



Brand Playbook

1.0 – Latest update – September 2022

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Content



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Brand foundations



Really.

Your marketing experts

1. Descriptor

DEFINITION

The simplest complete description of what the brand is.

It must be inclusive (include all key attributes) and exclusive (could not be anything else).

It must answer the question: what is it?

It is **NOT** designed to be copy, but to form a basis of consensus about what a brand or product is and isn't.

WHAT IS IT?

“ReallyB2B is ***the*** award-winning B2B marketing solutions agency - blending emotional understanding and extensive marketing expertise to uncover insights, create engaging content, and help customers grow with results-driven campaigns”

2. Brand Mission

DEFINITION

Why the brand is there.

Our higher purpose. What drives what we do, beyond money.

It should serve as a filter to separate what is important from what is not, and inspire and direct the organisation.

WHY ARE WE HERE?

“Helping brands to improve their understanding of the B2B market and become better connected with their audiences - to maximise sales opportunities & achieve business growth”

3. Brand Vision

DEFINITION

Where the business or brand aspires to be in the mid to long-term future.

It should be inspirational and aspirational.

WHERE WE WILL BE AND
HOW WE WILL GET THERE?

“The go-to B2B marketing experts!

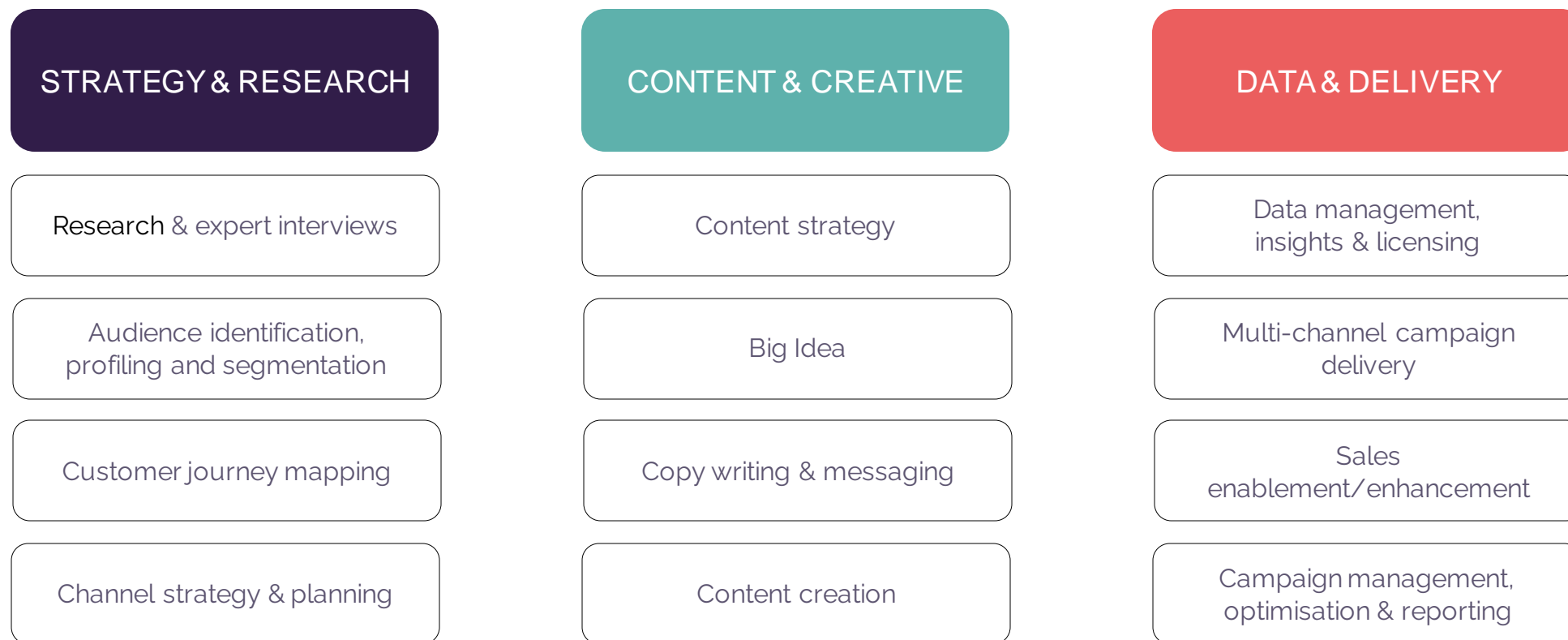
Trusted by brands to uncover
insights, create award-winning
campaigns, and accelerate
business growth”

3. Descriptor (continued)

Services - What does ReallyB2B do?



Our hero services



4. Brand Pyramid

Brand essence & personality



YOUR MARKETING EXPERTS

ESSENCE

THE B2B
marketing experts,
helping brands
better connect to
their audience.

VALUES

Expert, accountable, driven, principled

EMOTIONAL BENEFITS

Informed & enabled, impressed, supported & reassured,
Inspired and challenged.

FUNCTIONAL
BENEFITS

Better business results - growth.
'Winning your next key account'
Increased brand awareness and consideration.

FEATURES

Lead-gen, demand gen, ABM knowledge. Expertise, approaches & methodologies.
Insights, research, data & data analysis, strategy, planning, creative, content,
development and marketing.
Award-winning results.
Backed by Xeim - Excellence in Marketing – access to a wide range of tools & services.

5. Brand Essence & Personality

Essence – The B2B marketing experts, helping brands achieve their goals and better connect to their audience.

ReallyB2B...

IS

- Passionate
- Trusted & approachable
- Collaborative & flexible
- Intelligent and knowledgeable
- Frank & honest – not afraid to tell a client what they really need
- Creative
- Fun and playful – family feel
- Pragmatic
- Principled and ethical

ISN'T

- Boring or stuffy
- Cold or exclusive
- Traditional or dull
- Too clever or complex - no jargon
- Patronising
- London-centric
- Unscrupulous
- Self-indulgent

6. Positioning

ReallyB2B is an end-to-end B2B marketing agency with a raft of knowledge across B2B marketing approaches, making us a dynamic player in this market.



7. Brand Promise

DEFINITION

A strong brand promise connects purpose, positioning, strategy, people and customer experience.

It is the manifestation of what the brand stands for in a way that customers can understand and differentiates itself from its competitors.

ReallyB2B PROMISES TO...

“With expertise and a relentless focus on creatively igniting conversations between you and your audience, we passionately support and empower your team to achieve their goals”

8. Brand Narrative

DEFINITION

The story behind the brand. Why the brand exists, where it came from, and where it is going.

A narrative makes the brand accessible and personable.

It should have an emotional Impact – people should feel better connected with the brand knowing where it came from.

“Having been established in 2006 to support a successful telemarketing agency (MarketMakers), we have since spent 15+ years refining our strategies and specialisations to build the industry's strongest and most capable team of B2B marketing experts.

Whether prospects are looking to identify new audiences, ignite conversations with new or existing customers, or highly focus their efforts in an ABM campaign, we have the best people for the job.

By blending emotional understanding and extensive expertise, we've not only supported and empowered global brands to accelerate their business growth, but we've also retained their partnerships thanks to our award-winning capabilities in strategy & research, content & creative, and data & delivery. ReallyB2B is ***the*** award-winning B2B marketing solutions agency.”

9. Our Values

Expert, accountable, driven and dedicated



EXPERT

Knowledgeable & experienced, we make our clients feel confident and reassured.



ACCOUNTABLE

Reliable, consistent and proactive, we always get the job done on time.



DRIVEN

Passionate and motivated, we are focused on delivering top-quality work.



PRINCIPLED

Honest & frank, we fight for what's right. We are an extension of our clients' teams.

10. Our audience

Really.

'Perfect Prospect' Criteria

Who do we want to talk to?

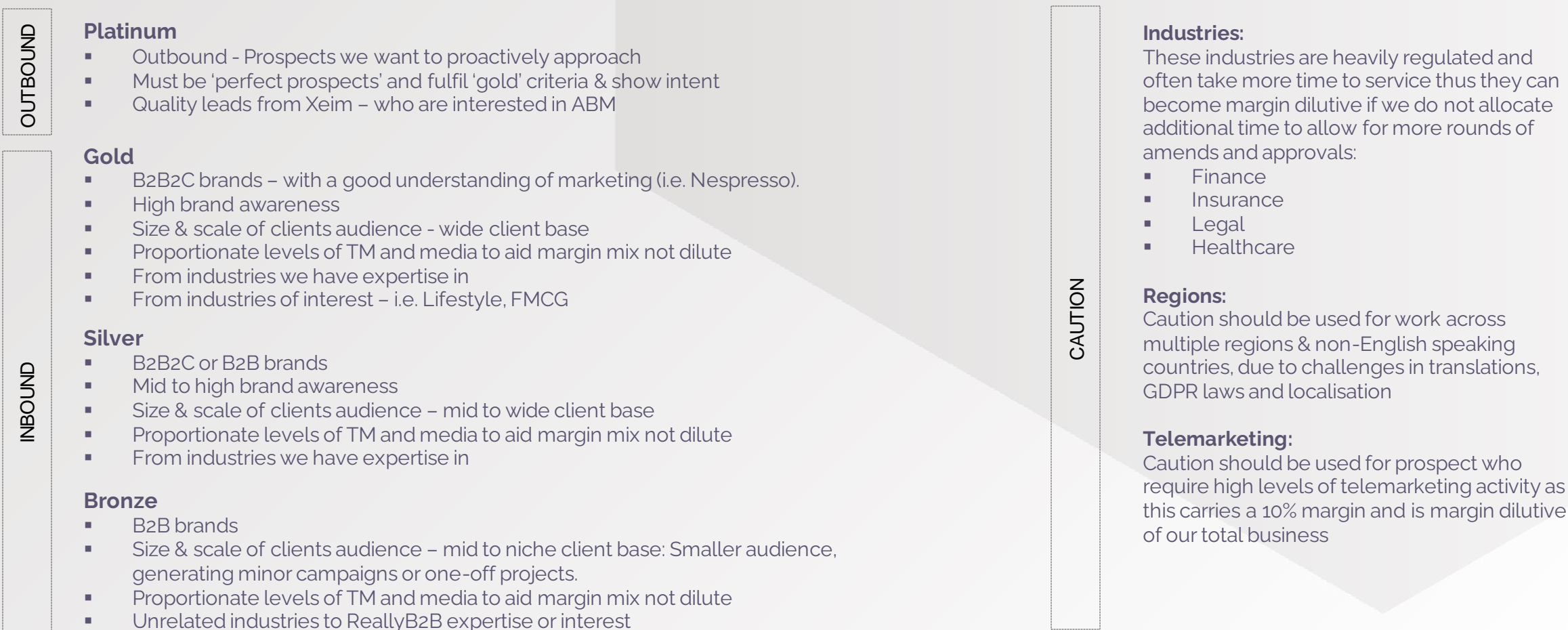
- £10M+ in turnover
- Large businesses, with UK head office or strong UK presence preferable
- Focus on English-speaking regions
- Compelling product or service offering. Wide client target base to ensure the prospect is scalable & could provide longevity of work
- Approx. £1M+ marketing spend
- £100k+ agency fee (£5k pm minimum across depts per year)
- Value to prospect: £10K life time value per client
- Must also support our 'fame, fortune, fun' purpose



10. Our audience – Prospect categorisation

Who do we want to talk to?

Before prospects can be categorised so we can focus our time & energy, they must fit our 'Perfect Prospect' criteria first.



10. Our audience - Target persona

Who do we want to talk to?

Our key focus should be 'gold' perfect prospects, those prospects who will become the most interesting and lucrative clients, so its important to understand & recognise their motivations and attitudes.

REALLYB2B CORPORATE TARGET	MOTIVATED TO DO WHAT?	INFLUENCED BY	ATTITUDE TOWARDS AGENCIES	REASONS TO BELIEVE IN REALLYB2B
'Gold': Mid-sized B2B2C brands with t/o £10m+	<ul style="list-style-type: none"> Drive business growth Learn more about their prospects – research & audience understanding Define who to target Create a strategy to target key accounts Develop brilliant campaigns Looking for high ROI 	<ul style="list-style-type: none"> Peers/networking Publications: <ul style="list-style-type: none"> Marketing Week Drum Campaign 'Followed on' LinkedIn & Twitter Industry events 	<ul style="list-style-type: none"> See agencies as providers of outside added-value thinking that they don't have internally Access to systems & processes unavailable within their organisation Proactively seek and manage agency partners 	<ul style="list-style-type: none"> Our experience Content & creative knowhow Big client brand experience – client retention Team knowledge & expertise – an extension of our clients team Business results/case studies Client review Award-winning agency

10. Our audience - Purchase barriers

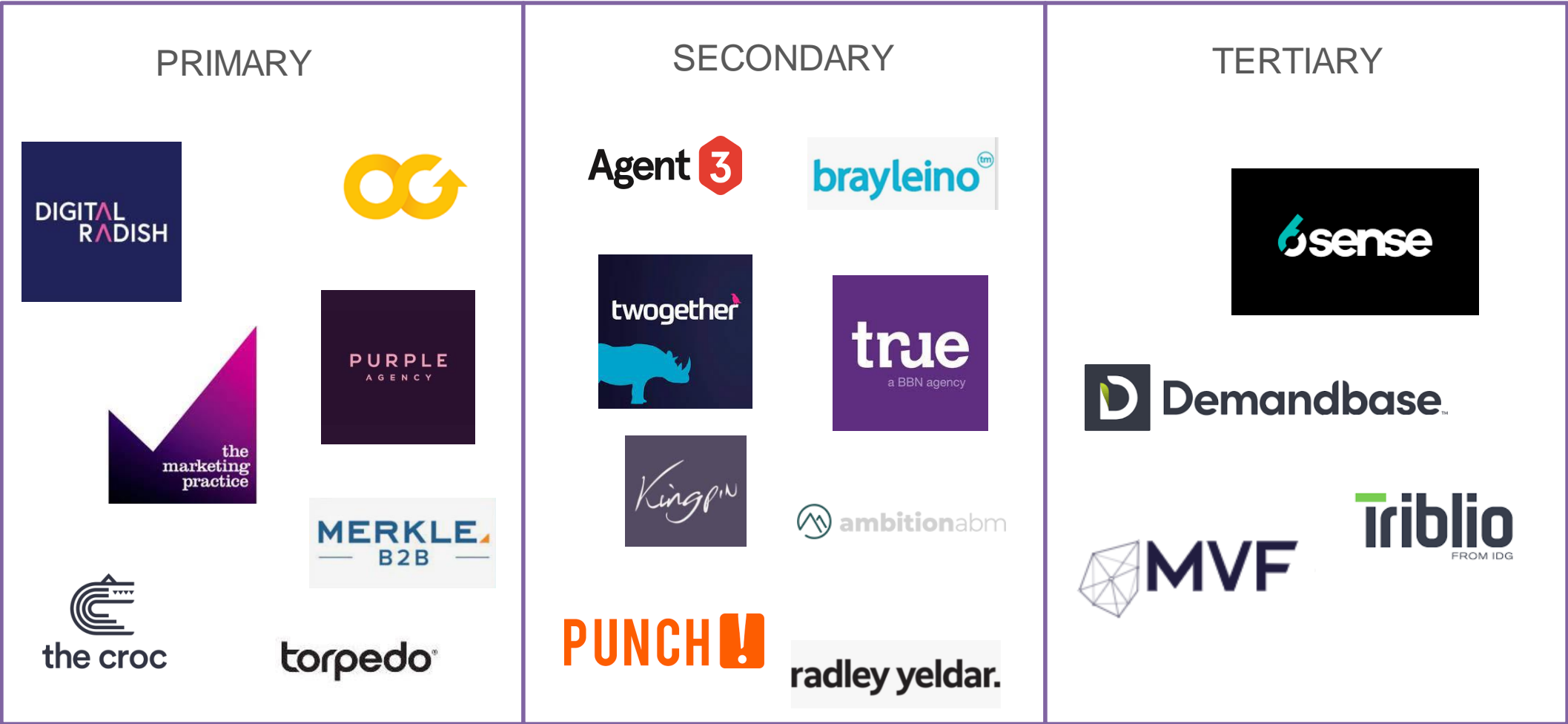


Barriers our prospects may face when considering ReallyB2B

	AWARENESS/ DISCOVERY	RELEVANCE	CONSIDERATION	BELIEVABILITY	NECESSITY	RELATIONSHIP
BARRIER	"I've never heard of ReallyB2B"	"I'm not sure they have the expertise I need! They're not a big London agency!"	"I already work with a number of agencies, why should I consider using ReallyB2B?"	"I don't know if ReallyB2B is capable? They are only a small agency. I don't think they work on any big brands"	"I don't understand the value of the services ReallyB2B provides!" "We just need some lead gen, why spend more on ABM or other lead generation activities?"	"Are ReallyB2B an agency I could/want to work with?"
HOW TO ADDRESS	Drive awareness of ReallyB2B to get into their consideration set because they understand Really is THE B2B marketing solutions agency.	Reinforce that other notable brands work with ReallyB2B. Demonstrate our range of services. Explain that London agencies can lack agility and broader market vision.	Show expertise and wealth of knowledge through case studies, backed by award wins.	Give reassurance that ReallyB2B is the right agency for the job. Demonstrate that smaller agencies can be more nimble & effective – leverage Xeim credentials to build trust & reassurance. Exhibit range of brands ReallyB2B works with.	Help prospects see the bigger picture of how ABM/lead gen works and how it could transform their new business pipeline. Discuss the value of igniting conversations with new and existing audiences.	Use ratings & reviews to build reassurance.

