



**B2B** BETTER

<b>Company and Team</b>	<b>3</b>
Overview of Services	3
<b>30-Day Marketing Audit</b>	<b>4</b>
What Is It?	4
Who Is It For?	4
How Does It Work?	4
What Do You Get?	5
What Do We Need From You?	5
How Much Does It Cost?	6
<b>Fractional CMO Services</b>	<b>7</b>
What Is It?	7
Who Is It For?	7
How Does It Work?	7
What Do You Get?	8
What Do We Need From You?	8
How Much Does It Cost?	8
<b>Marketing Sprints</b>	<b>9</b>
What Is It?	9
Examples of Marketing Sprints	9
Who Is It For?	9
How Does It Work?	9
What Do You Get?	10
What Do We Need From You?	11
How Much Does It Cost?	11
<b>1:1 Marketing Support</b>	<b>12</b>
What Is It?	12
Who Is It For?	12
How Does It Work?	12
What Do You Get?	12
What Do We Need From You?	13
How Much Does It Cost?	13
<b>Testimonials</b>	<b>14</b>
<b>Contact Us</b>	<b>15</b>



## Company and Team

B2B Better is a Strategic Marketing Advisory Firm that helps solution providers generate revenue from the modern-day B2B buyer through better positioning, planning and execution.

It was founded by Jason Bradwell, a marketing expert who for the last decade has built and led revenue-focused marketing strategies for enterprise solution providers in the technology sector.

## Overview of Services

B2B Better provides the following services:

- **30-Day Marketing Audit**

*Great for Investors or CEOs*

Over an intense 30-day sprint, we run a comprehensive audit of the entire strategy – from infrastructure to people to go-to-market – and present our findings alongside a tactical 12-month Starter Marketing Plan on how to reorient marketing towards generating revenue.

- **Fractional CMO (Chief Marketing Officer) Services**

*Great for Investors or CEOs*

We step into the position of Chief Marketing Officer for your company and work directly alongside your executive team to develop and deliver a full-funnel marketing plan that helps you achieve your corporate growth objectives.

- **Marketing Sprints**

*Great for Heads of Marketing/Sales*

Work with leadership to achieve a defined marketing objective over 3 months - from launching a new channel to creating a piece of high-value lead-gen content to performing an infrastructure audit - freeing up the team to focus on the wider strategy.

- **1:1 Marketing Support**

*Great for Solo Marketers or Founder-led Marketing Teams*

We provide access to a strategic marketing expert to soundboard ideas, review assets, or evaluate specific areas where an individual feels stuck in an hour-long, one-to-one feedback session.

# 30-Day Marketing Audit

## What Is It?

Our 30-Day Marketing Audit is designed to help clients to understand what holes exist in their current strategy and how to go about filling them.

Whether they are seeking to revamp their marketing strategy, tune up specific areas or just understand how they compare to other companies in their sector, an audit will give you clarity on whether you are set up best to generate and capture revenue.

Completed in under 30 working days, it involves a comprehensive and systematic analysis of your marketing efforts, including a close examination of your company's marketing processes, systems, and other external factors influencing your business.

The result of this in-depth process is a set of actionable recommendations to help improve your marketing processes, a 12-month Starter Marketing Plan aligned to your business objectives, and recommendations on how to staff the function.

## Who Is It For?

Investors or CEOs.

## How Does It Work?

We conduct our Marketing Audit in three stages:

**Interviews.** First, we sit down with your executive team to get a clear picture of your business, industry sector, marketing objectives and needs. Then we run interviews with your existing marketing and sales team to understand their core competencies and any resourcing gaps. Finally, we speak with your clients to understand *exactly* why you win and lose deals against your competitors.

**Analysis.** We scrutinise every owned system, dashboard and artefact to get a sense of what is currently delivering results and where you are burning budget. Our goal is to understand the full funnel - from marketing to sales to customer success - so we can provide recommendations on how to improve its capacity to deliver revenue. We also complete desk research on competitors and how they market themselves.

