



# MarketMakers and ReallyB2B

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Leaders in Lead Generation and Sales





# 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

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

100

employee head count reached 100!

## 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.**





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 service 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 teams 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





# 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**



# barclaycard

Barclaycard are a global credit card and payment service provider owned by Barclays plc. Barclays launched the division that is Barclaycard in 1966 and became one of the first issuers of payment cards in the United Kingdom.

With over 50 years B2B financial partner experience, Barclaycard has become one of the UK's leading credit card issuers, providing chip & PIN terminals, online payment processing and innovative features to over 10.4 million customers in the UK.

## The Problem

In 2012, Barclaycard was facing a challenge making meaningful contact with the decision maker in their SME market. Larger SMEs had previously proved difficult to reach with gatekeeper interception and in smaller SMEs, the decision maker was often hands-on in the business and too busy to talk.

2012 presented Barclaycard with some aggressive new targets to meet, ever growing competition and limited internal resources. Because of this, Barclaycard turned to MarketMakers to support new business plans and drive revenue growth.

## The Goal

To address the difficulty of reaching the decision maker and generate leads, a combination of segmented direct mail, email and telemarketing was used.

**A multi-channel approach** - A phone, mail, and email approach was adopted. Segmented direct mail in a handwritten outer combined with equally segmented email creative was used simultaneously.

**Deep segmentation of target SMEs** - This ensured messages and the product offering was tailored to each of the 20 SME segments, which included; garden centres, health clubs, DIY stores and professional services.

**Integrated CRM systems** - This ensured complete visibility of all data being used throughout the campaign and access to the sales teams' diary. As well as uploading lead-generation call recordings for the Barclaycard team to use prior to sitting an appointment.



# 660

Appointments  
A Month

# £1M

Total Sales  
From Year 1

# 118%

Against  
Target YTD

## The Results

The Year 1 campaign exceeded targets across the board, with a total sales of almost £1M from the first year alone, and 330% return on investment.

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Data enrichment target = 90%	Achieved = 95%
Appt generation rate (per hour) target = 0.4	Achieved = 0.55
Data cleanse target = 3 an hour	Achieved = 3.27
Cleanse data target = to 81% complete	Achieved = 92%
Close rate to decision maker target = 14%	Achieved = 17%

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One-year contracts were extended because the campaign had proved so successful. MarketMakers have now been working with Barclaycard for over 9 years with continuous improvement year-on-year.

With 18 full time diallers, MarketMakers are delivering roughly 660 appointments a month, and are currently 118% against our YTD target.

# INNOVATING EASY

NIIT Technologies are a successful global IT company established in India in 1981. Having grown rapidly to over \$500 million turnover, the business counts some of the world's leading brands as their clients.

Although successful, NIIT still faces the issues associated with being a challenger brand and this translates into the way they have been viewed by clients, sometimes limiting their growth.

## The Problem

With one particular client SITA, NIIT had ambitious plans to shift their positioning from being a delivery supplier to an innovation partner- increasing account revenues by 10% as a result. They turned to us to create an ABM campaign that would change perceptions, establish new higher value relationships and engage with stakeholders in the SITA account in a way that had never been done before.

## Communication Channels



Telemarketing



Pre-launch  
event



LinkedIn  
Inmail



Bespoke direct  
mail

**NIIT**  
technologies

Engage With The Emerging

Direct Mail



## The Solution

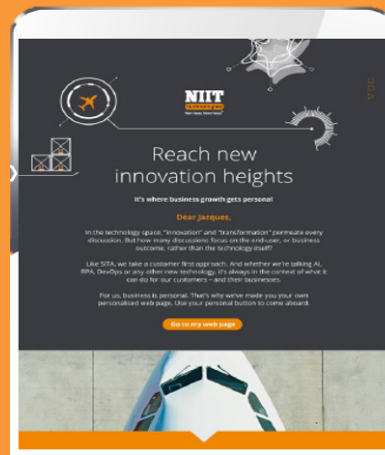
We focused on detailed research gathering at an individual level to understand each prospect's contribution and focus to SITA's five-year plan. We then created a completely bespoke experience for 8 key decision makers within SITA, starting with an event, moving to direct mail and then creating individual content experiences for each of them on their own personalised, NIIT-branded SITA website. The impact has been significant, with 6 new opportunities in play after just 4 months and a current expected revenue of £3 million.



**Microsites and content hubs**



**HTML & plain text emails**



**Personalised HTML**



**Personalised campaign landing page**

**One newly agreed project (sales-cycle shortened by 30%)**

**14**

**demos**

**6**

**new project opportunities being worked on**

**£3m**

**expected revenue**

**80**

**new contacts on NIIT's radar**

# 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.

**DISC**



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.**

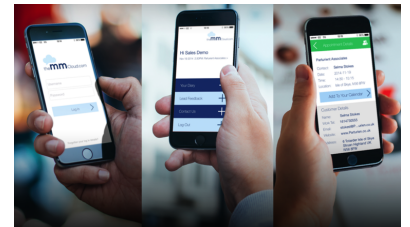
**INNOV**

**TECHNOLOGY**



**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

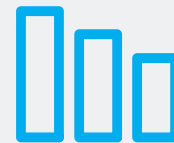
## DATA AND INSIGHT



**ATION**  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

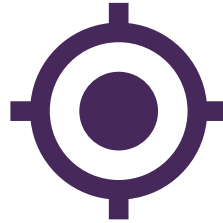




# OUR TEAM

**2019**  
**charity target**  
**£20,000**

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



## 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.



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.

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...



“

The lead generation campaign for Barclaycard has proved to be hugely successful. The combination of a pre-campaign data cleanse, segmentation, integration and developing telemarketing retailer 'experts' has delivered results much quicker than we ever thought possible. This programme will play an instrumental role in the growth of Barclaycard.

.....  
**Channel Development Manager  
Barclaycard**

”



Engage With The Emerging

“

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.

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

”



“

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.

.....

**Marketing Director,  
Speedy**

”



“

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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