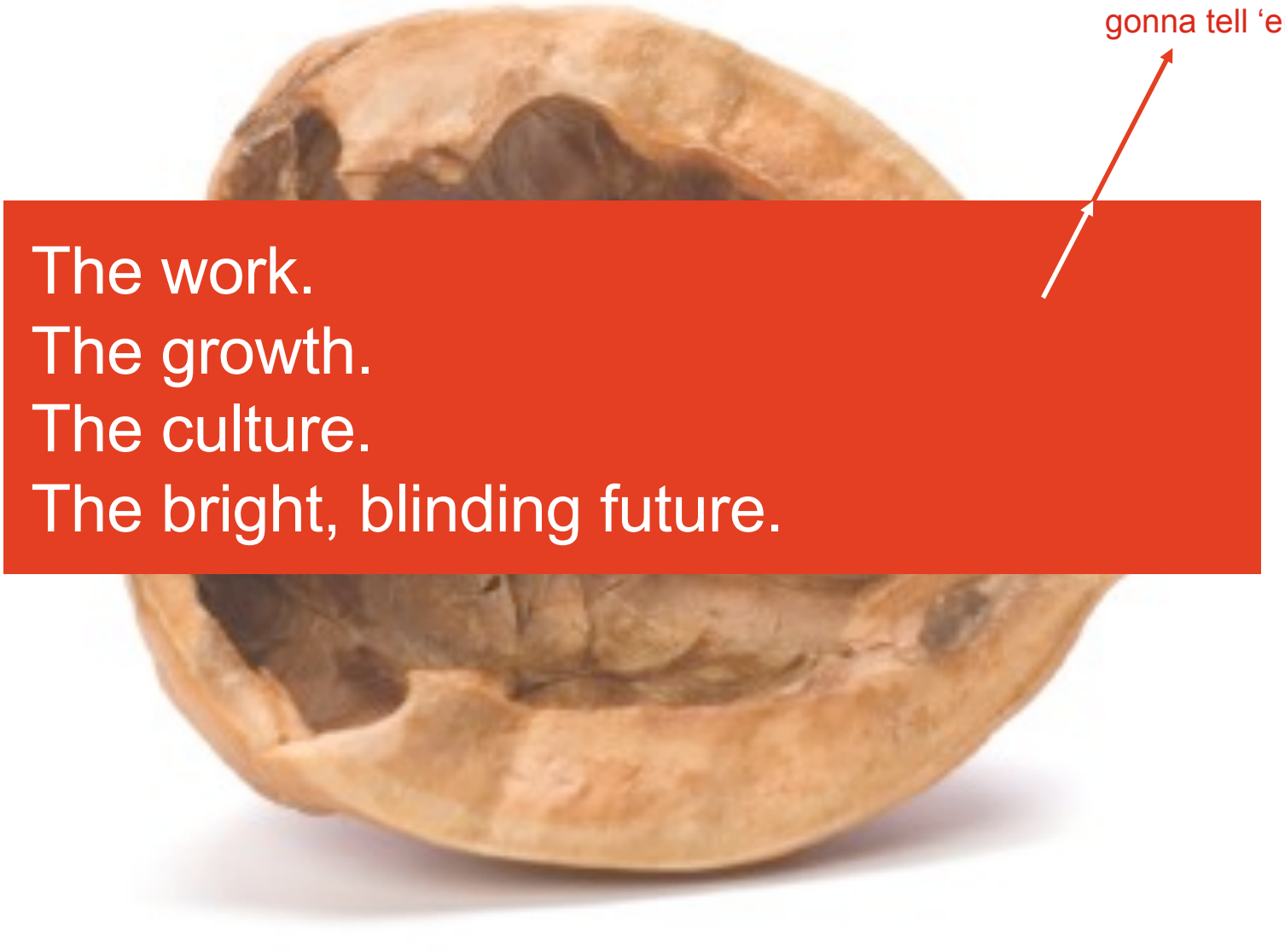
Why we think Velocity deserves to be your B2B marketing communications agency of the year.

And why, you'd be certifiably *insane* to pick any other agency.

FINALIST 2013
B2B AWARDS

velocity

Tell’ em what you’re gonna tell ‘em…



The work.
The growth.
The culture.
The bright, blinding future.

We're a new kind of B2B content marketing agency.

We do positioning, strategy, content programs and campaigns.

And tie it to revenue using marketing automation, analytics, CRM and common sense.



We've had a great year for creative, strategy, results and growth.

Doing work we're really proud of – and that has really worked – for clients and for ourselves.

The work: for clients

We've blown away our targets for some great companies:



Now over 90 pieces of content: original, curated, collaborative and re-purposed.

