

# B2B Marketing

**LET'S GET DOWN  
TO BUSINESS**

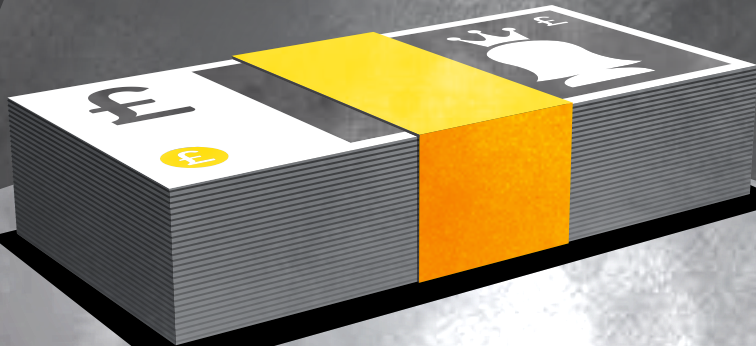


CREATIVE

# Show me the money

**Let's keep things simple:** the aim of your B2B marketing is to produce more customers and drive more sales and improved profits. This remains true even after the digital revolution has moved the sales process from face-to-face interactions to internet-based relationships.

In the pages of this handy booklet, we're looking at simple ways to ensure your B2B marketing consistently delivers ROI to improve your bottom line.



An illustration of a claw machine. A grey mechanical claw is suspended by a white cord and a yellow wavy line, positioned over a bright yellow teddy bear. The yellow bear is surrounded by several grey teddy bears. The background is dark grey.

# Have a clear brand

To create an excellent first impression, it's vital that other businesses know quickly and clearly what you do. Key to this is having a simple but clear strategic proposition that everyone can understand. This proposition should communicate your offering, your difference and your relevance. It should inform every aspect of your identity across all channels for everyone within your organisation – from how you answer the phone, to the design of your letterhead, to the navigation of your website.

# Be a thought leader

You're great at what you do. You know the value of your products and why your services are needed by others. So why not use this industry and sector knowledge to create new relationships with potential new customers? Blogs are a great way for you to share your knowledge and influence decision makers in the areas of your own expertise. Blogs that predict future trends are always popular. Predictive blogs generate excitement and are frequently shared, placing you at the heart of meeting your customers' needs.



# Identify their problem

It doesn't matter what sector you're in, every business faces a range of challenges. If you can identify these accurately, and state them clearly in your marketing, you'll build a valuable level of empathy and trust. Get to know your customers' pain points, and they'll trust your solution more. They'll think 'these people really understand our issues'. In every aspect of your marketing activity, it pays to talk about their world, rather than yours. So bind yourself to your customers' world by talking about them rather than you.



**PLANET  
CUSTOMER**



# JARGON!

## Make your offer clear

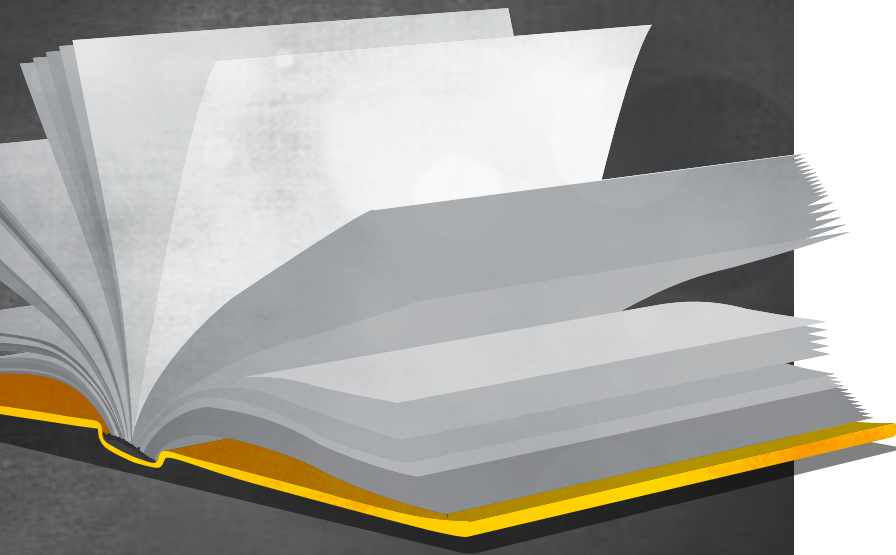
You can never be all things to all businesses. Precision is king. A shotgun approach is always beaten by the rapier. So be clear in exactly how you can help others. Say what you can do to help. Be simple. Be direct. Prove you can do it. And always make it clear how your reader should respond to your offering.

