

# HORIZONWORKS

## Smart marketing for a changing business landscape

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Samantha Vassallo, Managing Director  
Richard Holmes, Account Director

The **B2B** Marketing Specialists

# B2B marketing agency

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**Full service** – one agency,  
everything covered



**Industry partners** –  
at the heart of our business



**Global** – work with clients on a  
national and international level



**Sector specific** –  
supporting innovators



**Established** –  
2020 marks 10 years!



**Strategic partner** – extension  
to our clients' businesses



# Smart marketing for a changing business landscape

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The Coronavirus pandemic is still affecting a lot of businesses and it has been a challenging year for many.

With the prospect of restrictions still being here in 2021, it's no longer the case of adapting your strategy for short term changes, it's about longer term planning with a clear focus on what you need to do to help sustain and grow your business.



In order to put your business in a more secure position, recover faster and build for the future, this session focuses on smart marketing for a changing business landscape – how aligning your marketing and sales strategies can provide longer term success.

Our presentation covers the essentials on how marketing and sales can work together more seamlessly, how combining objectives and campaigns can provide better results, and how implementing a joined-up strategy can give you the foundations for growth.

## Smart marketing for a changing business landscape

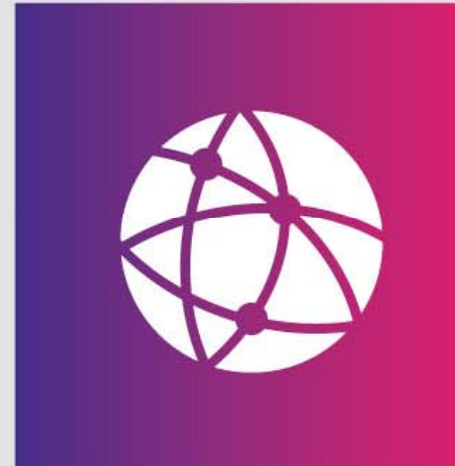
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**1. Sales and marketing strategy –**  
aligned for success



**2. The essentials –**  
putting the right  
tools in place



**3. Campaign basics –**  
taking an integrated  
approach





## Sales and marketing strategy – aligned for success

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1. Situational analysis



2. Sales proposition  
and messaging



3. Audience, market,  
customers and prospects



4. Objectives and targets



5. Combined plan of attack

# Sales and marketing strategy – aligned for success

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**1. Situational analysis –**  
understand past  
performance, sales  
analysis and market  
opportunities



**2. Sales proposition  
and messaging –**  
set out your sales priorities  
and shape your product/  
service's features,  
benefits and USP



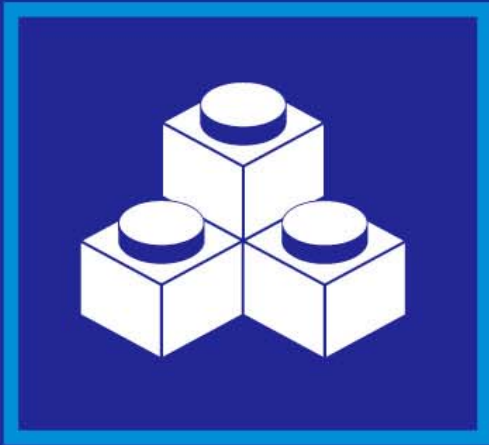
**3. Audience, market,  
customer and prospects –**  
define market and  
product appeal,  
who you're targeting  
and your buyer persona



**4. Objectives  
and targets –**  
be SMART...and relate  
outputs to targets and  
projected revenues



**5. Combined plan  
of attack –**  
scope out your activities  
– what, when, how, ROI



The essentials –  
putting the right  
tools in place

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1. Data and CRM



2. Sales toolkit



3. Website



4. Campaign resources



5. Company and product  
presentations

## The essentials – putting the right tools in place



### 1. Data and CRM –

collate data across the business, create prospect and customer lists and define campaign targets



### 2. Sales toolkit –

develop a suite of effective digital sales collateral, product information, white papers, technical specification information and flyers