The Social Success microsite
for Salesforce.com
First 3 months:

- Traffic to .com site up 80% vs year ago
- Traffic from social sites +2500%
- First year targets achieved in <3 months
- 6,500 newsletter sign-ups
- 10,000 eBook downloads (with data capture)

Source: the client's blog post on SEOmoz



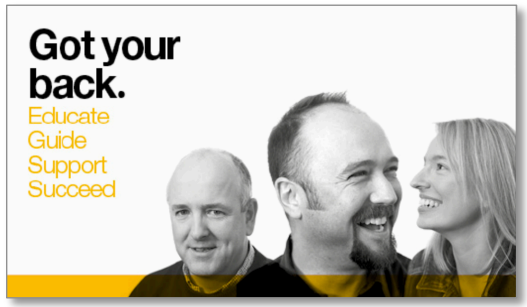
velocity

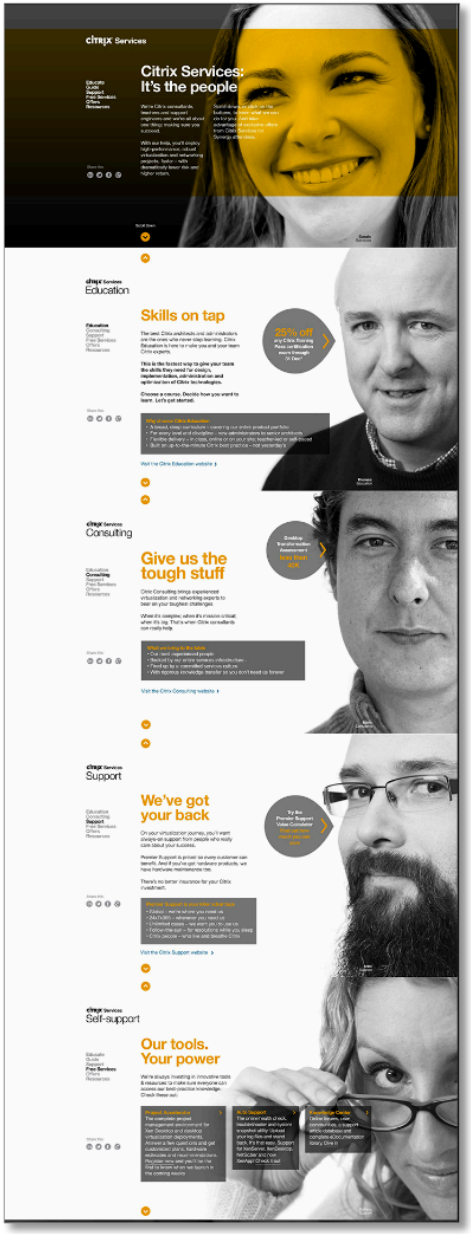
The work.

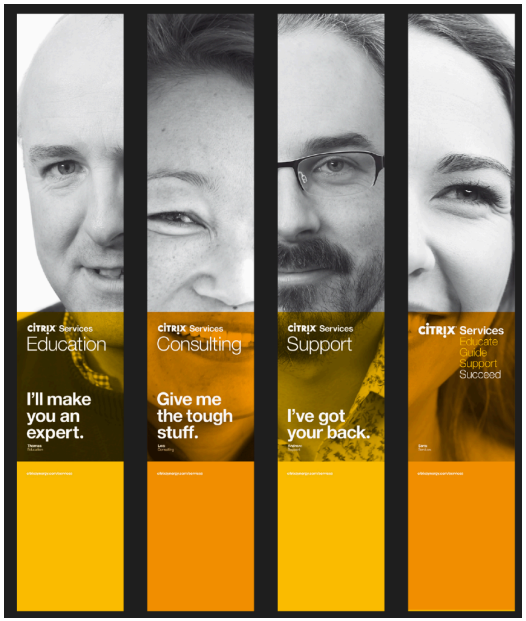
Citrix Services Launch

- Positioning & messages
- Tone of voice, visual identity
- Responsive microsite →
- Major launch at Synergy event
- +190% jump in qualified leads
- +93% increase in Support engagements
- 290 sign-ups for a new software tool in two days

See: case study







Big-ass event banners

velocity

The work.

For ourselves:

We're always evangelising content marketing and showing how it works by using it ourselves.





velocity

This slideshare got 270,000 views and generated some serious new business.



Yikes.

velocity

Our agency promotion content targets a very specific kind of marketer: confident, ambitious ones who want to do something different and aren't afraid to own the pipeline.

This *psychographic* targeting has completely transformed our business.

The growth.

Last year, we grew [a lot], from [x] to [y] while maintaining [really good] margins.

We won new clients like Rackspace, NetSuite, Kimberley Clark, Expedia, EF Leaseplan and Silverpop.

And won juicy new projects and programs for Salesforce, Citrix, Canonical and others who may not have a big name yet, but will do soon.



The growth.

This year, we'll grow another [big amount] or die trying.

