their target audience.



MWJ collaborated with Terra Reporting to establish a strong marketing foundation. We began with product marketing materials such as customer presentation decks and brochures, then extended into LinkedIn company page management, company news, and blogs together with brand identity improvements. These efforts also lead to restructuring of their website from a product marketing point of view to better reflect their mission and value proposition.

Our efforts boosted Terra's organic visibility, while consistent LinkedIn content drove engagement and solidified their position in the ESG reporting space.

Results:

- **3x** increase in organic search impressions.
- **1.7x** growth in website visitors.
- **3.1x** increase in LinkedIn post impressions.
- **1.7x** improvement in LinkedIn engagement rates.

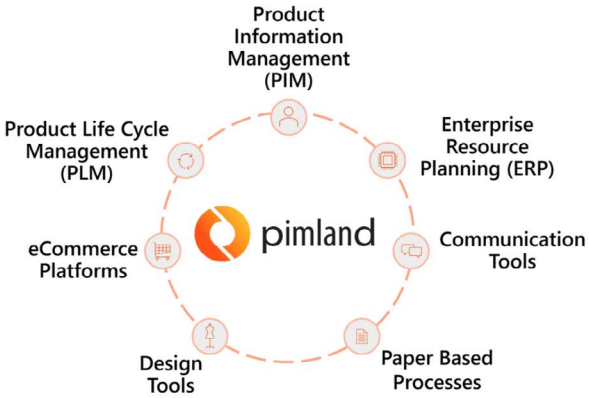
Upagon Technology & PIMLAND- Integrated PLM & PIM

Upagon Technology launched PIMLAND, a spinoff offering Product Lifecycle Management (PLM) and Product Information Management (PIM) solutions for the fashion industry. Starting from scratch, Pimland required a strong marketing foundation to establish its identity and connect with potential clients.

MWJ delivered a comprehensive product marketing kit that included a one-pager website, BDM presentation, brochures, 90 second solution overview video, and solution module materials. Our efforts extended to SEO, blogs, and LinkedIn company page management, which amplified Pimland's visibility and drove early engagement. Recently we have helped Pimland to organize a webinar that successfully introduced Pimland to key industry stakeholders with their technology partners.

"MWJ helped us develop a comprehensive product marketing kit for PIMLAND, which included a one-pager website, sales pitch deck, product brochure, case study, and an overview product video. This complete sales enablement kit provided our team with the essential tools to clearly communicate the value of our Product Lifecycle & Information Management solution. Their deep expertise in IT and B2B marketing truly sets them apart as a strategic partner." — Erdinc Sezer, Cofounder, Pimland



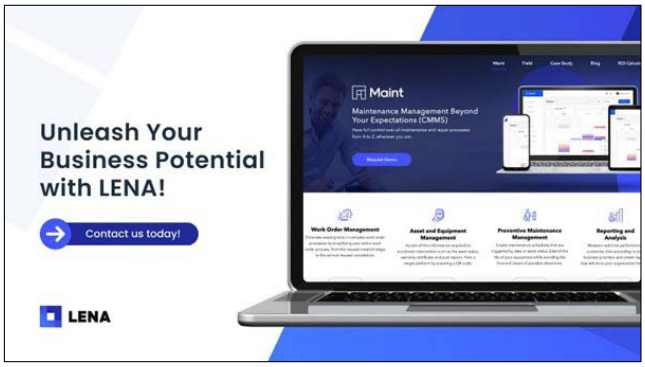


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Lena Software – Seamless Field Service Management

Lena Software, an innovator in Field Service Management & CMMS solutions for industries like oil and gas, was MWJ's first ever client. As Lena expanded its offerings, they needed consistent marketing support to align their growing portfolio with their brand presence.

MWJ worked closely with every department at Lena to deliver customised marketing support. From producing thought-leadership blogs and case studies to managing their online presence, our efforts positioned Lena as a trusted leader in their industry. A highlight of our partnership was Lena's participation in the Field Service Management event in Amsterdam, where MWJ managed end-to-end event marketing.



Results:

- **3x** increase in organic search impressions.
- **5x** increase in website visits.
- **2x** LinkedIn impressions.
- **3x** LinkedIn engagement rates.
- Organically generated enterprise level leads & opportunities.

