B2B MARKETING

The B2B Marketing UK Agencies Benchmarking Report

2024



B2BMARKETING.NET

B2BMARKETING.NET/EN-GB/PROPOLIS-HOMEPAGE

Contents

Introduction: Let's get ready to rumble 4

Section 1: League tables 5

The Top 106 UK B2B Marketing Agencies 6
The Top 10 Rising Stars 11
Top 10 Fastest Growers 12
The World's Largest B2B Marketing Agencies 13
World map: Agencies with an international reach 15
ABM specialists 17
PR specialists 18
Content marketing and thought leadership specialists 20
Brand specialists 23
Demand generation specialists 25

Section 2: Market analysis 27

AI: It's time to embrace the revolution! ***Agent3 Group*** 29
Déjà vu all over again ***BBN International*** 31
How to sell Brand to Sales ***Bray Leino*** 33
B2B brands' quest for the holy trinity in agency partnerships ***Fox Agency*** 35
Predictive behaviour is the future of ABM ***Gilroy*** 37
The Power of Positivity ***Harvard*** 39
Conscious creativity: Making the right kind of impact ***HH Global*** 41
The year of living strategically ***Just Global*** 43
Even with all this technology, agencies are defined by their people ***Napier Partnership Limited*** 45
Face the reality of your digital marketing challenges ***Revere*** 47
Adopting a revenue-driven marketing strategy ***Torpedo*** 49
Tech marketers: Three steps to ignite growth ***Twogether*** 51

Section 3: Agency profiles 52

Agent3 Group 53
BBN International 55
Bray Leino 57
Fox Agency 59
Gilroy 61
Harvard 63
HH Global 65
Just Global 67
Napier Partnership Limited 69
Revere 71
Torpedo 73
Twogether 75

Section 4: Case studies 77

Ice Blue Sky 78
See Blue 82
Sharp Ahead 87
Speed Communications 91
Twogether 97

© B2B Marketing

MOORE Kingston Smith

Moore Kingston Smith is the only firm of media accountants and advisers with a dedicated office o 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.

Our media specialist corporate finance team, having completed over 30 deals in the last three years, offer a holistic, full-service approach to M&A which also includes M&A tax advisory.

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



Esther Carder
Media Partner
ECarder@mks.co.uk



Paul Winterflood
Media Corporate Finance Pa
PWinterflood@mks.co.uk

MOORE
Principal member of the Moore Global network

mooreks.co.uk/media

Let’s get ready to rumble



David Rowlands,
Head of Product,
B2B Marketing

Just after the ability to manipulate fire was mastered, and slightly before the invention of the wheel, the *B2B Marketing UK Agencies Benchmarking Report* was founded – our annual survey-based report, which provides a comprehensive picture of the UK B2B agency marketplace.

This long-standing report has seen it all, but most notably the brutal impact of Covid-19 on our beloved sector. If you were to take a look through all of our report findings over the past few years, the trend would essentially show a market that was growing and thriving, and which was then dealt a near-knockout blow in 2020. To continue the boxing analogy, it then spent the next few years getting back on its feet, counting its fingers, catching its breath and getting ready for the next round.

The past few years have been hard for all marketers – and, naturally, that includes those on the agency side of things, too. Regardless of the challenges, however, our survey demonstrates a marketplace that is growing, which is rife with optimism, which is finding a better way to deliver client needs, and which looks ready to come out swinging this financial year.

Looking through the data, we can see that pressure on clients’ budgets (unsurprisingly) is the absolute key issue facing agencies right now. However, as our Propolis Community Index data suggests, budgets are back on the rise. Could this be an indicator that the B2B agency marketplace is about to surge in growth once again? Let’s hope so.

If you’re a client-side B2B marketer, we hope you find this report a useful tool in finding your next agency. If you’re on the agency-side, we hope this report helps you understand more about your own sector, and where your competitors are focusing their time and energy.

© B2B Marketing

SECTION 1:

League tables

The Top 106 UK B2B Marketing Agencies 6

The Top 10 Rising Stars 11

Top 10 Fastest Growers 12

The World’s Largest B2B Marketing Agencies 13

World map: Agencies with an international reach 15

ABM specialists 17

PR specialists 18

Content marketing and thought leadership specialists 20

Brand specialists 23

Demand generation specialists 25

The **Top 106** 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 2023	UK YoY headcount % change	Rank in 2023	Rank change
1	Edelman	75.7	7.8	668	-2.05	1	–
2	The Marketing Practice	30.2	6.0	200	-20.32	5	↑
3	Merkle B2B	25	-2.5	189	-7.35	2	↓
4	Brands2Life	22	19.8	173	-3.4	6	↑
5	**Bray Leino** *(p.57)*	**21.6**	**2.6**	**240**	**21.21**	**4**	↓
6	Gravity Global	21.5	19.4	241	50.63	3	↓
7	**Twogether** *(p.75)*	**17.7**	**13.0**	**197**	**-3**	**7**	↓
8	CTI Digital	16.8	-4.0	183	-7.11	N/A	*
9	Transmission	15	-1.2	125	0	8	↓
10	Clarify B2B	14.1	56.7	145	-19.44	14	↑
11	FT Longitude	11.4	12.8	57	5.56	N/A	*
12	Harte Hanks	10.4	-7.2	25	0	15	–
13	Teamspirit	9.4	5.6	83	-7.8	16	↓
14	Nelson Bostock	9.2	-11.8	75	-9.64	N/A	*
15	**Revere** *(p.71)*	**8.9**	**6.1**	**66**	**-5.71**	**18**	–
16	**HH Global*** *(p.65)*	**8.3**	**19**	**106**	**-13.82**	**N/A**	*
17	Omne	8	11.2	48	9.1	21	↑
18	The Telemarketing Company	7.8	4.5	270	3.8	20	↓
19	**Harvard** *(p.63)*	**7.6**	**-10.6**	**59**	**-38.54**	**17**	↓
20	Publicis Pro	7.3	2.1	62	-10.14	22	↓
21	Stein IAS	7.2	1.1	54	-14.29	23	↓
22	BDB	7	11.1	65	-5.8	26	↑
23	Tangent	7	-9	44	0	19	↓
24	Proctor + Stevenson Limited	6.6	23.4	60	0	N/A	*
25	**Fox Agency** *(p.59)*	**6.4**	**20.6**	**60**	**15.38**	**29**	↑
26	IMG: Intermedia Global	6.4	195	35	59.09	N/A	*
27	CCGroup	6.4	22.3	41	-6.8	30	–
28	The SEO Works	5.8	26	90	5.88	N/A	*
29	ArmstrongB2B	5.6	19	53	3.9	34	↑
30	**Gilroy** *(p.61)*	**5.1**	**-1.1**	**33**	**6.5**	**31**	↓
31	Earnest	5.1	-16.6	47	-4.08	N/A	*
32	Formative	5	-5.7	56	-34.88	N/A	*
33	Wyatt International Limited	5	5.7	38	8.57	40	↑
34	Velocity Partners	4.6	-14.5	65	-7.1	33	↓
35	Page & Page	4.3	30.6	31	6.89	37	↑
36	ROSTRUM AGENCY	4.1	1.9	42	7.69	N/A	*
37	Man Bites Dog	4.1	18.4	32	7.1	38	↓
38	Luxid Group	4	1406.7	40	14.29	N/A	*
39	Accelera	3.9	158.3	7	16.67	N/A	*
40	StrategiQ	3.9	7	42	-12.5	N/A	*

© B2B Marketing
© B2B Marketing

	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2023	UK YoY headcount % change	Rank in 2023	Rank change
41	Wildfire	3.9	-88.4	33	26.92	45	–
42	The Marketing Pod	3.4	82.9	37	23.3	59	↑
43	7DOTS	3.4	6.3	36	0	43	↓
44	**Napier Partnership Limited** *(p.69)*	**3.4**	**20.9**	**36**	**2.9**	**44**	↓
45	The Think Tank	3.4	27.4	44	10	35	↓
46	TBT Marketing Ltd	3.3	33.6	63	14.5	N/A	*
47	Whiteoaks International	3.3	2.2	28	0	42	↓
48	Air Marketing	3.2	30	85	21.43	N/A	*
49	jellybean	3.2	11.5	25	8.7	46	↓
50	Filter	3.2	64.2	28	27.27	N/A	*
51	Hut 3	3.1	34	39	8.33	52	↓
52	438 Marketing	3	30.4	30	11.1	53	↓
53	Babel	2.9	38.9	24	0	N/A	*
54	Click Consult	2.9	-11.9	57	0	N/A	*
55	Modern	2.7	14.8	33	-5.71	51	↓
56	AD Communications Ltd	2.7	1.9	22	10	50	↓
57	Fifth Ring	2.7	49.8	26	-7.14	61	–
58	CIB Ltd	2.7	-2.8	23	-8	47	↓
59	**Speed Communications** *(p.91)*	**2.6**	**-4.7**	**38**	**2.7**	**N/A**	*
60	Bluestripe	2.5	26.7	26	8.33	N/A	*
61	Differentiated	2.3	22.9	21	10.53	N/A	*
62	Oakwood Agency	2.2	17.3	20	-28.57	N/A	*
63	Gripped	2.2	9.5	21	-46.2	57	↓
64	Rooster Punk	2.1	-4.5	19	0	54	↓
65	Stream Loyalty	2.1	32.5	18	20	64	↓

© B2B Marketing

© B2B Marketing

The B2B Marketing UK Agencies Benchmarking Report 2024

	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2023	UK YoY headcount % change	Rank in 2023	Rank change
66	LogicLogicMagic	2	34.5	16	0	66	↓
67	strategicabm	1.9	-22	36	24.14	56	↓
68	OST	1.9	15.5	30	7.1	69	↓
69	Infinite Global Consulting	1.8	22.7	17	6.3	60	↓
70	Zircom	1.8	50	21	50	63	↓
71	PHD Marketing LTD	1.8	15.2	22	10	N/A	*
72	Agency Inc	1.7	8.6	22	0	N/A	*
73	Blend Marketing Ltd	1.6	-13.5	31	-3.1	N/A	*
74	Novacom	1.5	38.2	14	75	74	↓
75	Velo	1.5	-6.3	26	-3.7	65	↓
76	Somersault	1.5	0	13	-13.33	N/A	*
77	Forepoint	1.4	-8	20	-13	67	↓
78	Generate UK	1.4	0	18	-10	70	↓
79	Realm B2B	1.4	116.1	14	27.27	80	↓
80	mark-making*	1.4	42.5	17	0	N/A	*
81	EvolveBPM	1.3	59.5	1	N/A	N/A	*
82	The Digital Voice	1.3	30	32	52.38	N/A	*
83	Articulate Marketing	1.3	-5.6	19	5.56	72	↓
84	**Ice Blue Sky** *(p.78)*	**1.2**	**9.1**	**10**	**11.1**	**73**	↓
85	Lesniak Swann	1.2	33.3	17	21.4	77	↓
86	Industry	1.1	8.9	7	16.67	N/A	*
87	Bright	1.1	8.6	11	-26.67	75	↓
88	AMBITIOUS	1.1	68.7	20	25	82	↓
89	The Creative Consultancy	1	-1.6	9	0	N/A	*
90	JTF Marketing Limited	1	36.6	14	75	68	↓

	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2023	UK YoY headcount % change	Rank in 2023	Rank change
91	Isoline Communications Limited	1	13.6	15	36.36	N/A	*
92	Beneath	0.9	28.5	7	0	N/A	*
93	**Sharp Ahead** *(p.87)*	**0.9**	**51.8**	**13**	**225**	**N/A**	*
94	Skout PR	0.9	-6.3	13	18.18	78	↓
95	Tiga Creative Marketing Limited	0.8	-3.6	9	N/A	N/A	*
96	Sharper B2B Marketing	0.8	88.9	7	0	88	↓
97	The Inspired Marketing Group	0.7	26	2	N/A	N/A	*
98	Seeblue	0.6	9.1	10	11.1	86	↓
99	Essential Communications Ltd	0.6	-19.3	9	-10	N/A	*
100	Petal & Co.	0.6	-4.3	5	25	84	↓
101	Two Fish Partners	0.5	-9.1	3	0	N/A	*
102	POPcomms	0.5	-10.7	9	0	87	↓
103	Morton Waters Communications	0.4	23.5	10	11.11	91	↓
104	Keen as Mustard Marketing	0.4	41.8	4	-20	N/A	*
105	Source PR	0.4	9.3	6	20	N/A	*
106	Full Mix Marketing	0.3	27.8	6	50	N/A	*

***Qualifiers**: In order to appear in this table, at least 50% of each agency's GI must come from UK activity (by which we mean billed from the UK). GI figures were derived by deducting external media and production costs from the billed total. They include income from all above-the-line and below-the-line activity. This table does not include any agency groups or networks, as these are located in a separate table on page 13.*

**At the time these figures were provided, they were attributable to Purple Agency. Purple Agency (as part of Adare International Limited) was, however, acquired in 2022, and now operates as part of HH Global. HH Global is a wider entity that includes figures in addition to those presented here.*

© B2B Marketing

Top 10 Rising Stars

This table shows the UK agencies that reported the largest percentage 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. 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. 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	YoY change in UK GI as a %	UK GI in £m in most recent financial year	UK headcount 2023	UK YoY headcount % change	Rank in main table
1	Luxid Group	1406.7	4	40	14.29	38
2	IMG: Intermedia Global	195	6.4	35	59.09	26
3	Accelera	158.3	3.9	7	16.67	39
4	Realm B2B	116.1	1.4	14	27.27	79
5	Sharper B2B Marketing	88.9	0.8	7	0	96
6	The Marketing Pod	82.9	3.4	37	23.3	42
7	AMBITIOUS	68.7	1.1	20	25	88
8	Filter	64.2	3.2	28	27.27	50
9	EvolveBPM	59.5	1.3	1	N/A	81
10	Clarify B2B	56.7	14.1	145	-19.44	10

© B2B Marketing

Top 10 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	Rank in main league table	Rank in 2023 main league table	YoY headcount % change
1	**Revere** *(p.71)*	8	8.9	6	15	18	-5.7
2	Edelman	5.5	75.7	7.8	1	1	-2.1
3	Clarify B2B	5.1	14.1	56.7	10	14	-19.4
4	IMG: Intermedia Global	4.2	6.4	195	26	N/A	59.1
5	Luxid Group	3.8	4	1406.7	38	N/A	14.3
6	Brands2Life	3.6	22	19.8	4	6	-3.4
7	Gravity Global	3.5	21.5	19.4	6	3	50.625
8	Accelera	2.4	3.9	158.3	39	N/A	16.7
9	**Twogether** *(p.75)*	2	17.7	13	7	7	-3
10	The Marketing Practice	17	30.2	6	2	5	-20.3187

© B2B Marketing

The World's Largest B2B Marketing Agencies

This table shows the largest B2B agencies in the world. In order to qualify for this table, the agencies in question must have offices in at least two countries, with at least five FTEs in each location. In order to qualify, the agencies included must also, of course, generate gross income in multiple locations. This list demonstrates agencies with a global presence on the ground, but other agencies included within our report do, of course, work with global clients. All figures have been converted to dollars using the exchange rate as it stood during the point of this table's creation (19.03.24)

Rank	Agency	Global GI most recent FY in $m	Global GI previous FY in $m	Global GI change YoY	Global GI headcount 2022	Global GI headcount 2023	Global headcount % change YoY
1	Harte Hanks	214	201.9	6	2785	2844	2.1
2	Merkle B2B	172.60	152.8	13	858	855	-0.3
3	**BBN International** *(p.55)*	136	113.6	19.5	1096	1328	21.2
4	Gravity Global	113.00	104.8	7.8	400	509	27.3
5	VCCP Business	81	68.6	18.6	558	490	-12.2
6	**Bray Leino/The MX Group*** *(p.57)*	57.2	58.7	-2.6	368	417	13.3
7	**The Marketing Practice** *(p.56)*	56	77.4	-27.6	473	385	-18.6
8	Transmission	39	43.4	-11.2	295	252	-14.6
9	Brands2Life	30.2	26.1	15.6	191	186	-2.6
10	**Agent3 Group** *(p.53)*	28.7	25.8	11.6	197	171	-13.2
11	Stein IAS	25.1	25	0.4	115	106	-7.8
12	Ledger Bennett	19	11	67.9	54	67	24.1
13	Luxid Group	18.3	13.4	35.8	105	122	16.2

© B2B Marketing

Rank	Agency	Global GI most recent FY in $m	Global GI previous FY in $m	Global GI change YoY	Global GI headcount 2022	Global GI headcount 2023	Global headcount % change YoY
14	Infinite Global Consulting	11.20	8.7	28.2	56	61	8.9
15	Earnest	8.3	8.7	-5	6121293	5014745	-18.1
16	Fifth Ring	7	4.6	40.3	48	45	-6.3
17	Velocity Partners	6.5	7.4	-15.1	70	64	-8.6
18	EvolveBPM	3.3	2.2	50	18	186	933.3
19	Realm B2B	2.1	1.3	60.4	16	14	-12.5

*Combined figures from Bray Leino and The MX Group, who have jointly serviced global clients through a strategic partnership since 2019.

This table reflects a range of entities (with varying ownership structures) which operate under a consistent brand at scale across multiple territories, or via multiple subsidiaries within the same territory, or the a combination of the two. Various subsidiaries or member companies of the larger companies listed here may be listed separately within the US and/or international tables. Three different types of organizations are included here:
(i) Agency groups: where the larger entity wholly owns various subsidiaries, which typically trade under a separate brand identity.
(ii) Networks: where members are wholly independent, but pay a subscription to be part of the network OR are part owners of the network by virtue of membership.
(iii) Global agencies: where a single entity operates in multiple territories trading under its own brand, potentially as well as subsidiary brands.

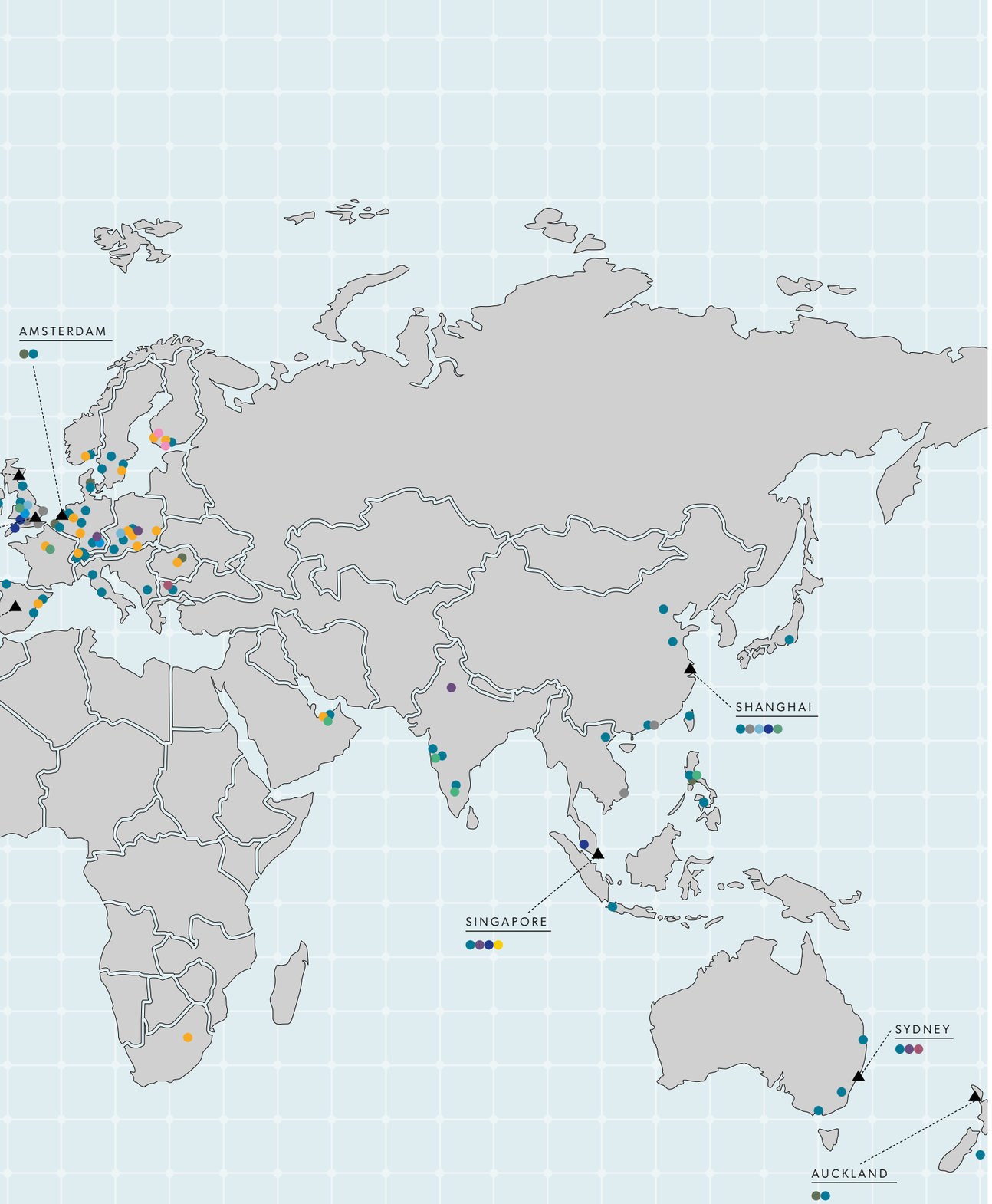
© B2B Marketing

World map

This world map shows the locations that the agencies in our international table are operating in



