

Digital Clarity Launch Dedicated B2B Marketing Advice Programme

Leading business marketing consultancy Digital Clarity, announced a dedicated B2B advisory programme for companies looking to make the most of the growth in digital marketing content and platforms.



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Leading business marketing consultancy Digital Clarity announced a dedicated B2B advisory programme for companies looking to make the most of the growth in digital marketing content and platforms.

Speaking on the launch, Managing Director Reggie James said, “Post pandemic, the challenge for many B2B companies is the bewildering array of platforms and technology available especially with the blurring of lines between B2B and B2C, with the focus being on being more human. The need for trusted, experienced advice is in demand and with almost 20 years in the market, Digital Clarity is helping companies that need pragmatic straight talking advice”.

The B2B buyer market has changed

James went on, “In many cases, B2B Sellers are not understanding the process the B2B Buyers are going through in 2022, in many cases, choosing to use the same methodology that has been used 2, 3 or even over a longer time. There is evidence-based fact and research that backs the idea of a better approach, an approach that is being used by successful companies that are winning at marketing and social media”.

James added, “The recent LinkedIn Global State of Sales 2022 Report* stated, “About 1/3 of sellers (31%) say that they have ‘closed’ deals over \$500,000 without ever meeting the buyer face to face...” This number is up from the previous year and is more than likely to grow. These are ‘closed’ deals. Not inquiries, prospects, or marketing qualified leads (MQLs).

James continued, “Research from Professor John Dawes of the Ehrenberg-Bass Institute* states that only 5% of B2B buyers are in-market to buy right now. That means 95% of the buyers that you reach are out-of-market and won’t buy for months or even years. And, contrary to popular belief, you cannot persuade the buyer to go in-market because they already have what you’re selling and won’t need a newer version any time soon”.

The B2B Marketing Advice Programme from Digital Clarity

The dedicated B2B Marketing Advice Programme from Digital Clarity is aimed to address the challenges companies face:

They invariably fall into one or more of these areas:

- **Need to improve the quality of website traffic and inquiries**
- **Need to make efficiencies by improving their Cost per Acquisition (CPA) or Return on Investment (ROI).**
- **Defining a clear strategy, how much to invest, where to invest and how to drive growth**

The programme offers 2 main solutions.

Digital Consultancy & Advice

This is where the client and their team execute the strategic advice given by Digital Clarity.

Fully Managed Service

Where Digital Clarity will oversee a fully managed service with its partners who are the best fit for the task.

Both services are hands-on and work toward clearly defined goals outlined and agreed at the beginning.

James concluded, “The challenge for B2B companies is clear and it is what the program was designed for. Those that choose to address the challenges now will reap the benefits in the future. Therefore, producing and distributing relevant rich content, omnichannel activity, and listening to the needs of the target market in combination can help better, deeper results over time”.

More information on the Dedicated B2B Marketing Advice Programme are available by contacting Reggie James below.

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About Reggie James

Reggie James is a seasoned internet marketer who has been at the forefront of online business models that are commonplace today. James has a background in IT publishing and advertising, working with large brands like IBM, Xerox, and Hewlett-Packard (HP). James has also worked with larger SMEs to help them make the most of the connected economy. His experience hails from Computing Magazine, IT Week and Ziff Davis, VNU & Incisive Media. Over the last 20 years, James has worked within the VoIP Market and marketing with Alta Vista and Yahoo Inc, now part of Verizon Communications. James serves as Director of strategic marketing and growth agency, Digital Clarity.

*Sources:

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