11. Competitor overview

See appendix for more details on the ReallyB2B competitor set



Communications strategy

Really.



1. Communications objectives



Catch

Build awareness
of the agency



Connect

Share our expertise &
experience

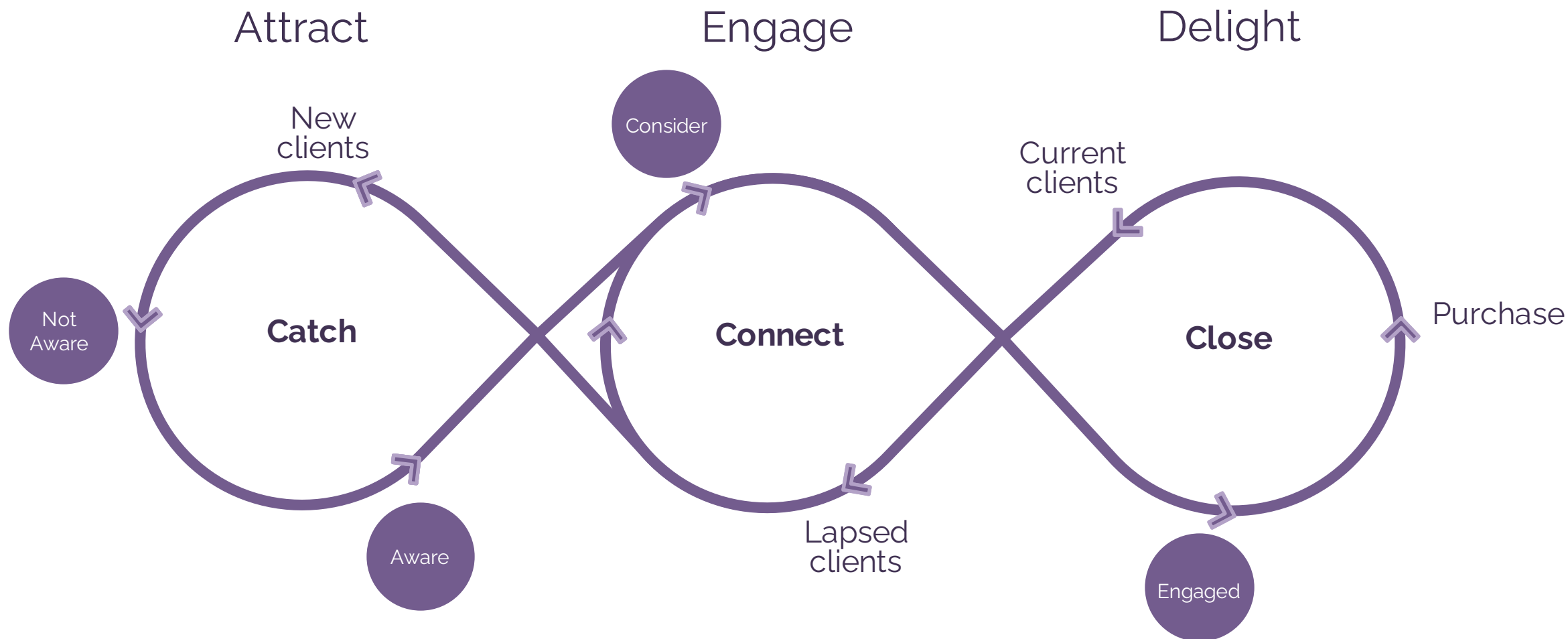


Close

Build consideration – ensure
we are top of mind when our
prospect is ready to buy

2. ReallyB2B's consideration loop

Building an attract model



3. Content pillars

Our content pillars should act as our guiding light when creating content plans and helping us determine what we push out to our audience to ensure we stay relevant.

B2B

All about the industry:

- Thought leadership
- Effectiveness
- Best practices
- Category insights & trends
- Blogs
- B2B news

Clients & our work

Showcasing our clients, our work and our brand:

- Awards
- Case studies
- Client meetings
- New business wins
- Featuring at events

Creative Innovation

Demonstrating how we use insights & creative:

- Research & data
- Our methodology & thinking
- Intelligent insights
- Big ideas
- Creative content

Culture & people

Building an employer brand:

- Attending events
- Awards
- Out & about
- Socials/team meetings
- Internal awards
- Charity

4. Communication hierarchy guide - overview

(Guidance - not actual copy)

WHAT IS REALLYB2B	<p>ReallyB2B is the award-winning B2B marketing solutions agency</p> <p>- blending emotional understanding and extensive marketing expertise to uncover insights, create engaging content, and help customers grow with results-driven campaigns.</p>			
COMMUNICATION PILLARS	B2B	Clients & our work	Creative innovation	Culture & people
HERO SERVICES	Strategy & research	Content & creative		Data & delivery
KEY OUTCOMES	Results (i.e. audience identification, improved strategy etc)		Business Growth	
REASONS TO BELIEVE	People, experience across industries. Award winning. Lead gen, demand gen & ABM knowledge. Research, insights & data knowhow. High performance, high calibre team. Content & creative expertise. Access to Xeim tools and services at great prices – subscriptions, events, sponsorships, training etc			
REASSURANCE	Our heritage & experience, steady organic growth, Trusted, diversity of thinking. Big brand clients, client retention, case studies & reviews.			
PAYOFF	Your Marketing Experts			

5. Features and Benefits

ReallyB2B clients will buy into the agency because of its benefits, not its features.

Feature	Advantage	Benefit (What's in it for me?/So what?)
B2B marketing experts	With a variety of marketing activities available and a range of agencies to choose from (some specialist and some generalist), you can rest assured that we have all the experts you need under one roof.	Confidence that your activity will generate the best results and you'll prove your worth to the business.
Lead-gen, demand gen, ABM knowledge	Does your business need lead gen, demand gen or ABM? Do you need to source these activities from different places? At ReallyB2B, we have won awards for our campaigns in all these areas, so let us help you identify and implement the campaign that's right for your needs.	A one-stop-shop so you can confidently and efficiently achieve your goals and targets.
Our expertise, approaches & methodologies	At ReallyB2B, we use best-practise techniques for every channel and every element of your campaigns. If we find new ways to generate better results, we are agile enough to change what we believe to be best practise.	Relax in the knowledge that ReallyB2B is not only doing exactly what you need, but they are doing it the right way too.
Strategic thinking & planning	We have spent 15+ years refining our strategies and specialisations to build the industry's strongest and most capable team of experts.	Whatever your challenge and whatever your goals, you can rest assured that we will have experienced similar in the past and will know the best way to help you succeed.

5. Features and Benefits (continued)

ReallyB2B clients will buy into the agency because of its benefits, not its features.

Feature	Advantage	Benefit (What's in it for me?/So what?)
Intelligence audience insights	Successful marketing is about sending the right message to the right person at the right time, and this is only possible with the right information and insights – which we can uncover.	Make sure your budget is spent in the correct ways and in the right areas to generate maximum results and ROI .
Research, data & data analysis	Gathering data, mining insights and then putting these to good use is not something that's easily achieved. But we have experts who can help you do just that.	Experience the confidence that comes with knowing your campaigns and activities are based on accurate numerical data and insights, analysed by experts.
Creative content	Your product/service is useless if you can't tell your audience about it in an engaging way. Luckily, we have an award-winning creative team who can turn your message into high-impact and memorable content.	Why choose a lead gen agency for one task and a creative agency for another? Experience the efficiency of an aligned agency team, and enjoy the lasting impression good content can leave on the minds of your prospects.
Award-winning results	Since 2013, we have won over 20 industry awards, in highly contested categories – so you know we are good.	Experience the pride that comes with knowing you are working with some of the most proven experts in the industry.
Backed by Xeim - excellence in marketing	As part of the Xeim Group, we also provide our clients with access to a wide range of tools & services from other industry-leading brands.	Rest assured that when you partner with ReallyB2B, you are also opening the door to a wealth of specialists in a variety of areas and leading businesses.

6. Our audience

Target decision-makers

Why?

Using the principles of DiSC profiling, we can place our decision-makers into roughly 1 of 4 personality groups.

This enables us to better understand their buying behaviours on a personal level, and adapt our marketing messages and activities to drive improved engagement.

THE TARGET DECISION-MAKERS FOR REALLYB2B ARE...

- Marketing Directors
- Sales Directors
- Managing Directors
- Procurement (influencers)

6. Our audience

Target decision-makers

Sales and marketing directors typically fall into I-profile types.

I-styles prefer light and airy conversation, so drop the conventional business tone, and instead write with a positive, fun and chatty style.

Focus on how your product or service will effect the I-style's experience and emotions. Fundamentally, how will it make other people view them?

When writing, be a little more informal. Make a few jokes, and don't get bogged down in the dull and drab details.

Sales and Marketing

SELLING TO THIS GROUP...

When selling to this impulsive group, we need to secure their commitment to buy or potentially lose the sale – this means we should implement sales strategies to reflect this.

Call to actions should be strong, and reinforced with call to action buttons that send the prospect directly to a landing page where they can immediately make a purchase or speak to a sales person.

6. Our audience - Target decision-makers

Messaging hierarchy for Marketing Director/Manager

Pain point	Response
Delivering ROI is key to securing future budget. How do I measure effectively and maintain KPIs? I must deliver all the business' marketing needs effectively and within the deadlines.	Does your business need lead gen, demand gen or ABM? Do you need to source these activities from different places? At ReallyB2B, we are a one stop shop, so you can confidently and efficiently achieve your goals and targets, whatever they are. Our experts make sure your budget is spent in the correct ways and in the right areas to generate maximum results and ROI – in the timeframes you require.
I am experiencing instability in our marketplace. Restructuring within prospects' & clients' businesses is making marketing funnels more complex/slower. I'm having to start over/pause discussions etc.	With expertise and a relentless focus on creatively igniting conversations between you and your audience, we passionately support and empower your team to achieve their goals. Experience the efficiency of an aligned agency team, and enjoy the lasting impression good content can leave on the minds of your prospects.
Since the pandemic, building and retaining talented marketing teams has become more challenging - impacting results.	We passionately support and empower your team to achieve their goals via our expertise and a relentless focus on creatively igniting conversations between you and your audience. We work as an extension of your existing team , so you can relax in the knowledge that ReallyB2B is not only doing exactly what you need, but we are doing it the best-practise way too.
I have the challenge of stakeholder management i.e., sitting at C-suite/senior leadership level and balancing wider business objectives with more tactical marketing goals.	Since 2013, we have won over 20 industry awards, in highly contested categories – so you know we are good. Not only can you experience the pride that comes with knowing you are working with some of the most proven experts in the industry, but you'll be empowered to prove your worth to the business.

6. Our audience - Target decision-makers

Messaging hierarchy for Sales Director/Manager

Pain point	Response
I need to achieve sales targets, desired market share and business growth – in tight timelines.	With expertise and a relentless focus on creatively igniting conversations between you and your audience, we passionately support and empower your team to achieve their goals. Our experts make sure your budget is spent in the correct ways and in the right areas to generate maximum results and ROI – in the timeframes you require.
I have trouble using data and analysis to diagnose problems in the sales process and identifying leaks in my sales pipeline.	Gathering data, mining insights and then putting these to good use is not something that's easily achieved. But we have experts who can help you do just that. Experience the confidence that comes with knowing your activities and processes are based on accurate numerical data and insights, analysed by experts and effectively used in pursuit of your goals and objectives .
I need to keep up with fast-moving digital innovation. Sales teams can often be slower to adapt to change. My role increasingly requires larger components of online, social media and thought leadership content. I must drive tangible results via these channels.	Your product/service is useless if you can't tell your audience about it via their preferred channels. Luckily, we have an award-winning creative team who can turn your message into high-impact and memorable content. Experience the efficiency of an aligned agency team, and enjoy the lasting impression good content can leave on the minds of your prospects.
Since the pandemic, recruiting, building and retaining a talented sales team has become difficult - impacting results.	We passionately support and empower your team to achieve their goals via our expertise and a relentless focus on creatively igniting conversations between you and your audience. We work as an extension of your existing team , so you can relax in the knowledge that ReallyB2B is not only doing exactly what you need, but we are doing it the best-practise way too.
I am experiencing instability in our marketplace. Restructuring within prospects' & clients' businesses is making sales processes more complex/slower. I'm having to start over/pause discussions etc.	At ReallyB2B, we are experts in creatively igniting conversations between you and your audience. What's more, we are trusted by global brands to uncover insights, create award-winning campaigns, and maximise sales opportunities – and we can do the same for you too.

6. Our audience

Target decision-makers

Managing Directors are the epitome of the D-profile.

Concise, fact-driven copy is the best way to engage D-styles. Write powerfully and with confidence.

Show a willingness to take risks, be decisive, and put an emphasis on achievement and status.

Use hard-hitting top-level statistics, and a no-nonsense approach. This means avoiding superfluous and flowery language – in short, get to the point.

Managing Directors

SELLING TO THIS GROUP...

Given their need to feel in control, D profiles will not respond well to being spoon-fed content. Instead, it's vitally important to front-load campaign content and house all of this on a central hub or concise deck – with the contact details of a sales expert.

In doing this, we are ultimately empowering Ds to not only self-serve, but also to choose the content and subject matters that they are directly interested in. By placing the 'power' in their hands, we give them an opportunity to exert their strength, will, and control. Ultimately, we don't want to get in the way of the sale.

6. Our audience - Target decision-makers

Messaging hierarchy for Managing Director

Pain point	Response
I need business growth	Does your business need lead gen, demand gen or ABM? Do you need to source these activities from different places? At ReallyB2B, we have won awards for our campaigns in all these areas, so let us help you identify and implement the campaign that's right for your needs. We blend emotional understanding and extensive expertise to uncover insights, create engaging content, and help you ignite conversations between you and your audience .
I'm under pressure to deliver profitable business	We help brands to improve their understanding of the B2B market and become better connected with their audiences - to maximise sales opportunities & achieve business growth . What's more, Our experts make sure your budget is spent in the correct ways and in the right areas to generate maximum results and ROI .
I am short on time. I can't be too involved in the day-to-day operation of the business, so I need to know things are working correctly without my input.	We passionately support and empower your team to achieve their goals via our expertise. We work as an extension of your existing team , so you can relax in the knowledge that ReallyB2B is not only doing exactly what you need , but we are doing it the best-practise way too.

6. Our audience

Target decision-makers

Procurement roles typically fall within the C-profile.

When writing for C-styles, be precise, factual and detailed. Avoid criticism, and instead present a logical and clear argument.

Don't write in an overly emotive style. Instead, write technically. Use industry-relevant language. Show that you play by the rules, and wherever possible, reinforce your offering with facts, statistics, professional testimony, and expert endorsements. What's important is thoroughness and patience. Leave no stone unturned. Anticipate and answer all of their concerns.

Procurement

SELLING TO THIS GROUP...

We must be patient, consistent and prepared with facts and information in order to close the deal with C-styles.

