

MarketMakers and ReallyB2B

Leaders in Lead Generation and Sales
11th September 2019





Hello from MarketMakers & Really B2B

For over 15 years MarketMakers and Really B2B have remained focused on what we do best – delivering brilliant marketing campaigns that are sales-led and results driven.

Measurable ROI is at the very core of what we do. We are the only business in the UK offering best in class B2B Marketing and Telemarketing under one roof as a fully integrated solution.

We support our clients from data and insight right through to highly qualified sales-leads, enabling their sales teams to focus on conversion.

Our focus on delivering real results enables our clients to grow their business - as they grow, so do we.



2005

2007

2009

2011

2004



MarketMakers is set up by Founders Henry & Paul

15

MarketMakers reaches 15 employees!

2006

The MarketMakers Group win 1st award: Small Business of the Year at the Business Excellence Awards



MarketMakers creative agency, Really B2B is born.

2008

LEAD FORENSICS

Lead Forensics was built in-house and used by clients as a website visitor tracking tool

100

employee head count reached 100!

2010



The MarketMakers team grow and move to our current home, 1000 Lakeside

The MarketMakers Business School is created by our People Director, Steve Cass

MarketMakers' Mission Statement

MarketMakers mission is to drive the growth of our clients businesses by providing world class sales and marketing solutions. We are committed to building a team of highly talented people and we use innovative technology to help deliver the highest levels of return on investment. Our 5 values are: One Team, Personal Development, World Class Customer Experience, Outstanding Performance and Great Times.

Always moving forward, never standing still.

 marketmakers

2013

2015

2017

2019

2012

MarketMakers recognised
as the **UK's Top B2B
Telemarketing Agency**
by B2B Marketing



2014

Corporate member



We became a
member of the DMA

2016

CENTAUR
MEDIA

MarketMakers and
Really B2B are
acquired by
Centaur Media



Really B2B picked
up an accreditation
for 'The Best Ad
From The Future' at
The Drum: Chip
Shop Awards.

Most awarded
agency at the



2018

dm
as

We win the
Silver Trophy
for Best
Technology
Campaign at
the DMA
Awards



xeim

Centaur Media
launch Xeim,
Excellence
in Marketing.



Really B2B win Best
use of Marketing
Automation at the
2019 Martech Awards
for their work with
TMF Group



MarketMakers Sales
element of the
Business School
endorsed by the
Institute of Sales
Management

The MarketMakers Group
awarded a Best Workplace
by Great Places to Work for
the first time (ranked 33rd)



Really B2B's Values

Tenacious - Once we set our sights on something we do not stop until we achieve the outcome we want. **Expert** - We pride ourselves on our appetite for continual curiosity and learning. **Accountability** - Accountability is at the heart of all of us. **Bold** - We boldly go where no B2B agency has gone before, and we take our clients with us. **Empowering** - We enable and encourage our peers and clients to push the boundaries of their potential. **United** - We are united in our commitment to friendliness, excitement, positivity and great results.

It's
all in
the numbers.

Really.

Sticking to our values...



Jonny Drodge – Planning & Analytics Manager

'Expert' values champion

"With our finger on the pulse for all things B2B, we pride ourselves on our appetite for continual curiosity and learning. This enables us to apply trusted expertise to inform all we do for ourselves and our clients".



Dan Lowe – Designer

'Bold' values champion

"We boldly go where no B2B agency has gone before, and we take our clients with us. We pair action with knowledge and go above and beyond in everything we do, challenging ourselves and our clients to rethink the norm and aim higher".



Amanda Young – Business Development Manager

'Tenacious' values champion

"As individuals, as a company, for ourselves and for our clients. Once we set our sights on something we do not stop until we achieve the outcome that we want, and the results our clients demand".



Richard Keane - Account Executive

'World Class Customer Experience' values champion

"Delivering a world class customer experience is really important to us when we are dialling on behalf of our clients. We are provided with the best training to represent clients' brands exceptionally and become an extension of their team."



Amy Cooke – Team Manager

'Outstanding Performance' values champion

"Making clients happy is probably when my job satisfaction is at its highest. I love driving results for clients through my team's performance and I think it's really important to understand objectives and exactly how we are going to reach them."



Tom Furber – Learning & Development Manager

'Personal Development' values champion

"As a business we think it's really important to drive the development of all of MarketMakers employees, from diallers to managers. Everyone has the opportunity to learn and develop their careers here using our Business School. Our employee engagement is proven to have a direct impact on customer satisfaction."