**Report.** We pull together all of our findings into a report for executives, outlining your strengths, weaknesses, opportunities and threats, with actionable recommendations on how to reorient your marketing machine

towards generating revenue. This is accompanied by a 12-month Starter Marketing Plan that supports your business growth goals and recommendations on how to deliver it with internal and external resources.

## What Do You Get?

- **Go-To-Market Analysis.**  
Includes lead lifecycle analysis, historical campaign performance, funnel analysis, marketing measurement and benchmarking review and win/loss analysis.
- **Infrastructure Analysis.**  
Includes review of existing technology stack and processes.
- **Channel Analysis.**  
Includes review of online and offline channel performance against baseline and benchmark metrics, inbound marketing strategy revenue and content gap analysis.
- **Market Analysis**  
Includes a review of the business landscape, market positioning and persona analysis, buyer journey mapping and competitor marketing strategy.
- **Team Analysis**  
Includes review of team competency (internal and external) against delivery of marketing objectives.
- **12-month Starter Marketing Plan**  
Includes a high-level marketing plan aligned with the target customer focus and sales strategy, with a focus on driving commercial objectives. Includes recommendations around resourcing.
- **Support**  
Includes unlimited one-to-one access to the B2B Better team via Slack, email and telephone, plus weekly kick-off and review calls.

## What Do We Need From You?

- Access to a minimum 5 existing customers for 30-minute interviews conducted via Zoom
- Access to a minimum 5 lost customers/prospects for 30-minute interviews conducted via Zoom
- Administrative access to technology stack (e.g. website, analytics, social, CRM)
- All existing, relevant positioning/messaging collateral (e.g. sales decks, brainstorm session notes, etc.)
- Availability of key executives and staff.

How Much Does It Cost?

**GBP 15,000**

# Fractional CMO Services

## What Is It?

Every business needs a marketing leader; not every business needs one in-house full-time. Our Fractional CMO Services place an executive-level marketer in your company to lead the strategy, implementation and growth of your revenue pipeline.

Designed to free up CxOs to focus on running the day-to-day of their business and provide structure to existing teams working without a solid plan, we will perform every role expected of a Chief Marketing Officer on a part-time basis. This includes evolving your current company positioning, developing a full-funnel programme built around the revenue KPIs that matter, hiring new resources, and building marketing systems that scale.

This is not a short-term solution. We can only be effective at driving growth when we deeply embed ourselves in an organisation and learn what makes it tick, which is why our minimum engagement is 12 months. However, our end goal is to get you to a position where you see value in hiring a full-time CMO and assisting with the transition.

## Who Is It For?

Investors or CEOs.

## How Does It Work?

We run our Fractional CMO Services across three general stages:

**Audit.** First, we need to understand exactly what is going on so we can identify what needs to be done. Every engagement starts with our 30-Day Marketing Audit, an in-depth process that examines the entire existing function - from GTM to infrastructure to people - and produces a set of actionable recommendations on how to move forward.

**Planning.** Next, we develop a detailed 12-month Marketing Plan against your company's commercial targets, including direction on the infrastructure you need to be successful, how to evolve your positioning to resonate with target customers, and what channels to activate and how. We also provide recommendations around the resources you need in place for successful delivery, how much it will cost, and manage the recruitment process.

**Implementation.** No strategy should stay still - it evolves with insights captured in the field. We work against a sprint model based on experimentation, analysis and iteration that ensures the project is delivering results and minimises wasted spending. Each month, we set targets with you before planning and executing a full-funnel campaign. You receive weekly summaries on progress and a monthly post-mortem on what we have learned.