This means frequent contact via email, delivering regular informative and engaging pieces of long-form content. We should make it clear that we're always available to provide further details, and this should be easily accessible via phone, email or the click of a button in an HTML.

A vital component of communications with C profiles is support.

6. Our audience - Target decision-makers

Messaging hierarchy for Procurement (influencers)

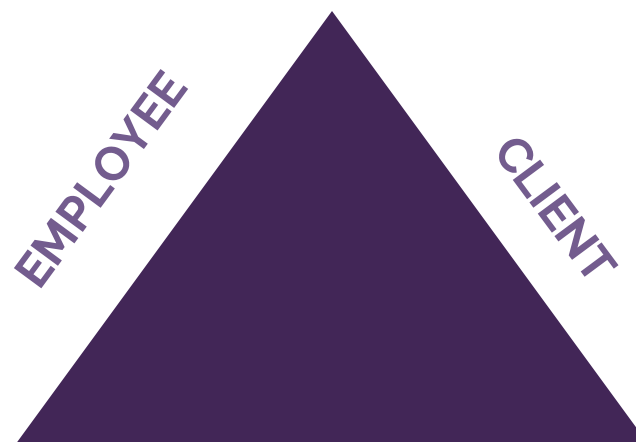
Pain point	Response
I need suppliers that are able to help us reduce costs, improve production processes, and outperform the competition by rapidly responding to customers' requirements.	Does your business need lead gen, demand gen or ABM? Do you need to source these activities from different places? At ReallyB2B, we are a one stop shop, so you can confidently and efficiently achieve your goals and targets, whatever they are. Our experts make sure your budget is spent in the correct ways and in the right areas to generate maximum results and ROI .
I need to ensure all of my suppliers are able to meet our compliance needs.	By blending emotional understanding and extensive expertise, we've not only supported and empowered global brands to accelerate their business growth, but we've also retained their partnerships thanks to our award-winning capabilities in strategy & research, content & creative, and data & delivery. Whatever your challenge and whatever your goals, you can rest assured that we will have experienced similar in the past and will know the best way to help you succeed.
I need to ensure the financial security of our suppliers.	ReallyB2B is part of the Xeim Group, the marketing arm of Centaur Media. This division of the business also includes well-known and respected brands such as Marketing Week, Econsultancy, Creative Review and the Festival of Marketing. So whilst you are partnering with <i>the</i> award-winning B2B marketing solutions agency, you can rest assured that we are also backed by a large-scale, successful media organisation .
I need a seamless integration of new technologies and suppliers.	We have spent 15+ years refining our strategies and specialisations to build the industry's strongest and most capable team of experts . With global brands making up our client list, there are very few (if any) scenarios that we have not only experienced, but also created innovative solutions for. The result is that when you partner with ReallyB2B, you can rest assured that our experts will quickly get to work as an extension of your existing team, and help you efficiently achieve your goals .

7. Brand Facets

How we should be seen by clients, potential employees and the industry

Creative, challenging,
supportive, diversity of
thinking, flexible and a focus
on work-life balance, fun,
family vibe

Opportunities for growth
Great L&D options
Camaraderie



The go-to B2B marketing
experts!

Trusted by brands to uncover
insights, create award-winning
campaigns, and accelerate
business growth

AGENCY WORLD

ReallyB2B is **the** award-winning,
B2B marketing solutions agency

- blending emotional understanding and extensive marketing
expertise to uncover insights, create engaging content, and help
customers grow with results-driven campaigns.

8. Role of Xeim

Xeim is Really's icing on the cake – access to a wide suite of tools & services dedicated to excellence in marketing.

ReallyB2B is proud to be part of Xeim, a family of industry-leading businesses dedicated to excellence in digital, marketing & creativity.



9. Tone Of Voice & Values

Written tone of voice is the personality of our brand, expressed through the written word.
If our copy has a single, recognisable tone of voice, it can make us easier to understand.

We are...			
Specialists	Trusted	Passionate	Partners
We behave in a manner that is...			
EXPERT	ACCOUNTABLE	DRIVEN	PRINCIPLED
Experienced Influential Informed Considered Authoritative	Reliable Diligent Proactive Consistent We get the job done	Ambitious Motivated Focused but curious We care Creative & spirited	Honest & frank - Fight for what's right Customer centric Insight led & resourceful Solution & results oriented An extension of our clients' teams
Therefore our voice will always sound...			
KNOWLEDGEABLE	AUTHENTIC	ENERGETIC	CONSIDERED
So we make people feel...			
Reassured Confident	Enabled Supported	Energised Engaged	Inspired Positive

9. Tone Of Voice & Values - Expert

Written tone of voice is the personality of our brand, expressed through the written word.
If our copy has a single, recognisable tone of voice, it can make us easier to understand.

We are...
Specialist

We behave in a manner that is...
Expert

- Experienced
- Influential
- Informed
- Considered
- Authoritative

Therefore our voice will always sound...
Knowledgeable

So we make people feel...
Reassured
Confident

An example of a **Expert** tone of voice...

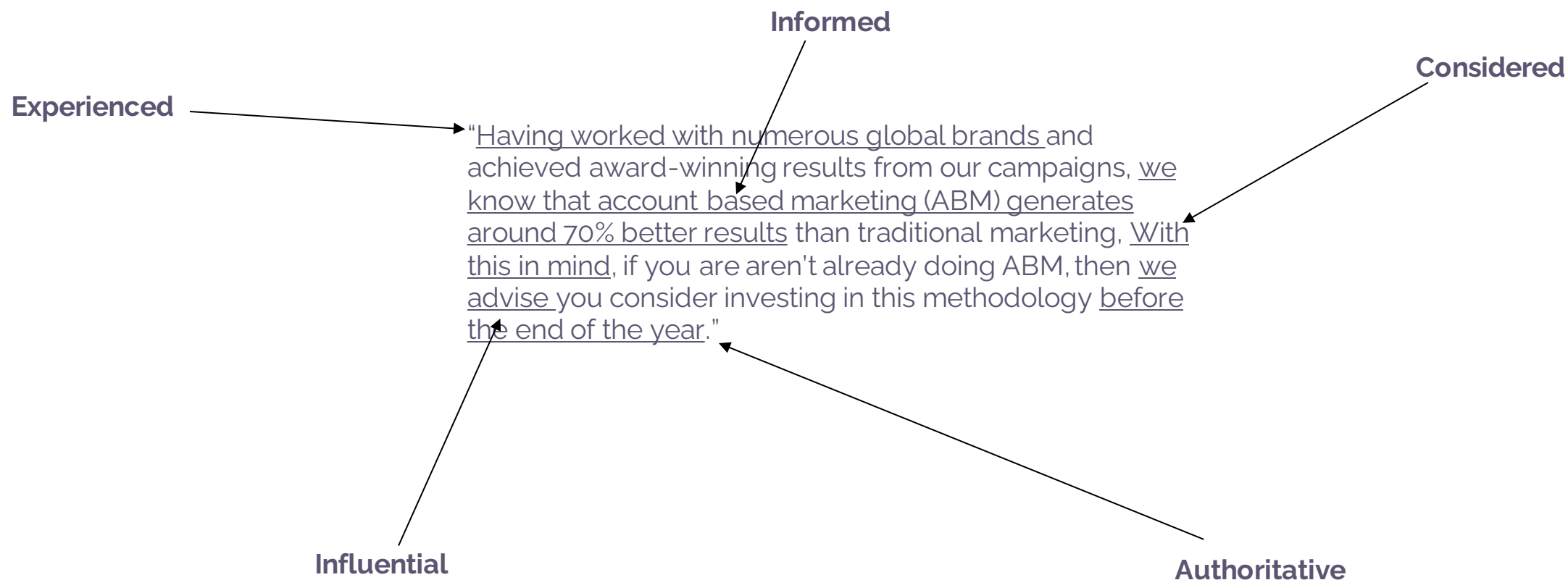
"Having worked with numerous global brands and achieved award-winning results from our campaigns, we know that account based marketing (ABM) generates around 70% better results than traditional marketing. With this in mind, if you are aren't already doing ABM, then we advise you consider investing in this methodology before the end of the year."

An example of an **Expert** employee...

- Speaks confidently about marketing
- Can back up opinions with numerical facts
- Recalls previous experiences to add value
- Doesn't react 'too' quickly
- Has a deep understanding of what they are talking about

9. Tone Of Voice & Values – Expert

An examination of the **Expert** tone of voice



9. Tone Of Voice & Values - Accountable

Written tone of voice is the personality of our brand, expressed through the written word. If our copy has a single, recognisable tone of voice, it can make us easier to understand.

We are...

Trusted

We behave in a manner that is...

Accountable

- Reliable
- Diligent
- Proactive
- Consistent
- We get the job done

Therefore our voice will always sound...

Authentic

So we make people feel...

Enabled

Supported

An example of an **Accountable** tone of voice...

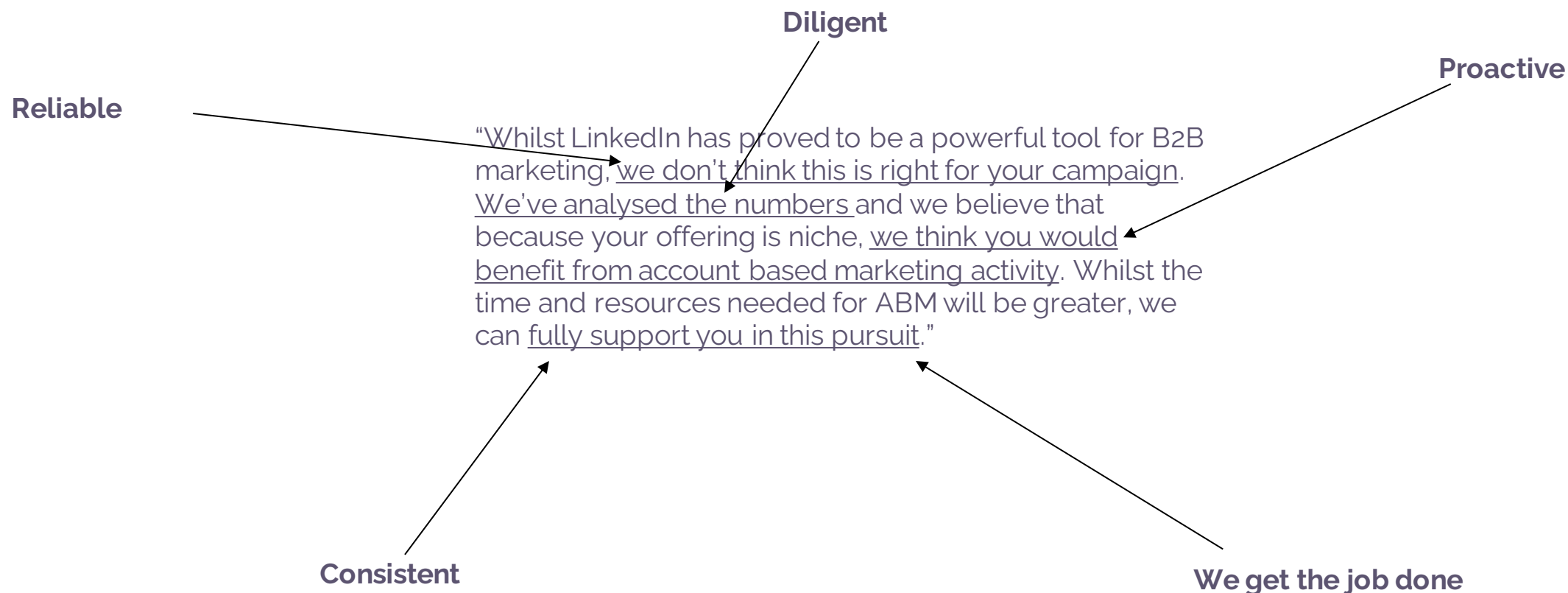
"Whilst LinkedIn has proved to be a powerful tool for B2B marketing, we don't think this is right for your campaign. We've analysed the numbers and we believe that because your offering is niche, we think you would benefit from account based marketing activity. Whilst the time and resources needed for ABM will be greater, we can fully support you in this pursuit."

An example of an **Accountable** employee...

- Speaks to clients in a matter-of-fact and honest way
- Doesn't just highlight issues, but presents solutions too
- Stays up to date with industry developments and shares these with clients
- Pulls up their sleeves and gets involved when needed
- Keeps clients informed and up to date (whether good or bad)

9. Tone Of Voice & Values – Accountable

An examination of the **Accountable** tone of voice



9. Tone Of Voice & Values - Driven

Written tone of voice is the personality of our brand, expressed through the written word. If our copy has a single, recognisable tone of voice, it can make us easier to understand.

We are...

Passionate

We behave in a manner that is...

Driven

- Ambitious
- Motivated
- Focused but curious
- We care
- Creative & spirited

Therefore our voice will always sound...

Energetic

So we make people feel...

Energised

Engaged

An example of a **Driven** tone of voice...

"Content marketing has a proven track record of generating results, but we take it to the next level. By carefully crafting a digital experience for audiences, we can surprise and delight, engage and convert – helping you achieve never-before-seen clickthrough rates. Our experts love what they do and they can't wait to get started on your next industry-leading campaign."

An example of a **Driven** employee...

- Constantly looks for the next 'big thing' in marketing
- Is enthused by great results and client happiness
- Focuses on L&D and finding new ways to do things
- Loves to find creative solutions to problems and think outside the box
- Takes great joy in marketing and enjoys sharing information with colleagues

9. Tone Of Voice & Values - Driven

An examination of the **Driven** tone of voice



9. Tone Of Voice & Values – Principled

Written tone of voice is the personality of our brand, expressed through the written word.
If our copy has a single, recognisable tone of voice, it can make us easier to understand.

We are...

Partners

We behave in a manner that is...

Principled

- Honest & frank - fight for what's right
- Customer centric
- Insight led & resourceful
- Solution & results oriented
- An extension of our client's team

Therefore our voice will always sound...

Considered

So we make people feel...

Inspired

Positive

An example of a **Principled** tone of voice...

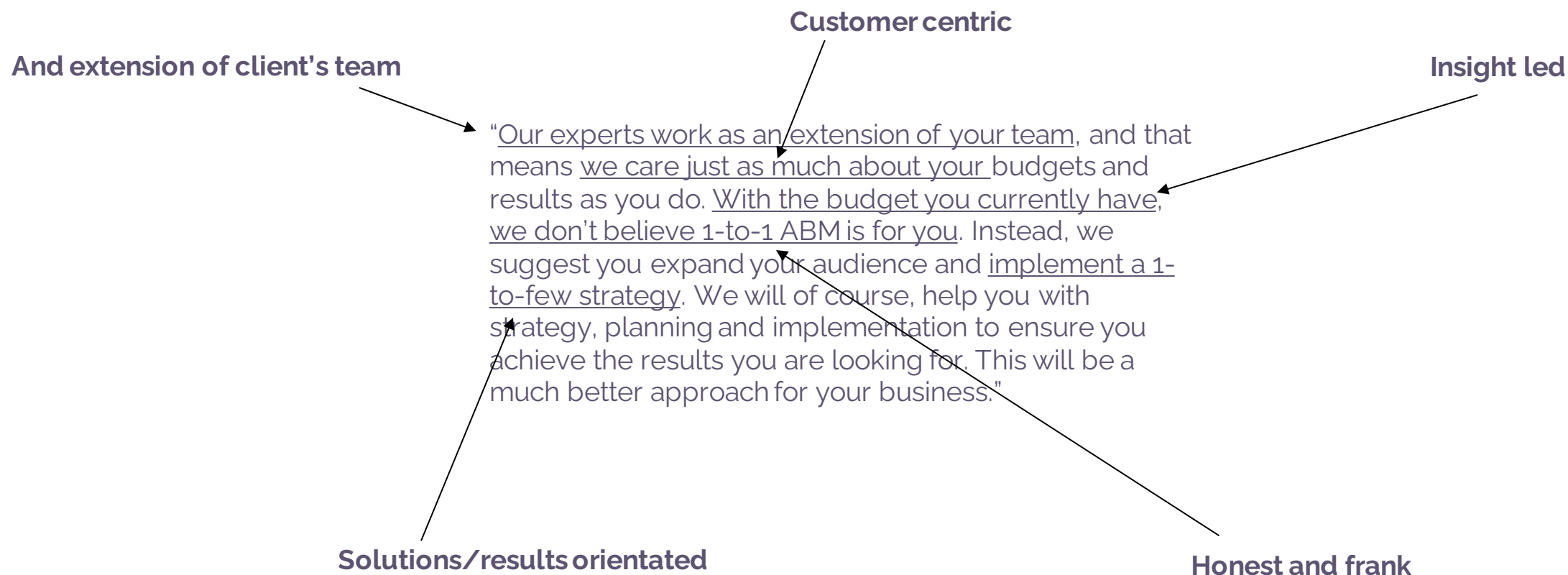
"Our experts work as an extension of your team, and that means we care just as much about your budgets and results as you do. With the budget you currently have, we don't believe 1-to-1 ABM is for you. Instead, we suggest you expand your audience and implement a 1-to-few strategy. We will of course, help you with strategy, planning and implementation to ensure you achieve the results you are looking for. This will be a much better approach for your business."