### 3. Website –

update product and service information, add downloadable / gated content and introduce clear CTAs



### 4. Campaign resources –

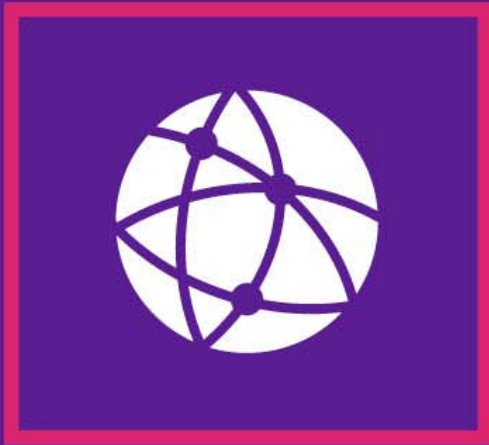
set up landing pages, emarketing templates, video content, social media content and marketing automation/ responses



### 5. Company and product presentations –

set up an adaptable company presentation which can be tailored to different scenarios





## Campaign basics – taking an integrated approach

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1. Targeted campaigns



2. Integrated campaign tactics



3. Online networking  
and events



4. Profile and awareness



5. Data capture and follow up

## Campaign basics – taking an integrated approach

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**1. Targeted campaigns –**  
deliver product, audience  
and customer-focussed  
campaigns relating to  
sales priorities



**2. Integrated  
campaign tactics –**  
use your sales and  
customer journey to plan  
effective campaign tactics  
such as emarketing and  
landing pages



**3. Networking and events –**  
utilise memberships fully,  
taking advantage of online  
presentation and networking  
opportunities, and use  
LinkedIn to connect, engage  
and inform



**4. Profile and  
awareness –**  
employ marketing  
tactics such as PR,  
social media and brand  
awareness



**5. Data capture  
and follow up –**  
ensure leads are analysed,  
prioritised and acted  
upon effectively

## Smart marketing for a changing business landscape

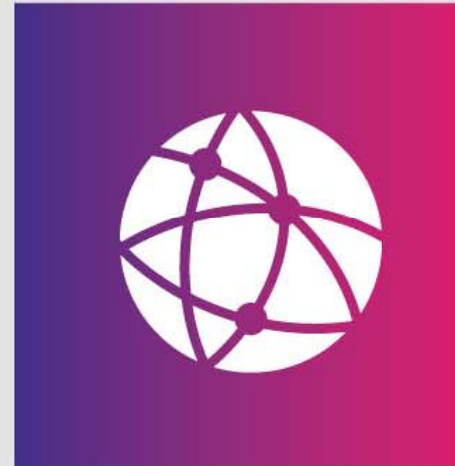
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**1. Sales and marketing strategy**  
– aligned for success



**2. The essentials**  
– putting the right tools in place



**3. Campaign basics**  
– taking an integrated approach

## NEPIC Member Offer Free Marketing Health Check

As a NEPIC member we are offering a free marketing health check which looks at all areas of your marketing from your strategy, brand, messaging and data to your digital presence, PR, marketing campaigns and your internal and external communications.

It includes the following:



An initial online marketing assessment using our Snapshot360 diagnostic tool



A free diagnostic report that scores all areas of your marketing



A telephone consultation to discuss your results and understand more about your business/objectives



A recommendations report on key areas for improvement, all based on your initial results and your business objectives



Horizon Works' package equates to 2-days of free marketing consultancy

To take our online marketing assessment click here [www.horizonworks.co.uk/snapshot-360/](http://www.horizonworks.co.uk/snapshot-360/)



# Questions

A full-page background image showing a sunset over a mountain range. The sun is a bright, glowing orb on the right side of the horizon, casting long, dark rays across the sky. The sky transitions from a deep orange near the horizon to a pale, hazy blue at the top. Wispy clouds are scattered across the upper half of the image. The foreground consists of dark, silhouetted mountain ridges. The text 'Thank you' is written in a white, elegant serif font, positioned on the left side of the image. A small, solid blue horizontal line is located directly beneath the first letter 'T' of the word 'Thank'.

Thank you