Really.
MARKETING MEASURED BY SALES

FINALIST 2014
B2B AWARDS

REALLY B2B

B2B MARKETING COMMUNICATIONS AGENCY OF THE YEAR

Category Number:	27
Category Name:	B2B Marketing Communications Agency of the Year
Campaign Name:	N/A
Agency Name:	Really B2B
Word Count:	1080

SUMMARY
MARKETING MEASURED BY SALES.

Really B2B was founded in 2004. Since then, our focus has been on creating and delivering accountable marketing strategies that are sales-led. We ensure that every client that we work with has a clearly measurable aspect to their campaign, regardless of the channels used or whether they're a Corporate or SME.

Whilst 'accountable' is a word banded about by many, we tie down our marketing activities to sales and ROI so together with our clients, we can truly measure marketing effectiveness.

Our tagline is **Marketing Measured By Sales**.

"Really B2B have exceeded expectation and continue to raise the bar in respect of initiatives that really show an understanding of our prospects customer's therein effective marketing to achieve strong lead generation and ROMI"

Damien McKeaveney
- Business Unit Manger, Liko/Hill-Rom

REALLY GOOD NUMBERS...

43% REVENUE GROWTH ON LAST YEAR

£1.3m



REVENUE FOR 2013

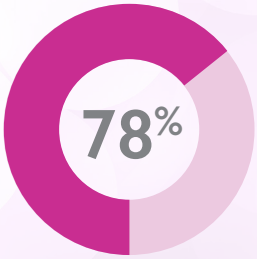
26 heads



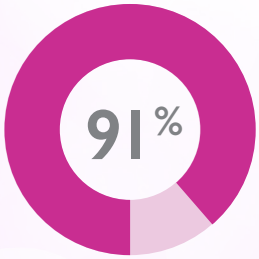


14 SUITS 4 JUMPERS 8 GEEKS

MORE THAN **DOUBLE** 2010



CLIENT RETENTION RATE



OF CLIENTS RATE US 'EXCELLENT OR GOOD'

REALLY GOOD CLIENT RESULTS...

1900%

Client A –
Significant contracts closed as a result of our direct marketing and lead generation activity resulting in an ROI of over 1900%.

200%

Client B –
Exceeded the lead generation target by 200% in first three months of the campaign, the client has achieved 172% ROI to date.

280%

Client C –
Generated a 280% ROI and exceeded the appointment target by 130% within the first five months.

17%

Client D –
Increased market share by 17% and saw a 15% increase in sales from the independent retail sector.

Pipeline doesn't count! All of the above ROI stats are based on the actual billed revenue

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

REALLY GOOD PEOPLE...

70% HOME GROWN

30% HEAD HUNTED

75%

75% of the team are IDM qualified (Diploma or Post Graduate level) and our internal training won **Best Staff Development Programme 2013**.

Our Director and Founder, **Kirsty Dawe** sits on the IDM B2B Marketing Council.

the institute of direct and digital marketing

GREAT PLACE TO WORK®

We're **A Great Place to Work®** and we've been recognised as a **Sunday Times Top 100 Best Company** to Work For, 4 years in a row.

88%

An average of 88% **staff retention** rate this year.

ABOUT REALLY B2B

What we do and who we work with

Whilst the B2B marketing industry has changed dramatically since the agency was founded in 2004, our mission today is the same as it was 10 years ago…

"To excite clients with our enthusiasm for measurable B2B marketing and show them new ways to deliver accountable results from both established and emerging marketing channels."

We challenge ourselves on a daily basis and constantly question if a piece of activity is going to drive the results and ROI that a client needs. We're not afraid to say 'NO' and always stay true to our beliefs.

We work with clients from a variety of sectors across Corporates and SMEs, each one has a common objective… to grow their business through effective B2B marketing.