An example of a **Principled** employee...

- Says "no" when necessary and can back up their opinion
- Cares *exclusively* about helping clients reach their goals
- Considers all data and options before making a decision
- Will never simply appease clients for an easier life
- Will enter into open conversations with clients and planners to ensure all decisions are grounded in truth and reality

9. Tone Of Voice & Values - Principled

An examination of the **Principled** tone of voice



10. Copy guidance

How to apply - what/why/how/for who?

What is ReallyB2B? - Descriptor

ReallyB2B is *the* award-winning B2B marketing solutions agency.

Who for? – Client/prospect

We help large businesses that are looking to better understand, connect and converse with both new and existing B2B customers in the pursuit of business growth.

Why are we here? – Mission/Purpose

To help brands improve their understanding of the B2B market and become better connected with their audiences - to maximise sales opportunities & achieve business growth.

How do we do it?

By blending emotional understanding and extensive expertise, with award-winning capabilities in strategy & research, content & creative, and data & delivery, we create results-driven campaigns that help clients maximise sales opportunities & achieve business growth.

Payoff

Your Marketing Experts

11. Elevator pitch

How to apply:

This script is designed specifically to be the spoken word. It should be used in scenarios where we have 30 seconds to introduce or describe ReallyB2B with accuracy. Examples of when it should be used are pitches, chance encounters with potential clients and at the start of interviews where we should use a consistent text to accurately and correctly describe ReallyB2B.

ReallyB2B – what do you do?

- We are a team of award-winning B2B marketing solutions experts that help brands understand the B2B market and become better connected with their audiences - to maximise sales opportunities & achieve business growth.
- Whether you're looking to generate leads, create demand, or focus your attention in an ABM campaign, we have the knowledge and expertise in strategy & research, content & creative, and data & delivery, to help you achieve your goals.

How do you do that?

- Our experts blend emotional understanding and extensive expertise to uncover insights, create engaging content, and help customers grow with results-driven campaigns. Our 20+ award wins over the past 15 years will give you the confidence that comes with knowing you are working with some of the most proven experts in the industry.

11. Elevator pitch (continued)

How to apply:

This script is designed specifically to be the spoken word. It should be used in scenarios where we have 30 seconds to introduce or describe ReallyB2B with accuracy. Examples of when it should be used are pitches, chance encounters with potential clients and at the start of interviews where we should use a consistent text to accurately and correctly describe ReallyB2B.

What are the benefits?

- The one-stop-shop to achieve your marketing needs
- Maximise your sales opportunities
- Ignite conversations with your audience in an insightful and targeted way
- Prove your worth to your business
- Reduce the time it takes to connect with your audience
- Relax in the knowledge that ReallyB2B is not only doing exactly what you need, but they are doing it the right way too
- Rest assured that we have the experience to know the best way to help you confidently and efficiently achieve your goals and targets
- Make sure your budget is spent in the correct ways and in the right areas to generate maximum results and ROI
- Experience the efficiency of an aligned agency team, and enjoy the lasting impression good content can leave on the minds of your prospects
- Rest assured that when you partner with ReallyB2B, you are also opening the door to a wealth of specialists in a variety of areas and leading businesses

12. Visual identity overview

Appendix

Really.



Content



APPENDIX

1. Competitor Review
2. ReallyB2B Services



1.0 Competitor Review

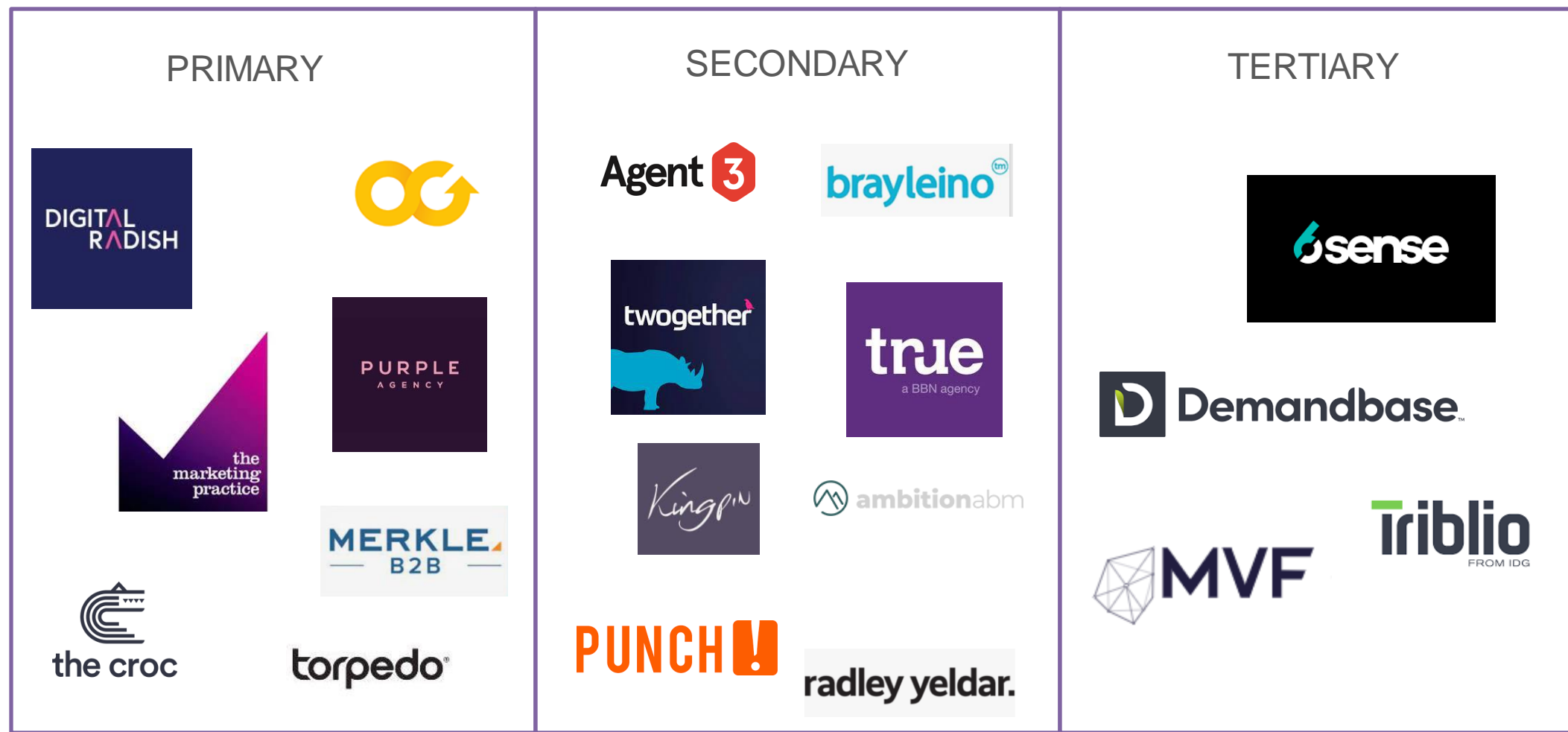
2022

Key Findings



- We are mainly competing with **Primary** – B2B/ABM/Demand Gen Agencies – **Secondary** – Specialist agencies/alternative disciplines i.e. PR, Digital etc. **Tertiary** – B2B tech platforms/tools. (4. Keeping In-house)
- All agencies studied other than ReallyB2B & The Croc **experienced team growth in the last 12 months (averaging 13.5% growth)**
- More competitors are evolving from independent founder owned – **being acquired by larger groups as part of wider portfolio**
- Majority of agencies are leading with ABM as core service
- Some are using variance on ABM to differentiate (e.g. **Gilroy** - SMART ABX [™] Account Based Everything. **Differentiated** – Deal Based Marketing – focused on applying creativity & innovation throughout the lifecycle of a bid
- Few agencies are true specialists in one core sector – if they are it's **technology**
- Mainly large agencies (e.g. Earnest, Ogilvy) using paid search at volume. Octopus are the exception spending on average £3,555 pm
- All using socials & content with varying success, best examples from TMP. Best examples have content frequently updated, heavy on thought leadership & information sharing and case studies detailing their work with clients – and less frequent company updates & wins
- As a prospect – this a highly saturated market with little clear differentiation. Difficult to navigate and establish a small shortlist of clear market leaders – leading to more reliance on recommendations. Making the nurturing & sales proposal experience critical at selection stage
- Most agencies include awards in their marketing strategy – most have wins to report – making the promotion of case studies around the actual work that was involved in award wins integral to standing out

Competitor overview



Primary



Digital Radish

Est – 2013

Employees – 34 – 6% 12 month growth

London

Agency of the Year – B2B Marketing. Cheryl moving there.



www.digitalradish.co.uk – “Breaking new ground in brand and ABM”

- ABM, Brand Strategy, Creative
- Technology, Software/SaaS, Automotive
- Capita, BSI, Trainline, Cisco, Lenovo, Oracle

Socials – [Twitter](#) (f 5,834), [LinkedIn](#) (f 2,830), [Facebook](#) (f 181), [Instagram](#) (2,414)

Awards – 4 x B2B Marketing Awards 2021, B2B Marketing Agency of the Year 2021, The Drum Awards

Content – Not recently updated in 2022, was more frequent previous year, award wins, recruitment drives, blogs on ABM & creative. Not best example compared with likes of together and The Marketing Practice.

Search – no paid search – 303 organic clicks pm.

Digital Radish

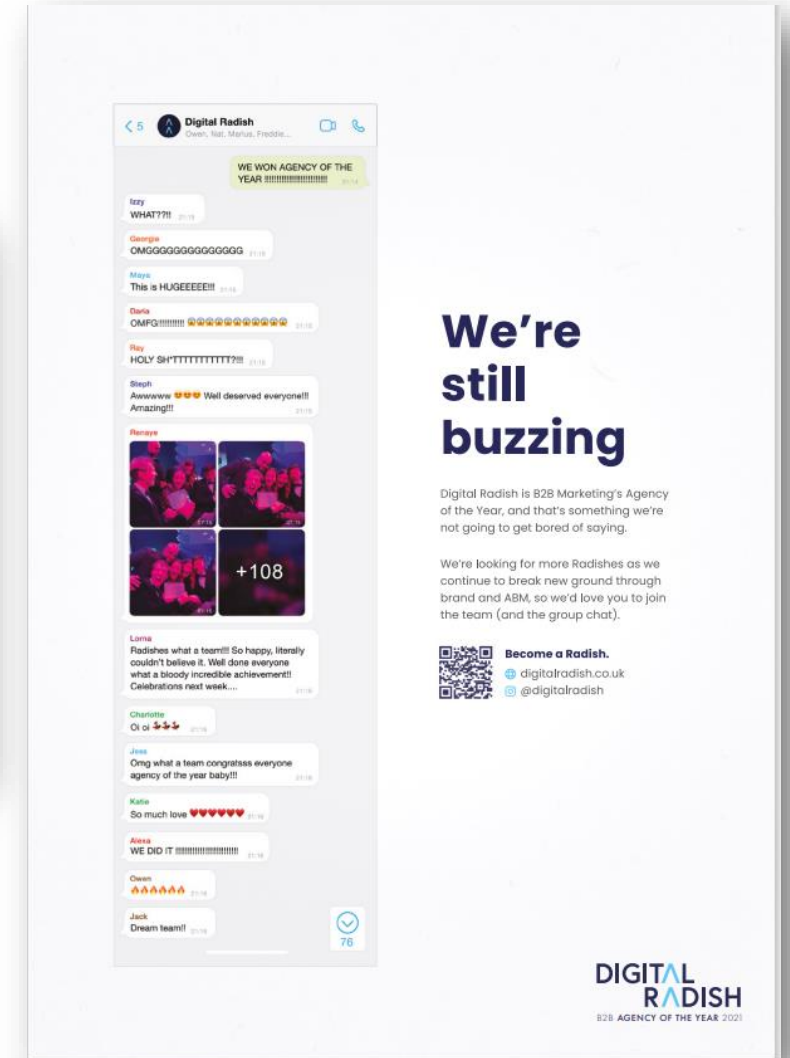
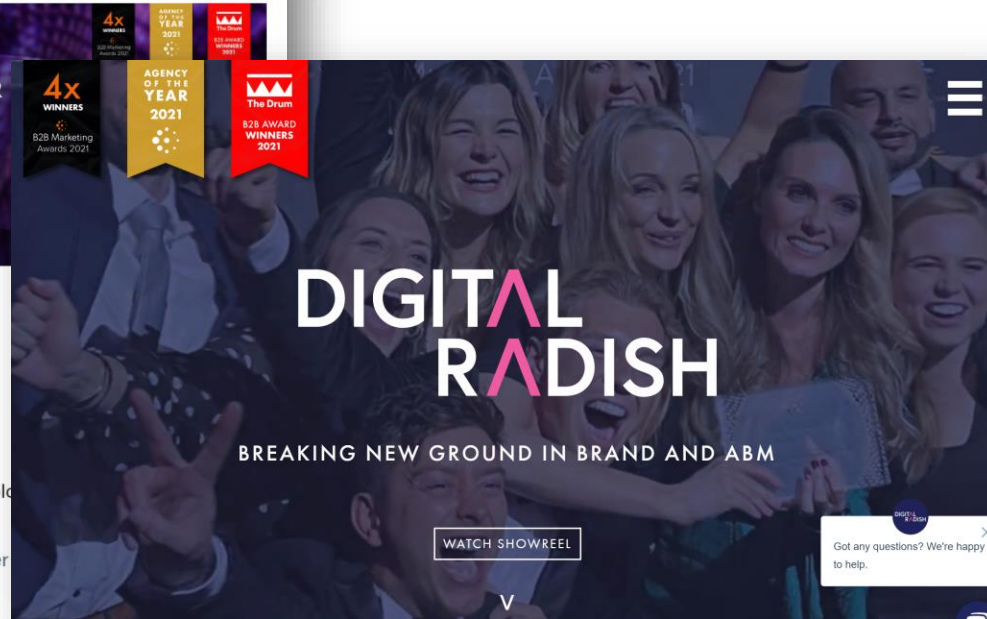
Est – 2013

Employees – 34 – 6% 12 month growth

London

Agency of the Year – B2B Marketing. Cheryl moving there.

Really.





Octopush Group

Est – 2001 – part of Publicis Group UK

Employees – 182 – 8% 12 month growth

London

Agency of the Year – B2B Marketing. Chris M, Nic T, Kirstie Orpen, Tash V..

Really.

www.octopusgrp.com – “Everything we do is about helping B2B brands get to sales faster”

- Brand to sales, Demand Gen, Content & Creative
- Telecoms, Software/SaaS, Manufacturing
- Adobe, Airbus, SSE/Neos

Socials – [Twitter](#) (f 3,217), [LinkedIn](#) (13,015), [Facebook](#) (f 275), [Instagram](#) (f 503)

Awards – Technology Agency of the Year – PR Moment Awards, B2B Marketing Awards Best Limited Campaign, Best SME targeted campaign, Best Use of PR, Best Campaign Using Humour.

Content – Weekly content uploaded in form of blogs covering thought leadership, informative commentary & company updates & wins. Most impressive in terms of very regular, consistent quality content.

Search – 436 paid clicks pm – estimated budget £5,330 – 854 organic clicks pm.