Well, maybe not *die*.
(But we'll be embarrassed.)

We are controlling our growth to maintain quality of people, processes and clients.

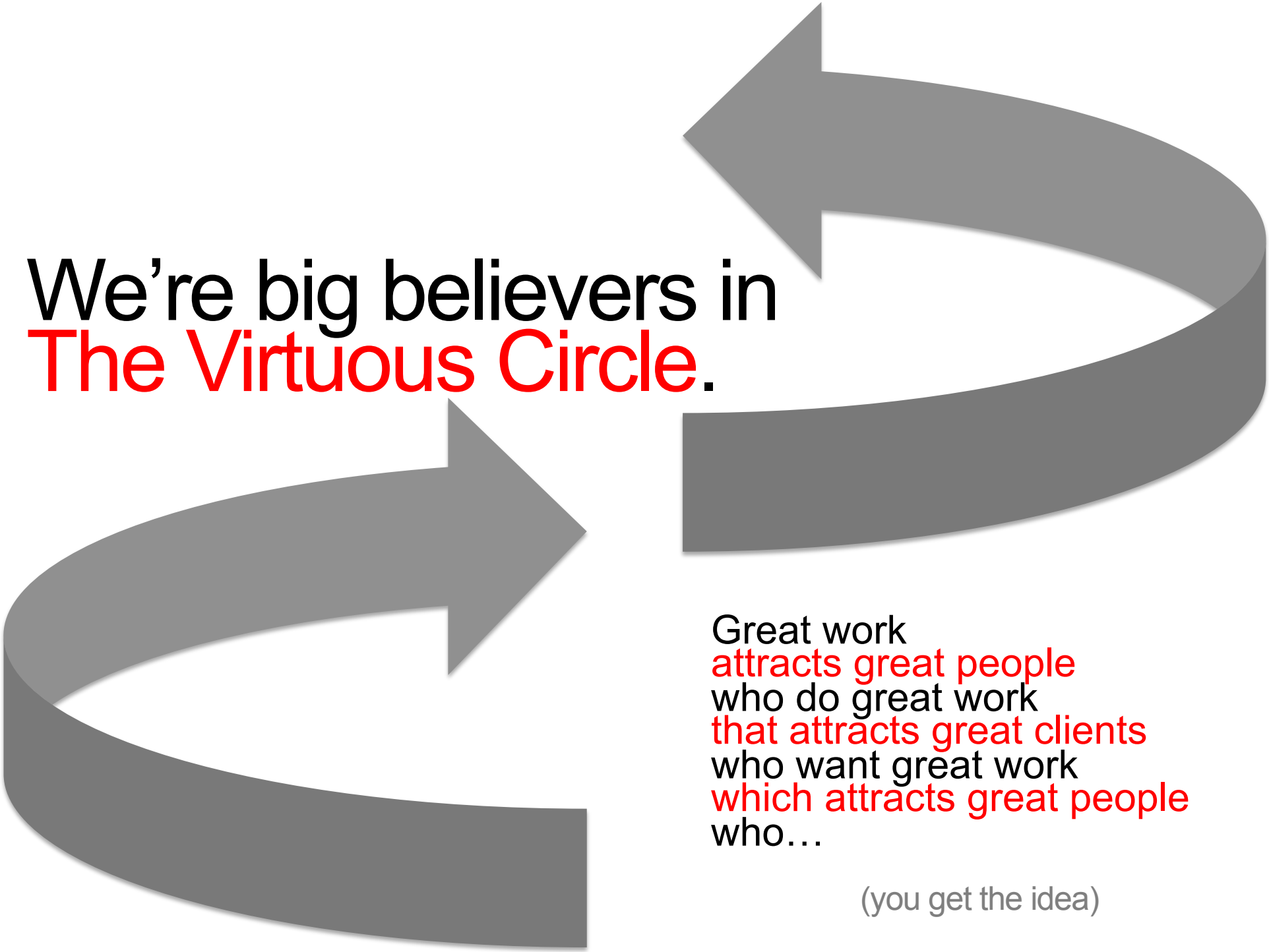


We believe

That techies are people first.
That stories beat data sheets every time.
That service is doing what you promise, when you promise.
That integrity is its own reward.
That beliefs are best lived instead of spouted.