Some of our clients

Business
Services



onecom



CALOR



Checkatrade



How have we contributed to our clients' businesses?



See some
examples

Here's a glimpse of some of
the real results we've
generated for new and
existing clients.

Really.



marketmakers



Redstor provide cloud data management solutions, helping clients discover, manage and protect their data from a single control centre, unifying data backup and recovery, disaster recovery, archiving and data search and insight. Founded in 1998, Redstor are disrupting the world of data management with its range of solutions that enable organisations to access data on demand wherever it is stored and across any device, demolishing downtime.

Target Audience

The decision-making units:

- IT Director
- IT Manager
- DPOs
- Risk/Compliance



Businesses in the UK, South Africa and Benelux with £1m+ turnover

Head of Finance / Finance Directors

The Problem

Following recent investment, Redstor are on an aggressive growth journey.

An effective martech suite of products were identified as a way to help support a demand generation programme with the objective to generate product demonstrations for conversion to sale. In addition, the investment in martech needed to deliver marketing and sales team operational efficiency ensuring sales could now focus on closing and marketing could focus on product and brand development. With programme launch in just eight weeks, the martech programme and demand generation engine needed scoping, integrating and deploying at lightning speed to coincide with a Gartner event.

**Demand
Generation
Tech
Stack**

LEAD
FORENSICS

HubSpot

zoominfo.

webeo

118 Information
Be Seen, Be Heard, Be Everywhere

The Solution

Working with Really B2B and MarketMakers, a range of solutions were selected to work in conjunction with existing Redstor technology, as well as integrating proven tools to support the programme. The martech suite incorporated data integrations, planning and benchmarking software, an agency CRM, a content optimisation hub, website personalisation tools, intent data and more.

328%

Increase in
Monthly MQL
volume

50%

Increase in
conversion
to demo

100%

Increase in
IP-personalised
site dwell
time

200%

Expected ROI

Communication Channels



Highly-segmented
demand generation
strategy



Martech solutions deployed
for data, core, content &
personalisation and insights
& analytics:

- Vortex-led telemarketing
- Bespoke Turtl thought-leadership content
- IP-personalised Webeo landing pages



"The programme has had a positive impact on my sales team. They are laser focused on engaging with MQLs, rather than hunting their own prospects. We're only a few months into the programme but are seeing positive performance improvements all round".

Chris Sigley,
Sales Director,
Redstor

MARKETING ON STEROIDS

O2 is a mobile network operator and the UK branch of the Spanish telecommunications company Telefonica. Telefonica took over O2 in 2005 for nearly £18 billion and has since brought under its control Telefonica's European counterparts.

With 25.1 million connections, O2 is the one of the largest mobile network operators in the UK. In spite of their success, O2 needed a quick and strategic launch for their new business mobile tariff, and found just that in MarketMakers.

The Problem

O2 launched a new tariff only available to those working in the public and voluntary sectors. This was titled the 'Number 10' plan. The plan cost just £10 a month for unlimited calls and 1GB of data.

With such an exceptional offer it was important for O2 to hit the market quickly and reach potential new customers before any corresponding contracts were made available. They needed an almost overnight campaign. Traditional marketing techniques such as running ads or sending mailers, would be too slow, they needed 'marketing on steroids'.

The Goal

The objective of the campaign was to generate high quality leads for the O2 sales team to close approximately 2,000 connections per week, with the overall goal of achieving 200,000 connections throughout the campaign.

The idea was to hit the marketplace hard for the first 3 months whilst there was no product on the market to compete with the No.10 Tariff, and to increase O2s market share by 10% to an overall 20%.

Local Government

Charities

Public Sector



O₂

The Solution

O2 found the solution with MarketMakers. We were immediately able to allocate a team of highly-experienced and results-oriented telemarketers to start telephoning public and voluntary sector organisations.

Within 13 weeks, MarketMakers had generated 400 leads for O2 to develop further. Those leads would result in 200,000 new connections and by 14th November, O2 was so overwhelmed with new leads from MarketMakers that it needed to pause the telemarketing campaign.