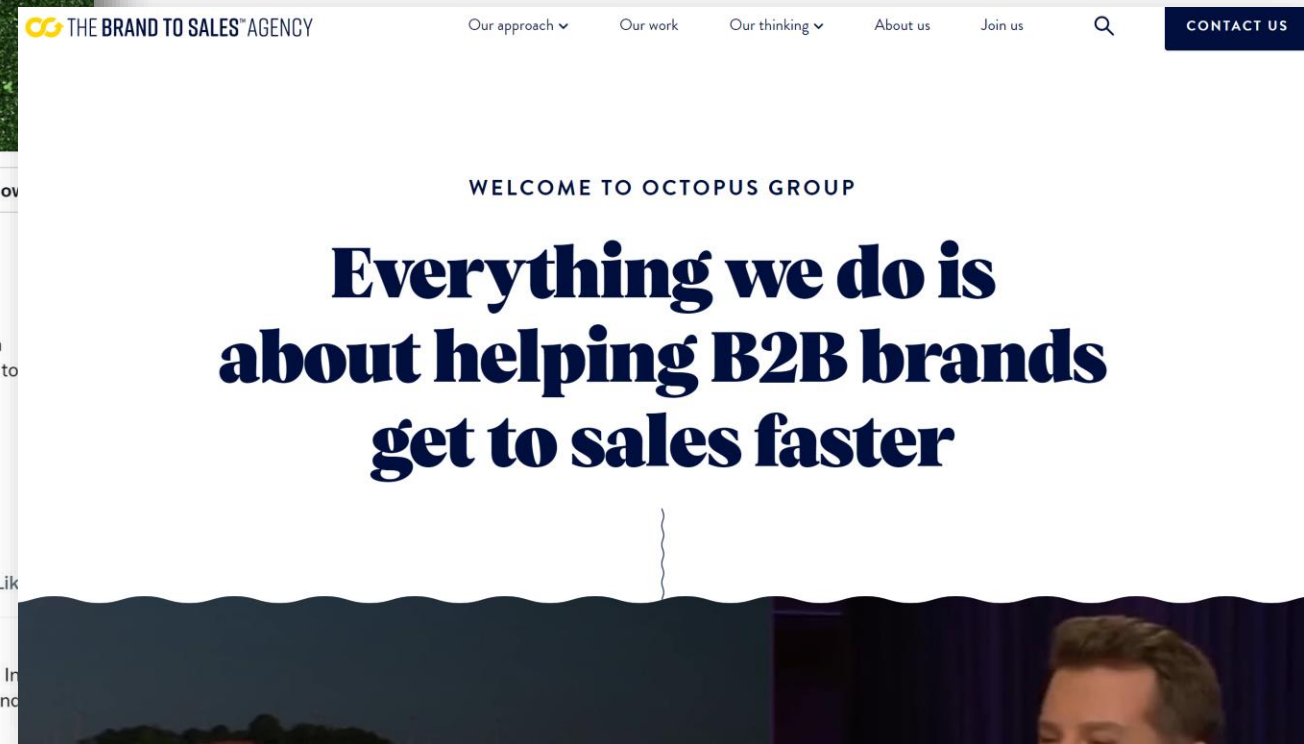
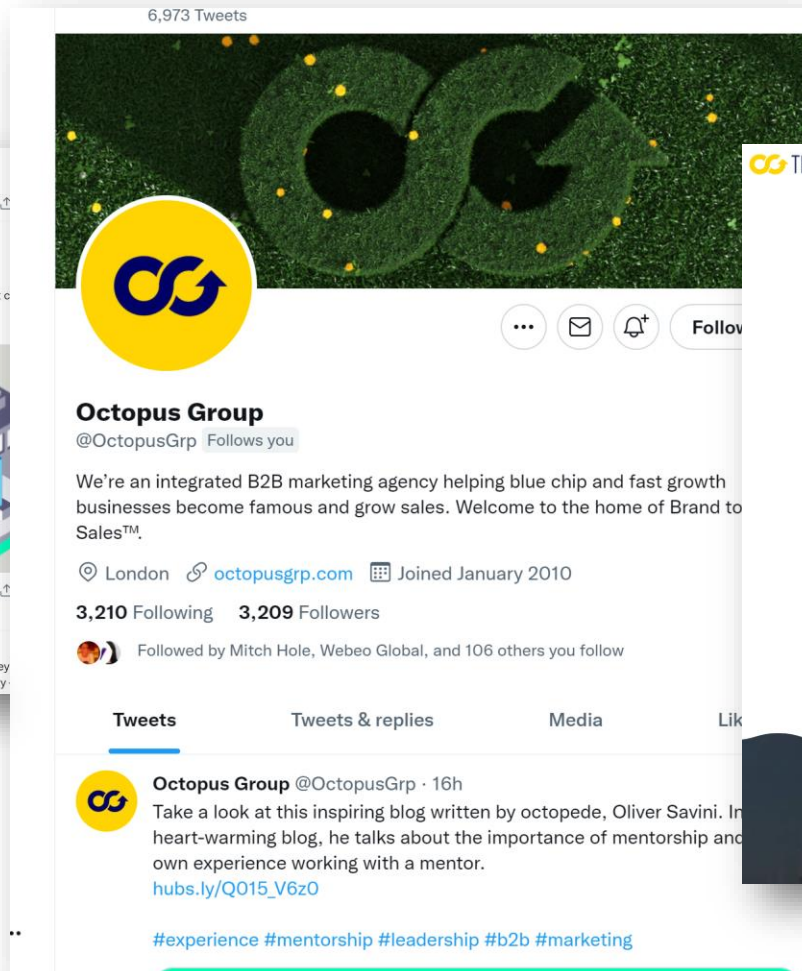


Octopus Group

Est – 2001 – part of Publicis Group UK
Employees – 182 – 8% 12 month growth
London

Agency of the Year – B2B Marketing. Chris M, Nic T, Kirstie Orpen, Tash V..

Really.





The Marketing Practice

Est – 2002

Employees – 241 – 14% 12 month growth

Oxfordshire

Identified in 2021 brand workshop

Really.

www.themarketingpractice.com – “We believe there's a better way to do B2B marketing. And we're building a growth platform to deliver it. In 2021 we acquired brand and digital experience agency Omobono, and media, data and audience insight agency Kingpin. Together we're helping clients join up customer experience through the funnel and across channels.”

- ABM, Demand Gen, Partner Marketing
- Telecoms, Software/SaaS, Technology
- O2 Business, Microsoft, Sage, Atos, Citrix

Socials – [Twitter](#) (f 2,194), [LinkedIn](#) (f 14,031), [Facebook](#) (f 558), [Instagram](#) (f 679)

Awards – ServiceNow ABM at B2B Awards, Best ROI campaign for Microsoft The Drum, Most Commercially Successful campaign.

Content – Good quality, varied content in form of reports, forums, interviews, insight, news & blog – one to mirror.

Search – No paid search – 607 organic clicks pm.



The Marketing Practice

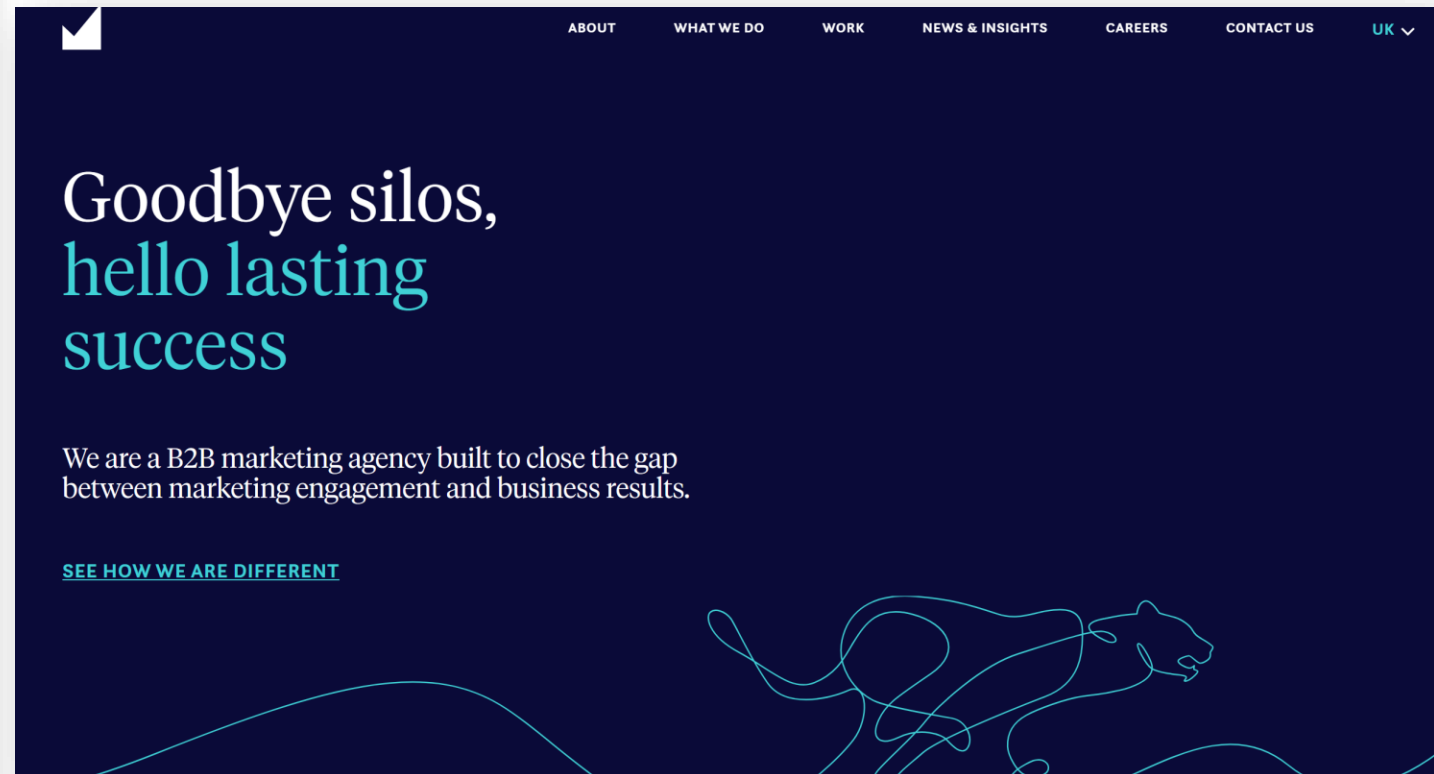
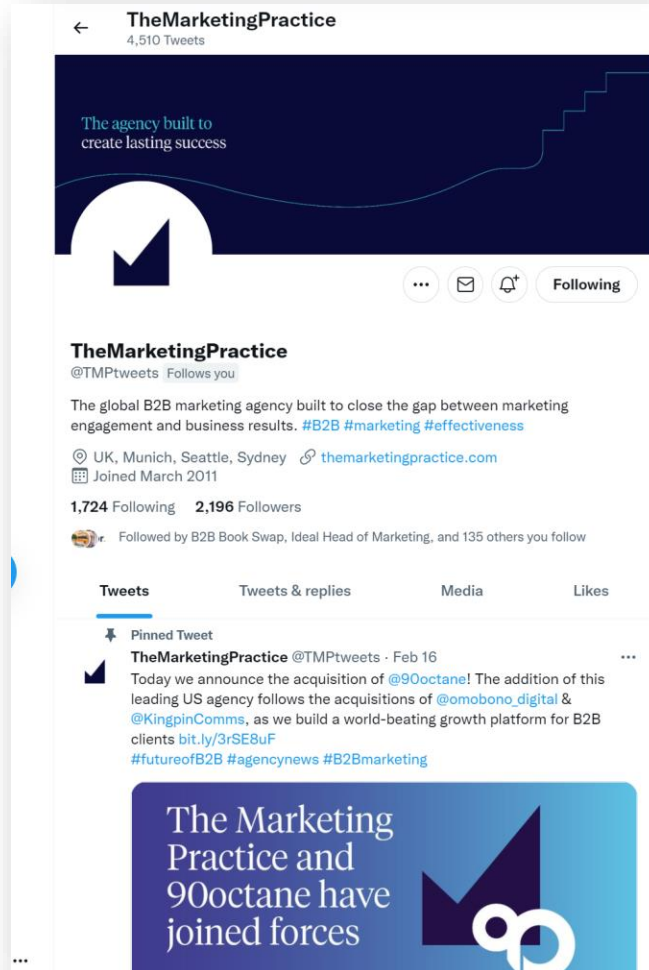
Est – 2002

Employees – 241 – 14% 12 month growth

Oxfordshire

Identified in 2021 brand workshop

Really.



Purple Agency

Est – 2008

Employees – 129 - 1% 12 month growth

Basingstoke

www.purple.agency.com – “Part of HH Global We are an international marketing agency making communications that actually work”

- ABM, Demand Gen, Content & Creative
- Technology, Healthcare, Food & Beverages
- IBM, Carlsberg, Pfizer – refer to clients at partners

Socials – [Twitter](#) (f 2,433) [LinkedIn](#) (f 6,819), [Facebook](#) (f 706), [Instagram](#) (f 742)

Awards – ServiceNow ABM at B2B Awards, Best ROI campaign for Microsoft The Drum, Most Commercially Successful campaign, Best Content Strategy and Creation agency The Drum.

Content – In from of ‘News’ – mainly with company updates typically award wins and ‘Views’ thought leadership, industry updates and standard blogs written by team members.

Search – No paid search – 239 organic clicks pm.