- Financial Services
- Telecommunications
- Media & Publishing
- Property/Facilities
- Business Services
- Professional Services
- Manufacturing

ABOUT REALLY B2B

As a full service agency, we devise and execute closed-loop marketing campaigns using our people across the following disciplines:

CREATIVE & CONTENT
DIGITAL **LEAD NURTURING**
TELEMARKETING
PLANNING & RESEARCH MARKETING AUTOMATION
APPOINTMENT GENERATION

We strongly believe (and our clients tell us) that it's our ability to measure campaign effectiveness that provides them with the ammunition to secure additional budget and activity, because campaign after campaign the all-important numbers are clear.

And with 91% of clients rating us either 'Good' or 'Excellent', this proves it! Client retention rates in 2013 were 78%.

ABOUT REALLY B2B

Our Team

In just four years, we've more than DOUBLED the size of the agency team (12 in 2010 and 26 in 2013).

AGENCY DIRECTOR & FOUNDER

KIRSTY DAWE

Having worked in a results-driven marketing environment for over 15 years both client and agency side, Kirsty was the founding member of the agency and the champion of marketing accountability and measurability. Kirsty was recently appointed to the IDM B2B Council.

PLANNING & INSIGHT

CHRIS MANNS,
PLANNING DIRECTOR

With insight and data at the heart of what we do for clients, Chris heads up the planning, data and insight team.

CLIENT SERVICES

NICOLA TIPP,
CLIENT SERVICES DIRECTOR

Nicola's team is made up of our Account Directors, Senior Account Directors, Account Managers and Executives who deliver all client campaigns across all channels.



CREATIVE

JAMES GOLDING
CREATIVE DIRECTOR

James and his team of creatives marry up result-generating creative with our client's campaign objectives.

CONTENT & COPYWRITING

KENNY CONNOLLY
HEAD OF CONTENT

Kenny is a master content and copy creator and leads the troupe that delivers engaging and action-led copy.

OPERATIONS

SARAH HARRIS,
AGENCY OPERATIONS DIRECTOR

Sarah leads the operational functions within the agency across CRM, marketing automation, telemarketing, broadcast, production and fulfilment.

"Our headcount has grown primarily to support our social media and content services. This reflects heavily on the continued evolution of the B2B marketing industry happening right now."

Nicola Tipp, **Client Services Director, Really B2B**

CONTRIBUTION TO OUR CLIENTS' BUSINESSES

£34.6m

The amount of revenue our clients' closed as a result of our campaigns in the qualifying period.

78%

Client retention rate in the qualifying period.

CONTRIBUTION TO OUR CLIENTS' BUSINESSES

For Dummies, Wiley

Our contribution to the client's business…
These details were provided to judges in the original submission but are commercially sensitive and therefore confidential

What was the challenge…
To increase sales of For Dummies custom publishing solutions in the B2B space.

What we did…
Using the For Dummies brand, we created a fully integrated lead gen campaign (Be Unignorable) focused around the concept of how leading UK businesses can leverage the For Dummies custom publishing solutions to make their content stand out from the crowd, increasing prospect and customer engagement.

Sneak peek…



CONTRIBUTION TO OUR CLIENTS' BUSINESSES

Miele Professional

Our contribution to the client's business…
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What was the challenge…
Miele were looking for a new way to connect and nurture their customers to drive engagement and leads from prospects and customers.

What we did…
'Content with a cause' was developed around topics prospects told us they were interested in. This was used to engage with the Miele audience and drive a record number of qualified leads for the national dealer network.

Sneak peek…



CONTRIBUTION TO OUR CLIENTS' BUSINESSES

Yorkshire Copper Tube

Our contribution to the client's business…
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What was the challenge…
YCT needed to increase sales of copper tube used in domestic heating and water installations.

What we did…
Identified the key routes to market through deep persona research and embarked on a social media strategy to increase engagement. Our internal insight team measured merchant sales uplift and conducted ongoing research to measure brand awareness.

Sneak peek…



CREATIVE THINKING

Measure, measure and measure again!