© B2B Marketing



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 2023	UK YoY headcount % change
1	The Marketing Practice	30.2	6.0	200	-20.3187
2	**Twogether** *(p.75)*	**17.7**	**13.0**	**197.0**	**-3**
3	Transmission	15	-1.2	125	0
4	Clarify B2B	14.1	56.7	145	-19.4444
5	**Revere** *(p.71)*	**8.9**	**956.1**	**66**	**6.1**
6	The Telemarketing Company	7.8	4.5	270	3.8
7	ArmstrongB2B	5.6	19.0	53.0	3.9
8	Proctor + Stevenson Limited	6.6	23.4	60.0	0
9	**Gilroy** *(p.61)*	**5.1**	**-1.1**	**33**	**6.5**
10	Hut 3	3.1	34.0	39	8.333333
11	Modern	2.7	14.8	33	-5.71429
12	Differentiated	2.3	22.9	21	10.52632
13	strategicabm	1.9	-22.0	36	24.13793
14	Agency Inc	1.7	8.6	22	0
15	EvolveBPM	1.3	59.5	1	#DIV/0!
16	**Ice Blue Sky** *(p.78)*	**1.2**	**9.1**	**10**	**11.1**
17	The Creative Consultancy	1.1	8.8	11	-26.6667
18	Isoline Communications Limited	1	13.6	15	36.36364
19	**See Blue** *(p.82)*	**0.6**	**9.1**	**10**	**11.1**

© B2B Marketing
© B2B Marketing

PR 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 PR 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 2023	UK YoY headcount % change
1	Edelman	75.7	7.8	668	-2.05
2	Brands2Life	22	19.8	173	-3.4
3	Teamspirit	9.4	5.6	83	-7.8
4	Nelson Bostock	9.2	-11.8	75	-9.64
5	**Harvard** *(p.63)*	**7.6**	**-10.6**	**59**	**-38.54**
6	Publicis Pro	7.3	2.1	62	-10.14
7	BDB	7	11.1	65	-5.8
8	**Fox Agency** *(p.59)*	**6.4**	**20.6**	**60**	**15.38**
9	CCGroup	6.4	22.3	41	-6.8
10	Wyatt International Limited	5	5.7	38	8.57
11	ROSTRUM AGENCY	4.1	1.9	42	7.69
12	Man Bites Dog	4.1	18.4	32	7.1
13	Wildfire	3.9	-88.4	33	26.92
14	The Think Tank	3.4	27.4	44	10
15	**Napier Partnership Limited** *(p.69)*	**3.4**	**20.9**	**36**	**2.9**
16	Whiteoaks International	3.3	2.2	28	0
17	jellybean	3.2	11.5	25	8.7
18	Babel	2.9	38.9	24	0
19	AD Communications Ltd	2.7	1.9	22	10
20	CIB Ltd	2.7	-2.8	23	-8
21	**Speed Communications** *(p.91)*	**2.6**	**-4.7**	**38**	**2.7**
22	Bluestripe	2.5	26.7	26	8.33
23	Infinite Global Consulting	1.8	22.7	17	6.3
24	PHD Marketing LTD	1.8	15.2	22	10
25	The Digital Voice	1.3	30.0	32	52.38
26	Lesniak Swann	1.2	33.3	17	21.4
27	AMBITIOUS	1.1	68.7	20	25
28	Skout PR	0.9	-6.3	13	18.18
29	Petal & Co.	0.6	-4.3	5	25
30	Keen as Mustard Marketing	0.4	41.8	4	-20
31	Source PR	0.4	9.3	6	20

© B2B Marketing
© B2B Marketing

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 2023	UK YoY headcount % change
1	Edelman	75.7	7.8	668	-2.05
2	Brands2Life	22	19.8	173	-3.40
3	FT Longitude	11.4	12.8	57	5.56
4	Teamspirit	9.4	5.6	83	-7.80
5	Nelson Bostock	9.2	-11.8	75	-9.64
6	**Revere** *(p.71)*	**8.9**	**956.1**	**66**	**6.10**
7	**HH Global** *(p.65)*	**8.3**	**19.0**	**106**	**-13.82**
8	Omne	8	11.2	48	9.10
9	**Harvard** *(p.63)*	**7.6**	**-10.6**	**59**	**-38.54**
10	Publicis Pro	7.3	2.1	62	-10.14
11	BDB	7	11.1	65	-5.80
12	Proctor + Stevenson Limited	6.6	23.4	60	0.00
13	CCGroup	6.4	22.3	41	-6.80
14	ArmstrongB2B	5.6	19.0	53	3.90
15	Broadlight Group	5.5	27.8	63	-3.08
16	The SEO Works	5.8	26.0	90.0	5.88
17	**Gilroy** *(p.61)*	**5.1**	**-1.1**	**33**	**6.50**
18	Earnest	5.1	-16.6	47	-4.08
19	Formative	5	-5.7	56	-34.88
20	Wyatt International Limited	5	5.7	38	8.57
21	Velocity Partners	4.6	-14.5	65	-7.10
22	Page & Page	4.3	30.6	31	6.89
23	ROSTRUM AGENCY	4.1	1.9	42	7.69
24	Man Bites Dog	4.1	18.4	32	7.10
25	Luxid Group	4	1406.7	40	14.29
26	Wildfire	3.9	-88.4	33	26.92
27	The Marketing Pod	3.4	82.9	37	23.30
28	The Think Tank	3.4	27.4	44	10.00
29	**Napier Partnership Limited** *(p.69)*	**3.4**	**20.9**	**36**	**2.90**
30	TBT Marketing Ltd	3.3	33.6	63	14.50
31	Whiteoaks International	3.3	2.2	28	0.00
32	Air Marketing	3.2	30.0	85	21.43
33	jellybean	3.2	11.5	25	8.70
34	Hut 3	3.1	34.0	39	8.33
35	Babel	2.9	38.9	24	0.00
36	Click Consult	2.9	-11.9	57	0.00
37	Fifth Ring	2.7	49.8	26	-7.14
38	CIB Ltd	2.7	-2.8	23	-8.00
39	**Speed Communications** *(p.91)*	**2.6**	**-4.7**	**38**	**2.70**
40	Bluestripe	2.5	26.7	26	8.33
41	Differentiated	2.3	22.9	21	10.53
42	Gripped	2.2	9.5	21	-46.20

© B2B Marketing
© B2B Marketing

Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2023	UK YoY headcount % change
43	Rooster Punk	2.1	-4.5	19	0.00
44	LogicLogicMagic	2	34.5	16	0.00
45	Infinite Global Consulting	1.9	28.9	18	12.50
46	OST	1.9	15.5	30	7.10
47	PHD Marketing LTD	1.8	15.2	22	10.00
48	Agency Inc	1.7	8.6	22	0.00
49	Novacom	1.5	38.2	14	75.00
50	Somersault	1.5	0.0	13	-13.33
51	Forepoint	1.4	-8.0	20	-13.00
52	EvolveBPM	1.3	59.5	1	#DIV/0!
53	Articulate Marketing	1.3	-5.6	19	5.56
54	The Digital Voice	1.3	30.0	32	52.38
55	The Creative Consultancy	1.1	8.8	11	-26.67
56	AMBITIOUS	1.1	68.7	20	25.00
57	Isoline Communications Limited	1	13.6	15	36.36
58	Beneath	0.9	28.5	7	0.00
59	Skout PR	0.9	-6.3	13	18.18
60	The Inspired Marketing Group	0.7	26.0	2	#DIV/0!
61	Essential Communications Ltd	0.6	-19.3	9	-10.00
62	Two Fish Partners	0.5	-9.1	3	0.00
63	Morton Waters Communications	0.4	23.5	10	11.11
64	Keen as Mustard Marketing	0.4	41.8	4	-20.00
65	Source PR	0.4	9.3	6	20.00
66	Full Mix Marketing	0.3	27.8	6	50.00

© B2B Marketing

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 2023	UK YoY headcount % change
1	Edelman	75.7	7.8	668	-2.05
2	Merkle B2B	25	-2.5	189	-7.35
3	**Bray Leino** *(p.57)*	**21.6**	**2.6**	**240**	**21.21**
4	Gravity Global	21.5	19.4	241	50.63
5	**Twogether** *(p.75)*	**17.7**	**13**	**197**	**-3**
6	CTI Digital	16.8	-4	183	-7.11
7	FT Longitude	11.4	12.8	57	5.56
8	Teamspirit	9.4	5.6	83	-7.8
9	**HH Global** *(p.65)*	**8.3**	**19**	**106**	**-13.82**
10	**Harvard** *(p.63)*	**7.6**	**-10.6**	**59**	**-38.54**
11	Publicis Pro	7.3	2.1	62	-10.14
12	Stein IAS	7.2	1.1	54	-14.29
13	BDB	7	11.1	65	-5.8
14	Proctor + Stevenson Limited	6.6	23.4	60	0
15	**Fox Agency** *(p.59)*	**6.4**	**20.6**	**60**	**15.38**
16	CCGroup	6.4	22.3	41	-6.8
17	ArmstrongB2B	5.6	19	53	3.9
18	Earnest	5.1	-16.6	47	-4.08
19	Formative	5	-5.7	56	-34.88
20	Page & Page	4.3	30.6	31	6.89

© B2B Marketing

Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2023	UK YoY headcount % change
21	Gripped	2.2	9.5	21	-46.20
22	LogicLogicMagic	2	34.5	16	0.00
23	Blend Marketing Ltd	1.6	-13.5	31	-3.10
24	Velo	1.5	-6.3	26	-3.70
25	Generate UK	1.4	0.0	18	-10.00
26	**Ice Blue Sky** *(p.78)*	**1.2**	**9.1**	**10**	**11.10**
27	Lesniak Swann	1.2	33.3	17	21.40
28	Bright	1.1	8.6	11	-26.67
29	Sharper B2B Marketing	0.8	88.9	7	0.00
30	The Inspired Marketing Group	0.7	26.0	2	#DIV/0!
31	Full Mix Marketing	0.3	27.8	6	50.00
32	Oakwood Agency	2.2	17.3	20	-28.57
33	Rooster Punk	2.1	-4.5	19	0
34	LogicLogicMagic	2	34.5	16	0
35	Zircom	1.8	50	21	50
36	Agency Inc	1.7	8.6	22	0
37	Blend Marketing Ltd	1.6	-13.5	31	-3.1
38	Velo	1.5	-6.3	26	-3.7
39	Somersault	1.5	0	13	-13.33
40	Forepoint	1.4	-8	20	-13
41	mark-making*	1.4	42.5	17	0
42	Industry	1.1	8.9	7	16.67
43	AMBITIOUS	1.1	68.7	20	25
44	Beneath	0.9	28.5	7	0
45	Tiga Creative Marketing Limited	0.8	-3.6	9	
46	Petal & Co.	0.6	-4.3	5	25

© B2B Marketing

© B2B Marketing

The B2B Marketing UK Agencies Benchmarking Report 2024

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 2023	UK YoY headcount % change
1	The Marketing Practice	30.2	6	200	-20.32
2	**Twogether** *(p.75)*	**17.7**	**13**	**197**	**-3**
3	Transmission	15	-1.2	125	0
4	Harte Hanks	10.4	-7.2	25	0
5	Omne	8	11.2	48	9.1
6	The Telemarketing Company	7.8	4.5	270	3.8
7	Stein IAS	7.2	1.1	54	-14.29
8	**Fox Agency** *(p.59)*	**6.4**	**20.6**	**60**	**15.38**
9	ArmstrongB2B	5.6	19	53.0	3.9
10	Broadlight Group	5.5	27.8	63	-3.08
11	**Gilroy** *(p.61)*	**5.1**	**-1.1**	**33.0**	**6.5**
12	Accelera	3.9	158.3	7	16.67
13	7DOTS	3.4	6.3	36	0
14	The Think Tank	3.4	27.4	44	10
15	**Napier Partnership Limited** *(p.69)*	**3.4**	**20.9**	**36**	**2.9**
16	TBT Marketing Ltd	3.3	33.6	63	14.5
17	Air Marketing	3.2	30	85	21.43
18	Hut 3	3.1	34	39	8.33

Rank	Agency	UK GI in £m in most recent financial year	YoY change in UK GI as a %	UK headcount 2023	UK YoY headcount % change
19	Modern	2.7	14.8	33	-5.71
20	Gripped	2.2	9.5	21	-46.2
21	LogicLogicMagic	2	34.5	16	0
22	Blend Marketing Ltd	1.6	-13.5	31	-3.1
23	Velo	1.5	-6.3	26	-3.7
24	Generate UK	1.4	0	18	-10
25	**Ice Blue Sky** *(p.78)*	**1.2**	**9.1**	**10**	**11.1**
26	Lesniak Swann	1.2	33.3	17	21.4
27	Bright	1.1	8.6	11	-26.67
28	Sharp Ahead	0.9	51.8	13	225
29	Sharper B2B Marketing	0.8	88.9	7	0
30	The Inspired Marketing Group	0.7	26	2	-
31	Full Mix Marketing	0.3	27.8	6	50

© B2B Marketing

SECTION 2:

Market analysis

Agent3 Group	29
BBN International	31
Bray Leino	33
Fox Agency	35
Gilroy	37
Harvard	39
HH Global	41
Just Global	43
Napier Partnership Limited	45
Revere	47
Torpedo	49
Twogether	51

We bring buyers and brands closer together.

Business customers are on an ever-evolving journey, forging their own paths and doing things their way.

For brands, showing up along that journey—especially in the moments that matter—is critical.

This means taking an active role in helping buyers reach their customers, build their pipeline and meet their growth targets.

We work with the world's most progressive Revenue and Marketing leaders to build richer relationships with their most transformational customers.

Through expertise in data, technology and content, we'll help differentiate the engagement your customers have with your business, at every part of their lifecycle. We'll help your marketing succeed in an increasingly competitive environment.

Agent 3 Group

AGENT3.COM

AI: It's time to embrace the revolution!



CLIVE ARMITAGE,
CEO. Agent3 Group

If you want to get serious about your marketing, you need to get on board with AI. Clive Armitage reflects on how AI can take your marketing to the next step

Over the last year, the drumbeat of news about the impact of AI has grown steadily more insistent. And according to some of the more hysterical commentators, AI may a) herald an existential threat to the future of marketing, b) devastate our creative ownership, or c) relegate our value to being technicians who simply control use case applications. My view? AI represents the most exciting opportunity in my lifetime for marketing to meet its promise to deliver the right message to the right person at the right time.

Let's be clear, many marketing functions have already begun a dramatic evolution in recent years in pursuit of perfecting the B2B relationship equation, and have transformed to focus their efforts away from being a broadcast function and instead on becoming an audience-focused, growth-catalysing machine. In the process, the value and profile of marketing is rising higher in the corporate hierarchy.

What has enabled this shift? Ever increasing quantities of available data (and our increasing ability to manage that data) that help us understand our audiences better. And an explosion in usage of digital communication mediums that allow us to build value based, two way relationships with customers and prospects. And, finally, an ever greater understanding of what creative content must be built to capture our target audiences' attention. Modern marketing is therefore predicated on the ability to harness data, technology and creative content successfully. It's what we like to believe are the three Agents of Change that drive modern marketing...

The good news is that AI can only accelerate this evolution. While the capabilities of AI are vast, tools need to be employed sensibly and strategically. At its core, an audience focus revolves around creating genuine, human-centric relationships, and the introduction of AI should accelerate this focus, not overshadow it.

AI-driven data analytics can provide unparalleled insights into buyer behaviour, preferences, and pain points – data which marketers can leverage to create personalised content that address audience challenges. This creates a dynamic where AI facilitates deeper human connections rather than replacing the human touch altogether, allowing marketers to efficiently market to the needs of their audience at increasing scale.

Recognising that being audience-focused is the DNA that runs through Agent3 Group, in the last year we re-structured our business around that DNA, creating three business units that, at their heart, have an offer that is only audience-centric. Agent3 is our traditional account-centric marketing business powered by our expertise in unifying precise data, advanced technology, inspiring creative and in-depth strategic thinking. oneninefive is our team of demand generation specialists who understand how quickly the target moves, so offer solutions that increase both intelligence and demand on this audience. This Machine, our creative content business unit brings together brand marketing and sales in a way that reflects how B2B audiences behave in our fractured, non-linear world.

However, the red thread through all three business units is not just the belief in taking an audience-centric approach to driving growth, but that AI represents a fundamental shift in our ability to achieve that goal. It is facilitating enormous change in the way that marketing operates and as 'Agents of Change' ourselves, we're ensuring AI can be used to help our customers transform their marketing efforts. It's an opportunity that can't be missed!



Déjà vu all over again

ED DAVIS,
International Client Relationships, BBN International



Ed Davis explains how marketing leaders can embrace their role as a revenue generator

A recent survey showed that CFOs express greater confidence in marketing's revenue-generating potential compared to CMOs by a 30% margin. Are you as surprised by this as I am? You should be if you're not. In fact, I can't believe I am writing about this in 2023 because I wrote about this in 2005, 2009 and again in 2012. Frankly, if you are a marketing leader reading this and you don't believe in marketing's ability to generate revenue—I have questions.

This growing gap highlights the urgency for marketing leaders to re-assert their influence on the organisation. Yet, the breakdown is reflective of where marketing leaders find themselves due to a lack of courage in managing their leadership, their organisations, their agencies, their technology, and their destinies.

Don't get me wrong, the executive team has some growing up to do too. Far too many in the c-suite look at marketing when there is a need to generate sales and shoulder them with the same expectations as they do the actual sales team. In far too many companies, marketing leaders are often considered super-sellers who can flip a switch and generate opportunities. This is a fallacy.

Marketing is meant to operate on a different timeline that is measured in years, while sales typically work on a quarterly or annual fiscal cycle. Therefore, senior management should not rely solely on senior marketers for immediate top-line results.

To secure a seat at the senior management table, marketing leaders must evolve into adept economists and strategists. Yeah, I know that is scary for a lot of us who went into marketing to get away from the logical, rational maths part of our education – but we need to get over that.

We need to demonstrate to senior management that marketing serves as a strategic driver for revenue growth through the creative expression of the brand. Rather than using esoteric terms like 'attributes' and 'conversions,' marketing leaders must converse in the language of business, offering investment-like analyses of our brand and advertising programs that the c-suite will not only understand but unquestionably rally behind as a core growth driver of the business.

Providing insights and demonstrating the impact of marketing investments – while not always yielding a precise percentage – will command respect and influence within the management team. By speaking the language of business, forging alliances, and championing long-term strategies, marketing leaders can bridge the gap between CFOs' confidence in marketing's potential and the industry's current perception. It's time for marketing managers to embrace their role as revenue generators, confidently guiding their organisations toward sustainable success in a rapidly evolving marketplace.



Brand. Sales.

Both powerful, even when they're pushing in different directions.
But when Sales lives Brand and Brand empowers Sales, the impact is colossal.

Want to know more? Let's put our heads together.

Growth through creativenergy® Bray Leino

How to sell Brand to Sales

SAM CROCKER,
Managing Partner, Bray Leino



Sales and Brand aren't sworn enemies. In fact, for Sam Crocker, they can't survive without each other. Here's how to convince your Brand adverse Sales teams of just that

When times are tight and the future's uncertain, it's tempting to let tactical choices displace strategic ones and redirect effort and spend from driving brand to short-term demand.

Sales operates at the sharp end. Sales makes the numbers. And Sales can be the hardest department to convince of the importance of Brand.

But the truth is, Sales and Brand are utterly codependent.

To illustrate the point, let's see if Bill Brand can convince Sacha Sales of this truth (courtesy of one of our leading content writers).

BILL: A society grows great when old men plant trees in whose shade they shall never sit.

SACHA: Sorry?

BILL: Greek proverb. About long-term strategic thinking.

SACHA: Ah. You going to bang on about Brand?

BILL: I expect so.

SACHA: Ok. But let's get on with it. We're seriously busy.

BILL: Prospecting?

SACHA: Yes. Battlezone out there.

BILL: So how are we generating leads?

SACHA: Marketing Automation. Intent Data, LinkedIn, Outbound…

BILL: And what inspires prospects to respond?

SACHA: Lots of things. Our reputation. The fact that they know we're innovative. Our track record for customer service … I see where this is going. You're going to tell me they're all part of our Brand?

BILL: Established through consistent insight-led marketing.

SACHA: Fine. Our Brand can open doors a little. But it's still about the sell.

BILL: At any one time, 95% of our buyers aren't in the market for what we do.

SACHA: Only 1 in 20 customers is active?

BILL: The pool of receptive customers is always much smaller than it looks.

SACHA: And Brand…

BILL: … is our beacon. It's the fire keeps burning so customers will find us when they're ready to listen and engage with us.

SACHA: In the end, it's still about relationships and face-to-face conversations though.

BILL: it absolutely is. But in those conversations, Brand elevates us.

SACHA: How so?

BILL: Brand adds value. Brand earns trust. Our Brand tells our customers why we're different. It articulates our story. It gives us purpose. It makes us resilient when the going gets tough. Brand enables us to charge a premium. Brand takes the sell beyond our products and into the way we service customers. Our Brand connects us to our customers on an emotional level, not just a commercial one.

SACHA: But I know our customers individually better than Marketing ever can.

BILL: Which is exactly why Sales and Marketing have to be on the same page. Your customer insights should shape our Brand and keep it relevant. It's the only way we can arm you with tools that tell a cohesive and convincing sales story.

Ring

SACHA: I hear you. When are you free…?



B2B brands' quest for the holy trinity in agency partnerships



BEN FOX,
CEO, Fox Agency

Ben Fox gives you the three keys to showing future partners that you're a world-class agency

In the past, marketing in B2B organisations was often relegated to tactical roles, siloed from other business functions. However, in the current B2B landscape, with most organisations transitioning into tech firms, the prominence of data, digital technologies, measurement, lead attribution and evolving business models has elevated marketing to a central role. It has shifted from being perceived as a cost centre to a crucial driver of value and revenue.

For global B2B brands, marketing has become the convergence point for many departments. B2B CMOs now hold a pivotal role as they have the most accurate understanding of customer challenges and needs, evolving into revenue and growth drivers. A recent LinkedIn survey revealed that 47% of B2B leaders believe the CMO role has transformed to directly impact revenue and growth, expecting tangible results.

B2B CMOs now demand more from their agency partners. Brands need more than 'marketing' and certainly more than 'execution'. The increasingly complex world of global B2B markets requires a convergence of three core disciplines. Enter the new holy trinity for B2B marketing agencies.

Creativity

Today's B2B CMOs are crying out for creativity – big ideas that truly connect with B2B audiences (aka 'real people') and the ability to execute across multiple geographies and numerous channels, concurrently. The ideal agency partner can deliver across brand and demand – championing the creativity that sets a brand apart in a sea of B2B dullness.