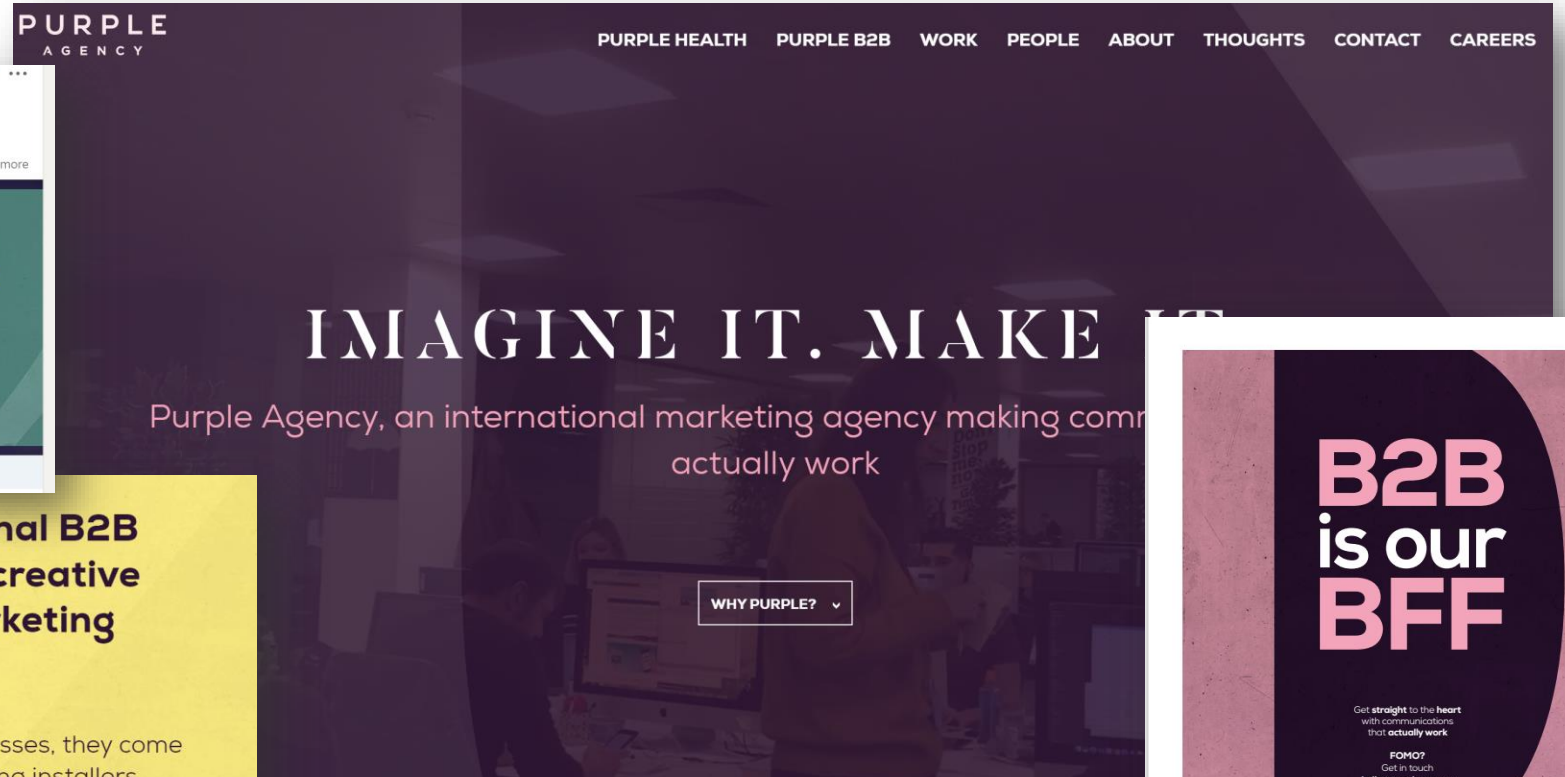
Purple Agency

Est – 2008

Employees – 129 - 1% 12 month growth

Basingstoke

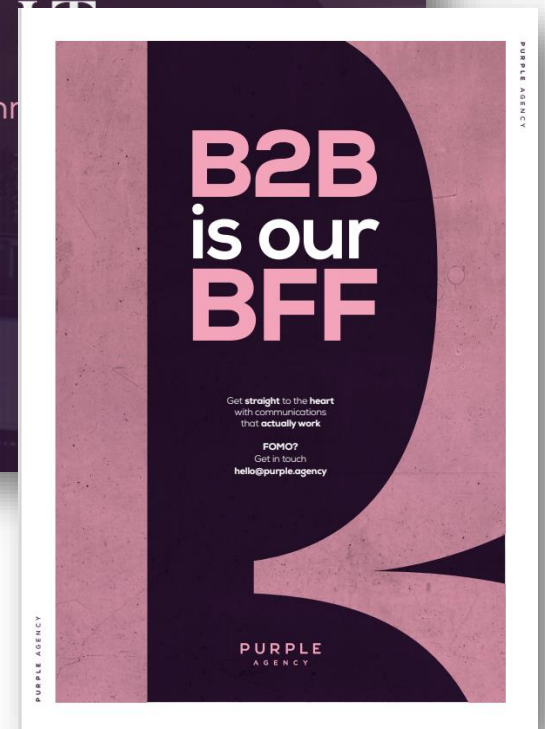
Really.



We're an award-winning international B2B marketing agency, helping you find creative answers to your branding and marketing opportunities

But we know those creative answers don't come from businesses, they come from the real people behind them. Whether that be heating installers, scientists, logistics operators or cyber-security experts – we talk to the actual decision makers and find out what makes them tick.

Only then can we develop the strategy, craft the creative and deliver the campaigns that drive your brand's success. That's how we make communications that actually work.





The Croc

Est – 1990 – Founding member of the Affinita Network – a group of independent agencies

Employees – 60 – -15% 12 month growth

London

Identified in 2021 brand workshop

Really.

www.thecroc.com – “Where Fierce Thinking lives. We are the Customer Experience agency for B2B brands and believe in the power of creativity to solve the toughest business challenges.”

- Consultancy, Marketing Strategy, Marketing Automation
- Technology, Manufacturing, Professional Services
- Sohonet, ServiceNow, AppDynamics

Socials – [Twitter](#) (f 2,801), [LinkedIn](#) (f 10,001), [Facebook](#) (f 389), [Instagram](#) (f 347)

Awards – B2B Marketing – Gold, Best Creative Sohonet. Winner Best CX & Best Digital Technologies - ServiceNow, Drum Awards winner – best demand generation App Dynamics.

Content – Regular varied content in form of events news, 'conversation', Croc News, Brand, B2B insights

Search – 173 paid clicks pm – estimated budget £1517 – 226 organic clicks pm.



The Croc

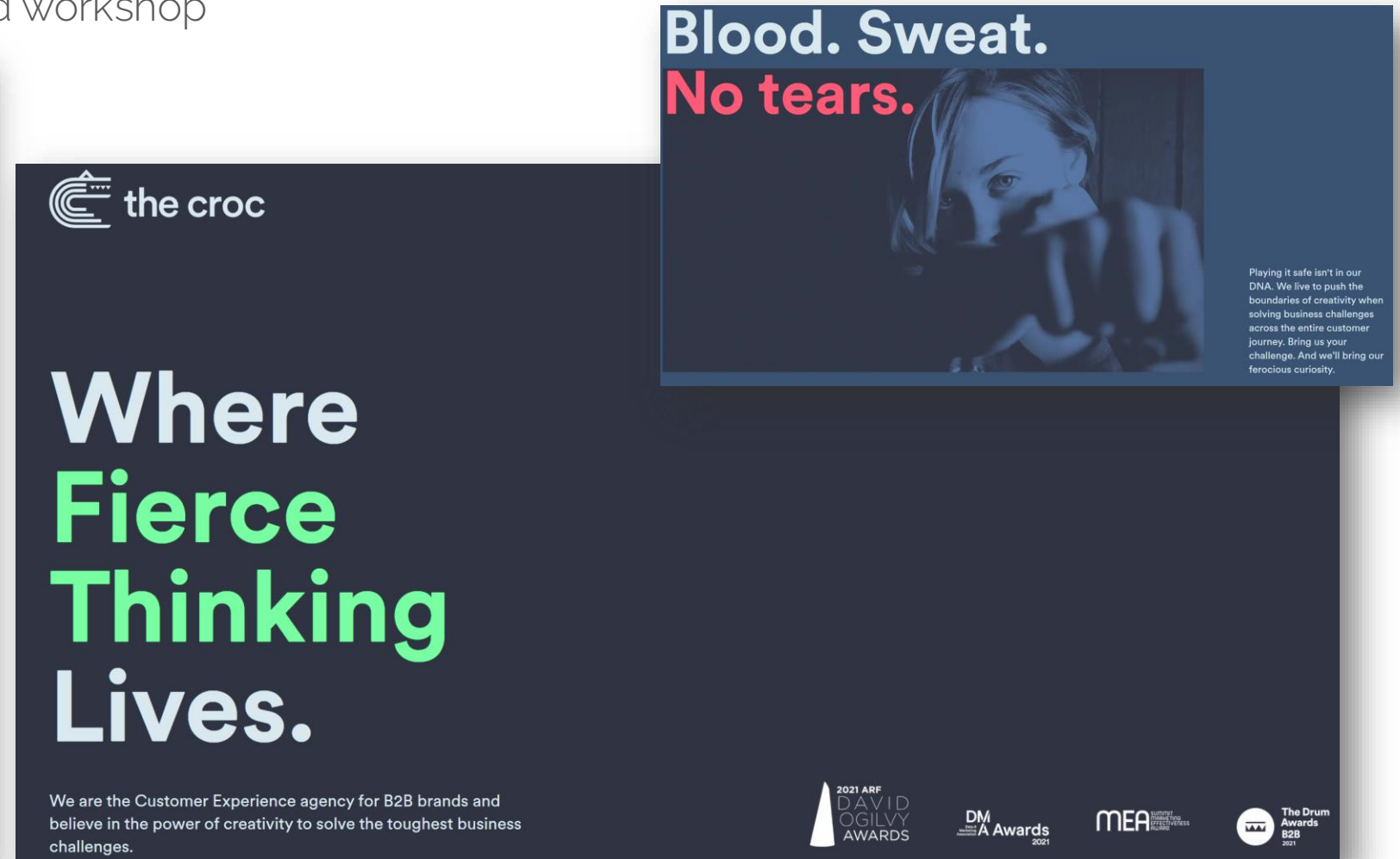
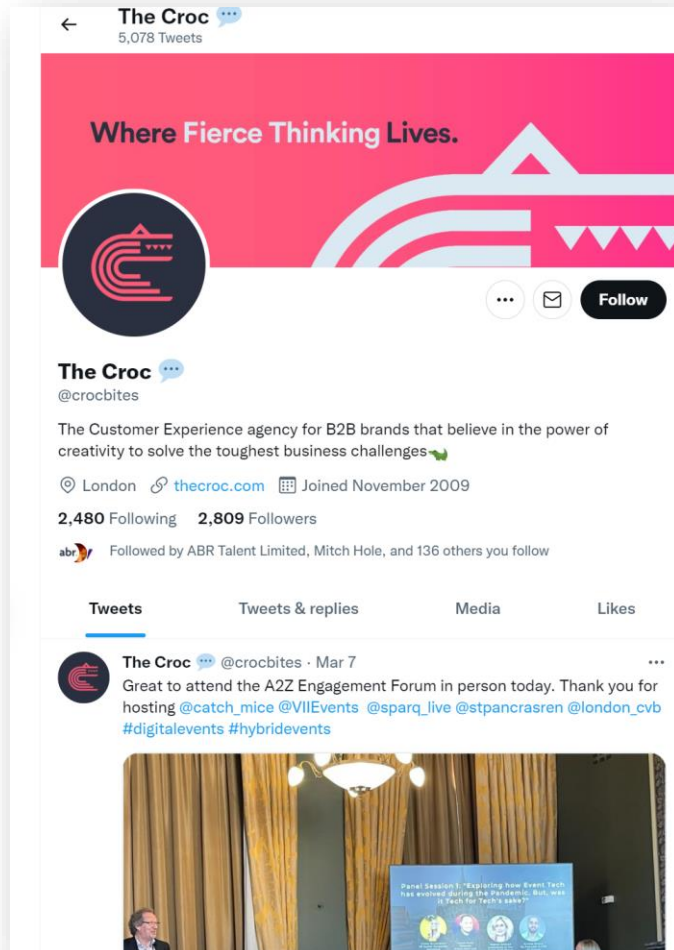
Est – 1990 – Founding member of the Affinita Network – a group of independent agencies

Employees – 60 - -15% 12 month growth

London

Identified in 2021 brand workshop

Really.





Torpedo

Est – 2003

Employees – 70 – 9% 12 month growth

Oxfordshire

Identified in 2021 brand workshop

Really.

www.torpedogroup.com – “Connected experiences for the world of business.”

- ABM, Strategy & Planning, Digital
- Technology, Manufacturing, Software/SaaS
- Panasonic Business, Autodesk, Isuzu Trucks, Miele Professional

Socials – [Twitter](#) (f 1,042), [LinkedIn](#) (f 3,818), [Facebook](#) (f 279), [Instagram](#) (f 509)

Awards – The Drum – Email Marketing & Website Design.

Content – Infrequent monthly web content uploaded, fun company updates, awards wins, B2B Best practice Blogs, Team day in the life.

Search – 8 paid clicks pm – estimated budget £106 – 557 organic clicks pm.



Torpedo

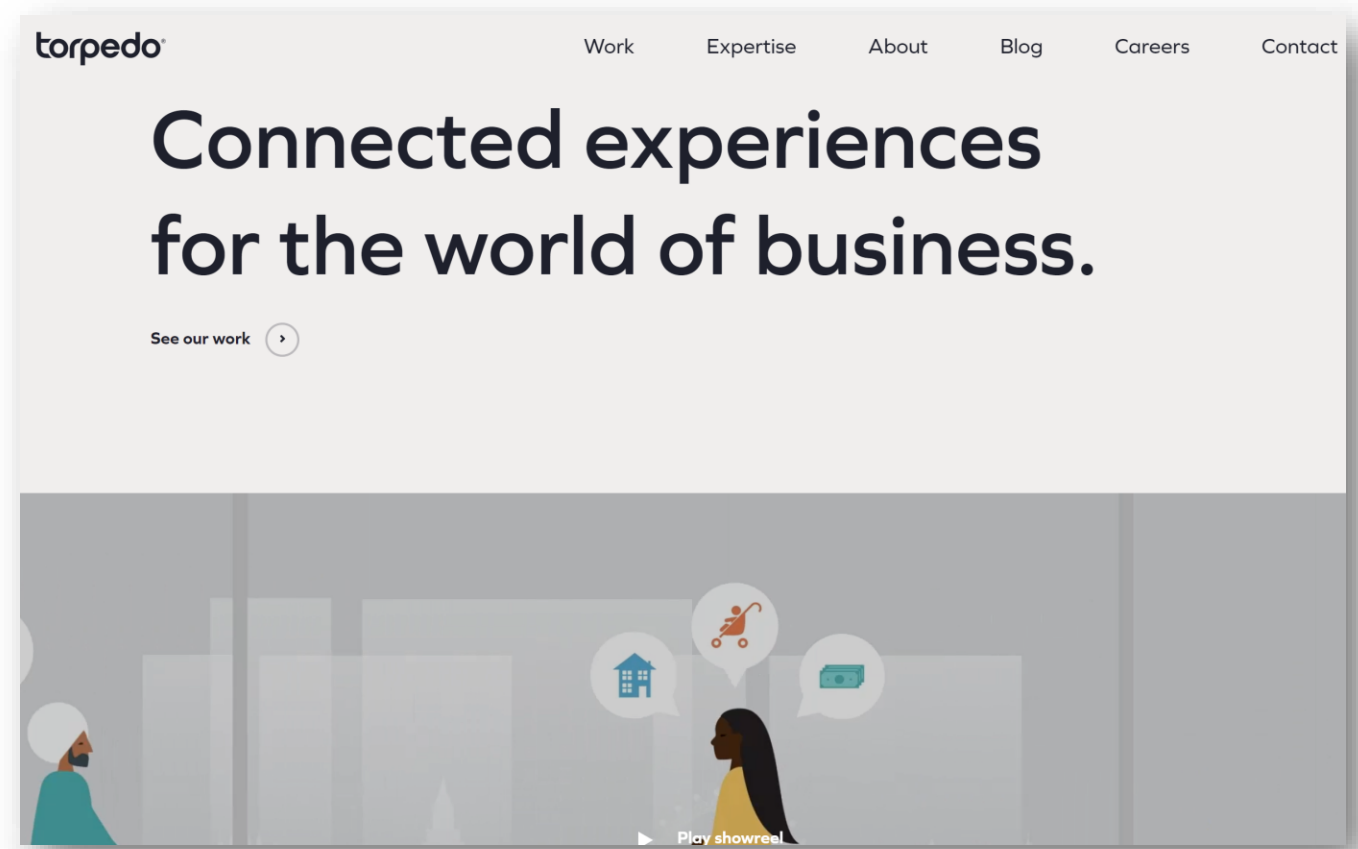
Est – 2003

Employees – 70 – 9% 12 month growth

Oxfordshire

Identified in 2021 brand workshop

Really.



Secondary



Agent 3

Est – 2013 – part of Next15 digital communications group portfolio

Employees – 120 – 27% 12 month growth

London

Metlife went with, Kristina Haddrell moved to

Really.

www.agent3.com – “Turn chaos into clarity - ABM with the power of data, creativity and technology, together.”

- Insight & Intelligence, Strategy & Planning, Content & Creative
- Technology, Telecoms, Software/SaaS
- BT, Cisco, Salesforce, Sony

Socials – [Twitter](#) (f 739), [LinkedIn](#) (f 4,485), [Facebook](#) (f 48) [Instagram](#) (f 227)

Awards – Winners ITSMA Marketing Excellence Awards,

Content – Regular content in form of blogs, guides & video. Several updates & wins seem to celebrate the wider large group of companies rather than specifically Agent 3.

Search – No paid search – 172 organic clicks pm.

Agent 3

Agent 3

Est – 2013 – part of Next15 digital communications group portfolio

Employees – 120 – 27% 12 month growth

London

Metlife went with, Kristina Haddrell moved to

Really.

We're proud of our culture



Agent 3

Agent3 ABM Solutions Wo

Turn chaos into clarity

ABM with the power of data, creativity and

Today's marketers live on the hot seat, facing constant pressure to prove results amidst a climate of continual change and sky-high expectations: CMOs need big wins; sales teams demand more support and better leads; customers expect specialized treatment. Meanwhile, organizational structures shift, and budgets get stretched further and further.

Challenging? Yes. Winnable? You bet, with ABM solutions and innovations that turn the chaos all around you into clear actions that fuel your success. That's the power of data, creativity and technology together. **That's the power of Agent3.**

Our ABM at work

Agent 3

Turn chaos into clarity.