Finding the measureable angle is at the heart of what we do. Here are some of the highlights from 2013:

Measuring social media

- Created a unique InMail strategy for a client, combining personalised InMails and follow-up mails – 30% positive response rate and over 55% conversion to qualified lead.
- Generated 15% increase in brand awareness and 15% increase in product sales as a result of our social media activity targeting domestic plumbers and heating engineers.
- Provided training and development, practical advice and guidance on effective social selling to help clients' sales teams leverage LinkedIn and Twitter.

Measuring marketing and sales

- We went a step further with Miele Professional and developed a bespoke marketing and sales portal, nothing in the market existed to do what we needed.
- Prospects, leads and customer transactions were updated in real-time, as with all marketing activity and metrics.
- Qualified leads were distributed to Miele Professional's independent dealer network for selling and dealers had to report back before being handed more.
- *These details were provided to judges in the original submission but are commercially sensitive and therefore confidential*

FINANCIAL PERFORMANCE AND STABILITY

Table of historical financial performance

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Planned revenue

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Agency performance 2013

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Wins included:

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STAFF AND COMMUNITY ENGAGEMENT

We're people people

- 70% of our team are home grown, 30% are headhunted.
- Excellent staff retention, which for the 2013 period was at 88%.
- 75% of the team are IDM qualified.
- In the 2013 staff net promoter score survey, the business achieved an impressive +34!
- We were pleased to be awarded the 34th Best Workplace in the UK by the Great Place To Work® institute.
- With quarterly agency-wide incentives based on profit and client satisfaction scores, the team have visited Blanc's Le Manoir restaurant, luxury yacht trips and VIP tickets to Cowes Week.

Charity

In 2013 the business raised £86k for Building Schools for Africa which built a new primary school and a village water treatment facility as well as refurbishing a secondary school. The business matches whatever the staff raise through various events and activities.









KEY INITIATIVES AND ACHIEVEMENTS

Success isn't always about money

In 2013 a key strategy for the business was to increase our awareness in the B2B marketing space, engage more with our peers and add increased value to our customers and audience.

- Our Agency Director, Kirsty Dawe was appointed to the IDM B2B Council
- In 2013, we regularly tutored at the IDM, sharing our knowledge and experience with the next wave of IDM graduates.
- We speak at industry events with the IDM and B2B Marketing
- We held two client and prospect knowledge sharing events using industry experts from LinkedIn, Google and Marketo
- Our Blog attracts 460 unique visits/month
- Through the use of content marketing, we add value to our own audiences through the creation of practical B2B resources (www.reallyb2b.com/resources)
- Winning the Great Place to Work® award was a significant achievement, demonstrating our commitment to our people and aiding talent attraction.









CLIENT TESTIMONIALS

"Really B2B have delivered high quality leads and developed a strong new business pipeline which has exceeded our expectations. We have already seen a 280% ROI from our campaign and gained valuable insight about which marketing strategies work best for our prospects and the sectors they operate in. What makes Really B2B different is their focus on the numbers and delivering results, I've not seen an agency like Really B2B before."

Raichelle Weller, **Senior Brand Manager – For Dummies, Wiley**

"ADEY Professional Heating Solutions have been working with Really B2B for 2.5 years now. In that time they have made an incredibly valuable contribution to our B2B marketing strategy and delivery. They have a thorough understanding of our business and our customers and the strategic marketing and lead generation support we have received for our Commercial sector activity has been second to none. This has been an area of huge success with record numbers of appointments and sales revenue.

The team are bursting with ideas and not afraid to challenge our thinking, but keep measurability at the forefront of all they do."

Frances Perrett, **Senior Marketing Manager, ADEY Professional Heating Solutions**

"The lead generation campaign has been very successful. The campaign is meeting our objective in terms of engaging with our target audience and generating qualified sales opportunities for the team. The creativity and ideas shown throughout their work has made a lasting impression with our audience."

Sonia Hunt, **Business Development Manager, BBC Studios & Post Production**

SUBMISSION DETAILS

1080 words

Supporting material supplied

2 x A2 boards