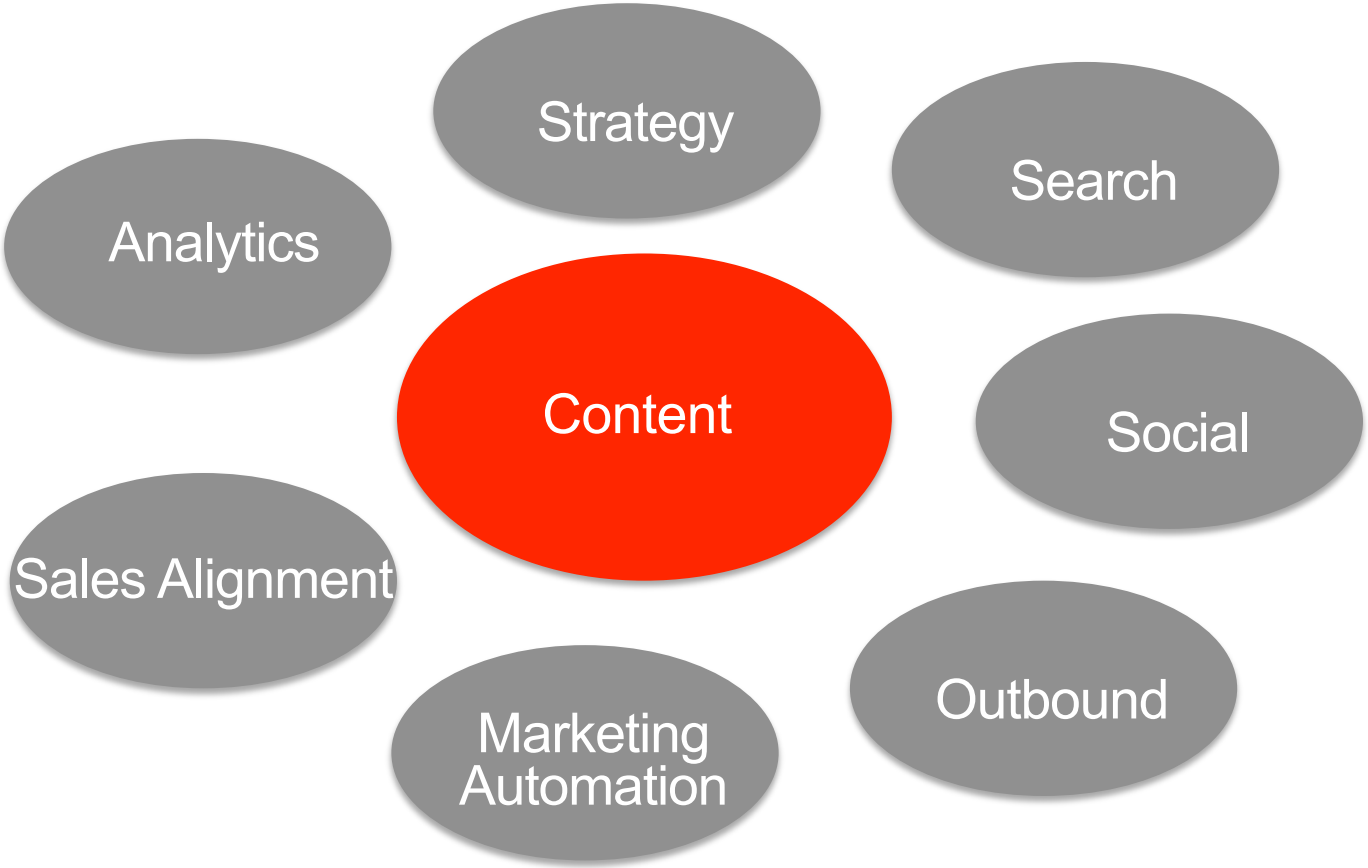
We're big believers in The Virtuous Circle.



Great work
attracts great people
who do great work
that attracts great clients
who want great work
which attracts great people
who…

(you get the idea)

We're becoming an entirely new kind of *performance-driven* B2B content marketing agency, combining:



Producers

Writers

Planners

Account People

It’s a hugely exciting ride and we’re building an amazing team to enjoy it with.

Analysts

Marketing Automation Pros

Designers

Editors

Consultants

Coders

Program Managers

"Velocity stands out – for strategy, creative talent and a real understanding of the power of content marketing. Nobody does it better."

Andy Bailey, Head of Marketing, EF Corporate Learning



"Velocity brings together a unique combination of talents to deliver outstanding results.

They're leading the way in content marketing and consistently create effective, measurable campaigns and programs with the analytics built in."

John Watton, Marketing Head, Silverpop EMEA
(and B2B Marketer of the Year 2011)



"Velocity is doing something special in B2B: outstanding, often innovative work delivered with wit, intelligence and an eye on the bottom line."

Ashley Friedlein, MD, Econsultancy



“I've worked with lots of agencies in my career. Velocity stands out. They get under the skin of a market and get to know the real issues my customers are facing, then come back with sharp, strategic insight, compelling creative and world class content programs.

More marketers within my organization now want to work with Velocity having seen the work they have done.”

Craig Pitt, Kimberley Clark Professional





We’re Velocity Partners.

We help B2B companies discover their most compelling stories and take them to market in cool new ways.



We’d be honoured to be your
Marketing Communications Agency of the Year.

www.velocitypartners.co.uk