"We have outsourced our marketing needs to MWJ. From managing our LinkedIn company page and content creation to SEO and end-to-end event management, their support has allowed us to focus on our core business without the stress of overseeing marketing operations. They've truly become an extension of our team, making the entire process seamless and efficient." — Serkan Kose, CEO, Lena Software



Why MWJ?

At MWJ, we don't just offer marketing services; we build long-term partnerships. We understand that every company is unique, with its own story, challenges, and vision. That's why our approach is tailored to fit the specific needs of each client.

Marketing isn't a sprint—it's a marathon driven by back-to-back sprints. Our expertise in B2B Tech, IT, and Software domains allows us to create strategies that don't just move fast but move far. Together, we build marketing foundations that drive visibility, engagement, and results.

Final Thoughts

Building a B2B content strategy that truly works requires a thoughtful, phased approach. It all starts with a strong marketing foundation. This includes consistent blogs to share expertise and build trust, company news to keep your audience informed and engaged, and an active LinkedIn presence to meet your audience where they are. These foundational elements establish credibility and ensure your brand has a visible, authentic presence.

Once the foundation is solid, the next step is to diversify and expand your content. Introducing case studies and testimonials builds trust and demonstrates success, while creating in-depth assets such as eBooks, videos, and product guides helps communicate your value proposition more effectively. These content pieces add depth and allow potential clients to better understand your offerings.

Finally, it's essential to activate and amplify your efforts. Scaling through targeted newsletters, campaigns, and partnerships ensures your content reaches the right audience at the right time, driving engagement and results.

Marketing is not a one-time task; it's a continuous journey. By taking it step by step—starting with the basics and scaling strategically—you can build a sustainable and impactful strategy. Let's make every step of your marketing journey count!

Unicorns vs Donkeys: Why being brave in demand generation is absolutely critical



DR JOHN WOODS,
Founder, Sharp Ahead

We sat down with Dr John Woods, Founder, Sharp Ahead to chat about how demand generation has evolved in the last 12 months. Want to know the key to success? Read on to find out.

So let's address the big question: What has changed in demand generation? Well, in short - *not much*. While that might seem like an underwhelming answer, it simply means that the trends we cited in last year's report have actually continued.

And the reason for this? Similar to last year, the game is not getting easier when it comes to lead or demand generation. Measuring is becoming far more difficult and according to John, it's something B2B marketers are going to have to get comfortable with.

John explained: "We can't just stick up a whitepaper on LinkedIn or host a webinar and expect hundreds of leads to drop in as a result of that. We're going to have to go back to what the advertising industry used to look like in the old days and be happy that we are getting our messages across and increasing both engagement and brand recognition within our target audiences."

Ungated content is in, gated content is out

Taking this shift into account, John has been seeing more content ungated versus gated these days. And while ungated content is freely available and might appear to be a missed opportunity to some, it does serve a purpose by increasing brand awareness and improving SEO. Meanwhile, measurements based on cost per lead have become an even less realistic view of campaign effectiveness because potential buyers are not willing to jump through the gated hoops like they used to.

He explained: "If you're after the right business result, it's far better when people actually engage with your content even though you don't immediately get their contact details. The bar about what people want in return for their contact details is getting higher and higher all the time. Success in marketing comes from having our content read by people. It doesn't come from hiding it behind gates that no one wants to go through."

It's no secret that restrained budgets have put the pressure on marketers to deliver tangible ROI. So it's probably a bit unnerving to stop relying on

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leads and numbers especially for sales who have a target to hit. John said that all parties will need to adapt to doing good B2B marketing without relying on these standard measurements.

He further said: "Companies that are set up in such a way that they can still confidently invest in their demand gen and lead gen activities even though there isn't that same level of measurability - those companies are going to do really well because they'll because they'll still get success. There are activities where you'll still see measurable leads, but there's also a lot of B2B marketing, which is highly effective even when you can't measure the leads."

Be brave and wait for your 'unicorns'

Let's be real - shifting into a different mindset might be easier said than done, but it is essential that marketers jump on this bandwagon. And as suggested earlier, that means putting content out there without forcing users to give away their contact information in exchange for content.