Commerciality

Beyond creativity, top B2B marketing agencies must act as global business consultants. They should advise on market opportunities, go-to-market strategies, and comprehend evolving business models, such as partner ecosystems. Additionally, they should understand wider business challenges, including talent acquisition, supply chain management, ESG and sustainability, global corporate structures, risk and compliance, and the intricacies of investor relations. The list is endless.

Add a deep understanding of the nuances and 'language' of different industry verticals and you're onto a winner.

Consultancy

It's not about being able to 'handle' Eloqua, nor is it about recommending Salesforce over HubSpot (or vice versa). The modern CMO requires more than just technology proficiency from agency partners. Agencies should offer expertise in a range of areas, from web builds, SEO audits, and data strategy to talent acquisition platforms, social, media and brand tracking solutions, and beyond. An agency that can assess stakeholder needs, provide practical recommendations, and execute is worth its weight in gold.

Agencies positioned at the intersection of creativity, commerciality, and consultancy will thrive due to the elevated status of the CMO in B2B organisations. Agencies who fail to evolve their proposition do so at their peril.

Dream Big. Choose Wisely.

Despite the challenges of today's global markets, we all have it in us to be great.

Few in the know would disagree that focusing attention on your most valuable customers and opportunities will have a profound effect on your bottom line.

But, with so much hype across the global agency landscape, who can you trust to deliver the deals your organisation depends upon?

Some may help you achieve greatness, but only one has the heritage and capabilities to transform your marketing operations, supercharge sales performance, and take your full-funnel customer experience from good, to great, to glorious.

Industry & Cluster Campaigns

Account Based Marketing (ABM)

Deal Based Marketing (DBM)

Strategic Bid Support

Account White Space

Customer Lifecycle Management (CLM)

Go beyond great, Be glorious.

www.gilroy.co.uk

Predictive behaviour is the future of ABM

BEN ROMBERG,
Head of Strategy & Planning, Gilroy



If you want to take your ABM to the next level, it's time to get serious about predictive behaviour. Ben Romberg explains how to get it working for you

Intent data has become an important tool for B2B marketers and ABM practitioners alike. A range of platforms now provide insights into what companies and accounts search for using signals of intent from the web, but this technology has limitations.

The limitations of intent

Intent data is collected from a variety of sources, onsite and email engagement, social media activity. This data can be used to identify accounts actively researching a particular product or service and then target those accounts with relevant marketing messages.

However, this approach is limited because intent data is a snapshot of past activity. It cannot tell you what an account will do in the future. This is a limitation for companies, who need to be able to anticipate the needs of their customers in order to effectively target them at the right moment in the buying cycle.

What sales and marketing teams need is a predictive understanding of an account, to know when to target decision makers ahead of time, often during a narrow window that occurs after extensive research has taken place. The race is now on to develop a sophisticated understanding of enterprise buying cycles and gain a predictive view of what an account will purchase and when.

The need for predictive modelling

Predictive behaviour modelling can overcome the limitations of traditional intent data by using machine learning, combined with sales data to provide a more holistic understanding of an account to anticipate future buying behaviour.

This is where **Gilroy's Smart Engine** comes in. Our team can integrate sales and marketing intelligence and deliver insights that give your business visibility of what lies ahead. By aggregating multiple data sources from ad platforms, analytics, and media providers, it is possible to create a 360-degree view of an account and the customers you need to consider for sales prioritisation.

Predictive intent is set to become a powerful tool for B2B marketers that can increase sales accuracy and conversion rates, improve marketing efficiency, and deliver a more personalised customer experience.

By understanding this capability, large enterprises can develop the ability to predict and respond proactively to opportunities before they emerge, to drive better higher deal conversion rates and shorten overall time to market.

To find out more about this, contact us: beglorious@gilroy.co.uk

TECH MOVES FAST

Whether you are entering a new market, launching a new product or seeking your next stage of growth, we are the marketing and PR agency that helps tech brands make their move.

Ready to **make your move?**

HARVARD:

Harvard.co.uk

The Power of Positivity

LAURA CAHILL,
Director, Marketing, Harvard



With inspiration from Taylor Swift and a Nobel prize-winning behavioural psychologist, Harvard's Laura Cahill explains how introducing positivity into your B2B marketing communications can drive growth

Especially in challenging economic times, marketers have a tendency to get defensive.

This negativity can quickly become pervasive; influencing everything from behaviours and media spend to tone of voice and reporting.

And it all starts with ROI.

By nature, 'return on investment' is a negative term that encourages a focus on efficiency, leading to lower spend levels and constantly needing to 'justify' and 'prove the value' of marketing activity. Ultimately, this impacts marketing effectiveness - and it needs to stop.

Our comms must become more positive, and the evidence is there.

Behavioural psychologist, Nobel prize-winner and self-professed pessimist, Daniel Kahneman, explains how the standard mindset for business people is "mildly pleasant"; meaning B2B buyers are there waiting to be influenced and delighted. His work on *The Power of Positive Psychology* explains that emotional factors make up 70% of economic decision-making.

Research from Hearst says brand favorability and consideration improve by 18% and 6% respectively among those in a positive mindset. And that 77% of positive people take action after consuming media, compared with just 63% of those less positive.

And as social proof, it's said that when pop icon Taylor Swift tours a country there's a temporary spur in inflation. Swift's quotes and song lyrics call for us to "Dream impossible things" and remember that "No matter what love throws at you, you have to believe in it". This positive ethos underpins Swift's incredibly successful career, having amassed 300m social followers, earned over $1 billion and become the highest-grossing female touring act in history.

So here's four ways to embrace positivity in your B2B marketing:

1. **Reframe your marketing department from a cost centre to a profit centre** - always remember that the role of marketing is to make money, not cost money. So ensure all interactions with execs are framed that way. Accountants see return on investment as a short-term, narrow metric, so present marketing impact as 'net present value' (NPV); a more positive take on the value comms has on the entire business.
2. **Surprise & delight your customers** - creating an emotional connection with your customers is the first step towards genuine loyalty and engagement. Introducing humour comes next, and it's incredibly under-utilised in B2B. According to a recent study from Oracle, 95% of business leaders fear using humour in their customer interactions, yet 91% of people prefer brands to be funny and 72% would choose a humorous brand over the competition. So make them smile and they're more likely to keep coming back for more.
3. **Encourage a growth mindset** - championed by Dr Carol Dweck and Microsoft's Satya Nadella, a growth mindset approach will enable your team to think positively and embrace calculated risk-taking, whilst supporting them with learning and development. As a result, your communications will be more positive and impactful.
4. **Always end on a positive** - Kahneman's 'Peak-end rule' states how our memory of an experience is biased to the most extreme point at the end - it's the reason IKEA feeds children meatballs and ice cream after a trek through the shop. So whether it's an event, keynote speech, LinkedIn ad or even a B2B Marketing article: make sure you end on a positive note.



hh global®

Big Impact for Big Ideas

Complicated technologies.
Convoluted channels.
Congested markets.
B2B is complex.

That's why we provide clarity with data-driven, end-to-end marketing journeys, creating effective, unified campaigns that enhance brand quality for global markets.

We create powerful campaigns with big ideas, that live in the real world.





hhglobal.com/creative-digital

Conscious creativity: Making the right kind of impact



ANDREW WOODGER,
Strategy Director, HH Global

As our planet reaches 'boiling point,' sustainability has become more than just a hot topic. It's become mandatory. Andrew Woodger explores how producing marketing responsibly takes a conscious decision and a creative approach

From FSC-certified stock to IPA courses on net-zero emissions, the marketing industry has consistently supported initiatives that promote good practice. But as the mercury rises across the globe, clients large and small are facing a barrage of regulation, investor pressure and accountability for their CO^2 emissions. The result? A shared responsibility to ensure that marketing activities are as sustainable as possible.

The good news is, as a creative industry, we're in the business of looking at things differently. This creates the potential to harness our collective creativity in order to tackle the environmental challenge. By consciously considering the whole lifecycle of marketing – from ideation, design and materials selection to end-of-life disposal – we can reduce embodied CO^2, waste and environmental harm.

As ever, material change is likely to come from a large number of, sometimes small, everyday decisions.

Less is more

To start the shift to more positive environmental marketing practices, it's key to rethink what we actually need to design items in the first place. Or, in many cases, what we don't need. By reducing the materials we deploy, through simplification or cutting embellishments, we can reduce the energy required to produce them.

Made of the right stuff

Good design is environmentally friendly. When it comes to the materials we use, we should aim for non-toxic, locally-sourced and sustainably-produced or recycled materials. As well as cutting carbon, this can help to protect the habitats that preserve precious biodiversity.

Think circular

Using recycled (and recyclable) materials is right. But is it possible to go further and design marketing assets that can be reused or repurposed? For example, through modular designs or physical assets that can be dismantled and reconstructed. This kind of circular design can help us to move away from the traditional take-make-dispose model of the linear economy.

Accounting for impact

Assessing the carbon footprint of different options can help to make better choices. It's therefore important, where possible, to estimate the carbon emissions connected to different parts of a campaign.

As part of this awareness, it is worth recognising that digital doesn't necessarily equal environmentally friendly. Digital content requires hardware, which requires power and end-of-life disposal, while serving digital content on-demand requires servers and data centres. If clicks are carbon, can we get the right information to the right people as quickly as possible to minimise impact?

A privileged position

Designers, creatives and engineers have the privileged position of being there at the concept stage. This creates the power to influence thinking and inspire change. Indeed, 80% of a product's environmental impact is determined by decisions made at the design stage.*

As an industry, we have the responsibility and the opportunity to reduce materials, reuse (or repair) products, and eventually recycle what we produce. While there isn't a single simple solution to sustainability, we can make a real change by being collectively conscious of the impact of our creative choices.

* Ellen Macarthur Foundation



Do you want to grow up big & strong?

Our Connected Experience Engine approach to B2B marketing builds innovative marketing solutions that deliver net new and recurring revenue for some of the world's best B2B brands.

Eat your greens. Get in touch.

Gold Winner –
B2B Global Agency of the Year

B2B MARKETING AWARDS
FROM B2B MARKETING

Just Global Connected Experience

The year of living strategically

GARETH CLARK,
Senior EVP Customer Experience, Just Global



Gareth Clark analyses two recent reports to unveil what your peers have on their agenda

2024 looks set to be an unprecedented year in the world of B2B marketing as the evolution of digital marketing tools continues to accelerate. But where does this leave us when it comes to issues such as security, and what can the industry learn from the progress we've made over the last year?

'Having to do more with less' has become something of a mantra over the last 12 months. It's something we hear all the time, which is one of the reasons why we commissioned two major reports in 2023, one with B2B Marketing in January, and one in December with Bombora. As an agency we have to understand the pulse of the market, and what marketers are having to think about and react to. Both reports gave us invaluable insights – primarily that the desire for short-term gains has been superseded by more strategic, full-funnel thinking.

With budgets being squeezed, marketers have had to focus on everything from awareness to consideration, to purchase, to advocacy, and beyond. This full-funnel approach requires them to be responsible for brand, demand, and everything in between. With recession looming at the start of 2023, we weren't surprised that half of those B2B marketers questioned were spending 70% of their budget on demand gen activity – playing a numbers game.

Would that change 12 months down the line? Indeed it did. Bombora's findings revealed that CX, branding and loyalty, and programmatic all grew in search popularity. But where does that leave traditional disciplines like search and retargeting, or demand generation? Pretty low down in the pecking order – being the second to last and last categories researched by enterprise companies. Does this show a sign of growing maturity within B2B marketers? Again, yes – as it would indicate that they've now mastered the connection between brand, demand, and revenue growth that full-funnel marketing demonstrates, and delivers upon.

The topic on everyone's lips in 2023 was AI. Some might argue it's all talk, and no action but is that borne out in the results? Not necessarily. The Bombora report showed that emerging trends was the most popular research category, which should come as no surprise. Generative AI in sales, AI note-taking, generative design and AI content generation all featured heavily, indicating that marketers are keen to embed AI into their way of working.

So, looking ahead, what does 2024 have in store? With Bombora telling us that 50% of organisations are still in early-stage research vs 23% undertaking in-depth research across multiple topics (more than 25), it's evident that there's a sizable audience out there looking to fine-tune their organisation's GTM planning efforts in 2024. The shift away from chasing short-term gains, to a proper, strategic, thoroughly-researched GTM strategy would appear to be hardwired into the way marketers now think.

And AI looks set to continue its meteoric rise as organisations continue to find new ways to harness its power to drive efficiencies. As the saying goes: You ain't seen nothing yet!

To download these reports, please head to the Predicted Trends 2024 article on the Just Global website here.

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

Even with all this technology, agencies are defined by their people



MIKE MAYNARD,
Managing Director,
Napier Partnership Limited

Even with all this technology, Mike Maynard reminds us that agencies are still defined by their people

Read any piece of thought leadership and you'll see agencies talking about technology, particularly AI, as the 'magic' that's transforming B2B marketing. I'm super excited about the future (I'm a geek after all!), but we mustn't forget technology is just part of the solution. For agencies, it's particularly important to remember that they will continue to be defined by the people who deliver the work for clients.

Waves of technology

AI, particularly generative AI, allows the computer on all marketers' desks to do things that were practically impossible just a few quarters ago. As an engineer, I'm still amazed by the complexity of the software and hardware that has enabled capabilities like a computer that writes content in fluent English.

But this isn't the first time marketing has been transformed by technology. Marketing automation, programmatic advertising and the emergence of the internet have all changed our profession.

AI is just the latest wave of technology, and it could have a huge impact. As someone old enough to have a boss tell me that there was "no need for email if we have faxes", I won't underestimate the potential impact of this latest technology, just as I didn't listen to my boss back in 1993. In fact, we need to understand how to use AI to generate the biggest impact.

Although generative and analytic AI can sometimes feel like magic, it's not. We all know about the challenges, from its ability to invent facts to its weakness for plagiarism. The bad news is that AI is not a replacement for marketers, although the good news is that AI could be the best tool we've ever had.

Soon, agencies won't differentiate based on the adoption of AI. Those that fail to take advantage will be left behind. We're already running tests, experiments and real projects to ensure we take advantage. For the agencies that succeed, AI will be the entry ticket and the team will remain the differentiator.

It's still about the people

AI won't replace us, but instead augment our skills and expertise. For this to be effective, marketers are a key part of the equation.

Alongside our investment in AI, we're doubling down on our investment in people. Training and development aren't a nice-to-have that makes the team feel good about their careers, it's fundamental to Napier's strategy.

What if everyone was an owner?

Even with the talented people we employ and the great training they receive, not everyone in our team is seen as equal. Like every agency, clients want to interact with the owner. On the surface, this makes sense – they have the most to gain from a great relationship, arguably the most to lose if it goes wrong, and understand business as they are running their own company. But what if everyone owned the agency?

Napier is an employee-owned business. Everyone shares in the profits and has a say in the running of the business. Our clients talk only to owners.

AI is going to be a piece of every successful agency, including Napier. But we're much more than our tools. Ultimately, it's our team that delivers for our clients. By augmenting our team with the best in tools, training and business knowledge from owning Napier, they will continue to deliver the magic our clients love.

R

It's what's inside that counts

Go deeper for meaningful marketing

Revere helps B2B technology companies find their space in a crowded, fast-moving world. From market intelligence and strategic storytelling to visionary creative and digital impact, we develop B2B marketing with meaning – opening up a value-driven dialogue between brands and their ideal business customers.



Discover B2B marketing with meaning

Face the reality of your digital marketing challenges



CHRIS SCOTT,
Chief Digital Officer, Revere

Chris Scott answers the questions on all marketers' minds – why are my buyers becoming more complicated and what can I do about it?

I hear from many marketing leaders across the tech industry, and their challenges all too often focus on one reality: a buyer-first approach is needed now more than ever. The buyer journey is changing rapidly, and for senior marketers that means taking on the challenges that shorten reach and stifle engagement with prospects. Here are my thoughts on the increasing challenges as the needs of the buyer become more complex.

More complex, and nonlinear

95% of B2B buyers are not in the market to buy right now[1], yet many organisations are still selling. Buyers are over halfway through their decision-making process before they want to engage with sales, so you need to find new ways to attract and nurture buyers who are not actively looking for solutions, but have latent needs or pain points.

For marketers under pressure to provide leads 'now', I always recommend curating personalised content that educates and inspires at every touchpoint. And while ICPs are important, recognise who NOT to target – the anti-ICP if you will. Those unprofitable customers who don't align with your long-term business objectives. I'd be mindful of identifying these and then to actively avoid.

Risk-averse and numb to traditional marketing

Most B2B buyers don't have the time to see beyond daily priorities and challenges. They're also numb to traditional marketing and nurturing through endless emails with an outdated lead-scoring approach; steer away from this and focus on cutting through – delivering authentic messages that resonate with buyers' emotions as well as their rational criteria.

It's no secret that solution and product-led messaging isn't effective, but I believe that just being benefit-led isn't enough. Emotionally driven purchasing decisions are as evident today in B2B as they are in B2C, so cement brand messaging around emotive drivers to break through the noise. And with results rightly being a necessity, keep front of mind that brands that are perceived as 'strong and genuine' generate a higher EBIT margin than others[2]!

Influenced by 'dark' social and their peers

Nearly 90% of B2B buyers are turning to online channels as their primary method of identifying new partners[3]. But not all online channels are visible or traceable by marketers. 'Dark' social, such as private messaging apps, accounts for a large share of online communication and influence among B2B buyers – and peer-to-peer comms play a significant role in shaping buyers' opinions and preferences.

You need to be present and ready to engage here. Create content specifically for these platforms, showcasing how you're putting the buyer first, and build a community through trust, showing how adaptive and human your brand is. I see such positive engagement when clients put their buyers first through meaningful conversations that address their challenges, building trust and advocacy.

The opportunity

There's no denying the increasing pressure to deliver results, and with the majority of B2B buyers not in market to buy, that's a challenge that's increasingly hard to fulfil.

Humanising your brand through emotive content, and building trust in your brand, must be of continual focus. This will put your business front and centre in any decision-making interaction, at a time and location most appropriate for your buyers.

[1] LinkedIn B2B Institute [2] Forbes [3] Sana Commerce

Energise your marketing in 2024



B2B since 2003

We're Torpedo – a full-service B2B Marketing Agency. Mixing our business hearts, with creative heads, we help brands outsmart the competition and win market share.

torpedogroup.com

torpedo®

Adopting a revenue-driven marketing strategy



CODY YELLOWLEES-BOUND,
Marketing & Growth Director, Torpedo

When times are tough, pressure is on to bring home the ROI bacon. Cody Yellowless-Bound explains how you can do just that through a revenue-driven marketing strategy

As the pressure to do more with less becomes greater, marketers have an opportunity to refine their strategy by allocating resources and budget to tactics which are directly linked to revenue. Many B2B businesses are already trending away from performance metrics which might not always correlate with the actual ROI their campaigns produce, and this is driven by a heightened focus on what a strong growth strategy looks like. By embracing contemporary demand generation strategies, businesses can empower their growth plans with a clear focus on how to strengthen and drive revenue.

Measuring success beyond the usual metrics

So-called 'vanity metrics' do provide value and tell us much about how engaging our content and messages are. However, it's also important to recognise the fact that KPIs like downloads, traffic or followers don't automatically translate into paying customers. So, how does your business build a growth strategy around revenue-orientated metrics to provide a clearer picture of success while also proving the value of what you do?

As a starting point, LTV (Lifetime Value) should become a key measure of success as it enables you to evidence the true value of your campaigns by considering not just the initial sale but also the potential for upsells, cross-sells, and long-term loyalty. Understanding the LTV of your customers is paramount as it allows you to allocate resources more effectively, ensuring that you invest in marketing strategies, channels and content that yield a higher ROI, taking into account how this grows over a longer period of time.

This should be balanced against your CAC (Cost of Acquisition) if you truly wish to understand the relative value of conversions. By tracking CAC alongside LTV, marketers can assess the sustainability and scalability of their marketing efforts. Reducing CAC while maintaining high-quality leads is a sign of a robust demand generation strategy.

The LTV:CAC ratio is the ultimate litmus test for your marketing efforts to determine whether your channel tactics and content are generating a positive return on investment. This is where the true goldmine of demand generation strategy lies, and a healthy benchmark to aim for is typically 3:1 or better. And this is what B2B marketers should optimise.

Linking ROI to strategies and content

Shifting to measurables like LTV and CAC still isn't enough to guarantee success. It's essential to go one step further and link these revenue-oriented metrics with the specific strategies, campaigns, and content you are running. This will provide invaluable insights into what is working and what needs adjustment. Then, by connecting the dots between successful tactics and tangible outcomes on revenue, you can refine your strategy for maximum ROI.

More than ever before, B2B marketing demands a focus on revenue-driven strategies. Avoiding an over-reliance on vanity metrics while prioritising ROI measures like LTV and CAC is the first step on the path to more profitable demand generation. Linking these metrics directly to your campaigns and even the individual ads that you are running will enable you to truly understand where ROI is coming from and optimise towards that.

2024 is likely to be a tough year for marketing budgets, but by investing in strategies that are true drivers of ROI, your marketing teams can truly show the value they bring to the bottom line and therefore the growth of the business.



Tech marketers: Three steps to ignite growth

ALEX NORBURY,
Group Managing Director, Twogether



Alex Norbury explains how to get started on creating sustainable growth in the face of economic adversity

Tech. One of the most exciting sectors to work in. But, as most B2B industries see marketing budgets increase, tech finds itself at a standstill.

It's well documented that in times of uncertainty, it's crucial to protect healthy levels of marketing spend. Afterall, for every $1 of marketing investment that's cut, it takes $1.85 to regain the same brand impact.

So, tech marketers' spend must be smarter than ever to keep that impact going. But where do you start? Here's three key areas to ignite long-term, meaningful growth:

1. Embrace changes in buying behaviours

It's essential to recognise the shift in your audience: almost 50% of enterprise tech buyers are under 35. What they care about and how they engage has evolved significantly.

Namely their demand for self-serve experiences. Yet, the way in which tech marketers engage their buyers prove to be, dare I say, dated.

To embrace these changes and be smarter with your marketing, you must make changes yourself. Leave the homogenous, 'one-size-fits-all' approach behind. Start catering for the evolving and diverse audience sectors. Shift away from gated content and move towards a more open and accessible plan.