## What Do You Get?

- **Executive-level Oversight of Marketing Strategy**  
No marketing function should operate in a silo. We work holistically with every leader across your business - from sales to product to engineering - to align our strategy with the wider company.
- **Full-Funnel Programmes Designed Around Commercial Success**  
We are not interested in vanity metrics. Every project is grounded in delivering a commercial objective - leads, pipeline and revenue - and looks across the entire buyer journey, from awareness to conversion.
- **Management of Existing Marketing Resources**  
Many companies already have marketing teams within the business that need strategic direction and ongoing coaching. Our job isn't to replace these hires, but to help them perform.
- **Immediate Marketing Support**  
You don't have to wait months for a notice period to end to start improving your lead-gen capabilities. We can get started in a matter of weeks after our first discovery call.
- **Access to Vetted Professionals**  
We have an extensive network of marketing specialists across every discipline that can be accessed to fill any resourcing gaps.
- **Support**  
Includes unlimited one-to-one access to your Fractional CMO via Slack, email and telephone, plus weekly kick-off and review calls.

## What Do We Need From You?

- Access to a minimum 5 existing customers for 30-minute interviews conducted via Zoom
- Access to a minimum 5 lost customers/prospects for 30-minute interviews conducted via Zoom
- Administrative access to technology stack (e.g. website, analytics, social, CRM)
- All existing, relevant positioning/messaging collateral (e.g. sales decks, brainstorm session notes, etc.)
- Availability of key executives and staff.
- Long-term thinking - there is no 'silver bullet' for making marketing work immediately.

## How Much Does It Cost?

Prices start from **GBP 5,000** per month with a 12-month minimum commitment

# Marketing Sprints

## What Is It?

The concept of a 'sprint' originated at Google Ventures as an approach to solving customer or business problems collaboratively, and quickly. We take the same approach and apply it to help B2B organisations overcome their marketing challenges.

One common trait that all marketing teams share is that there is always too much to do and not enough hands to do it. Our Marketing Sprints helps solve this. Think of it like a special operations unit that plugs into your existing team to focus on tackling a super specific objective, freeing up your team to focus on the wider strategy.

We work with your marketing leadership to build and implement a plan to hit a defined revenue target, launch a new channel or develop a new process. Our tried-and-tested process is designed to be completely transparent and shortcut the endless debate cycle that can plague in-house teams. We compress months of work into 90 days, allowing you to validate new ideas or concepts before making expensive, long-term commitments.

## Examples of Marketing Sprints

Here are some examples of Marketing Sprints we have run for previous clients:

- Launched an owned podcast series that generated £2m in sales-qualified pipeline
- Produced an Annual Trends Report that generated 30+ pieces of press coverage and 1,000+ MQLs
- Developed an Inbound Marketing Strategy that generated €34m in marketing-sourced pipeline
- Launched an account-based marketing programme that produced a 53% response rate
- Develop a social selling programme that resulted in a 200%+ engagement rate versus brand posts

## Who Is It For?

Heads of Marketing or Sales

## How Does It Work?

We run our Marketing Strategic Sprints in three stages:

**Strategy Workshop.** We sit down with your team to identify the objective you want to achieve. Then we perform an audit of your current set-up - what tools, resources and budget do you have to help make it happen?  
- so we can accurately develop a plan to help you get there.

**Planning.** Once we have the goal, we work backwards to create a realistic roadmap of what's needed to achieve it. This involves performing any necessary customer research, collecting stakeholder input and studying analytics. During this stage, we make any necessary investments into your infrastructure and plug any resourcing gaps.

**Implementation.** We work with your internal resources (or our own, if needed) to deliver on the plan. It's not a static process. Using a sprint-based model, we quickly launch an 'MVP' - minimum viable project - into the market to start collecting indicative signals so we can evaluate progress on a weekly basis and adjust where necessary.

**Review.** Once the sprint is finished, we perform a post-mortem to understand how what worked and what didn't. We wrap this up in a report with recommendations on what to do next and share it with you.

## What Do You Get?

- **100% Focus on a Specific Marketing Outcome**

We work with teams that are spinning a hundred different plates. Our 3-Month Marketing Sprint enables companies to rapidly ideate, plan and launch a programme without getting distracted by the everyday.