This is *especially* applicable when it comes to newer content.

John mentioned that when campaigns are first launched, Sharp Ahead often needs to reassure clients that results will come in. It often takes some patience and bravery on the part of the client.

He explained: "If you run a digital marketing campaign, you reach what I call 'unicorns' which are your target valuable prospects, but you will also reach some 'donkeys' - either companies that are too small to buy from you or companies in the wrong geography or off-target people – like job seekers or prospective suppliers - who fill a contact form for some other reason."

John mentioned that in niche B2B marketing, there are always more donkeys than unicorns. When a new campaign brings in a few donkeys at the start, that can cause initial panic on the client's side but what matters is that unicorns eventually come in as a result of the campaign.

He said: "Back in COVID-19, you could launch a campaign and the leads came rolling in. It was an exciting time but it was unsustainable. These days we're often having to have difficult conversations with clients in the early stages of a new campaign to sustain the client's confidence. When there's an initial emotional trough and then things turn around as the results start to become apparent, - those situations are much more satisfying than the easy ones. That's what we've been proud of this year."

In addition to the quick results marketers might expect, John said another trend he's seeing is a lack of well thought out value propositions. Coming up with a good demand generation strategy is already a tough challenge as it is but an unclear value position can make it even more difficult from an agency perspective.

John said on the agency side of things: "We've actually gotten a little bit braver about this too. If we start on a project and we think that the client doesn't really have that early proposition right, we will push quite hard to make sure that value proposition work is done up front."

The AI evolution continues

It obviously wouldn't be fitting (or 2024 for that matter) if we didn't mention the implications of AI. And in fact, John did mention that there one slight change in the past 12 months has been around how marketers are approaching AI. Last year, there was a notion that generative AI was going to transform everything in B2B marketing in a radical way. However, it's become clear that humans can't yet be replaced even in the world of B2B marketing.

Sharp Ahead have been tracking generative search over the last 18 months and have seen the evolution of a range of different tools. While AI hasn't necessarily made a large impact on B2B buying behaviours, AI search tools are starting to perform well for B2B buyer research - and marketing leaders need to keep their eyes on this as AI evolves.

He said: "The mainstream tool that we're currently most impressed with is ChatGPT, which 12 months ago, wasn't even a search engine. But now it's got internet browsing functionality integrated with it and it can do B2B research very well."

The big debate: Lead generation versus demand generation

So we've touched upon the trends, changes and challenges to stay on the pulse of - something else we've been hearing about?

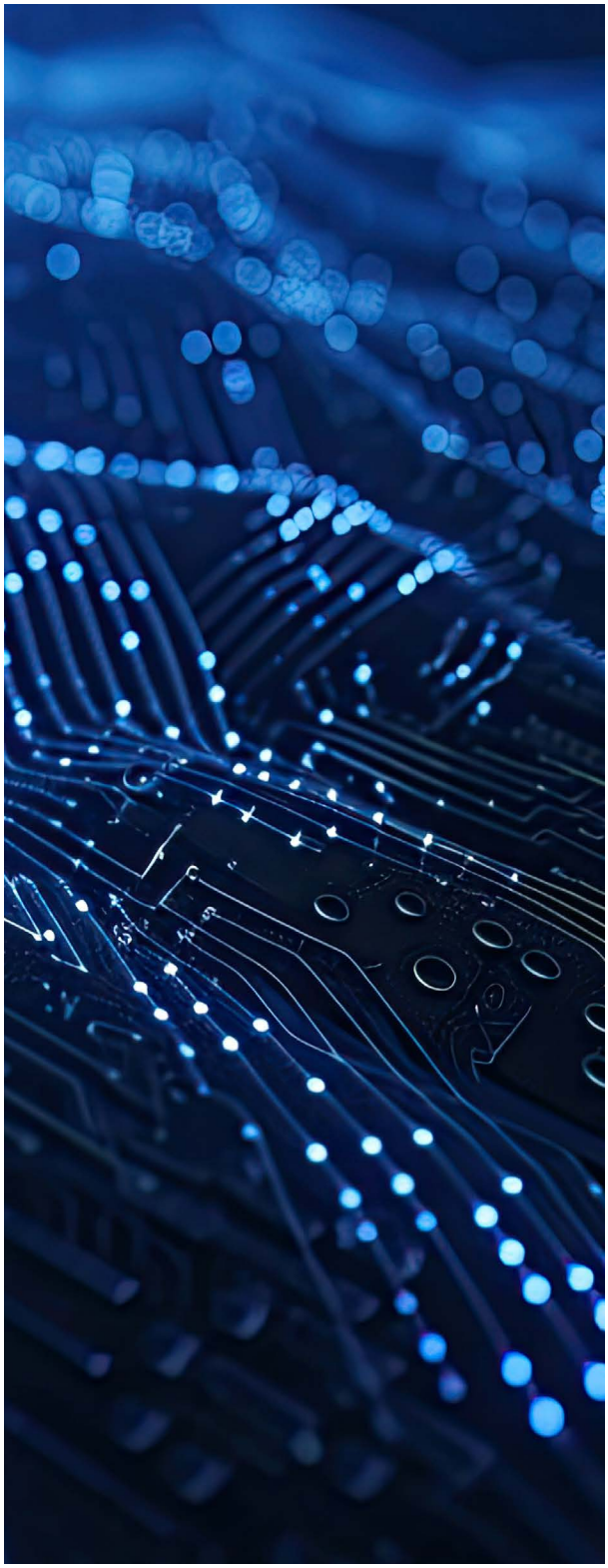
What is the difference between lead generation and demand generation? In our Martech Spotlight Report on Lead Generation, we spoke with both vendors and client-side marketers on this very topic and the results? Some said they're the same thing - others fervently disagree. And it felt like a missed opportunity to not speak with our specialist demand gen agency about this. So Sharp Ahead's take?