**Avoid jargon.** It can be tempting to express your expertise through industry jargon. The problem is you can never be certain everyone knows what you're talking about. It can also make you appear difficult to work with. Keep your language simple.

# Tell your story

So immersed are you in your products and processes, it can be only too easy to think people are as interested in what you do as much as you are. Perhaps a more interesting story is how you do what you do and why you do it. If you can tell the story of what drives you, you can create a real difference in your reputation and how businesses perceive you. People love a good story told well.

**Get visual.** Nobody really likes reading. So reduce your text and use videos, infographics and icons to tell your story in a dynamic, compelling way.



# Build relationships

Many businesses assume once their website pops up high on Google, the battle is won. The reality is that finding your website is only the start of a relationship. Build commitment to your business through likes, follows and subscribes. Give away your knowledge through white papers in exchange for their contact info.

**Keep your ear to the ground.** It always pays to listen to what your competitors – and their customers – are talking about. Reading their blogs is a good way to see the pain points your competitors are addressing, and how.



# Where's the evidence?

It's important to provide evidence in support of your claims. If you have customer testimonials, use them. They have unique, independent voices that speak twice as loud as you ever can. If you've won awards, gained satisfaction ratings or received favourable press coverage, use them. Free trials or consultations are another great way to provide evidence of your product or service in action.

**Use case studies.** They reveal your processes, how you solve problems and actually deliver results. Infographics are a great way of presenting case studies.







# Don't rest on your laurels

B2B marketing is all about moving forward. Being ranked high on search engines means having constantly updated, high quality and relevant content. This content can be easily updated through effective use of social media, and by adding fresh content to your website, writing regular blogs and updating your news feed regularly. If you use direct mail, test different approaches to improve your response. Look at other sectors, and use their best ideas for your own purposes.



# Mix it up

To ensure you reach the right people at the right time with the right offer, it's important to create a complete marketing mix. This of course involves digital content, including:

- Carefully placed **banner ads**
- Updated **blogs** and **news**
- Effective use of **social media**

It also includes more traditional forms of marketing, which still have real value in our online world:

- **Print ads** in publications your prospects read
- Attention-grabbing **direct mail**
- Targeted **telemarketing** and **PR**

The thing to remember that at every touchpoint, your marketing should always reflect your brand and strategic proposition.



# Get personal

To make the most of the opportunities social media presents, it's vital that you use the different channels effectively and appropriately. Use:

- **Instagram** for pictorial or photography-based content.
- **Twitter** for reactions to events and opinion on industry issues.
- **Facebook** to create relationships with offers, incentives and promotions.

Remember to use social media to drive traffic to your own website or to campaign-specific landing pages. And always, always remember you are talking one-to-one with your customers.



# Our services

From brand identities to advertising campaigns. From websites to direct mail. From internal communications to SEO. We create all kinds of communication... via all types of media channels.

## BRANDING.

We've launched small companies from scratch. We've revamped, or refreshed, the brand identities of global, market-leading brands. We've done almost everything in between.

- [\\_Strategic Positioning](#)
- [\\_Product and Company Naming](#)
- [\\_Logo Design](#)
- [\\_Corporate Identity](#)
- [\\_Strap Lines](#)
- [\\_Brand Guidelines](#)

## DIGITAL.

We have been designing, and developing, highly effective websites, applications and online tools for over 6 years now. In fact, when it comes to New Media in general we think of ourselves as old hands.

- [\\_Design & Build](#)
- [\\_Content Management Systems](#)
- [\\_Web Applications](#)
- [\\_Ecommerce Sites](#)
- [\\_API Integration](#)
- [\\_SEO](#)
- [\\_Digital Campaigns](#)

## COMMUNICATIONS.

If a message doesn't hit home it's not a message. It's a meaningless statement – a waste of time, space and money. Making sure that your comms communicate a proposition clearly and cogently goes to the heart of everything we do.

- [\\_Advertising](#)
- [\\_Corporate Communications](#)
- [\\_Direct Mail](#)
- [\\_Display Graphics](#)
- [\\_Integrated Campaigns](#)
- [\\_Internal Communications](#)
- [\\_Literature](#)
- [\\_Packaging](#)

# Get in touch

Congratulations. You've finally found a design agency that talks your kind of language. To get the ball rolling please get in touch and we'd be delighted to come and see you to explain what we could do for your brand.

**+44 (0)1509 410 376**

**BRANDING.  
ONLINE.  
OFFLINE.**



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