400 New Leads Generated

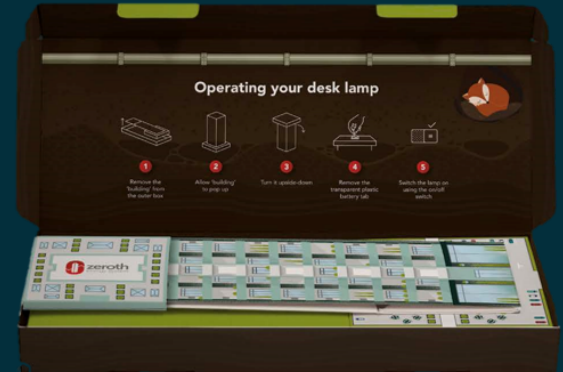
200,000
New Connections Made

125% Against Target



Direct mail - self mailing package

Direct mail - open mailer with instructions



Direct mail - pop-up desk lamp

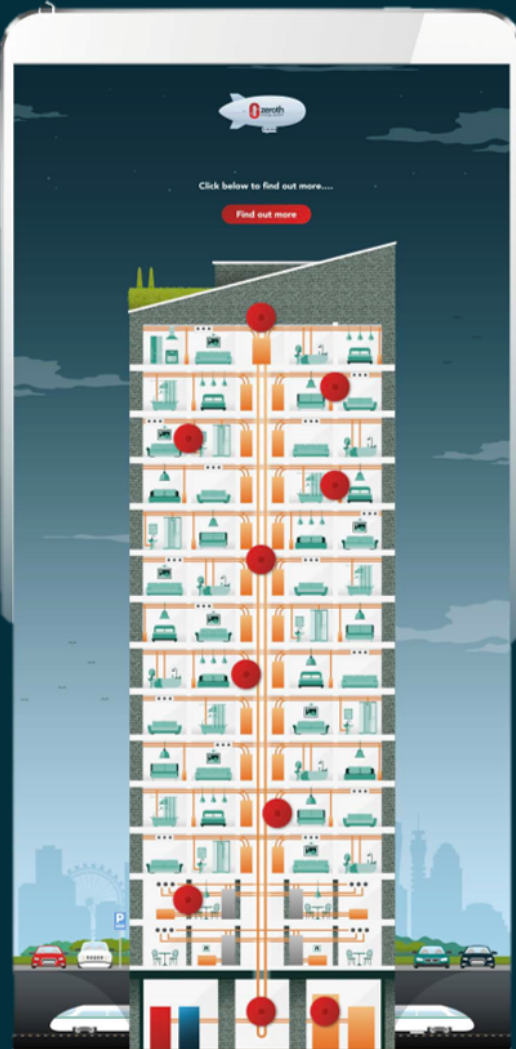


Cool ideas, red-hot results

We supported Glen Dimplex Heating & Ventilation in taking their revolutionary energy system, Zeroth, designed for multi-use apartments, to the London architect and specifier market. To date, we've achieved:

347% of SQL target, £12m pipeline and
£3m expected to close, delivering
5,419% ROI.

Interactive landing page



To find out more and to see how the Zeroth Energy System would have performed in one of your previous projects, speak to one of our experts today on:

☎ 0330 058 0560 📧 Phil.Terry@zerorth.co.uk

Direct mail - booklet

5,419%

expected ROI



Developed with the industry, for the industry

For some time now, it has been clear that we need a new H2O/C innovation that has been designed for our transforming cities. Based on the input and requests of industry-leading developers, we've created the Zeroth Energy System. This revolutionary system uses a refrigerant-free energy loop which circulates low temperature water around a building to individual in-apartment heat pumps which meet the heating, cooling and hot water needs of the residents.

This system:

- Can provide heating and cooling through a two-pipe system
- Reduces heating in communal areas
- Can reduce the plant room footprint by up to 50%
- Works from internal network temperatures of 15-25°C as opposed to 60-90°C
- Can reduce peak network losses by up to 90%
- Has an efficiency of up to 200% when paired with an air source heat pump
- The in-apartment heat pump footprint is just 550x550mm to fit standard service or kitchen cupboards

What this means for you

The Zeroth Energy System provides you with greater design freedom. It has been engineered to work with multiple energy sources, including gas and renewable plant rooms to give greater flexibility for your projects. Its modular design allows you to use your choice of emitter, working with technologies such as under floor heating, fan coils or wet radiation. It is also able to provide comfort cooling without the usual cost premium.

By treating the cause of overheating and not the symptoms, the Zeroth Energy System allows for fewer pipes with a wide range of apartment specification options and a reduction in plant room space which allows you to add more usable and commercially valuable facilities, such as parking.



What we offer our clients

B2B Powerhouse



MarketMakers and Really B2B come together to form a B2B powerhouse to deliver growth, provide innovation and make important projects happen. We truly believe we have the greatest team, cutting-edge data and tech and unique end-to-end capabilities all under one roof.