John said: "The B2B buying process is very complicated and we're fooling ourselves if we think we can do a piece of marketing and ensure it only touches one specific part of the B2B buying process. Buyers will interact with your campaigns on their terms, not yours."

John agrees there's a technical distinction: demand generation activity focuses earlier in the funnel and aims to increase awareness around a product or service; whereas, lead generation is very much around getting people to the point where sales can have a conversation with them.

But a buyer doesn't care whether a piece of content is intended for lead gen or demand gen. They are simply looking for the most relevant information that will help them with whatever challenges they currently face in the buying process.

He concluded: "If we can create content that helps prospects understand our products and services and help them buy them more efficiently, then that will lead to success whether they interact with that content via a demand generation activity, a lead generation activity or a sales enablement activity. B2B marketers who want the best results should think about the different funnel stages in a joined-up way and then think about marketing strategies to go across all of those."



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Delivering demand generation in logistics and transport

CASE STUDY: A WORD FROM THE AGENCY

Sharp Ahead
B2B DIGITAL MARKETING



The global logistics industry is changing rapidly, and that same pace of change holds true for the UK market. With increasing digitisation and automation, fuelled by advancements in AI, and ever more pressure to deliver sustainable solutions, UK logistics providers must adapt to an industry driven by expanding consumer ecommerce and more carrier choice.

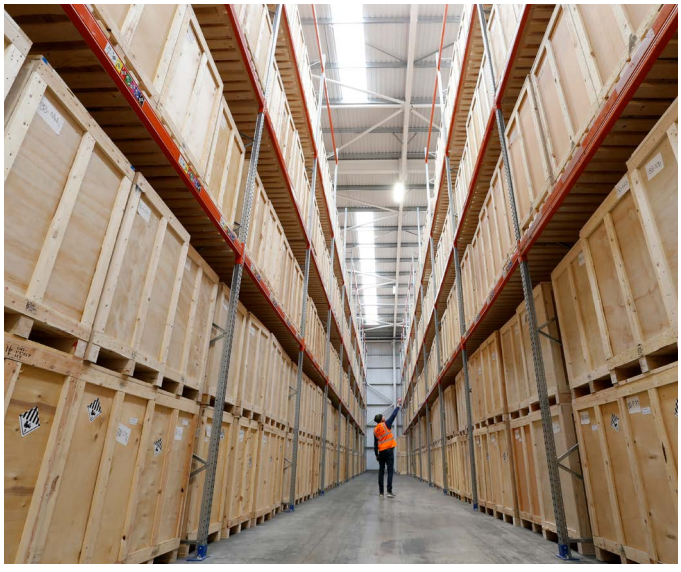
Organisations looking for logistics solutions demand not only competitive pricing, but extreme reliability, end-to-end coverage (including the last mile), world class customer service—and commitment to sustainability.