In tech, the rise of Cloud Marketplaces is what stands out the most. They've become more than just a testing ground; buyers are actively making their purchases through these platforms. Tech marketers and sales teams must adjust to this new route-to-market and embrace it as a viable channel for vendors and channels.

2. Invest in creativity

Impactful creative can boost sales effectiveness by 10-20 times. It seems obvious, yet a staggering 77% of B2B ads generate no sales.

While your competitors are slashing budgets, and media investment is shrinking, this is the time for you to stand out. And put creativity first.

How? Prioritise attention over clicks. With 60% of brand advertising in B2B being misattributed, you're essentially giving your competitors free advertising. So, recognising attention metrics is vital for long-term brand success.

Choose one campaign and ask your team, or agency, to push the boundaries and test the attention you get from it. Trust us, it'll be worth it.

3. Act on AI

Let's address the elephant in the room: AI. After all, 70% of AI adopters see revenue increases.

As exciting as it may be, introducing your AI strategy should be still approached with caution. Procrastination is a big risk, but you must ensure you're responsible, ethical, and using it in the best way for your business.

Marketers should ask themselves: is AI valuable? Is it responsible? Is it actionable? These are critical questions to make informed decisions about incorporating AI into your marketing strategies.

To stay ahead with less, tech marketers must embrace change. Invest in long-term creative thinking and start looking into the appropriate adoption of Cloud Marketplaces and AI.

We know it's not as simple as just going off and applying this overnight. But taking these steps today can be the start of long-term sustainable success.

SECTION 3:

Agency profiles

Agent3 Group	53
BBN International	55
Bray Leino	57
Fox Agency	59
Gilroy	61
Harvard	63
HH Global	65
Just Global	67
Napier Partnership Limited	69
Revere	71
Torpedo	73
Twogether	75

Agent3 Group

Agent3 was founded in 2013 with a single idea: innovations in data, technology and content can be harnessed to deliver marketing outcomes far in excess of what previously seemed possible. Marketing that was more targeted. More meaningful. More predictable. More measurable. More valuable.

That idea has led to the formation of the Agent3 Group with three specialist business units: Agent3 (customer marketing specialists), This Machine (customer journey creative experts) and oneninefive (delivering measurable audience centric demand generation). We deliver award-winning programmes from the world's most progressive brands, with an obsession on supporting customers across the entire buying funnel, rapidly accelerating their time to value in the process.

Our ABM heritage gives us a deep foundation for helping revenue and marketing leaders build richer relationships with their most transformational customers. In an increasingly competitive world, the winners are those who differentiate the experience of their most-important customers at every stage.

The untapped potential for data, technology and content at all points of the customer journey remains vast, and the Agent3 Group function is focused on investing in innovation and fresh thinking, particularly around emerging areas, such as AI, which can then be utilised across the individual specialist businesses as appropriate.

We can't wait to share the results with you!

AWARDS

Best Digital Experience	*B2B Marketing, 2023, Gold*
Best Use of ABM	*Marketing Week, 2023, Gold*
ABM Program of the Year	*Forrester, 2023, Winner*

CLIENTS

- LinkedIn
- NTT Data
- Salesforce
- ServiceNow
- State Farm
- Uber

Financial services

Information services (i.e. publishing)

Professional services

Technology and telecoms

YEAR FOUNDED:
2013

WEBSITE:
agent3.com

PHONE NUMBER:
0207 127 0706

CONTACT EMAIL:
hello@agent3.com

TWITTER/X: @weareagent3

ADDRESS:
60 Great Portland Street,
London, W1W 7RT



Through expertise in data, technology and content, Agent3 helps differentiate the engagement your customers have with your business, at every part of their lifecycle.

BBN International Ltd

BBN THE WORLD'S B2B AGENCY

A different global agency model, BBN is unique. As independent business owners ourselves, we are opportunity-over-problem thinkers who choose to work together as part of the BBN partnership to apply this thinking and mindset to our clients' businesses. Yes, we have robust systems and some neat marketing tools, but our real strength is in the seamless integration of the humans that deliver them.

Like many B2B businesses in today's technology-driven world, agility is not just a theory for the owner-managed agencies that compose BBN. Instead, it's how we think, act and perform in practice – every day. We've survived and succeeded in this shifting environment by responding to change and embracing it, so we'll apply that same thinking to your marketing challenges.

We understand that you need complete alignment of your business to your marketing and sales strategy and the provision of seasoned strategic counsel forms a core part of our philosophy and no small part of our success. Because we have an extensive global talent pool and hundreds of discipline experts to draw from, we can deliver an end-to-end solution through a one-agency experience; you never feel like you are dealing with several disparate partners.

Best Product Launch	*ANA B2 Awards, 2023 Gold*
Most Efficient and Effective Communication Solution – Print Magazine	*Fox Awards, 2023, Gold*
GEM Award	*ANA B2 Awards , 2023, Gold*

CLIENTS

- Acora
- Expro
- HPE
- Korn Ferry
- KPMG
- Zoetis

SECTORS

- Industrial, manufacturing and engineering
- Pharmaceuticals and life sciences
- Professional services
- Technology and telecoms

YEAR FOUNDED:
1987

PHONE NUMBER:
+971 50 5502197

LINKEDIN:
BBN - The World's B2B Agency

WEBSITE:
bbn-international.com

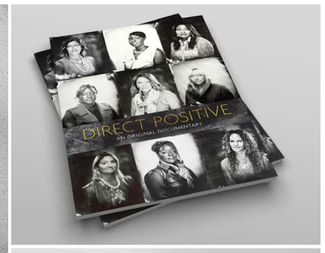
CONTACT EMAIL:
annette@bbn-international.com

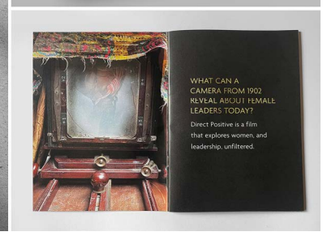
ADDRESS:
104 Oxford Street,
London, W1D 1LP

© B2B Marketing
© B2B Marketing









Magazine for WAREMA Renkhoff SE (wob - BBN Germany)

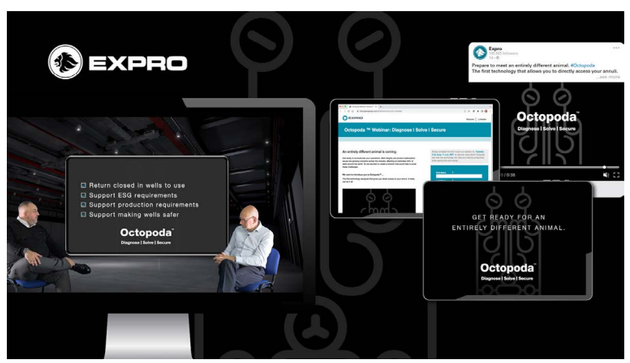
Award winning documentary "Direct Positive" for TEMPO (Bader Rutter - BBN USA)



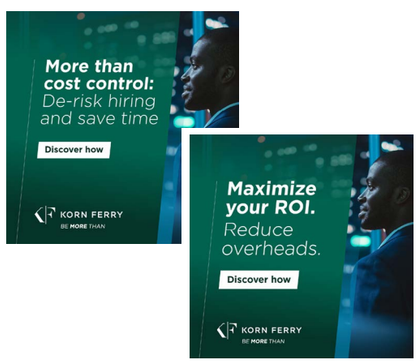




Integrated campaign for KPMG Consumer Consulting (True - BBN London)



Content campaign on LinkedIn for Expro webinar series (Fifth Ring - BBN Scotland)



ABM-at-scale campaign for Korn Ferry (GreenHat - BBN Australia)

Bray Leino

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 the past 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 year after year we're one of the UK's highest ranked B2B Agencies. It's how we achieve so much for so many different businesses, in the real world and the digital.

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

Best B2B Event (Dept. for International Trade)	*The Drum B2B Awards, 2022, Winner*
Best Employee Engagement Programme (Viridor)	*B2B Marketing Awards, 2023, Silver*
Best Use of Digital from the Transport & Logistics sector (Motability)	*Digital Impact Awards, 2021, Gold*

CLIENTS

- CloudPay
- Croda
- Cummins
- DNV
- Motability
- ofi

SECTORS

- Financial services
- Food, drink and ingredients
- Industrial, manufacturing and engineering
- Pharmaceuticals and life sciences

YEAR FOUNDED:
1973

WEBSITE:
brayleino.co.uk

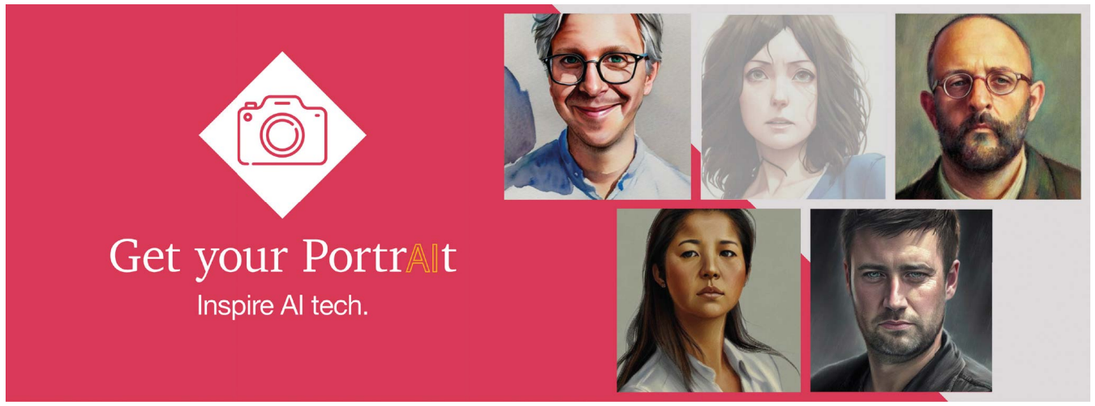
PHONE NUMBER:
01598 760700

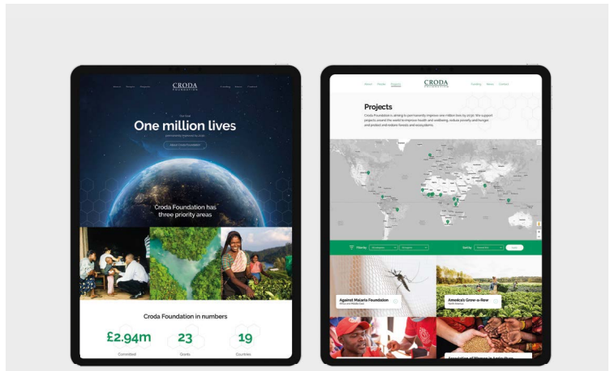
CONTACT EMAIL:
hello@brayleino.co.uk

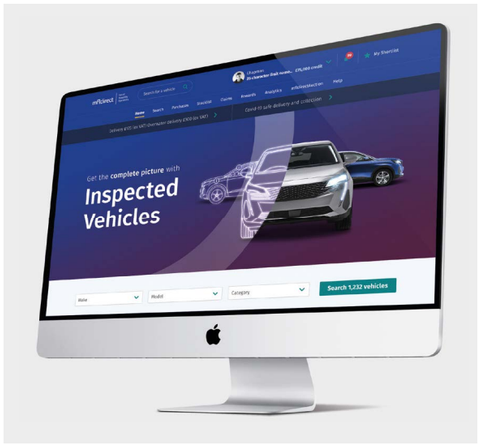
TWITTER/X: @brayleino

ADDRESS:
The Old Rectory, Filleigh
North Devon, EX32 0RX

© B2B Marketing
© B2B Marketing









PwC ai portrait campaign, Croda Foundation website, mfldirect inspected vehicles campaign, ofi global launch materials, DNV digital solutions for offshore wind, Cummins mining and rail campaigns.

Fox Agency

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 open-ness, 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, telco & IoT, Cloud, IT & cyber security, electronics, AI and transformation, 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 world-wide 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. This year we have deepened our commitment to sustainability - we have recently become a B Corp Certified business and are now on a journey towards Net Zero by 2030.

AWARDS

Best Places To Work	*Campaign Magazine, 2023, Winner*
Best Places To Work	*Campaign Magazine, 2022, Winner*
B2B Agency of the Year	*European Agency Awards, 2021, Winner*

CLIENTS

- ABB
- BearingPoint
- Gamma
- OVHcloud
- PHINIA
- Sony

Technology and telecoms

Financial services

Industrial, manufacturing and engineering

Automotive

YEAR FOUNDED:
2011

WEBSITE:
fox.agency

PHONE NUMBER:
+44 20 3750 6688

CONTACT EMAIL:
hello@fox.agency

TWITTER/X: @foxb2b

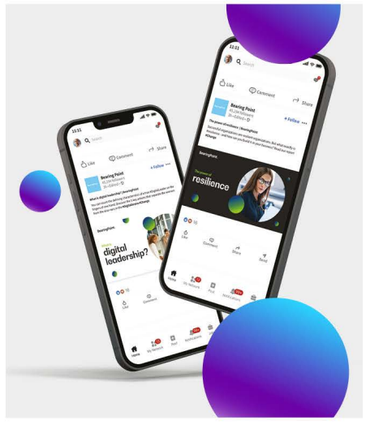
ADDRESS:
8 Devonshire Square,
London, EC2M 4YJ

© B2B Marketing
© B2B Marketing

















Fox Agency – creating opportunity for global B2B tech brands.

Gilroy

Gilroy is a strategic B2B marketing and communications agency, trusted by the world's leading B2B tech brands for over 40 years. Our approach is Connected Marketing Experiences, using a full funnel approach to unlock growth in top accounts, building brand reputation, driving demand, nurturing customers and supercharging sales performance.

As the buying journey grows in complexity, our end-to-end integrated approach enables us to create customer-focused programmes for our clients from awareness to customer lifecycle management driving ongoing and sustained revenue that outperforms rivals.

Central to our success are our people; a team of some of the industry's finest specialists in strategy, data, media, martech and creativity who are singularly focused on crafting highly effective solutions for our clients across the spectrum of B2B disciplines including brand communications, demand generation, ABM, Deal Based Marketing (DBM) and customer lifecycle management.

Our approach makes the difference between good and great. It's why it has become not only our tagline, but a philosophy at the heart of Gilroy - let's be Glorious.

CLIENTS

- AWS
- Computacenter
- Fujitsu
- Salesforce
- Thales
- Zoom

SECTORS

Professional services

Technology and telecoms

YEAR FOUNDED:
1978

PHONE NUMBER:
+44 8456 184 184

ADDRESS:
Viewpoint, The Pavilion, Basing View, Basingstoke, RG21 4RG

WEBSITE:
gilroy.co.uk

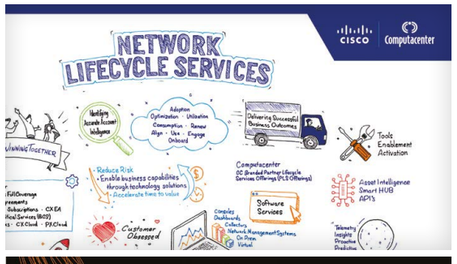
CONTACT EMAIL:
beglorious@gilroy.co.uk

© B2B Marketing
© B2B Marketing

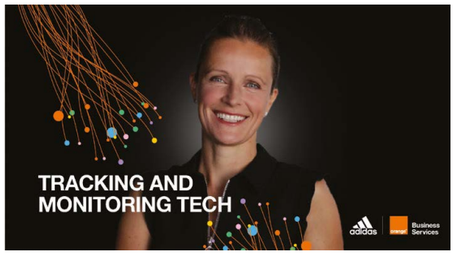












A selection of Gilroy work from 2023.

Harvard

PHILOSOPHY

Harvard is a leading technology marketing and PR agency.

With a team of passionate industry specialists who know the technology sector inside out, we exist to help the most exciting and challenging global technology brands make their move.

We combine best-in-class strategy and creative from the marketing and advertising worlds with PR-grade storytelling. This cuts across branding, content, ABM, social, influencer-focused and PR-led activity, meaning that whatever your brief, you can expect integrated thinking that delivers real impact.

We've helped AI scale-up NavVis influence 33 deals and achieve 6.8x ROI with our ScanMore campaign, Mimecast's 'Phishy Business' rank in the top 5% of b2b podcasts globally and Workplace from Meta achieve over 600 sales qualified leads.

So whether you are entering a new market, launching a new product or seeking your next stage of growth, get in touch to help us make your move.

AWARDS

Specialist Agency of the Year	*B2B Marketing, 2022, Silver*
B2B Agency of the Year (mid-sized)	*The Drum, 2022, Winner*
DE&I Certification	*The Blueprint, 2023, Full Status*

CLIENTS

- Bosch
- Dun & Bradstreet
- HubSpot
- Palo Alto Networks
- Square
- WWT

SECTORS

- Enterprise Tech
- Intelligence Tech
- Societal Tech
- Telecoms & Connectivity

YEAR FOUNDED:
1979

WEBSITE:
harvard.co.uk

PHONE NUMBER:
020 7861 2800

CONTACT EMAIL:
hello@harvard.co.uk

LINKEDIN: Harvard Tech Agency

ADDRESS:
Greencoat House,
1 Greencoat Row, Francis St,
London, SW1P 1DH

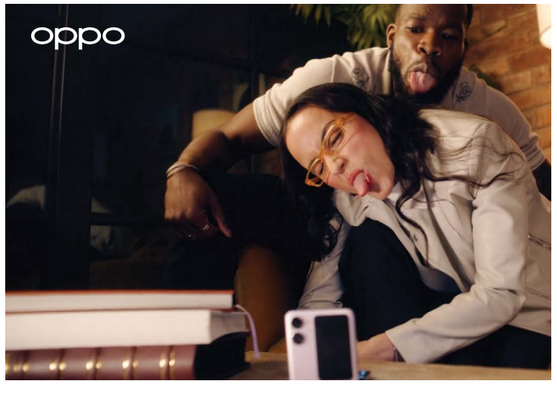
© B2B Marketing
© B2B Marketing













HH Global

PHILOSOPHY

Many creative agencies don't think beyond the idea. While production companies often struggle to see past delivery, HH Global bridges this gap.

With sustainable marketing high on our agenda, our Creative + Digital experts are a collection of strategists, creatives, digital innovators, data analysts, designers and engineers – providing market-leading expertise and delivering truly connected brand experiences.

The result? Big impact for big ideas.

At the heart of our success is our ability to get to grips with the specialist services of technical businesses. We are driven by curiosity and an unwavering desire to understand products, organizations, markets and audiences.

We then combine incisive insights, impactful ideas and sharp delivery to develop clear, creative communications that cut through to businesses in complex markets.

In the words of one of our clients: "Their agile, creative approach not only allowed us to deliver within very tight timelines, but exceed client expectations and create a solution that can be used again and again." (Associate Director of ABM at Kyndryl)

With 34 studios in 15 countries, we can offer end-to-end solutions from strategy and creative to campaign development and global delivery.

AWARDS

Best use of account-based marketing (ABM)	*B2B Marketing, 2023, Gold*
Best content strategy and creation	*Drum Awards, 2021, Winner*
Best SME targeted campaign	*B2B Marketing, 2021, Bronze*

CLIENTS

- Canon
- FedEx
- IBM
- Körber
- Kyndryl
- Siemens Energy

SECTORS

- Industrial, manufacturing and engineering
- Pharmaceuticals and life sciences
- Supply Chain & Logistics
- Technology and telecoms

YEAR FOUNDED:
1991

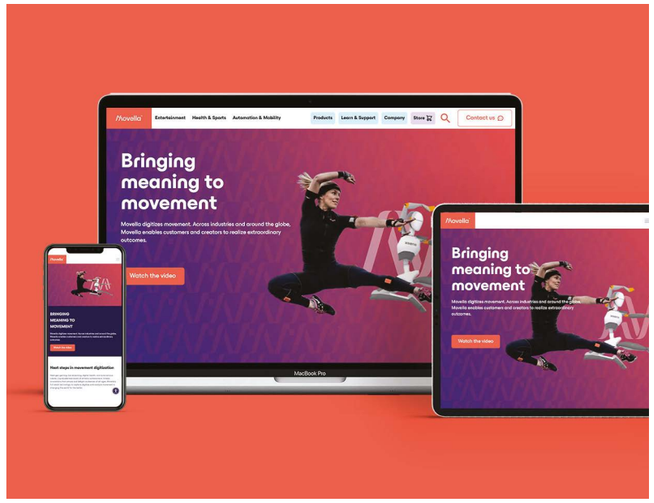
WEBSITE:
hhglobal.com

CONTACT EMAIL:
BigImpact@hhglobal.com

TWITTER/X:
@HH_GLOBAL

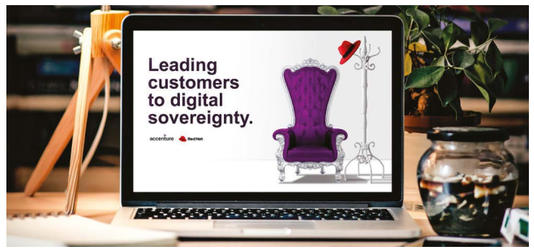
ADDRESS:
Grove House,
Guildford Road,
Leatherhead,
Surrey, KT22 9DF

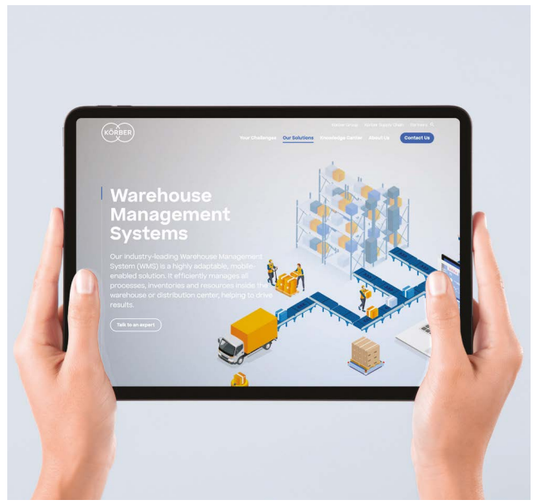
© B2B Marketing
© B2B Marketing

















A sample of projects by HH Global: We create powerful campaigns with big ideas, that live in the real world.