Quality of Opportunity



We won't waste your team's time chasing poor quality prospects. Every opportunity we uncover for you, whether it's a lead, appointment or completed sale, will be fully qualified and approved by our Quality Assurance department before being released to your team.

Reporting



Our online 'MMCloud' portal and app shows results in real time, while our transparent reporting and call recordings let you see exactly how your campaign is performing at all times. Our weekly and monthly forecasting on results allow you to effectively plan your resource and give you complete flexibility of your campaign.

Measurable Business Growth



When partnering with a marketing agency, you need to feel confident that your marketing spend will result in return on investment. With MarketMakers and Really B2B, it's all about transparency, measurability and demonstrating ROI is our number one goal.



Enabling us to understand our prospects buying behaviours by placing them into one of four personality groups



Utilising this insight throughout the sales process with adapted messages to drive engagement

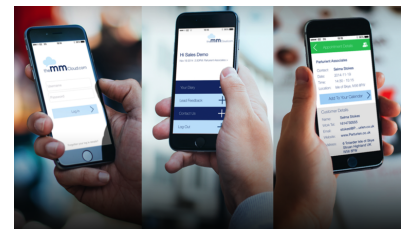
Really.

INNOV



**Enigma
2.0**

Our intelligent
planning hub



The MM Cloud and our CRM, Vortex - built and developed inhouse

Building you the perfect
database to increase
engagement
and drive
sales

mmdata

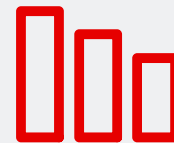
DATA AND INSIGHT



ACTION  marketmakers

Analysing and tracking customer
interactions and journeys to see how
each touch point contributes to your
bottom line and how these can be
replicated.

ATTRIBUTION MODELLING



18%

STAFF TURNOVER



Our team have been awarded by Best Workplaces for 6 years in a row, in 2019 we placed 26th in the Large Businesses category!

We are also a Best Workplace for Women and have been recognised as a Centre of Excellence in Wellbeing by Great Place to Work

The MarketMakers Group have a variety of internal and external training opportunities available for our employees. Internally, our Business School runs power sessions on everything from closing techniques, advanced excel and wellbeing sessions. Our training programmes are also endorsed by the Institute of Sales Management.

TRAINING



Externally, our employees have access to a number of different training programmes. Including Marketing Week's Mini MBA, IDM courses and Econsultancy training programmes.



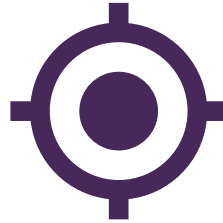
marketmakers
BUSINESS SCHOOL



OUR TEAM

2019
charity target
£20,000

We raise money through dress down days, Give As You Earn schemes and charity events.



This year we've contributed to Marketing Week Live, the IDM panel and Econsultancy best practice guides to name a few! Our team thrive when supporting the wider business community.

Engaging with the wider community

As a business, we are proud to support a variety of charities, some local and some further afield. Our main charity, Building schools for Africa, we have been supporting for many years and have funded schools, a medical centre and new water facilities for the town of Cameroon. Every 6 months our employees are given the opportunity to vote for local charities they would like us to fundraise for.



We are often invited to speak at industry events, raising the profile of B2B marketing and sharing our best practice approach with our marketing peers. Over the past 5 years we have ran an event at the Ritz where we have presented and opened a discussion on key topics within the marketing world.

xeim



What our clients think...



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**Head of Campaigns - Marketing,
O2**

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Really B2B delivered a true ABM campaign for NIIT which has already started to perform beyond our expectations. Smart in approach, combining excellent creative with the right research and insight, we are excited to see future results and plan to roll out across other brands.

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**Marketing Director - Europe &
Americas, NIIT Technologies**

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MarketMakers and Really B2B's development and execution of the Capital Commitment campaign has been instrumental to our end-of-year results and CSAT rate increase to 90%. Our CEO recently mentioned the campaign in our end-of-year statement and how it has underpinned our business performance and together with Really B2B we look forward to developing this campaign nationally.

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**Marketing Director,
Speedy**

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“

Together with Really B2B and MarketMakers, we have created a brand that truly reflects our ambitions and objectives. We're already cutting through to top tier prospects who didn't previously know who we were. Already we've closed a £1m deal in record time – 2 weeks from web enquiry to close. We look forward to building our demand generation engine to fuel our future growth

.....

**Head of Marketing,
AdvantageGo**

”



Really.

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