But where there is change, there is opportunity. XPand Logistics is a leading UK transport & logistics solutions company. Privately owned, with ambitious plans for growth, and backed by a reputation for reliability and customer-first service, XPand were perfectly positioned to grow across the UK and internationally. While they had experienced commercial and delivery teams, they had not yet developed an internal marketing function to drive demand and increase leads for the sales function. With a new purpose-built Manchester warehouse opening, XPand embraced the opportunity to leverage digital demand and lead generation to ensure they met their sales targets.

David Osborn, Director, XPand Logistics said: "We knew that our growth efforts needed to be underpinned by a best practice marketing strategy and delivery. We wanted to work with a partner with a demonstrated track record of demand generation, an understanding of our industry and the same ambitious approach to growth as we have. We found that partner in Sharp Ahead and could not be more pleased with what together we have achieved for XPand."

A full-service B2B digital marketing agency, with offices in Reading, Oxford and Manchester, Sharp Ahead is experienced at helping companies with complex products and services reach and stay connected with decision makers across the decision-making cycle.

Jennifer Esty, Managing Director, Sharp Ahead said: "Driving sales leads through website, search engine, and content marketing, we bring the latest tactics in B2C marketing to B2B organisations, helping them turn traffic into qualified sales leads through smart online marketing you can measure.



Building the foundations

The first challenge for the partnership was to build a best practice demand generation engine, starting with Sharp Ahead's foundational approach to B2B digital marketing strategy. We first focused on the activities most likely to produce results in the shorter term, in order to build confidence in the strategy and demonstrate ROI for further investment.

We first set out to build a set of conversion optimised landing pages for XPand's key services, focusing on a crystal-clear value proposition and USP messaging and best practice conversion features.

We then build out foundational PPC campaigns including brand search, brand and remarketing campaigns across Google and LinkedIn, and search campaigns aligned with XPand's key services including 3PL, Air Freight, Freight Forwarding and Customs services.

Expanding the opportunity

When the initial set of campaigns started to show results, we then expanded the activities to include brand awareness on LinkedIn, contextual display campaigns, and LinkedIn sponsored content. We also focused on organic social to build up more top of the funnel, light touch awareness and kicked off an SEO strategy that eventually led to building a new, optimised website.

The website project included fresh visuals that communicated XPand's commitment to personalised, customer-first service; and proven messaging and conversion features (taken in part from the learnings of the landing pages' performance). We also began to work more closely with the sales teams to help optimise their own social media presences in order to amplify the content being provided at a company level.

Results, delivered on time and on budget

In a 12-month period of activity, the digital marketing strategy created sufficient demand to generate nearly 400 leads with a CPL of £51. These leads included some significant contract wins from larger clients and the activity continues to drive demand and growth across the business, including XPand's growing presence in the northwest and expanded footprint in the southeast. In addition, the organisation as a whole is embracing marketing and a growth mindset enabling a more connected and collaborative approach to sales and marketing.

Moving Forward

Sharp Ahead and XPand will continue their partnership into 2025, growing the demand generation activity across new platforms and into new geographies to support the wider business objectives. Specific activity includes leveraging the MS Ads platform, increased media spend, a geographic focus reflecting the business priorities and aligning the sales and marketing functions with more visibility on tracking overall demand, lead health, and return on investment.

Stephanie Hatch, Key Accounts Finance and Marketing, XPand Logistics said: "Working with Sharp Ahead day-to-day on our digital marketing strategy and delivery has been extremely rewarding for me and the wider team. Our partnership has delivered real results for the business, and we look forward to continuing long term success."

Jennifer concluded: "The team at XPand have genuinely embraced digital marketing strategies to drive demand and increase their prospect pipeline. We have formed a closeknit partnership, founded on the shared desire to achieve excellence across the marketing mix. It has been a real pleasure watching the continued growth and success of XPand's business across the UK."



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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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