Just Global

Just Global's award-winning team creates innovative marketing solutions that deliver net new and recurring revenue for some of the world's best B2B brands. B2B data and insight drives our strategy. We connect impactful creative and compelling content with full-funnel media activation and advanced analytics for integrated customer experiences. We believe growth and innovation is enabled by the right tech and AI, allied to an environment where our people can do great work. Connecting our clients, teammates, and partners is the true driver of performance and growth. We develop relationships and build trust to ensure success. We are the heart of B2B.

B2B Global Agency of the Year	*B2B Marketing, 2023, Gold*
Best Example of Sales Enablement	Engage B2B Awards, 2023, Winner
Southeast Asia B2B Marketing Agency of the Year	Campaign Asia-Pacific Agency of the Year Awards, 2023, Finalist

- Adobe
- Databricks
- Dun & Bradstreet
- Palo Alto Networks
- PayPal
- Tenable

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

YEAR FOUNDED:
2020

WEBSITE:
justglobal.com

PHONE NUMBER:
01628 580058

CONTACT EMAIL:
justmarketing@justglobal.com

ADDRESS:
York House,
18 York Road,
Maidenhead,
SL6 1SF

© B2B Marketing
© B2B Marketing



Napier Partnership Limited

Napier is a Global B2B technology PR and Marketing agency. We help our clients, some of the most innovative and fastest growing companies, achieve their business goals sooner. Our unique four-step process means we have the ability to identify what's important and strip away the irrelevant.

With offices in Chichester, London and San Francisco, and a network of partners around the world, our campaigns are built based on content generation and content distribution: the yinyang of modern marketing, ensuring we build campaigns that deliver the best possible RoI.

From Electronics and IT to Communications and Industrial Technology, we have specialists with a deep understanding of the markets that we target. We pride ourselves on planning and executing campaigns that excite, engage and enthral, using our proven expertise to increase funnel velocity, helping our clients move their customers quickly from awareness to opportunity.

Napier develops and implements innovative and creative campaigns, which drive our clients' commercial success; combining extensive experience with a vast amount of market intelligence, to form an energetic, creative and overall responsive team of individuals.

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

CLIENTS

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

SECTORS

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

YEAR FOUNDED:
1984

WEBSITE:
napierb2b.com

PHONE NUMBER:
01243 531 123

CONTACT EMAIL:
mike@napierb2b.com

TWITTER/X: @NapierPR

ADDRESS:
Napier Partnership Limited,
Donnington Park House,
Donnington Park,
Birdham Road, Chichester,
West Sussex, PO20 7DU

© B2B Marketing
© B2B Marketing

Napier is a creative and driven agency, always developing campaigns that deliver a fantastic RoI. The team works to deliver integrated campaigns that are strategically aligned and tactically supported.
– Regional Marketing Manager at Microchip Technology

We have worked with Napier for over 20 years. They provide outstanding support for our content and PR needs. They handle the full process from attending sourcing calls through to getting content placed across Europe.
– Senior Marketing Manager at Vicor

WOW…this ebook is AMAZING, MAGNIFICIENT, INCREDIBLE. Congrats to you and your team.
– Regional Sales Manager at ABB Robotics

DO YOU SAY THIS ABOUT YOUR AGENCY?

You all serve as an extension of our team and have provided an immense value to our team. We are looking forward to continuing to expand our efforts and are excited to have you all along for the journey.
– Marketing Manager at Gordian

Napier supports Tektronix in EMEA with press relations for Pan-European, UK, German, French, Italian and Israeli special interest media. The support we get from the team strategically and on a day-by-day basis, is very substantial.
– Regional Head of Communications at Tektronix

Napier

www.napierb2b.com

Revere

We bring new meaning to B2B marketing, helping clients find their space in a crowded, fast-moving world. From market intelligence and strategic storytelling to visionary creative and digital impact, we open value-driven dialogues between brands and their ideal customers.

Three key principles guide our approach:

Human intelligence for deeper engagement
Always be where the customer is. Validate their business intentions. Support their emotional decision-making. We help clients act on this intelligence to deliver impactful experiences that engage the right people in the right ways and places.

Connected strategy for longer-term value
For brands to be distinctive to target audiences, those audiences must be just as distinctive. Taking active insight and translating it into individual experiences takes joined-up thinking.

Inspiring experiences for market differentiation
The customer journey should be one energised, relevant, positive, and personalised brand experience. We use our knowledge to apply visionary creative strategies, power immersive engagement, and create deeper connections.

Channel Marketing Agency of the Year	*CRN Awards, 2023, Winner*
Best Channel Initiative	*B2B Marketing Awards, 2023, Gold*
Best Channel Initiative	*B2B Marketing Awards, 2023, Bronze*

- Avanade
- Giacom
- Lenovo
- Sitecore
- Softcat
- Westcoast

Technology and telecoms

YEAR FOUNDED:
2017

WEBSITE:
thisisrevere.com

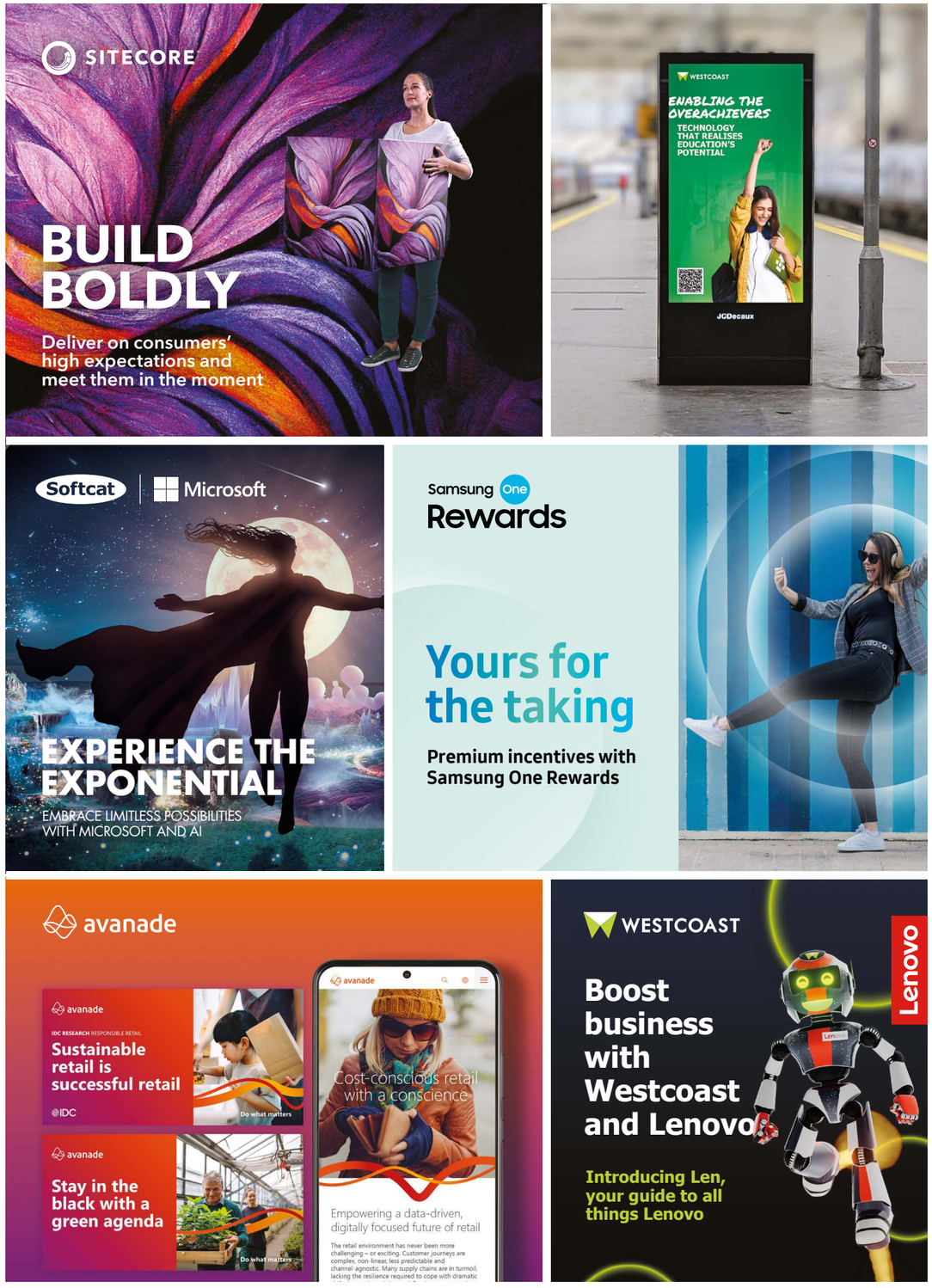
PHONE NUMBER:
+44 1628 569 000

CONTACT EMAIL:
hello@thisisrevere.com

TWITTER/X: @this_is_revere

ADDRESS:
Alexander House, Mere Park
Dedmere Road, Marlow,
Bucks, SL7 1FX

© B2B Marketing
© B2B Marketing



Every customer journey should be one energised, relevant, positive, and personalised brand experience. Revere goes beyond tactical marketing activities, applying visionary creative to power immersive engagement, and create deeper connections.

Torpedo

PHILOSOPHY

We help companies with advanced technology and technical product solutions to win and retain their best customers. We are happiest when we assimilate complex propositions and blend creativity, experience design and technology to bring them to life in a way that reaches audiences on a rational and emotional level.

As a full-service B2B agency, our extensive in-house team creates connected experiences, delivering compelling marketing campaigns, digital, content, brand activation, experience design and motion graphics.

So, if you want to engage customers at every touchpoint to build long-term relationships, accelerate brand growth and, ultimately, drive business success, then you need an agency that can humanise business complexity. It's what we do!

AWARDS

3D – People's Choice	*Creativepool Annual, 2023, Winner*
Website & UX	*The Drum Awards, 2023, Finalists*
Best Places to Work 2023	*Campaign, 2023, Top 15*

CLIENTS

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

SECTORS

- Industrial, manufacturing and engineering
- Professional services
- Technology and telecoms
- Travel and leisure

YEAR FOUNDED: 2003

WEBSITE: torpedogroup.com

PHONE NUMBER: +44 1865 733 710

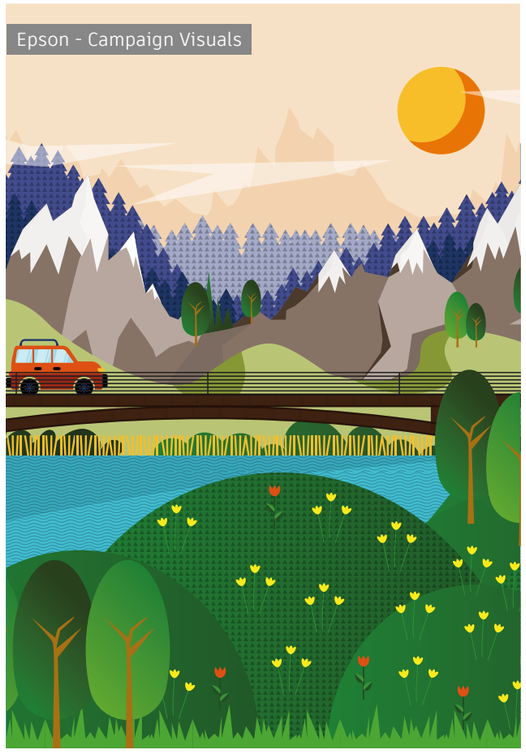
CONTACT EMAIL: theteam@torpedogroup.com

TWITTER/X: @TorpedoAgency

ADDRESS: The Long Barn, Worton Park, Cassington, Oxon, OX29 4SX

© B2B Marketing
© B2B Marketing









Torpedo blends creativity, technology and strategic thinking to solve business problems and accelerate the growth of brands. Here are just some of the ways we help B2B brands humanise business complexity.

Twogether

Technology can have a profound effect, not just on a company's success or a brand's fortune, but on people's lives more directly. That's why we're 100% B2B tech. It means we're quick to meet you where you are and we never underestimate the importance of your challenge.

We're global, fully-integrated, multi award-winning, and masters at generating high-performance marketing and revenue campaigns for our clients. We start with where you want to be, not where we think you should be, and our response is tailored to remove silos and amplify thinking.

The result is the combined experience of an entire agency helping you to realise your ambitions, whether you choose one of our specialisms or the whole lot. We call this bringing technology to life. And it's what we've done exceptionally well for many clients, in many countries, over many years.

Maybe it's time we did the same for you?

B2B Marketing Agency of the Year	*The B2B Marketing Awards, 2022, Gold*
Most Commercially Successful Campaign	*The B2B Marketing Awards, 2022, Gold*
Best Use of Account-Based Marketing	*The B2B Marketing Awards, 2022, Gold*

- Adobe
- Dell Technologies
- Lenovo
- Salesforce
- Samsung
- ServiceNow

Technology and telecoms

YEAR FOUNDED:
2013

WEBSITE:
wearetwogether.com

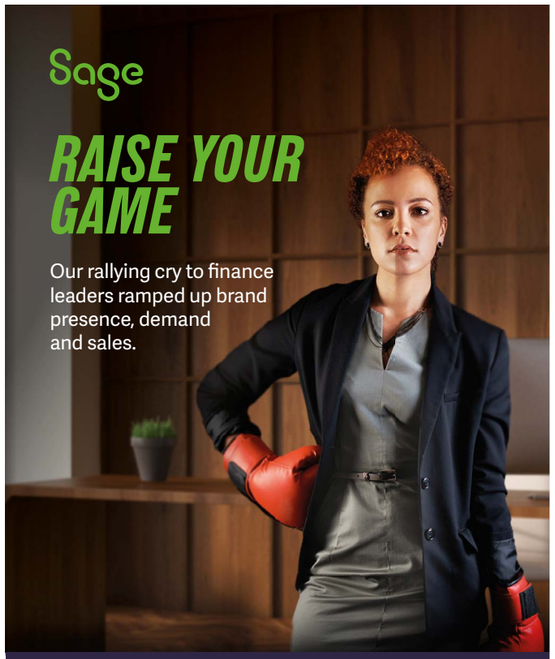
PHONE NUMBER:
+44 1628 894 620

CONTACT EMAIL:
hello@wearetwogether.com

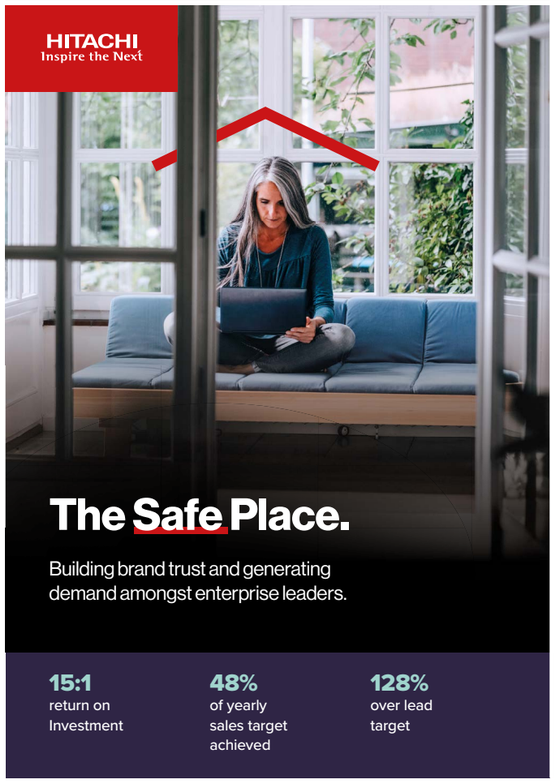
TWITTER/X: @wearetwogether

ADDRESS:
Globe House, Third Avenue, Globe Park, Marlow, SL7 1EY

© B2B Marketing
© B2B Marketing









SECTION 4:

Case studies

Ice Blue Sky	78
See Blue	82
Sharp Ahead	87
Speed Communications	91
Twogether	97

© B2B Marketing

Keeping it real: Why momentum and pragmatism are essential for your ABM approach



CHARLOTTE GRAHAM-CUMMING,
CEO, Ice Blue Sky

ABM has certainly evolved over the past few years. And with so much happening in 2024, we chat with Charlotte Graham-Cumming, CEO, Ice Blue Sky to discuss upcoming trends, the impact of technology in the ABM sector and why being realistic is a good thing in the account based marketing discipline.

Having a dose of realism: ABM Strategy

Charlotte kicks off the conversation and says: "First off, I think having that dose of realism is the key to a good ABM strategy. You've got to focus on the short term and the long term – it's crucial to do both. You've got to make sure that you've got the right discipline in place to keep momentum going because lack of momentum is often the big killer of ABM programmes and that's typically because expectations and objectives weren't set properly at the beginning."

Even though marketers might have quick wins at the start, ABM is also about marketing to the 95% who aren't in the market right now. Even though a company might appear to be the right type of customer, you might not have an idea of whether they're in the market, whether they've got the budget or the right mindset to solve the problem.

She continues: "Momentum is a key thing because if you're targeting a large enterprise, you have to accept that you could market to them for two or three years before they engage due to budget and contract cycles. And that can be a bit scary for people. So you have to do both short and long term pipeline generation."

Personalising and defining ABM

While focusing on the short term and long term approaches in ABM, be sure to prioritise and define how your ABM project will deliver value to the business. Regardless of whether you're doing one to many, one to few or one to one, be disciplined about personalisation – ensuring it's relevant to the buyer.

Charlotte says many marketers fall into the trap of calling their programmes ABM and then end up running a demand generation program instead.

She says: "They think because [customers] are being targeted that it's ABM. No, because you've got to align it to that company or that group of companies, and you need to talk about what you do from a buyer perspective, not from a 'you' perspective. And that's when ABM really becomes powerful."

On the flip side, there are also companies that are already making account based principles a part of their marketing mix, but not referring to it as ABM. If a company is aligning what they do to the buyer - that's a big indicator of ABM according to Charlotte.

The future of tech in ABM

So with personalisation and momentum top of mind, marketers might be wondering: what's next in the market? Technology is certainly making a splash into the world of ABM and AI is continuing to be a big topic in 2024. Charlotte says one trend she's seen in the past year is a rationalisation of marketing technology platforms.

She explains that in the past, people thought automation would fix everything and that leads would be rushing through - and obviously that didn't happen.

Charlotte mentions: "I was around when CRM first came in the late nineties and when Salesforce first came to market and everybody thought that was going to solve the whole sales problem. And it doesn't. It's a tool at the end of the day."

In the past year, marketers have been using less technology but when they are utilising it, it's with more purpose. Going into 2024, there's more of a shift into AI. And rather than using it for the sake of using it, marketers need to leverage the power of AI.

For example, Charlotte says: "At the end of the day, AI is a tool and it is a limited tool right now. If you think about Chat GPT for example, it has limitations around accuracy and information being up to date. But we use it to help with content ideas. We don't use it to write the content because I don't think it's good at that (you can spot AI content a mile away, and it can damage your brand), but it is excellent at helping you shape ideas and view things from other people's point of view to help you shift to a buyer led message and position."

She also says other AI tools (i.e. not generative AI) are well suited to analysing and drawing conclusions around large scale lead generation activity, which provides ideal insight for ABM campaigns. Marketers can find out who's engaging with specific content, who's scoring well and what that shows you about intent – and then use that to define the ABM strategy and plan.

Marketing and sales: Align on measures of success

Another pain point that is an ongoing issue is sales and marketing alignment. Now that ABM has become a more centralised part of marketing strategies, it's imperative to focus on improving this alignment. Charlotte said one of things Ice Blue Sky is currently focusing on is helping customers build a 'revenue enablement' discipline, with ABM being an excellent way to pilot initiatives that align sales and marketing in order to increase revenue. With the Chief Revenue Officer role growing in popularity Charlotte advises marketers to strategically engage with the CRO to align objectives and rewards around pipeline and sales revenue to ensure a joined up approach . Ideally, the CRO should have a customer success, marketing and sales background - the three key pillars to revenue – in order to effectively align these teams and drive more revenue.

In addition, having a CRO role clearly puts shared measurements of success at the executive level which is crucial for alignment to work. Charlotte said herself that she sees campaign success when goals are aligned and momentum doesn't slow down when everyone clearly understands their roles in a program, and the teams work together towards a shared revenue goal.

She says: "Objectives have to be defined and expectations set really clearly. There has to be a common measure of success because when you don't, you've got marketing over here being targeted on MQLs - then passing them over and sales single qualifying out accounts because someone may not respond to a follow up. With so many decision makers now involved in most B2B purchases, this single qualifying out methodology no longer works. So there's immediately a big gap in the middle."

Be flexible on the funnel

Once marketing and sales teams are aligned on the strategic goals, both should be looking at the funnel in a different way. Customers don't tend to move through the funnel in a linear fashion any more, if they ever did. While marketing leaders might have a grasp on this concept, it's important to communicate how the new funnel works to the board, who may be targeting marketing based on the waterfall models, which often don't reflect reality.

She continues: "Some people come in straight at the top and go straight through to qualification. Some people sit around at the bottom of the funnel for months and months because at any one time, 95% of the market is not in market to buy. This is one of the reasons I think ABM is so important because you have to continue to market to that 95%(and all the decision makers and influencers) so that your brand is top of mind when they are ready."