Today's marketers live in the hot seat, facing constant pressure to prove results amidst a climate of continual change and sky-high expectations: CMOs need big wins; sales teams demand more support and better leads; customers expect specialized treatment. Meanwhile, organizational structures shift in response to buzzy trends and budgets get stretched further and further.

The chaos of modern marketing is both terrifying and exhilarating to the people who choose this profession.

Agent3 brings clarity to this chaos using data, creativity and technology together to help our clients win and grow relationships with their most important accounts, at scale.

Find out how we deliver our insight-led, personalized marketing programs into key and named accounts:

agent3.com/abm



this_machine

This Machine is the creative and content specialist within Agent3. Using ABM data and insights, This Machine creates big ideas that can thrive in small spaces, and tells complicated B2B stories in elegant, entertaining ways. This Machine is a full-service creative and production operation, headquartered in San Francisco.

oneninefive

oneninefive is the specialist demand generation unit within Agent3. Using industry leading, proprietary technology and demand generation services, oneninefive understands how quickly the target moves and offers solutions that increase both intelligence & demand, at all stages of the sales funnel. With a strong focus on value over volume, oneninefive's thoughtful, data-driven and insight-led programs deliver higher quality account engagement and leads that are faster to close.

The Craft is within Agent3. The Craft pinpoints competitive value.

Agent3 has leveraging the better leverage new and enhanced.





Twogether

Est – 2014 – part of Next15 portfolio – same as Agent3
Employees – 172 – 19% 12 month growth
Buckinghamshire
Identified in 2021 brand workshop

Really.

www.wearetwogether.com – “The multi-award winning, global B2B marketing agency with a **100% focus on Technology**. And the only one able to deliver a total service, fully-integrated, in-house.”

- ABM, Strategy & Planning, Digital
- Manufacturing, Software/SaaS, Technology
- Adobe, ADP, AWS, Dell, Hitachi

Socials – [Twitter](#) (f 1,390), [LinkedIn](#) (f 4,472), [Instagram](#) (f 267), [Facebook](#) (f 443)

Awards – #1 fastest growing B2B agency in B2B agency league table 2021 (credit immersion in B2B tech),
2020 B2B Marketing agency of the year

Content – Podcast (50+ episodes) available on Stitcher, Apple & Spotify. Regular 3 minute read blogs.



Twogether

Est – 2014 – part of Next15 portfolio – same as Agent3
Employees – 172 – 19% 12 month growth
Buckinghamshire
Identified in 2021 brand workshop

Really.

Bringing technology to life

twogether

twogether
@wearetwogether

The multi award-winning, global, 100% B2B technology marketing agency. Fully-integrated in-house.

Bringing technology to life.

[wearetwogether.com/#utm_source=tw...](#) Joined June 2011

1,320 Following 1,392 Followers

Followed by Lilah Waite, Mitch Hole, and 54 others you follow

Tweets Tweets & replies Media Likes

Pinned Tweet

twogether @wearetwogether · Feb 24

For our friends, colleagues, and peers in Ukraine, we wanted to share a statement of solidarity.

Friends,

As all of us around the world process the assault on Ukraine, we wanted to share a statement of solidarity with our friends, colleagues, and partners.

You might like

Economist Impact @economistimpact Follow

Promoted

Roger Taylor @Roger_M_Taylor Follow

Executive Leaders Ne... @ExecutiveLN Follow

Show more

What's happening

War in Ukraine · LIVE

Zelenskyy set to address US Congress as Russia continues attack on Ukrainian cities

Crossword puzzles · Trending

Wordle 270 X

People try to guess today's five-letter word in six tries or fewer in brainteaser Wordle

17.4K Tweets

twogether

> bringing technology to life

The multi award-winning, global, 100% B2B technology marketing agency. And the only one that delivers a total service, fully-integrated, in-house.

To bring your technology to life. twogether. As one.

Seeing tech in everything?

Same here. We're obsessed.

B2B technology marketing is all we do. So we bring clarity, meaning and impact to your propositions, no matter how complex they're perceived to be. Our fully integrated, specialist teams start with insights, prioritise innovation, and finish with award-winning results.

If you're thinking B2B tech, think twogether

wearetwogether.com twogether

Ambition ABM

Est – 2019

Employees – 4 – 33% 12 month growth

London

New challenger brand



www.ambitionabm.com – “Accelerating the relationships that matter. AmbitionABM is an award-winning pure-play ABM agency. We are experts in the strategy, data deep dives, digital platforms and compelling creative content that are hallmarks of successful ABM campaigns.”

- ABM, Sales Enablement, Content
- Business Intelligence
- Refinitiv

Socials – [Twitter](#) (f 215), [Linkedin](#) (f 658), [Instagram](#) (f 2), Facebook N/A

Awards – #1 fastest growing B2B agency in B2B agency league table 2021 (credit immersion in B2B tech), 2020 B2B Marketing agency of the year

Content – Podcast (50+ episodes) available on Stitcher, Apple & Spotify. Regular 3 minute read blogs.

Search – No paid search – 6 organic clicks pm.



Ambition ABM

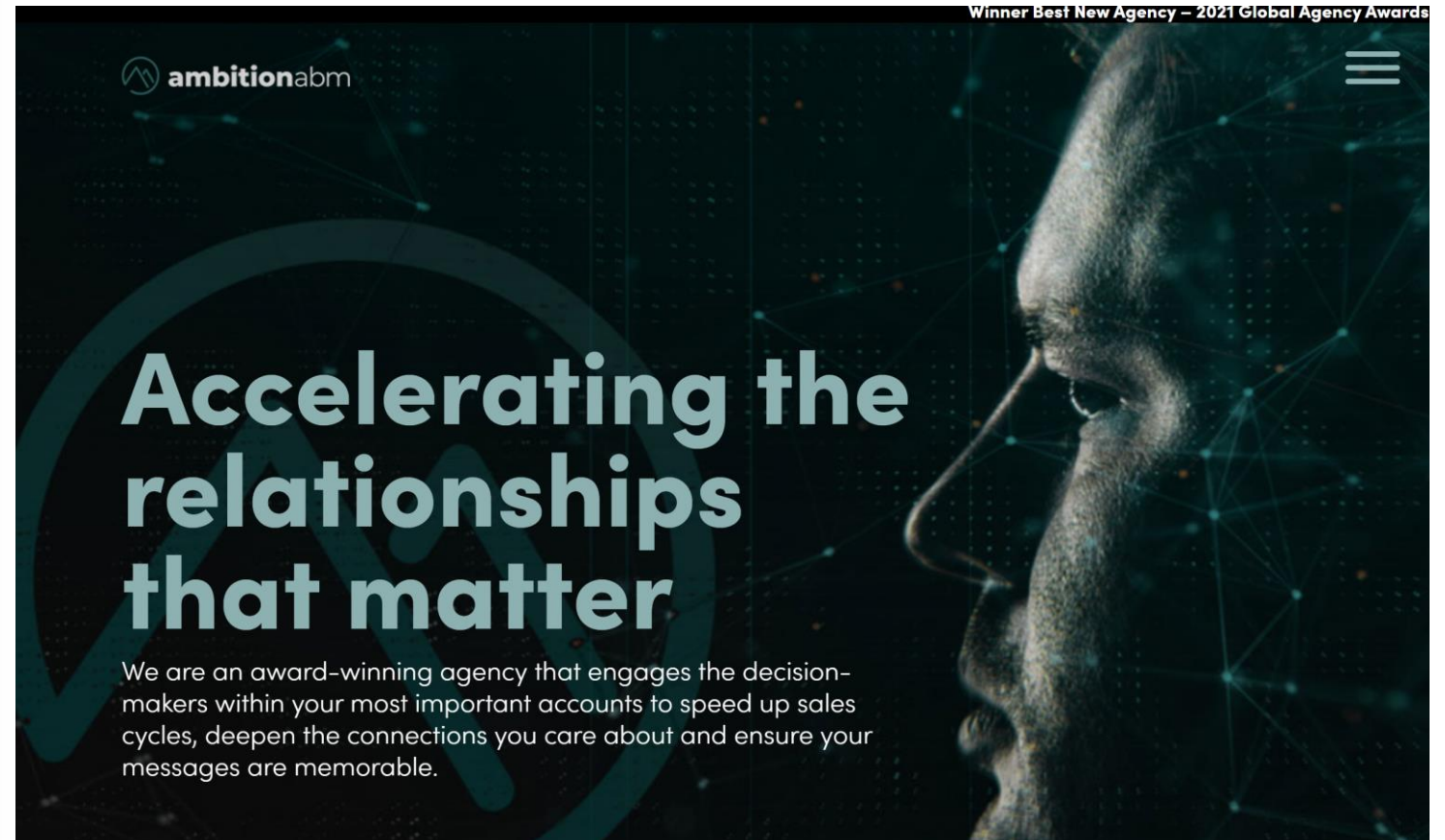
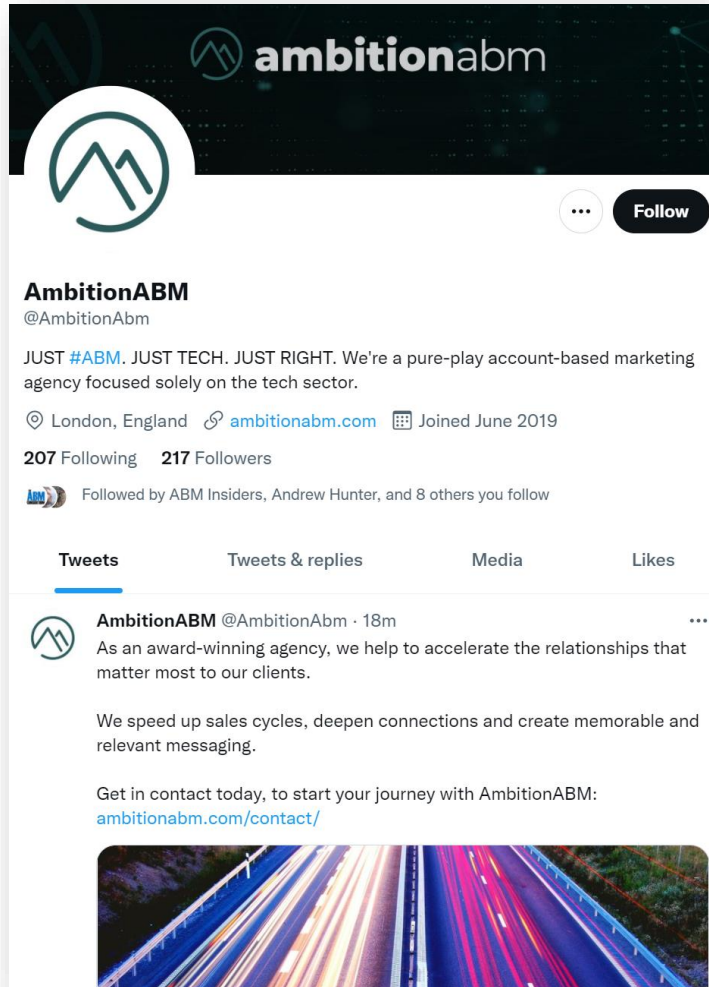
Est – 2019

Employees – 4 – 33% 12 month growth

London

New challenger brand

Really.





Punch

Est – 2014

Employees – 56 – 5% 12 month growth

London/Dubai

Identified in 2021 brand workshop – Hollie Ingram/Olga moved to

Really.

www.punchabm.com – “B2B marketing agency obsessed with growth”

- ABM, Video, Content & Creative
- Professional Services, Software/SaaS, Technology
- Sage, Zendesk, Pitney Bowes

Socials – [Twitter](#) (f 1,262) [Linkedin](#) (f 2,786), [Instagram](#) (f 541)

Awards – #1 fastest growing B2B agency in B2B agency league table 2021 (credit immersion in B2B tech), 2020 B2B Marketing agency of the year

Content – Infrequent website content in form of blogs – focused on ABM & B2B with occasional team update.

Search – No paid search – 150 organic clicks pm.



Punch

Est – 2014

Employees – 56 – 5% 12 month growth

London/Dubai

Identified in 2021 brand workshop – Hollie Ingram/Olga moved to

Really.





True Agency

Est – 2012 – part of BBN International
Employees – 43 – 26% 12 month growth
London
Identified in 2021 brand workshop

Really.

www.trueagency.com – “Make it memorable, Award Winning creativity & media powered by next generation audience intelligence”

- Brand Strategy, Content & Creative, Media & Advertising
- Professional Services, Software/SaaS, Technology
- Kaspersky, HP, Micro Focus, Cisco, OKI, Yell, EY

Socials – [Twitter](#) (f 1,011), [LinkedIn](#) (1,204), [Instagram](#) (f 1,479), [Facebook](#) (f 171)

Awards – ANA Global B2B creative agency of the year, Grand Prix Winner B2B Marketing Awards – The Drum Awards Best B2B content campaign, Best social media campaign, Best Brand campaign, Best B2B2C campaign and Marketing Week B2B Sector Masters

Content – Infrequent website content in form of blogs – focused on ABM & B2B with occasional team update.

Search – No paid search – 167 organic clicks pm.

true
a BBN agency

True Agency

Est – 2012 – part of BBN International
Employees – 43 – 26% 12 month growth

London

Identified in 2021 brand workshop

Really.

true
a BBN agency

WE BUILD B2B BRANDS

True was founded in 2012 to be a different type of B2B agency. To break free from the world of short-term performance marketing that swamps the B2B marketing industry, with little impact. We are in the business of making a difference. And we do that by building brands – creating powerful brand associations that deliver tangible business value and generate fame for our clients.

Yell

7 STRENGTHS OF STONE:
TEST SERIES

ROCKWOOL

BBN THE WORLD'S B2B AGENCY

true
a BBN agency

MAKE IT MEMORABLE

Award-winning creativity and media powered by next-generation audience intelligence

EFFECTIVENESS
ACCREDITED
2021-23 IPA

ANA
GLOBAL B2B
CREATIVE
AGENCY
OF THE YEAR
2020

true
a BBN agency

True
@TrueB2B

ANA Creative B2B Agency of the Year 2020 | Make it memorable

Soho, London trueagency.com Joined August 2012

830 Following 1,015 Followers

Followed by Mitch Hole, Claire SherriFF, and 65 others you follow

Tweets Tweets & replies Media Likes

True Retweeted
BrandFilmAwards @BrandFilmAwards · Jan 14
Introducing one of the 2022 @BrandFilmAwards judges - James from @TrueB2B. Find out what he is looking for in a winning entry.

For more information on how to enter the awards, download the entry kit now survey.alchemer.com/s3/6536991/Bra...

2022 JUDGES
WHAT ARE YOU LOOKING FOR IN A WINNING ENTRY?

I'll be looking for original work with real standout, something that's simple, unexpected and beautifully executed.

You might like

Economist Impact @economistimpact Follow

Rick - Cktechconnect... @cktechRick Follow

Olivier Sartor | 100/3... @osartor Follow

Show more

What's happening

War in Ukraine - LIVE
Zelenskyy set to address US Congress as Russia continues attack on Ukrainian cities

Crossword puzzles - Trending
Wordle 270 X
People try to guess today's five-letter word in six tries or fewer in brainteaser Wordle 17.8K Tweets

Tertiary



- Account Engagement Platform
- Grow pipeline & revenue with an end-to-end account-based platform designed for your entire go-to-market team
- 6sense brings sales, marketing and operations teams together by identifying the best accounts and contacts to work, the right time to work them and the topics they care most about
- Identify accounts looking for your solution. Prioritise efforts. Engage the right way. Measure what matters.



- Improve your visibility with a GTM platform that injects Account Intelligence into every step of the buying journey. You'll spot in-market opportunities sooner. Progress them faster. And hit your pipeline goals quarter after quarter.
- Integration – plug and play with leading technologies
- ABX Cloud – ABM reinvented around customer experience
- Account Intelligence – a hi-def view of accounts
- For marketing, sales & post-sales



- Unlock ABM campaign success with Triblio
- Triblio's AI-powered ABM platform can uncover new opportunities and attribute pipeline to your ABM campaigns. Complete the form to the right to see a demo.
- Use predictive intent data to find the hottest accounts before they reach your pipeline, or even your target account list. Combine first and third party intent to precisely segment accounts based on buyer signals and then orchestrate cross channel ABM campaigns with unified messaging.

