



TRUPHONE



Really.

MarketMakers and ReallyB2B

Leaders in B2B Demand Generation



 marketmakers

Really.

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

2012



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

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.



2013

2015

2017

2019

2014

2016

2018

2020

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



We became a member of the DMA



MarketMakers and Really B2B are acquired by Centaur Media



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



Centaur Media launch Xeim, Excellence in Marketing.



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



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



B2B Marketing

#8 UK B2B marcomms agency 2020

MarketMakers and Really B2B are ranked the UK's 8th Top Marcomms agency 2020



Most awarded agency at the



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.



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



CALOR



Checkatrade



How have we contributed to our clients' businesses?

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



See some
examples

Really.



marketmakers



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.

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%

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.

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



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

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.

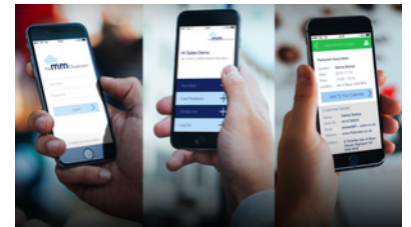
INNOV



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



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.



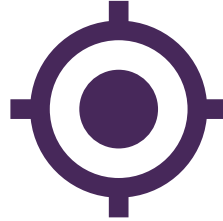
marketmakers
BUSINESS SCHOOL



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..



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The MarketMakers Group have yet again supported our growth over the past year in terms of fleet sales opportunities and closed revenue. No mean feat whilst we're in the midst of a new brand rollout and merger of internal teams



**Marketing Director,
Free2Move Lease**

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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.



**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.



**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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