© B2B Marketing
© B2B Marketing

CASE STUDY:
A WORD FROM THE AGENCY

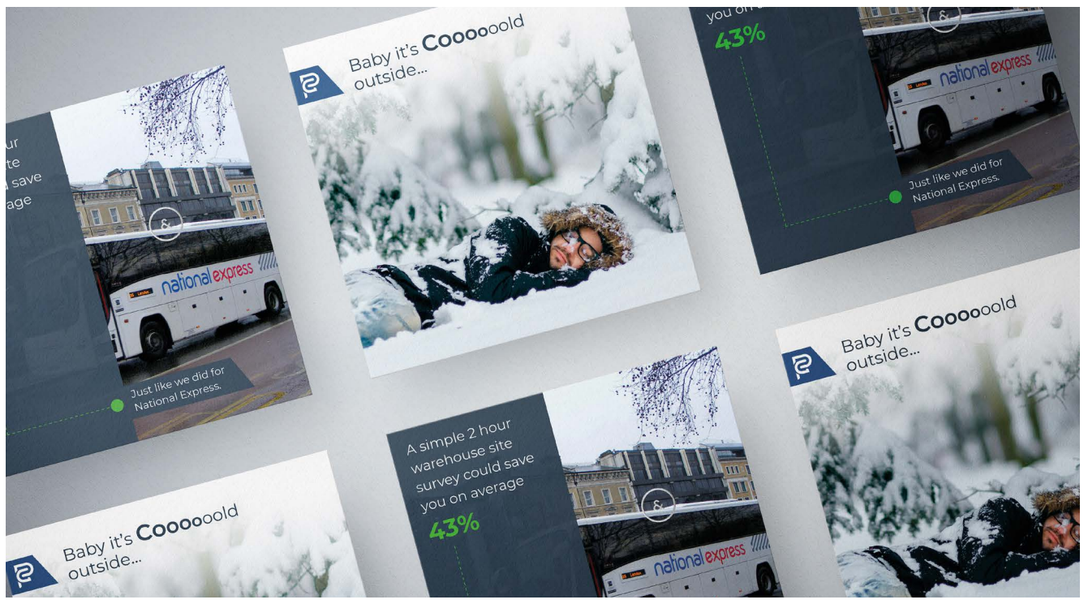
Ice.Blue.Sky.

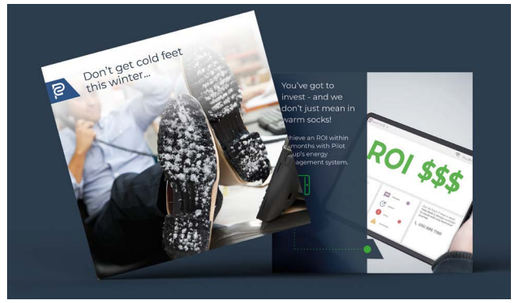
Driving real impact on climate change

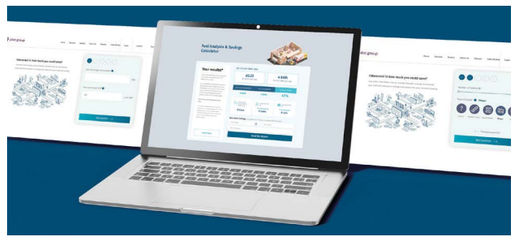
Most of us want to make a difference in what we do at work, and in the agency world, we all take pride in delivering great campaigns that deliver results.
I've been working in the technology sector for almost 30 years, and on top of the rewarding feeling of helping clients deliver on their objectives, I also want us to participate in a wider goal - helping to be a force for change, and for good.
Climate change is definitely a big, lofty goal - but it is one that we can all contribute to, even if it's in just a small way - because lots of small things add up to big change. For us, one way we want to feel a part of it is by working with companies that are directly impacting the reduction of carbon emissions and helping companies on their journey to net-zero.
The Pilot Group is one such company, an unsung hero that is genuinely achieving big change for companies that are traditionally not seen as able to be at the forefront of the move to greener operations - such as manufacturing, transport & logistics, and construction for example.
Through their Energy Management Systems, using existing heating systems in large warehouses, they can reduce energy costs and CO2 by 43% in 12 months.

Why did they need help?

Impressive story, isn't it? But they had a problem, the industries they wanted to target are used to greenwashing and big statements from organisations that underdeliver, or are energy brokers pitching short-term savings that disappear after 12 months.
This meant not only was the audience cynical, but they were also challenging to convert on a consistent basis. The objective was to deliver long-term brand building, whilst also picking up short-term opportunities, overcoming cynicism and building absolute trust.







Why we chose the strategy and approach that drove success.

When we're talking to clients, one to many ABM is sometimes misunderstood. Isn't it just lead generation by another name? ABM purists often don't promote one to many for that exact reason. Essentially, it differs from lead generation in the sense that you specifically name the companies you're going after and have some tailoring to the company segments to ensure relevance.
There's always an argument that it overlaps with lead generation, but for our purposes, let's stay with one to many. It was a good approach for this market, as we had to build momentum quickly across a wide range of companies, and we weren't sure what would resonate in terms of message and content - based on what had happened with previous lead generation activity. The idea was that once the first half of the project had delivered results, we'd use that knowledge to deliver one to few activities.
In other words, find out who's in the market to purchase, and then focus on converting those companies.
At The Pilot Group, they definitely know their audience, so they'd already worked out their ideal customer, which we helped to refine and align with messages that were effective. Our solid experience in technology and supply chain helped us to do this quickly.
We needed to build trust and credibility with the audience so that they would trust the messages. We did a kick-start approach; getting some high-level ads live quickly, to test messaging which helped with content planning and the form-fill ads phase.
Alongside that, the kickstart phase included some one to one, highly tailored LinkedIn outreach, which delivered early engagement with key prospects. This also enabled us to quickly test messages and approaches to help refine activity in the next stage.
We quickly saw that messages and approaches needed to be segmented by size of company, which then had the additional impact of increasing ad conversion rates. This meant that by the time the form fill ads went live, we exceeded the conversion targets by a significant amount.
Again, our deep experience in technology and supply chain meant we were able to build the content quickly, without a lot of hand-holding.
We began with top-of-funnel content sharing the high level messages around the savings, and then evolving into case studies and wider advice on what cost and environmental savings exist in this sector.
Continuing the multichannel approach, email was used for nurture, sadly it's not particularly effective for lead generation any more, but works well to keep audiences informed and engaged until they become part of that magic 5% that are in the market to buy.

And did we make a difference?

With several thousand companies to target, across multiple sectors and of varying sizes, it really stretched the concept of one to many. However, the campaign delivered some great results in the first half of the year, with 30% of companies engaging in the campaign and more than 3,000 people responding to content.
There is a strong contingent of companies in MQL and opportunity stage, with more than 700 companies now in nurture ready for conversion in the second half of the year.

So, what's next?

The one to few planning is now complete and well into effect, with much more bottom-of-funnel content such as direct mail and podcast broadcasts part of the activity in play, now that the trust-building has done its job.



"Ice Blue Sky has really helped us understand what makes the audience tick and always respond quickly to adaptations that are needed in response to buyer behaviour. Their blend of strategy understanding and great quality execution has been really helpful and has elevated our brand massively in 2023."
Josh Kirk, Head of Marketing, The Pilot Group

© B2B Marketing
© B2B Marketing

How to curate insightful content in a tech-driven B2B space



HELEN BROWN,
Managing Partner, Seeblue

Want to make sure your content is strong and relevant to your B2B strategy? We speak with Helen Brown, Managing Partner, Seeblue to discuss the end of cookies, the need for first party data and how to value the 'lurkers' in B2B. She kicks off the conversation with the three main content changes in the past year.

1. The end of cookies:

One of the first things that has clearly changed in B2B marketing is the end of cookies. The privacy regulations have changed and from a marketing perspective, Helen agrees. She says: "Being able to track people through their lifecycle and inform paid media strategies - it's just a monumental shift, but going forwards, we're pretty much at the end of cookies now and that means that we cannot use cookies to help us get our content to the right place, to the right people."

Because of this, brands will need to collect rich customer data and assess models that they develop off the back of that, which allows marketers to understand who their audiences are. Helen stressed that until you identify who your customers are and why they buy from you, you cannot know how to build your content around that.

2. The return to owned channels:

Another change Helen has seen in the last year is a return to owned channels. Community hubs, webinars and podcasts are becoming more important - why? Marketers who really own these company channels are able to control the content going out there, as well as the messaging.
Helen continues: "It has long been known that there isn't a linear content journey anymore. But our job as content marketers is to make sure that we map our audience and the audience experience. So those are the channels in which we're going to build greater authenticity, human connection and enable people to have a more personalised experience."

3. Navigating AI: Will it produce content rapidly?

When it comes to content creation, it's hard not to factor in the impact of AI. But don't expect companies who want to have an authentic and unique voice to rely on AI to write their content. The transformational opportunity is for AI to be your copilot.
As Helen explains: "The value of your team is in their creativity and strategic thinking. Assessing what's coming next, and the impact it will have, ensuring that those original views are brought to life through your content. Trawling through 5,000 words to spot an error can be done more effectively by the AI. So if you like, we remain the editor-in-chief and the AI helps automate some of the more basic tasks as a copilot.
AI will transform a huge number of marketing processes in the next year. If you take ABM for example, historically, identifying what we think is the next best action for an individual stakeholder in an individual account is a manual task. AI is going to be able to do this at a much quicker pace at a much greater scale, and tech vendors are building capability into their platforms.
This doesn't mean marketing teams should be concerned about their jobs; human knowledge, strategy, planning and active orchestration remain absolutely critical to success.
In addition to utilising AI in their own content, Seeblue speaks about AI on LinkedIn offering a 'prompt of the week'. This idea took off after conversations Helen had with clients and contacts in the industry, demonstrating that it's this practical level of advice that client-side marketers really value.

Value the lurkers: What does that mean?

When it comes to your "owned" channels, especially personal or company social media pages, there is a tendency to obsess over impressions and likes or comments. Helen's advice is to value the lurkers."
She says: "A "lurker" might not have engaged with you for over two years but they are viewing your content and know exactly who you are. They know your name, they know what you stand for. And they have built up trust in your viewpoint because of what you're talking about and the content you share. When they are ready, they will contact you. And if they call you, that's the best lead you could ever get because they've already identified you as being the right fit for them."
And this is precisely the reason it's so imperative to be clear not only on what you're publishing; but on who your audience are. Otherwise, you'll end up inviting the wrong people to contact you and thus end up with poor quality leads or conversations.

The current state of content marketing

Content is king: How to write effective content

So while AI, organic social and a cookieless landscape are in the cards for content, how can you ensure content is reaching the right people in the right channel? Besides identifying the lurkers, you really need to understand where people find out about you and what they want to know so you can match the right content to the right channels.
She says: "If you want to influence peers, you need very authentic, more conversational content. You're looking at social, you're looking at communities. What is it that you need to do to have people not just like you, but talk about liking your business and what your business does? So you almost need to think back to your customer experience. How do you create advocates, not just people who are going to give you the eight out of ten on an NPS score. But who's going to really talk about you and give you a nine or ten out of ten?"
On the flip side, there are more formal pieces of content such as case studies, so Helen advises to put those on your company website. In addition, know the questions your audience are looking for answers to on your site and be sure to – answer them. It sounds simple but you'd be surprised how many companies fail to live up to their audiences expectations here. She calls it 'elephant in the room content' – answer the questions other brands in your category don't want to.
She says: "It comes back to the importance of your first party data because you have to understand who's buying from you and why, and then that will drive the content you need.

Don't underestimate the emotional driver

Finally, recognise the emotional aspect that goes into buying decisions. Helen mentioned 'The Jolt Effect', a novel by Dixon Matthew and Ted McKenna. The book explores how inertia and the fear of making the wrong decision play pivotal roles in the buyer's journey. To alleviate that fear, you need to reduce the perceived risk through content like case studies,success stories or video testimonials. She concludes: "They buy the business case but ultimately, they're going to make a decision based on trust . And that's an emotion, backed up with facts."

© B2B Marketing
© B2B Marketing

Leveraging an integrated narrative across content formats to drive fast results

CASE STUDY: A WORD FROM THE AGENCY

SEEBLUE

Seeblue is an award-winning ABM agency that works with enterprise clients around the globe, helping them to create the space to play. And win. Content is at the heart of successful ABM, as it acts as the vehicle that not only informs but drives individuals to action. But to be successful, all content must be based on a coherent and consistent narrative across formats and channels. This is where the Freshworks campaign really delivered. Specifically designed to displace competitors, on short timescales and a tight budget, the strategy for Freshworks was quite simple – to get personal and head back to basics.

Freshworks: what did they need to achieve?

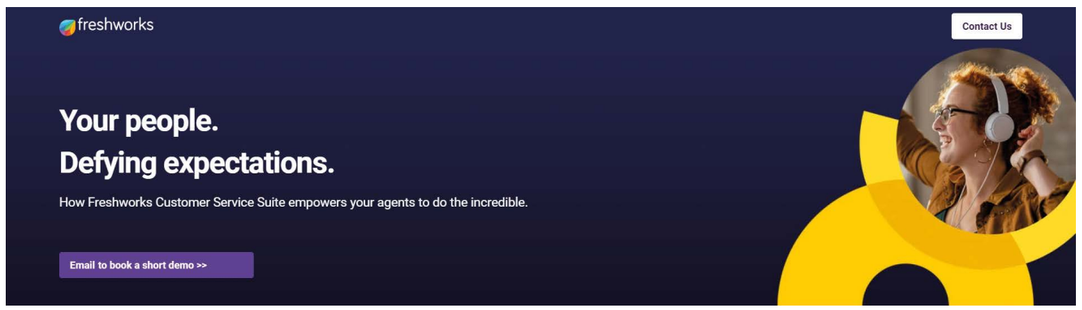
Freshworks is a cloud-based customer service software company founded in Chennai, India in 2010, and they exist to make the world of work faster, easier, and more human. Freshworks has received multiple awards since their inception and has been listed on the Forbes Cloud 100 and Gartner Magic Quadrant for Customer Engagement. This campaign saw Freshworks venture into enterprise level business targeting for the first time. The market is relatively mature, and a number of more established and noted competitors were already in play. As the newcomers, this displacement campaign needed to disrupt thinking and give each person targeted a specific reason to take action.
To break through competitor noise, Freshworks needed the market to realise they weren't the new kid on the block: proving to the market that they were more than just fresh faces, they were challengers with something different to offer, ready to bring simplicity through fast and reliable integration and an innovative AI led approach.

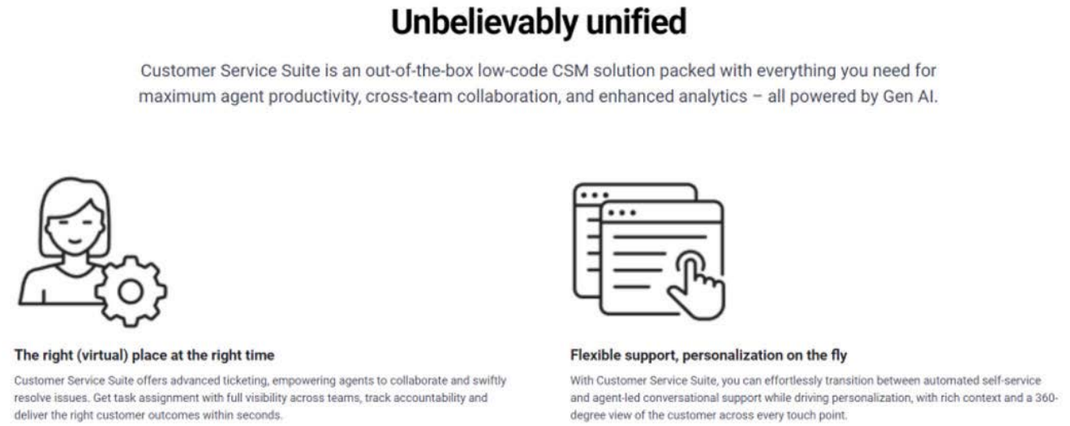
Understanding the audience

For these reasons, and the commercial pressure on the team to deliver a steep opportunity target in a short space of time, the content created had to be right first time.
In the preparation phase, work started by developing a detailed understanding of the audience's needs and drivers, aligned to the two Freshworks solutions (CSM and ITSM). We undertook desk-based research into the target account list, which enabled a key use case to be identified for each account. In the context of a disruptive campaign, these uses cases were critical, because they would later inform the personalised content and messaging that was so successful in driving campaign results.

First, a concept to win hearts (the emotive part)

Before developing any account-specific content, a single-minded value statement needed to be defined both visually and verbally to grab the audience's attention.
We worked to develop and create a concept





which leant on the insight of system 1 and system 2 thinking from Daniel Kahneman's Thinking Fast and Slow. This concept, which would later be reflected across all content and messaging, had to connect emotionally with each of the buyers in the crucial first few seconds, creating powerful and long-lasting impressions.
The team understood from the desk-based research that the audiences were facing several big challenges. They had already invested in a similar solution to Freshworks; yet they were suffering from poor user experiences and wasted time and effort. If that wasn't already cause for frustration, issues with integration to their existing solutions were also a challenge.
Our creative concept needed to convey the message that Freshworks was the natural solution for their IT/operational challenges and could help them overcome the problems they were facing with their existing provider.
Using this sentiment, and whilst ensuring the concept worked well within Freshworks' new brand guidelines, our creative team developed a concept centred around "Your business. Defying expectations". The approach enabled us to convey the message that Freshworks was the solution that could not only transform their ITSM and CSM experience but could do so in a way that would delight their employees, customers and internal stakeholders alike, all without uprooting their business. The concept also lent itself to the intended personalised targeting, as the overarching headline could be adapted to reference each account specifically.

Second, personalising content to win minds (the rational part)

Once the visual concept was agreed, we went on to develop separate messaging frameworks for both Freshworks ITSM and CSM solutions, which ensured the narrative carried through and enabled them to take two distinct and relevant messages to market for use through every touch point.
A detailed content audit mapped existing content to each solution area, audience type and stage in the decision-making process.
We then executed personalised messages by account and persona across 4 content formats – direct mail, email, social engagement via LinkedIn, all supplemented by outbound calling through their dedicated Sales Development Representative (SDR). Each channel was underpinned by a personalised landing page, creating a cohesive journey and experience for the audience. First party analytics highlighted indicators of intent and engagement with the curated content for each audience.
Unlike other content campaigns that are centred around a single high-value piece of content, the value here was in the personalisation, to ensure the message clearly spoke to the needs of the individual being targeted. We sought to create micro-moments of engagement. A very different emphasis from a traditional approach, and one that was purposefully designed to meet the timelines, budget and lead and opportunity targets.
With this in mind, the messaging frameworks were used to develop both an ITSM and a CSM version of a one-page direct mail, with a personalised

© B2B Marketing
© B2B Marketing

cover letter. This piece of content captured how the Freshworks ITSM or CSM solution could directly address the key pain points identified within the account research. Critically, whilst the direct mail itself was simple in design and low in cost, each accompanying letter was hand-written directly by the SDR. This conveyed a very personal message: that Freshworks cared and allowed them to stand apart from the wider competitor landscape. Whilst the call to action was standard (get in touch to arrange a discovery call with a Freshworks subject matter expert) the cover letter had already made its impact.

The leaflet also featured a QR code containing a unique URL for each account, driving to their account-personalised landing page. The customer journey from direct mail to the landing pages felt cohesive for the contact, as their individual page provided further information around how Freshworks could support them with their specific challenges which the direct mail had outlined.

Content that's as cost-effective as it is powerful

Unlike a campaign that pins its efforts to one, high-value piece of content, the beauty of this campaign was its cost-effectiveness and use of different content formats that were cohesively integrated.

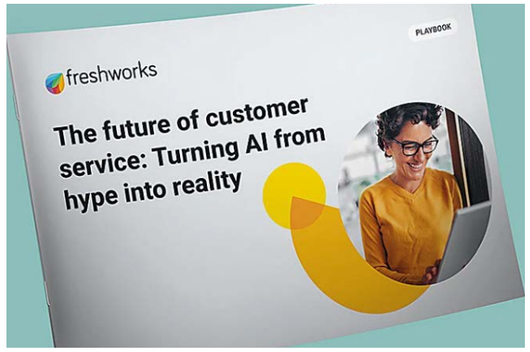
The digital landscape is busy and inundated with an unprecedented volume of content, to an even greater extent since the explosion of gen AI. To stand out, the campaign deliberately went back to basics, but critically ensured that whilst the content formats were simple, the level of personalisation was meaningful and cut through with a personal touch.

Often not considered as part of a traditional content campaign, the narrative that was so strongly connected across the personalised direct mail and landing pages was reflected directly in the social media elements and LinkedIn InMails.

As we also provided their inside sales services to their clients, the content for direct email and outbound calling was also a critical part of the connected narrative. Working with opted-in data, the direct emails and phone conversations not only connected the narrative with specific accounts, but also with their previous engagements with the Freshworks brand. The team then followed up immediately with specific reference to the most relevant curated assets on the individual contacts dedicated landing pages.

With content traditionally created in silo by marketing teams, and SDRs often sitting in the sales team, this ensured that strong alignment of the message was delivered through adequate depth of training and communication. It's where a campaign can fall down, but also where a campaign can triumph.

Using simple content formats in this way ensured that in a very short space of time, Freshworks were present in the place's key decision makers needed them to be, with a well-researched and consistent narrative and creative content that gained interest and engagement.



Timescale & Results: What was the impact?

From client briefing, the campaign reached the activation stage within six weeks. An agile approach was used to get to market with such speed; not all content and channels were launched simultaneously, once again reinforcing the highly personalised strategy and approach taken.

Phase one included the kick-off and alignment with sales (one week). The second phase included account insight gathering, the development of the messaging frameworks and creative concept and DM/content production (five weeks). Finally, phase three took the campaign into the activation phase which lasted for three months prior to the campaign approach being reviewed and refreshed going into the next quarter.

A strong narrative, highly personalised to specific target personas across a range of simple content formats delivered strong results. During the three months of activation, 24% of accounts were actively engaged and the campaign delivered a 14% conversion to sales opportunity – with engagement continuing to build into the next quarter.

© B2B Marketing

Courage, building trust, and brand awareness: The current state of demand generation



DR JOHN WOODS,
Founder, Sharp Ahead

We sat down with Dr John Woods, Director, Sharp Ahead to discuss all things demand gen; from how to build trust with customers, to thought leadership and what's changed in the market in the last 12 months. Keen to find out more? Read on.

What's happening in demand gen?

In 2020, there was a shift in engagement with demand generation. All of a sudden, it was much easier to get people to interact with content. Why? People weren't going into the office; people were spending more time on their computers, and there was a considerable amount of uncertainty in the B2B space. In turn, LinkedIn was increasing in popularity.