Competitor Creative Examples

TAKE THE **GUESSWORK** OUT OF MARKETING



CHARLOTTE
BUYER PERSONA 0
CFO | MNC
AGE - 38 | STATUS - MARRIED | WORKS 30HRS



JAMES
BUYER PERSONA 2
IT MANAGER | PROFESSIONAL SERVICES COMPANY
AGE - 32 | STATUS - SINGLE | WORKS 40HRS



ANYA
BUYER PERSONA 11
CHANNEL MARKETING MANAGER | IT RETAILER
AGE - 40 | STATUS - MARRIED | WORKS 40HRS

Our insight-led strategy makes sure our clients see ROI on their marketing.
No guessing games. Just real results.
miramar-group.co.uk

miramar



BRINGING OUR ▲ GAME TO INDUSTRIAL BRANDS

Our ultimate goal is to give world-leading manufacturers a competitive edge.
We've built a multi-talented team with the unrivalled capabilities to create
B2B campaigns that amplify brands, drive performance and inspire audiences.
We are Armstrong. An agency like no other.

Armstrong

Jane from Sales thinks all marketers are an asset.

Over 1,200 B2B global experts know your battles and are ready to help smash down internal barriers and shatter misguided expectations.

Start making that difference. Partner with the right agency.
Visit: bbn-international.com/hope-for-marketers/



Brand strength through dynamic expressions of your mission and values.
Inner drive through a workforce motivated by your vision.
Profitability through a full toolbox of sales assets.
Inspiration through impactful live events.
Engagement through imaginative digital content.
Innovation through new digital tools and realities.
Success through partnership with a truly integrated agency.

**Growth through
creativenergy.**

brayleino.co.uk



**Want people
to believe your
business is
becoming more
sustainable?**

STOP
telling them.

*The word 'sustainability' is repeated 10x on each
of the Forbes top 50 brands' sustainability webpages.*

Want to know how to cut through? Read *Words that work*.
Radley Yeldar's guide to sustainability comms that connect.

Download the report at ry.com

radley yeldar.



**Let us lead you
into the age of
Hypertargeting**

Our AdTech and Data solutions allow you to hypertarget buyer-intent prospects in the market for your solution and guide them along the road to purchase thanks to:

- **Omnichannel tracking utilizing unique buyer-intent algorithms**, mapping Decision Maker behavior signals across the entire funnel
- **An unrivalled Data Base enabling immediate prospect-engagement** via regularly updated DM profiles allied with company level firmographic, technographic, and financial data
- **Game-changing IP tracking and mapping** to accurately identify digital addresses, segment and reach only the accounts relevant to you, and transform anonymous traffic into known traffic
- **Data-Driven Programmatic Advertising**, based on predictive analytics, automatically placing personalized and contextual messages with prospects likely to be in-market for your solution

Boost your Demand Generation Programs with Expandi 100% accurate hypertargeting.

contactus@expandigroup.com
expandigroup.com





SAVE YOUR BREATH KEVIN.

We've never been ones to blow our own trumpet.

As a strategic B2B agency partner to world-leading brands, we've always felt that the spotlight should be on our clients and not us.

Perhaps that's why we continue to experience double-digit growth year-on-year, despite pretty much all our billings coming from repeat business and recommendation.

So, if you're ever on the lookout for a team of ABX experts, with a 40-year track record in B2B; a digital toolbox that's full to bursting; and a proven framework for global success, we'd love to hear from you.


In the meantime, it's probably best that we keep this to ourselves.

G I L R O Y
hello@gilroy.co.uk

“Saving our planet is a communications challenge”

Sir David Attenborough

While the last 12 months have been some of the most challenging on record for business, they have been even more challenging for our planet. At Gravity Global, we have been working with our clients to put sustainability and responsibility at the heart of their brands – launching global programmes that deliver against their ESG goals and shared ambition of achieving Net Zero. gravityglobal.com



gravity
GLOBAL



MERKLE
— B2B —

**B2B
Inspiring.**

Creativity strikes like a lightning bolt but without research & insights, data & technology and performance media behind it? Its impact would be fleeting. That's why we purpose-built our agency to help B2B brands create experiences that matter to the people who matter most. See how we're creating B2B like never before at merkleb2b.com.

**TURNING THE HEADS
THAT COUNT IN B2B**

Turning Heads™ is building an intelligent ABM newsdesk.

It's developing and delivering a multi-sensory, virtual experience for 5,000+ remote global colleagues. It's taking a totally different approach to media strategies, to connect with business leaders in a more valuable way.

Turning Heads™ is attracting and empowering the next generation of B2B marketing specialists.


It's redefining what it means to be a B2B agency. And changing our industry—for good.

Turning Heads™ is how we solve business problems. We are MOI. Let's turn heads together.

M

MOI-Global.com

The birth of the
world's first B2B
growth powerhouse.



The Marketing Practice, Kingpin and
Omobono have joined forces to become
the global, full-funnel, growth marketing
engine for B2B technology brands.

Welcome to the new world.

The Marketing Practice | Kingpin | Omobono themarketingpractice.com

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t s e

TMW
Business

*Our brains are pattern-making machines.
It's why you stopped and worked out that we
come up with **ideas that move people**. And why
we have a Human Understanding Lab to help us.
So, if you want to solve a more complex
marketing problem, you know what to do.*

tmwbusiness.com

Humanising business complexity

At Torpedo we help companies with either advanced business technology and software products or industrial manufacturing solutions to win and retain their best customers.

We blend creativity, experience design and technology to deliver effective marketing solutions. By seeing the world through the eyes of your customers, we articulate a clear proposition that captures their hearts and minds to create belief in your brand.

Full-service B2B marketing. Campaigns. Digital experiences. ABM. Content creation. UX. Brand activation. Video & motion. We make it happen.

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Transforming the fortunes of our clients by challenging
and disrupting the categories they operate in.

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PRAGUE SYDNEY AUCKLAND SINGAPORE SHANGHAI HONG KONG



2.0 Services

2022

ReallyB2B Hero Service



**Strategy &
Research**

**Content &
creative**

**Data &
delivery**

Services - What does ReallyB2B do?

Our hero services

STRATEGY & RESEARCH

Research & expert interviews

Audience identification,
profiling and segmentation

Customer journey mapping

Channel strategy & planning

CONTENT & CREATIVE

Content strategy

Big Idea

Copy writing & messaging

Content creation

DATA & DELIVERY

Data management,
insights & licensing

Multi-channel campaign
delivery

Sales
enablement/enhancement

Campaign management,
optimisation & reporting

Strategy & Research

You know where you are, and you know where you want to get to – but the question is, 'how?' Without an effective strategy, your goals and targets are merely dreams and ambitions.

ReallyB2B can help to expertly crafted a plan of action based on data and intelligent insights. Just like using a sat nav to avoid traffic jams, with the right help and support for your B2B marketing, you can reach your goals in the most efficient way.

- Research & expert interviews
- Audience identification, profiling and segmentation
- Customer journey mapping
- Channel strategy & planning

Research and expert interviews

What do you know about your audience?
What job do they do? What are their
responsibilities? How do they feel? What keeps
them up at night? How do they make decisions?

Without the answers to these questions, your
marketing is basically taking shots in the dark
and hoping for the best. That's why our expert
researchers meticulously gather and analyse
qualitative and quantitative data to inform your
strategy. The outcome of this in-depth
investigation is the ability to send the right
message to the right person at the right time.

- Consolidation of existing insights and information into clear concise formats
- Desk-based conducted research into audience, industry and competitors
- Quantitative surveys of key decision-makers
- Recruitment and 1:1 deep-dive interviews with highly targeted experts

Audience identification, profiling and segmentation

B2B marketers has a tendency to believe that campaigns are aimed at businesses or specific job roles. But this is a risky mindset. The fact is, behind every screen and every name badge is a person – with feelings and emotions. These people have desires, wants and needs.

Your product/service isn't just about solving their problem, it's about how it makes them feel e.g., more confident or less stressed etc. It's for this reason that we use emotional intelligence and empathy to not only uncover your best opportunities, but also get to know them on a deeper level and plan your marketing strategy around their innermost wishes and aspirations.

- Gather accessible contact information from a range of GDPR-compliant providers
- Insight review into the needs of decision-makers and how these vary
- Segmentation of decision-making unit based on where their needs vary by firmographic data
- Target company key contact profiling and data licensing

Channel strategy and planning

Having analysed your audience to identify the best prospects, and investigated their drivers, desires and wants, the question now is, how do you best connect with them? Is it email, social media, digital advertising, or a combination of them all?

At ReallyB2B, we are multi-channel solutions experts, meaning we can connect with your audience via the channels that suit them best. But we also have the capacity to identify which channels will enable you to achieve your goals most effectively.

Our in-house planning hub, Enigma 2.0, has over 14 million rows of live campaign data (such as open rates and clickthrough rates), enabling us to not only forecast results, but also create the perfect multi-channel plan in line with your buyers' behaviours and your needs.

- Cross-tab analysis of target market with our experience using Enigma 2.0
- Accessibility review of key contacts by channel
- Assessment of owner routes to market via events and 3rd-party publishers
- Creation of clear go-to-market strategy

Customer journey mapping

In an ideal world, a prospect would receive your communication, call a salesperson, and convert to a customer immediately. But we know this is unlikely. In fact, in today's world of growing decision-making groups, the likelihood is that conversion to a customer could take months (sometimes years).

For this reason, your marketing strategy requires effective mapping of touchpoints, engagements and conversion opportunities. How is your audience moved from one touchpoint to the next? How do you intend to keep them engaged and informed without scaring them off? Our experts will work with you to map out your entire customer journey plus all potential routes to ensure all opportunities are maximised.

- Audit of existing customer journey and identification of pinch points
- Customer journey content plan to drive conversion at each stage
- Clear and candid marketing strategy to direct attention where it matters most

Content and Creative

You have a great product/service, and you know the audience you want to engage. But how do you make your proposition distinct in a marketplace filled with similar solutions and messages?

The answer is content and creative. This is your opportunity to create disruption, differentiate yourself from your competitors and most importantly... get your audience interested. From informative and helpful, to entertaining and engaging, content and creative is your opportunity to stand out from the crowd and make your brand memorable.

- Content strategy
- Big Idea
- Copy writing & messaging
- Content creation

Content strategy

The internet is awash with marketing content that seems to have been produced for no reason other than blatant self-promotion. This shows a lack of strategy and planning. Whilst some may think that content is simply the creation of an infographic or ebook, it's actually so much more than this.

Content is a tool used to not only engage an audience, but also to position the publishing brand as an industry thought leader. It requires data analyses, planning, strategy and above all else, expertise. At ReallyB2B, our specialists work with you to create a content strategy that not only serves your purpose, but also deeply connects with your audience.

- Analysis of qualitative and quantitative research findings
- Investigation of pain points and industry news
- Identification of key messages and potential solutions
- Schedule of content based on audience appetite and campaign plan
- Synopses of each content piece

Big idea

A big idea is a campaign look and feel that develops elements of your existing brand guidelines (such as graphic styles and tone of voice) to create a new high-impact and engaging aesthetic, which will be used across all elements of your campaign.

Based on factors such as competitor analyses and the need for marketplace disruption, a big idea is the all-encompassing structure that not only makes you stand out from the crowd, but engages your audience. From communications to events, the big idea enables you to elevate all of your activities for the length of the campaign, without the need to rebrand your business.

- Initial research and competitor analysis
- Presentation of a range of campaign big ideas
- Development of chosen routes and visuals
- Final presentation of tactical examples to show the 'campaign in action'

Copywriting and messaging

When marketing your product/service to your target audience, it's vitally important that everyone from writers to salespeople, have a unified and consistent message. Without this, your brand and your proposition can quickly become diluted and less memorable.

It's for this reason that our experts will create a messaging hierarchy to be used within your communications and wider business – which ensures a cohesive and aligned response to all your prospects, and in reply to all their pain points.

What's more, our specialist writers will ensure your proposition is presented in such a way that it not only generates engagement but also creatively ignites conversations with your audience.

- Deep investigation into product/solution
- Development of product features into audience benefits
- Pain point identification and response generation
- Addition of supplementary proof points

Content creation

Even with a comprehensive content plan and messaging hierarchy, the creation of actual content is not something to be attempted by just anyone. Writing a piece of content requires an expert eye, the drive of an investigative journalist and the writing abilities of a veteran novelist.

Why? Because not only does content need to engage the audience and provide them with helpful advice and guidance, but with the right approach it also does wonders for brand positioning. A well-written ebook or tip sheet can make the reader think 'this company really knows what they are talking about, they are happy to share their knowledge with me, they seem to be trustworthy, and I should definitely speak to them when I'm shortlisting suppliers. Good content isn't just for your readers, it's also a priceless tool in making your brand an industry leader.

- Research into potential solutions
- Creation of overarching narrative with key points identified
- Initial draft crafted from content synopses
- Design and creation in suitable format
- Final developments and production
- Formats including (but not limited to): Infographics, tip sheets, case studies, ebooks, videos (long and short form), webinar packages, digital assets

Data and Delivery

Effectively delivering, managing and optimising a successful B2B marketing campaign takes time, resources and a vast skillset. The likelihood is that you already have many of these assets at your business, but with success and business growth comes additional needs and pressures – so let us help.

At ReallyB2B, our experts passionately support and empower your team to achieve their goals. We bring the experience and knowledge needed to seamlessly integrate with your people and help you reach your targets.

- Data management, insights & licensing
- Multi-channel campaign delivery
- Sales enablement/enhancement
- Campaign management, optimisation & reporting

Data management, insights & licensing

Data is the lifeblood of any marketing campaign. But, in its rawest form it's simply information and numbers. In order to unlock its true value and turn it into a key differentiator, you need specialists to not only manage it effectively, but also mine it for its priceless insights. You see, data is not the end goal. Your objective should be to uncover the trends, correlations, and predictions hidden within it.

At ReallyB2B, our experts can not only gather and license data on behalf of clients, but also cleanse and mine it for the unseen gems.

- Aggregation of accessible data from a range of GDPR-compliant providers
- Intent data of companies researching products right now
- Data licensing, cleansing and activation into campaigns
- Ongoing management of data and strategic recommendations

Multi-channel campaign delivery

As the name suggests, a multi-channel campaign involves a variety of activities, from email distribution to media purchasing. Whilst each job requires a certain degree of knowledge and experience, when the campaign is viewed holistically, it can become an overwhelming prospect. That's why it's vitally important to understand the benefits that come from working with experts.

From data projects and research activity, to multi-channel distribution and account based marketing (ABM), partnering with specialists ensures you can confidently relax in the knowledge that your marketing is being carried out in the best possible way by proven marketers.

- Campaign setup and builds across email and digital platforms
- Marketing automation strategy, builds and management
- 3rd-party management and activation i.e. LinkedIn
- Database management ensuring one clear and consistent view

Sales enablement / enhancement

What good is generating hot leads if your salespeople have no idea what the aligned campaign messaging is, and what path the leads took to arrive at an exploratory call? This is why marketing activity *must* include sales enablement and empowerment packs.

At ReallyB2B, we work with our clients to create everything from battlecards to individual account analyses (for use with ABM). This ensures that when salespeople finally speak to leads, they are fully aware, fully informed, and fully capable of turning that lead into a new customer.

- LinkedIn profile and networking supercharge
- Key account sales packs detailing key information and clear activation plan by target
- Sales collateral audit, recommendations and formation of new assets
- Alignment of sales/marketing processes to ensure maximum campaign efficiency

Campaign management, optimisation & reporting

Due to the sheer amount of time and energy that goes in to planning an effective marketing strategy, it can feel counterintuitive to change this once the campaign is underway. But, this agility is a key differentiator.

Part of what makes us experts at ReallyB2B is our laser focus on the numbers. We carefully watch campaign data for any tell-tale trends or reactions and adjust campaign plans accordingly. This ability to recognise opportunities and optimise campaigns in accordance, is the difference between success and failure.

- Dedicated account management team
- Campaign deployment and management across all appropriate channels
- Centralised reporting and response handling
- Clear recommendations for iterations and ongoing improvements

Really.