- **Quick-to-Market Practical Roadmap**

Our tailored sprints are designed to help you move fast and justify further investment before making a big financial commitment. It injects speed into the creative process, taking you from zero to one in under 90 days.

- **Strategy and Implementation**

These sprints aren't just theoretical. We work with your in-house resources and our own vetted network of marketing professionals to deliver the plan as quickly and effectively as possible.

- **Months into Weeks**

We compress a lot of activity into a short amount of time, giving you the ability to see into the future on what works and what doesn't before making a big financial commitment.

- **Ongoing Actions**

At the end of a project, we provide you with a list of recommendations on how to continue scaling the programme

## What Do We Need From You?

Requirements differ based on the scope of the project, however, clients should be prepared to offer access to marketing tools and analytics, facilitate customer interviews, and make available any internal resources as required.

## How Much Does It Cost?

Prices start from **GBP 3,000** per month with a 3-month minimum commitment

# 1:1 Marketing Support

## What Is It?

It can be confusing, daunting - and, let's face it, lonely - to run or evaluate a marketing programme on your own. Sometimes getting an objective opinion from outside counsel who has been in your shoes before is the difference between success and failure.

Our 1:1 Marketing Support service is a non-committal, hour-long Zoom call where you can tap into the knowledge of an experienced B2B marketer to unstick the challenges keeping you up at night. We provide practical guidance that gives you clarity on why you are falling short of your marketing goals, how to reorient a strategy towards revenue and growth, and what it takes to grow as a senior professional.

If you find yourself constantly wondering if there is a better way of doing things, this pay-as-you-go, highly flexible service is a great way of starting to move in the right direction.

## Who Is It For?

Solo marketers or Founder-led marketing teams.

## How Does It Work?

Our 1:1 Marketing Support calls are broken down into three steps:

**Booking.** You pick a time that suits you and send through a short overview of what you would like to discuss, plus any relevant materials we need to review in advance of the session.

**Session.** We spend an hour on Zoom working through your challenges and providing practical guidance on how to overcome them using modern-day marketing best practices.

**Follow-Up.** We send through a summary of our conversation and a recording of the session.

## What Do You Get?

- **Expert Marketing Advice from Seasoned Professionals**

Our team has led marketing functions in high-growth organisations, delivered millions of dollars in pipeline, and contributed to 9-figure exits. When you work with us, you can feel confident that you are getting advice from individuals who know what success looks like and how to get there.

- **No Long-Term Commitment**

Sometimes you need an objective pair of eyes to talk through a singular issue; other times you need a long-term sounding board. Our 1:1 Marketing Support services are flexible with a pay-as-you-go model that get cheaper the more you buy.

### What Do We Need From You?

- An hour of your time.

### How Much Does It Cost?

**GBP 180** per hour. Discounts are available if multiple calls are purchased.

## Testimonials

- We started working with B2B Better at a critical time in our business. He built a robust global marketing strategy focused on driving new inbound business opportunities, and helped position Massive as an attractive investment target in the technology solutions sector that led to an eventual \$120m+ exit.

### **Ron Downey**

*CEO, Massive Interactive*

- I believe Jason is completely reinventing B2B marketing and communications frameworks. His experience as an analyst adds a new dimension of practicality and data-driven metrics that can be difference-making to an organization and an executive's career trajectory.

### **Scott Novak**

*Head of Communication, Bruin Capital*

- Sessions with Jason enabled me to pause and reflect, providing unbiased, expert guidance and tools to help me navigate some of the complexities I was facing. He genuinely cared, took the time to understand the context, and provided a much-needed sounding board.

### **Katherine Lacey**

*Head of Workplace Marketing, Standard Life*

## Contact Us

Email: [jason@b2b-better.com](mailto:jason@b2b-better.com)

Cell: +44 7964 833 901

Website: [www.b2b-better.com](http://www.b2b-better.com)