John says: "LinkedIn had a real golden age for demand generation, lead generation - all sorts of strategies were suddenly a lot easier online. And I think that's gone now. We've noticed over the last 12 months, things have had - what I interpreted it as - a return to normal. It has become harder and now, it's the level of difficulty that we used to have back in the pre-Covid era to get people to engage with content for demand generation purposes, which is a shame in a way. But that's the reality. It just means we have to do our jobs really well as demand generation marketers."

That said, Sharp Ahead has achieved steady growth for the past four years, despite shifts in the sector. Particularly in the last year, during which the team put a spotlight on demand generation and committed to regular blogs and video chats on hot industry topics, plus a newsletter consolidating the most popular content.

He reiterates: "It wasn't an instant overnight success, where suddenly loads of leads came in every time we sent out a newsletter. But now that we've committed over the last year, it has helped us with our lead generation activity, while showing us the benefits of maintaining a cadence in our own content development."

So what's the key to success? John shares his top three tips.

1. **Use a balanced marketing mix:** There won't usually be one single tactic that will deliver a sound demand generation strategy. If you're lucky enough to find one that works - that's great. However, most marketers will need a multiple component marketing mix.

2. **Be patient and trust the process:** B2B sales cycles are long, and although demand generation activity is easy to measure, the metrics tracked

© B2B Marketing

won't tell you how well it's going to perform. With that in mind, make sure you track campaigns over longer periods of time - from three months to three years, to make sure that your demand gen is bringing in the right leads for your business. Which is why it's imperative to have faith and trust the people you are working with.

3. **Focus on organic strategies:** In the age of content and SEO, look at the organic part of your strategy and ensure you're doing your best to convert traffic, through optimising conversions across your website and sales funnels.

Building brand awareness - why it's essential

While tactical strategies are important, brand awareness as a whole is crucial in demand generation. In fact, John speaks of demand generation and brand awareness in the same breath when it comes to some of the specialist B2B products and services Sharp Ahead works with, especially when referring to engagement. Encompassing a brand mindset with your demand gen activity can pay dividends.

John explains: "We do a certain amount of generic paid search, arguably more for lead gen than demand gen, but some of that is demand gen oriented too. Very often, if you go to Google Ads and let Google advise you what to put in your ad copy, it's not going to include your brand name, because that's not considered pertinent to the click through rate. In fact, a search ad is a great branding opportunity, so why not put your brand name and some key brand propositions in there as well?"

As a bonus tip, John also recommends LinkedIn Text Ads. Easy, cheap and simple to set up, they don't convey a tonne of information but they can include a nice logo as well as a few characters of the branded proposition.

Something else to build? Let's talk about trust.

Building trust is essential when it comes to demand generation. John outlines two parts to the process of customer decision making:

1. "I think this business is quite good and I can trust them."
2. "This product can solve this problem with my organisation."

It's imperative to strike a balance of both in messaging - and authenticity is key. Some stakeholders might be blinded by shiny campaigns and new technology, but that doesn't necessarily build trust.

John says: "We quite often tell clients that if they want to put video content together, it's much better if that video content is authentic and has their real team in it, rather than creating something over-produced and flashy using an animation company. It doesn't really convey the truth about you. Authenticity isn't necessarily expensive. In fact, it can be cheaper to produce authentic content than to produce really slick, less authentic content. And this lack of integrity can easily damage trust."

Another key tip John mentions is to make quick changes across your digital footprint. It can be as simple as putting a phone number on your web pages to prove that your company is real and that there are real humans working at the company. Not only that, this shows that your company is willing to provide help whenever it's needed.

Lead generation vs demand

While demand and lead generation have two different objectives, John encourages marketers to think about them simultaneously. Put yourself in your customers' shoes - the lines between the two are already blurred. The B2B buying journey is already incredibly complicated with a non-linear path and multiple stakeholders. A prospective client won't be thinking about demand generation versus lead generation. The more you can consider the two in terms of what's relevant to your buyer's progression, the more successful you'll be.

He explains: "Let's say you have some SEO content for demand generation, you can put some conversion features in it, so it also serves a lead generation purpose. That's one piece of content fulfilling two different needs in your buyer's journey."

What's next for demand generation?

We've discussed demand generation from a brand, trust and lead generation perspective, but there's plenty more in store for 2024. The topic that's top of mind? AI. John says AI is particularly challenging for demand generation, as specialist information might be misinterpreted. However, it's still important to keep up with the latest technological advances.

He adds: "We've been testing generative search for very specific B2B applications. And I'd say it's not quite there yet, but it's beginning to show promise. If I were a B2B buyer, would I use your current generation of generative search tools as part of my research? I probably would. I wouldn't make them the only thing I would use though. I would potentially use them alongside some of the other tools I might use in research. So for us marketers, it's time to start paying attention to that."

© B2B Marketing

CASE STUDY: A WORD FROM THE AGENCY

Sharp Ahead
B2B DIGITAL MARKETING

Building demand online in the built environment

The built environment sector in the UK has faced mounting pressures over the last few years. Soaring building material costs, resulting from supply chain issues and the war in Ukraine have made construction projects more expensive. The impact of Brexit and inadequate industry training have made skilled labour harder to access. Rising inflation and interest rates mean it is now harder to both secure credit and plan projects with confidence.

For industry players, this has meant a tightening of purse strings, and a reluctance to spend funds on anything not viewed as essential.

Industry leaders in construction intelligence for more than 80 years, Barbour ABI remained set on success, with ambitious plans for growth and lead targets to match. Despite being the choice of UK's top governing bodies and industry leaders, the management team realised they faced an uphill climb. Website traffic was flagging, making it difficult for them to achieve lead targets. Fortunately, their research had revealed that only 58% of businesses in the sector were working at full capacity, indicating untapped potential for new clients. The challenge was reaching the remaining 42% of struggling businesses to highlight opportunities for growth through high-quality leads and market data.

Kate Perrin, Group Marketing Director, Barbour ABI said: "We have been working closely with Sharp Ahead for nearly four years, and they have helped transform our digital marketing. In the past year alone, we have seen more than a 20% increase in lead generation. As we continue on our wider digital transformation journey, I value our partnership with Sharp Ahead immensely."

Long-term Barbour ABI digital partners, the Sharp Ahead team had already highlighted opportunities for them to boost SEO and eclipse competitors with a targeted demand gen strategy. And after getting the go-ahead to help them achieve their 2023 targets for sales qualified leads (SQLs), we kicked off activity with a wide-ranging online audit. Using this, we developed a measurable strategy combining SEO, paid media, content and conversion optimisation. Working in close partnership with the marketing team, we developed and delivered this over a five-month period, helping them to not simply achieve their SQL targets–but exceed them, way beyond their expectations.

Improving website ranking and usability

To improve visibility in search and enhance user navigation, we started off by creating a new visual direction and revising the information architecture on Barbour ABI's website. This involved restructuring resources and introducing a new FAQ section to improve user experience and better understand visitor needs. Working closely with the marketing and insight teams at Barbour ABI, we also refreshed existing content and advised and oversaw the creation of new SEO optimised content to improve their ranking. In parallel, we boosted website visibility through an in-depth technical optimisation of the entire site.



Optimising conversions to warm up leads

With Barbour ABI's information architecture and website structure solid, we turned our attention to maximising their strong

© B2B Marketing



content through more defined user journeys. Applying a laser sharp focus on moving leads along the sales funnel, we first looked at key user journeys and conversion opportunities. Next, we refreshed all existing landing pages to reflect the new visual direction. Finally, we developed a series of automated workflows designed to transition marketing qualified leads (MQLs) into SQLs from different stages in the funnel. Split into 'education', 'evaluation' and 'conversion', these automations categorise new leads before delivering curated content relevant to their needs via an email series. Moving forwards, they also make it easier for Barbour to monitor and evaluate marketing campaigns using their marketing automation platform.

Generating demand through paid channels

To drive traffic, we masterminded and delivered a wide-ranging package of paid activity alongside our work on the website. Leveraging Google, Microsoft Ads and LinkedIn platforms, we developed advertising creative and managed paid media across the sales funnel–from branding, to remarketing. Tailoring video and ad creative to the target audiences on each platform, we boosted Barbour ABI's profile through brand-based campaigns focused around brand terms and the smart use of contextual and competitor campaigns. In parallel, we ran campaigns communicating Barbour ABI's products and services, with construction project leads as a powerful call to action (CTA). To boost relevance and encourage click throughs, we complemented these with a suite of ads for different regions.

Meeting the brief and exceeding lead targets

The Sharp Ahead team started delivering this targeted package of demand gen activity in late 2022—and by January, 2023, Barbour ABI's lead targets were way above target at 178% based on YTD KPIs.



"The teams at Barbour ABI really understand their market and customer needs inside out, and through working closely with these, we were able to make the most of our professional skill sets. This synergy was a vital element in achieving these results and made working with them a real pleasure. It just goes to show that when you combine digital demandgen best practice with conversion and SEO best practice, and throw in some fabulous content, you can blow your lead targets out of the water."
Jennifer Esty, Managing Director Sharp Ahead

They exceeded their SQL targets on the same upward trajectory as the year continued, and they also reduced their cost per acquisition (CPA) as a result of the activity.
Stuart Edmondson, Head of Marketing, Barbour ABI said: "Slotting in perfectly as an extended team of digital specialists to our marketing and insight teams, Sharp Ahead delivered a highly effective campaign, which not only reduced our CPA but significantly exceeded our 2023 lead targets."

© B2B Marketing

From emotion to upskilling and storytelling: How to cultivate a brilliant PR strategy



CLARE COOPER,
Director, Business & Corporate, Speed Communications



SARAH FIRTH,
Strategy and Creative Director, Speed Communications



KELLY PEPWORTH,
Managing Director, Speed Communications

Looking to create a sound PR strategy in the next year? We sat down with Clare Cooper, Director, Business & Corporate at Speed Communications; Sarah Firth, Strategy and Creative Director; and Kelly Pepworth, Managing Director at Speed Communications, an agency that has delivered award-winning campaigns while achieving a brand refresh in the past year.

Looking back: Emotion is embedded in everything

In the past few years, PR has evolved using one key factor: emotion. In a world that was once very product and service heavy, Clare says: "I think in the last 12 months, we've seen a shift in terms of clients being more willing to look at campaigns that have a greater balance between what is a very strong rational pull and what is also an emotive pull as well, which I think is a shift in terms of B2B."
She emphasises that this can be for an array of reasons such as the rise of another generation in the industry and empathy during the pandemic. Speed Communications isn't just looking at how a campaign sells a product and message - they're assessing what it means to the customer as well. And a testament to that was the agency's award-winning campaign 'Perfect Pairings' for BRITA. The campaign shined a light on mental health in the hospitality industry using human stories to illustrate work friendships. Clare continues: "That was a really nice example of a B2B brand stretching their content and taking a new approach to their position in their industry and the role that they play. It's that focus that really matters."

Building a solid client relationship is essential

And that emotion also translates directly into the trust marketers build with clients. Agencies are hired to deliver beyond what their internal teams can do and building that from a PR perspective is essential. The past few years have been turbulent to say the least from economic uncertainty during

© B2B Marketing

the pandemic to PR agencies needing to be quite flexible and willing to adapt accordingly.
Clare says: "I think the great thing about PR is that it can be very agile based on what's in the media, what's in social media, and conversations that are in communities. Great client relationships are where there is complete trust on both sides in terms of a one focused view on what is the best thing to do for the business. And those are the clients we have a very good retention level with."
Sarah agrees that being responsive and curious are the biggest attributes potential clients are looking for, as well as those who are knowledgeable and can communicate across all levels of the industry. Most of the time, clients want a PR consultancy that has the ability to talk with all kinds of stakeholders from sales to operations directors and the c-suite board.
She added: "Clients absolutely need to trust that they've got the right people guiding them in the same way that they would guide their teams internally. And I think it is also challenging where we need to challenge in terms of are we heading in the right direction? Do we need to shift course? And having the strength and dexterity to do that I think is really important."

Storytelling is at the heart of PR

For Speed Communications, storytelling needs to be laced in quality and tying in insight from every angle - that means considering economics, politics, trade, events and industry. But at the heart, there needs to be a strong story. Clare said the agency is always thinking about the 20 second pitch that they send over to journalists which allows them to ask themselves 'Is this story compelling? Would the national media cover it?'.
In addition to the coverage, there also needs to be a focus on the client and communicating the message they want, as well as the target audience they're trying to reach.
Sarah said: "I think to that point as well, authenticity is really important. So it's a word that's very often used in the consumer world, but increasingly in B2B as well. The campaigns that we're creating and the stories that we're delivering feel really true to what those brands and businesses do. So I think that is something we're increasingly looking at with our clients in terms of what is it that you can add, what is it that you talk about and that we can craft stories around. That will not only resonate with the media, but also resonate with yourselves internally, but also with your customers as well."
But getting that messaging across all boards consistently? That can certainly present a challenge. The client should be considered first and foremost but you'll need to take them on a journey to showcase a compelling story.
Clare said: "Often the gold standard is national coverage, but there is a really strong play still for quality thought leadership in trade publications. And so when we come to factor that into our planning, that gives us a lot more licence in terms of a very focused audience who read that publication, delivering our key messages for that client and a journalist who absolutely gets that sector and that content."

What's next in PR?

As we reflect on the current state of PR, there's also room to ponder the future. Kelly thinks there will be an increasing focus on multi-channel, interactive content encouraging audiences to engage and gain value from every interaction.
When creating a campaign, there are plenty of avenues to explore from live Q&As and personalised videos to polls and webinars, all adding value to the customer journey.
She said: "I think another thing that's transferring over from the way consumer brands engage is user-generated content within B2B with audiences working with brands to develop content that suits their own purpose. This is massively exciting in terms of the type of content we can create collectively with audiences, in turn building valuable communities. It will require B2B brands and businesses to think differently and move away from pushing messages and content to embracing collaborative comms."

The future is PR 'infused' with AI

AI and its considered adoption is a focus area for Speed. Sarah commented that around 70% of employees are using AI to some extent but they're not actually talking about it. However, she reiterated that marketers shouldn't be using platforms for the sake of it or to follow the sudden tech rush. At Speed Communications, there is a working group that is consistently trialling different platforms with the agency adopting a finite number that will truly add value to its clients.
Kelly said: "Implementing AI is a complex process that requires careful planning and consideration. And it's not about in any way replacing, it's about enhancing and really dialling up the value and the impact of what we do by using the tools that are available to us.
We're embracing the need for continual learning and upskilling in terms of what's next, AI and beyond, and the possibilities for Speed and our clients is massively exciting."

© B2B Marketing

CASE STUDY: A WORD FROM THE AGENCY

SPEED

PR for the now: A tale of two campaigns

Marketers are increasingly recognising the potential of earned communications as a cost-effective discipline particularly in the current economic environment. Teamed with flexibility and speed of delivery, the distance between brief and activation is often noticeably shorter, which in turn means closer alignment to the news agenda and wider political, economic and public conversation.
We're starting to see an interesting mindset shift in marketing spend, with earned taking the lead activation spot and paid as the supporting channel. Perhaps this is because earned, in part, can help navigate reputation challenges and highlight purpose-driven intent – both factors of increasing importance when business leaders battle consumer and stakeholder mistrust.
We're seeing key stakeholders view some media with more suspicion than others with just half of consumers trusting paid advertising and yet, 92% stating they trust earned media. And in fact, editorial is influencing people's perception of advertising. Since the Cambridge Analytica data misuse scandal of 2018, where their editorial was brought into question, user confidence in Facebook and its advertising plunged by 66%.
Arguably therefore, PR and the power of earned has never been more valuable. Increasing credibility, visibility and trust - PR has the power to shape, grow and influence.

That's what we call PR for the Now – earned communications that is wholly aligned to the moment and the mood by understanding the news agenda, audience needs and wants and where a business or brand can speak with genuine credibility. It is that gift in the PR wheelhouse to balance the needle between what the media wants, and what a business feels confident to articulate externally that is harder to replicate in other marketing disciplines.
So, what does PR for the Now look like in practice?



© B2B Marketing



PR that is ambitious and creative. Many will know the 95-5 rule – only 5% of your market are actively looking to buy, so it's important to keep the other 95% warm. This is giving way to B2B brands seeing the opportunity for creative brand led comms and campaigns.
Spotify's 'A song for every CMO' campaign is a great example of ingenious B2B creativity.
They selected 14 of the world's top class CMOs, from L'Oréal to Mastercard and Samsung and commissioned a bespoke song for each and a matching album cover. Why did they bother?
Because digital audio represents less than 2% of total media spend and Spotify wanted a way to cut through. And they did that with a hyper-targeted, hyper-personalised approach that engaged key decision makers on an emotional level.

PR that generates meaningful news generation.
The most awarded campaign of 2023 was The Last Photo to launch the suicide prevention charity, Campaign Against Living Miserably (CALM).
Putting a much needed but highly sensitive subject back on the national agenda by tackling a deep-rooted problem: that people think they know what suicidal looks like. It created a pathway for similar campaigns, such as the Norwich City's powerful video "You are not alone", launched on #WorldMentalHealthDay.

PR that enables the commercial value of reputation to take centre stage. We're seeing and hearing that a business's sustainability intentions aren't just a question for prospective customers or clients. It's increasingly fundamental to current employees and future talent as it is for current and future investors. It is this pressure from different angles that continues to project ESG and purpose-led communications forward, alongside internal communications.
One example of our work that ticks these boxes is our campaign for **Equals Money**.
Equals Group is an AIM-listed fintech with a portfolio of both B2B and B2C product offerings, including B2B brand Equals Money, a payment platform that enables organisations and individuals to move and easily manage their money flows through payment and card products.
With customers ranging from Hollywood studios to dynamic start-ups and fast-growing businesses, Equals is known for its scalable, flexible solutions.

What was the challenge?
In a sector that is undergoing significant transformation, Equals has enjoyed rapid growth by offering a fully integrated cash flow management provision for SMEs that sits on top of their existing banking provisions.
Equals Money and Speed started working together at the start of 2023, with the brief to create a stand-out PR campaign that helped differentiate Equals and engage SME businesses, and future customers, across the UK.
Our challenge was to position Equals Money as the innovative payments partner that keeps businesses moving efficiently by understanding the pain points of the modern CFO and targeting them effectively.

Insight: Examining business pain points
The Pain Free Payments campaign was born out of a pre-existing trend on TikTok featuring videos of chiropractors resetting people's backs. It planted the seed of an idea that we could engage a B2B business audience by tapping into the issues that impact their daily working lives by examining the relationship between business pain points and physical discomfort.
Our intention was to launch a research-based news story alongside an in-person event to bring Pain free to life and to give us a reason to engage with media, social media and drive conversations for Equals at future events.

Activation: What did Speed find out?
We surveyed 1.5K workers based in the UK, ensuring that we had a representative sample from each of the key regional areas to discover the common pain points facing business (in relation to finances, expenses, growth and supply chain).
We interrogated the impact of workplace stress on physical health and more specifically, the increase of instances of back pain to workplace stress in recent years.
Our research uncovered that 82% of UK workers suffer physical pain due to their stress levels at work, with a third attributing their stress to managing daily financial admin, such as invoicing and processing payments.
The research was turned into a press release, an accompanying infographic and was pitched into national and regional media titles, alongside content assets for social media. Combined with this press office activity, a launch event was held for Equals Money prospects, offering a free chiropractor massage and financial advice. Equals sales team were supported with a sales enablement toolkit containing conversation-starting action plans for SMEs, LinkedIn post copy to boost awareness, and creative direct mail content.

What were the results?
Positive reception for the story from national and regional media; 112 national and regional news hits including Express, Mirror and Sun; launch event with 35 prospects; sustained content for social channels. And one happy client!

We've discussed news generation, ambition and the commercial impact of reputation. So, what is the final facet of PR for the Now? PR which doesn't lose sight of **storytelling with heart**.
There is an assumption that B2B is a functional exchange, a purely rational trade, a dehumanised moment. To our mind, this is painfully outdated.
Certainly, B2B buying tends to involve multiple stakeholders and is a decision made over a longer period of time. It's a careful process, often a high-stakes decision, but is it simply a rational one?
Answer - no. It's deeply personal. It's high risk, therefore high reward. It's about empathy, diversity and engagement, because as we know: people respond to both rational and emotional communications.
According to data by Wunderman Thompson, when looking purely at the influence of emotional and rational factors in B2B buying decisions, 34% fell within the rational space, while emotional connections represented a full 66%. That's almost exactly in line with B2C campaigns (32% rational, 68% emotional).
Breaking through the B2B preset norms and producing campaigns for brands that deliver creatively and with emotional connection isn't easy to accomplish, and yet, the acceleration of creative output in B2B spaces is happening.
Fact-focused formats are moving toward humour, emotion, storytelling and disruption. And emotional connection in B2B is better and more natural when it comes from a person as opposed to just a brand.
Let's look at an example that demonstrates storytelling with heart – our work for **BRITA Professional**.
The leading water filtration brand wanted to raise awareness of its service excellence and position itself as a hospitality industry partner (it supplies commercial water filters for catering equipment and coffee machines).

The state of the hospitality sector
As the UK's third largest employer – hospitality is responsible for £130 billion of economic activity.
However, it was facing unprecedented challenges post pandemic. Job vacancies rose 700% - putting increasing stress and pressure on the 70% remaining. Issues around mental health was relatively unchartered territory in the sector, despite 91% of the workforce experiencing mental health problems. Throw in the challenges around increases in operating costs and supply chain issues and there was very little positive to say.
Our idea needed to shine a light on the positive side of the industry; to find a new voice that was authentic, inclusive, supportive and nurturing; we needed to spread that story far and wide.

Understanding the workplace and wellbeing
One in three hospitality workers suffer high stress levels, yet only 55% have sought help and 90% agree there's a stigma surrounding mental health.
But we know that when employees have a work best friend, they have a greater sense of wellbeing, and their productivity increases seven-fold.
So, our strategy had to be disruptive. We had to get people talking. And the best way to do it?
Hear from the unheard voices – the workforce themselves. Talking about their biggest strengths – each other.

© B2B Marketing
© B2B Marketing

What was next?

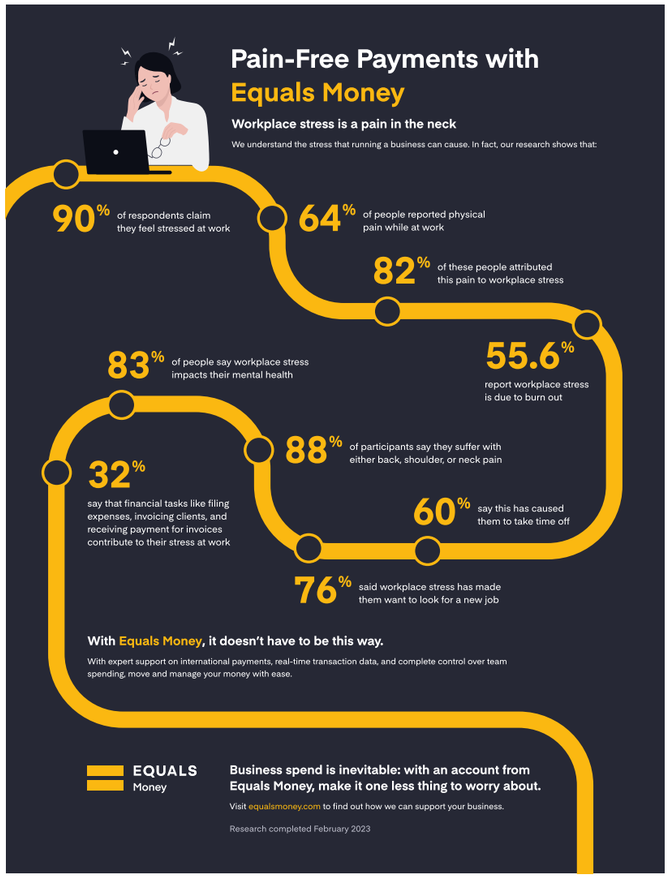
- **Stage 1:** Inspire We made hospitality workers the stars with a beautiful film series on why they love working together. The shared laughs. The memories. And the tears.
- **Stage 2:** Consolidate To demonstrate the benefits of a work best friend, powerful research revealed friendships are key for mental health. This generated headlines around managing anxiety and increased resilience in tough times.
- **Stage 3:** Celebrate Giving people and their Perfect Pairing the chance to win a 'Bestie Day Off Ever', a Michelin-Starred adventure. BRITA's sales team drove awareness amongst customers/ prospects and TikTokers got involved.

And the payoff?

Exceeded coverage target by 650% (target: 20, achieved: 150), 40% increase against target for unique visitors to the landing page.

> *"It's one of my favourite pieces of work ever for the professional brand. This campaign had a fresh approach and was really engaging. It not only nailed the brief but tested new ways of doing things with a positive, creative campaign. But perhaps most importantly, it showed our support for the industry during one of its toughest times."* BRITA client

In the world of PR, we are proud to build what can't be bought – reputations, respect and relationships – with understanding, passion and courage. PR is as much about pushing boundaries – both creatively and purposefully – as it is about demonstrating the craft of meeting business messaging with high profile editorial endorsement. Both require meaning and meaningful intent and it's that very pressure to continually evolve engagement and storytelling, particularly in B2B PR, that makes it so right for the now.



Creativity and connectivity: Why your brand strategy is crucial to your marketing goals



ALEX NORBURY,
Group Managing Director, Twogether

Alex Norbury, Group Managing Director, Twogether speaks with us about the importance of a strong brand strategy, challenges with audience conversion, and prioritising creativity to maximise engagement.

The link between brand strategy and market share

We're seeing brand and brand strategy attract a lot of attention among B2B marketers. But what's driving this focus? Alex explains the correlation between brand strategy and market share: "Brands are built in people's minds. They exist as a complex and interconnected set of perceptions, feelings, and associations. To grow a brand in people's minds, marketers need to consider how they want to make connections with customers and, over time, build the perceived value of the brand. And the research makes it clear: the more deeply connected customers are to a brand, the larger the brand's profitability and share of the market."

Alex continues: "Unfortunately, short termism has caused a huge expectation gap in our industry. Marketers want a quick return on their investment in demand generation and lead generation, especially. They expect a pipeline in quick time. But they're not seeing conversions. There are several reasons why not. For one, the market is filling up with players, and it's more competitive than ever. More competition requires more spend. However, many brands are choosing to scale back their investments. Yet, still, marketers expect full pipelines. In fact, what they're failing to realise is that the current conditions present them with a real opportunity. The brands that invest consistently; in other words, not in three short-term bursts; and the brands that increase and spread their investment, are the ones that stand to gain the most."

The takeout is clear: marketers need to step back from short-term tactics and unrealistic expectations. The short-term pipeline is a pipe dream. Instead, marketers should adopt a longer-term approach, characterised by consistent investment and broader brand marketing.

With a more expansive and holistic brand strategy, marketers stand a better chance of delivering long-term, sustainable growth.

Alex explains: "B2B marketers need to look at their brands with new strategic intent and reimagine their brand strategies towards forging deeper, more meaningful connections with their customers over time. Why? Because come the day their customers are ready to buy, their brand will already be top of mind, and top of their Day One list."

© B2B Marketing
© B2B Marketing

A cookie for your thoughts

As if a more competitive landscape wasn't enough to contend with, the third-party cookie phase-out presents marketers with even more challenges; most notably, less opportunity to reach customers directly. For Alex, it's another reason to make the smart investment – in brand strategy: "It's got to be the number one question for marketers coming into 2024: 'How do we deliver great brand experiences for customers when it's harder to gain access to them?' Third-party cookie loss is not news, but it demands that we think about customer engagement differently. At Twogether, we're putting a lot of time and energy into developing creative solutions that bring our clients' brands and their customers closer together. The days of attaching a lead generation form to a whitepaper in the hope of making a conversion are over. We need to set a new, higher bar. I think that bar is higher-value content, underpinned by higher-quality creative. A brand strategy that doesn't leverage creativity will quickly lose traction. Research shows that the link between creativity and marketing effectiveness is a proven one."

Decision makers are not what they used to be

If creativity looks set to play a greater role in marketing and brand strategy, how will it impact decision makers? Given the widespread changes that have reshaped the workplace in recent years, it's hardly surprising that B2B decision makers have changed too.

Alex shares: "Decision-making is drawing in more data, more consultation, and more consensus than ever before. There's a lot to be said for the democratisation of decision-making. However, it's also true that it's becoming more complex, not less. What's interesting is that the complexity is starting to bring out character. Remember, the decision-making a unit is not just a unit. It's a multi-layered and characterful collection of individuals – all with their own traits and tendencies, egos and insecurities. In other words, it's wonderfully human. So, it follows that a strong brand strategy is human-centric. And by that, I mean it provides the people tasked with strategy implementation, with deep and fresh insight into the mentalities and personalities of the brand's buyers. Marketers need to move beyond personas and demographics, and realise that they can tailor their messaging, not only for individuals within the decision-making unit, but also align it with personality traits and personal motivations."

Alex also circles back to the importance of making meaningful connections with customers. But what does he think about making emotional connections with customers?

Alex says: "When a brand creates an emotional connection with a customer, it can make all the difference at the moment of purchase. There's compelling research that shows that B2B customers are significantly more emotionally connected with their B2B service providers than consumers. The reason is simple: B2B purchases are expensive. Making the wrong decision could cost a company millions. And for the decision makers, it could cost them their jobs. Simply put, B2B decisions are career-defining. What this shows is that B2B decision-making is driven, as much by emotional motivators, as rational ones. So then, you'd expect B2B brands to pursue emotional connections as part of their brand strategy, right? Yet, few do.

Know your audience

"At Twogether, we wanted to investigate this in more depth. To show that decision makers are human and motivated, emotionally. In partnership with the Financial Times, Twogether has published an insight report, to bring today's B2B decision makers to life. It provides a useful study of the personalities of the modern B2B decision maker," Alex says.

Finally, we wanted to probe Alex about Twogether's future, especially considering the recent appointments of multi-award winner and creative thought leader, Michael Pogson in the role of executive creative director, and heavyweight creative director, Andy Smith.

Creativity to the fore

A common objective across B2B marketing is to build brand engagement. But can creativity really deliver this end-goal?

Alex explains: "Creativity is the game-changer. It's how you connect with customers, improve brand health and ultimately, drive growth. But creativity is not one thing. It's multidimensional. You have to figure out which dimensions of creativity will help deliver higher-value content and have the most influence on your customers' purchase behaviour. As I said before, this means looking at brand strategy more holistically and moving away from short-term, tactical approaches that fail to deliver results. At Twogether, we approach creativity as a science and an art. As pioneers in data-driven performance marketing; data, and data analysis, is in our DNA. What Mike and Andy bring is Cannes-award winning creative thinking. We are focusing on helping our clients embrace the value of creative ideas. Because good ideas have longevity. And what marketer doesn't want to build a brand that lasts forever?"

© B2B Marketing

CASE STUDY: A WORD FROM THE AGENCY

twogether

Brand performance: From challenger to champion

It's tough enough to become the global market leader in a sector dominated by high-profile companies. It's even tougher to let your target audience know that you lead the way. To meet the challenge, AVEVA, a global leader in industrial software driving operational excellence and sustainability, launched a three-year brand campaign – AVEVA – connect the future. It not only brought the recognition the brand deserved but also boosted long-term brand performance to displace bigger spending rivals and win more of the audience's mindshare.

Industrial software is a highly competitive market where big-name companies, like Oracle, IBM, Siemens and Microsoft can outspend challenger brands like AVEVA.

These high-profile brands command the biggest mindshare among their target audience. Yet AVEVA, with 20,000 customers, 5,500 partners and 5,700 certified developers across the globe, is recognised as a leader in technical and industrial transformation for major companies in diverse sectors that are designing, building and operating complex operational processes.

In fact, it leads the way in cloud-enabled, AI-enriched, sustainability-driven industrial software. How could AVEVA show they were different and captivate senior decision-makers in key target industries like water, energy, food, and infrastructure?

Brand studies showed that AVEVA's core brand lacked awareness and differentiation. To stand out in a fiercely competitive market they needed to invest in long-term and intelligent brand performance.

By tracking and growing awareness, consideration, preference, and favourability, AVEVA aimed to challenge the leaders. Their three-year brand campaign used insight-driven tactics to punch above their weight, create cut-through and deliver sustainable brand growth.

Creating an always-on brand story

How as a challenger brand can you achieve such outstanding results?

AVEVA's approach was to differentiate themselves through creative and messaging, paired with strategic media positioning and format selection.

> ***"The Connect the Future campaign enabled AVEVA to reposition itself in the market and change perceptions of our company as an ambitious, human-centric brand committed to empowering our customers to drive sustainability and values-led innovation."***
> Catherine Edmunds, Vice President, Brand & Communications, AVEVA



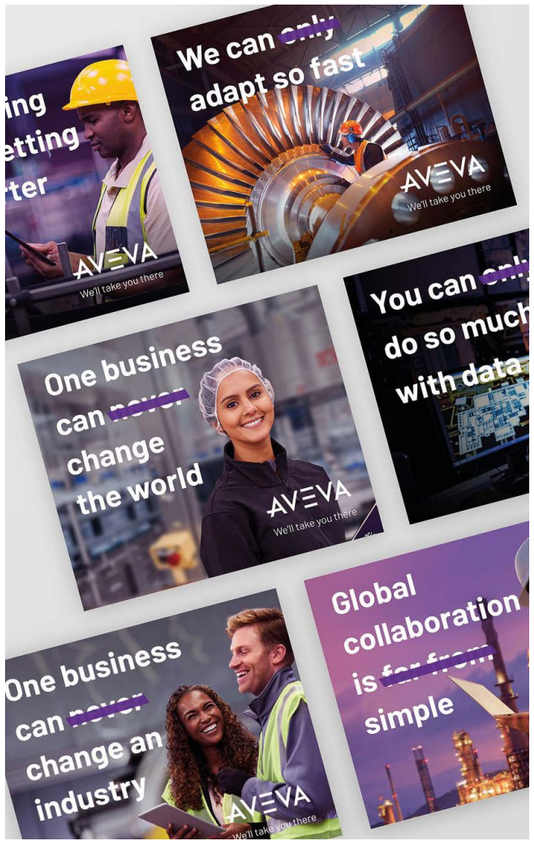
© B2B Marketing

This strategic blend of creativity and media brought year-on-year success by keeping to three key principles.

Always-on: Using biddable platforms made it possible to maximise brand engagement, optimise quickly and shift budgets across channels, based on performance insights. These included key programmatic channels, relevant social platforms and direct media partnerships with renowned industry publications.

Flexible: Using a test and learn approach was key to overall success. How each message resonated with the audience and how they interacted with the brand was investigated at every touchpoint. This made it possible to adapt the creative mix of channels, and budget allocation throughout the campaign.

Innovative: New formats and channels, such as programmatic audio, industry events and account-based reporting, were regularly tested to extend reach and boost engagement. This dynamic approach allowed for real-time adjustments and refinements to the campaign strategy as needed.



Humanising the brand

The brand campaign "AVEVA – Connect the Future" was designed to displace competitors and win mindshare by targeting both existing and prospective customers, across a range of sectors and territories.

While the range of target sectors was wide, the business leaders of these complex global organisations faced many of the same emotions and pressures. They had to confront the challenges of transformation and growth, at the same time as dealing with new market forces, ranging from rising costs and regulatory pressures, to decarbonisation and to increased automation.

But how to build a brand relationship with a diverse audience while staying true to AVEVA's proposition? Creating a streamlined brand message across a variety of channels needed an approach that could flex and deliver value to every persona.

> *"Our insights-driven messaging and imagery is bold and plays to the personas we are targeting. This resonant approach is further optimised and activated by our flexible targeted global digital media strategy. We were able to drive ROI up by 81% over three years, outperforming our sector."* Catherine Edmunds, Vice President, Brand & Communications at AVEVA

Competitor analysis showed that most existing campaigns for the main players featured largely futuristic visuals and jargon-heavy text.

In contrast, AVEVA's strength has always been its people-focused approach. The team was clear that differentiation in the tech sector could be found by appealing to the human emotions that are common to us all and the business ambitions, needs and limitations that the target audience could relate to.

So, the fundamental proposition of the campaign, created by Archetype and Twogether, was 'Making Industries Human'. This became the guiding theme behind AVEVA's storytelling over the seven phases and three years of the campaign.

The core point of difference showed how AVEVA solutions could rapidly tackle customer pain points, reflecting the message that where others see problems, AVEVA sees solutions.

Smart media strategy, smarter spending

The media strategy, developed by Twogether, covered various channels including programmatic and social. It was designed to engage a diverse audience with a streamlined brand message. Smart spending across a mix of channels could also outperform bigger spending competitors. This was balanced between:

Awareness – 60%

A biddable-first strategy allowed optimisation and spending variation across channels, based on performance insights

Consideration – 30%

As well as campaign messaging, a sequential user journey was used to engage new prospects, followed by consideration and retargeted messaging. Users who showed initial intent fell into the consideration targeting pool that ran across various channels.

Innovation – 10%

A test-and-learn approach helped differentiate against competitor activity. Leveraging key media moments made it possible to choose high-performing channels and achieve cut-through.

Made-to-measure brand performance

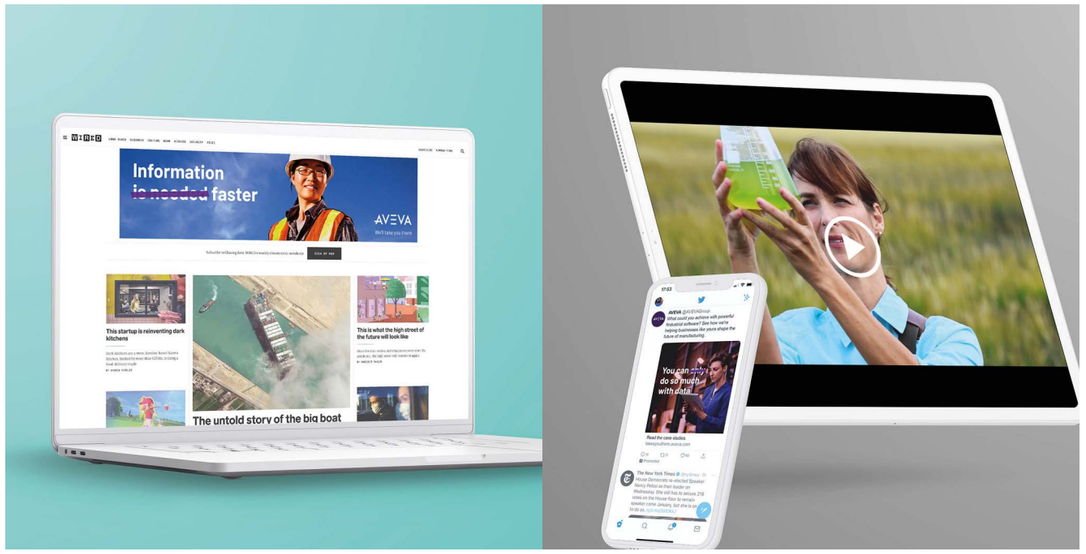
All campaign activities were tracked with an account-based reporting infrastructure that enabled an overall view of engagement. The results were shared with AVEVA's ABM and Demand teams. Tracking brand performance (not just awareness) was key to delivering long-term brand growth.

> *"We are delighted with the outstanding campaign delivered through our great partnership with Archetype-Brands and Twogether."* Catherine Edmunds, Vice President, Brand & Communications at AVEVA

AVEVA did this throughout the three-year campaign with a Brand Uplift Study (conducted by Strategy Analytics) that measured brand performance against competitors, including hyperscalers (such as Amazon, Siemens, Microsoft and IBM) and small to large cap businesses.

It also took in brand performance metrics from Awareness to Consideration, Preference and Favourability.

These showed that AVEVA's investment had brought long-term, sustainable performance growth. Big gains in awareness were matched by even bigger advances in influence, highlighted by their #1 ranking for consideration, preference and favourability.



© B2B Marketing
© B2B Marketing

Results: To awareness and beyond…

Over three years of brand activity, the campaign far exceeded expectations. AVEVA outperformed the market on brand performance by nearly 10%. Just as encouragingly, the campaign extended beyond simple awareness. It led to AVEVA being ranked #1 for consideration, preference and favourability against core brand attributes in its sector.

The campaign also showed how brand performance can underpin long-term sustainable growth with 81% increase Y-o-Y ROI and 50% increase in CTR, all achieved while reducing budget by 38% Y-o-Y.

81% increase YoY ROI
#1 rank – brand consideration/preference/favourability

Brand building: Certainty in uncertain times

For AVEVA, that early investment in long-term and intelligent brand performance came in very uncertain times. The launch of the first campaign in 2020 happened just as the global pandemic struck. Rather than hold back their investment, a clear decision was made to continue despite the uncertainty.

It was part of their aim to build a brand-first culture that went beyond boardroom decision-makers, with peer advocacy becoming embedded throughout the company.

Getting the buy-in for such an investment at a time of uncertainty was crucial.

In fact, protecting marketing spend pays off in the longer term when you consider that for every $1 of marketing investment that's cut, it takes $1.85 to regain the same brand impact1. Yet, with 81% ROI over the three years, this bold investment more than paid off.

Looking to achieve brand success?

Then take the advice of Catherine Edmunds, Vice President, Brand & Communications at AVEVA on how to be a successful brand marketer:

› **Be a storyteller.**
As a brand marketer, it's crucial to be a storyteller not only for your audience but also for your board. In order to secure buy-in for long-term commitment and advocacy, ensure that you are crafting a story that is authentic, meaningful, and, most importantly, human, resonating with both your audience and board members.

› **Be brave.**
Our success stems from bold decisions. Be brave and strategic in your handling of aspects like creative, media, team, and partners – making choices that competitors won't contemplate. The future payoff is tenfold, ensuring you maintain brand momentum and impact.

› **Be a future-gazer.**
Look to the future, not just here for the now. It's the long-term brand investment, often overlooked by leaders, that is pivotal for sustainable success. Yes, be flexible to navigate short-term needs or challenges, but prioritise long-term thinking for the creation of a consistent, authentic brand.



PROPOLIS
FROM B2B MARKETING

The Global Community for B2B Marketing Leaders

Intelligence

Unlock crucial marketing performance data with the Community Index
Access exclusive CMO and marketing leader insights and opinion
Assess your team's capabilities with the Marketing Maturity Diagnostic

Expertise

Access a team of Propolis marketing experts for 1:1 support
Ask the community a question and get ideas from your peers in an instant
Gain support on your marketing challenges with expert Power Hours

Professional Development

Expand your knowledge with 100s of technical models and blogs
Develop your knowledge with multi-level B2B training courses
Build on team skill sets with actionable on-demand Best Practice Briefings



Learn how to join the community

b2bmarketing.net/propolis

linkedin.com/propolisb2bmarketing

© B2B Marketing

Services selector

In the survey we asked agencies to tick all services that they povide. In a follow-up question, we asked them to select three three that they really specialise in.

	Bray Leino	Gilroy	Harvard	HH Global Limited	Ice Blue Sky	Napier Partnership Limited	Revere	Sharp Ahead	Speed Communications	Twogether
ABM (includes deal-based marketing)		•			•		•			
Brand services (includes brand development and communication, plus purpose-led initiatives)	•		•	•						•
Channel marketing (e.g. marketing through resellers and distributors)		•			•					
Content marketing and thought leadership services (including copywriting, storytelling, editing, video)		•	•	•		•	•		•	
Data services (e.g. analytics, insight) (includes intent data)										
Demand generation and/or lead generation (includes telemarketing and email, as appropriate)						•		•		•
Social media (including influencer marketing and community-based marketing)									•	
Web and digital services (including website design/ development/optimisation, SEO, UX, ecommerce development, app development)								•		
Marketing planning/strategy				•			•			
Market research										
Martech deployment and/or management								•		
Media planning/buying (including programmatic)										•
PR			•			•			•	
Sales enablement				•						
CX (includes customer journey planning, customer success)										
Event pomotion, management and ops (includes physical, hybrid and digital)	•									
Web 3 initiatives (includes metaverse, virtual worlds, NFTs, blockchain etc.)										

ABOUT

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.

b2bmarketing.net
info@b2bmarketing.net

B2B Marketing | PROPOLIS FROM B2B MARKETING


B2B MARKETING