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# Media Innovator Awards



Most Innovative Hybrid  
Media Marketing Agency  
- West Coast USA  
OpenJar Concepts

# Most Innovative Business Author (Alberta): Wael Badawy

Wael Badawy, Counselor, Mediator & Arbitrator

Wael Badawy, a Counselor, Mediator, & Arbitrator, has been making waves across a multitude of sectors and educational fields. With his outstanding writings, brilliant and insightful lectures, and empowering training courses that prepare students and professionals of all stripes for release into the ever-changing world of modern business, he is ensuring that the world is in good hands by giving the next – and current – generation of professionals the knowledge they need to succeed.



# Best Industrial Marketing Agency - West Midlands

Stratique, winner of the Best Industrial Marketing Agency – West Midlands award 2021, is a marketing agency that aids business owners, MDs, and sales directors in the industrial, manufacturing and engineering sectors with the rhythmic acquisition of new key accounts.

Stratique was founded in 2003 to help B2B clients solve a dominant and common problem many businesses have- how to find, educate and nurture new 5-star customers until they are ready to talk business. In addition to this problem, how can this be done without employing an expensive team of marketers and BDMS? Andrew Wilson, Agency Founder and Business Growth Consultant, states, "Our highly refined and optimised sales process uses smart systems to deliver the right messages to the right decision-makers in the right businesses for our clients, and then we follow up."

Andrew continues to explain the four critical components to a Stratique campaign stating, "We carefully craft their value proposition until they are in a 'category of one and then our creative team develops their sales collateral, website, social media, and digital marketing, so the offer is clear, irresistible, compelling and benefit rich. Next, we unleash our secret weapon: our outbound marketing team. They research and contact the budget holders of carefully profiled companies. Next, we educate and nurture them until they know like and trust the client offer and finally, we follow up using LinkedIn, telephone and by email."

Stratique uses a wide range of traditional and digital media, including website landing pages, 2D animated explainer videos, LinkedIn, marketing automation triggers, drip-feed email marketing and webhooks. Additionally, Stratique uses Google analytics, web visitor tracking, LinkedIn Sales Navigator and CRM systems to help its clients drive the right message to the right people at the right time.

Andrew explains, "Currently, we are helping quite a few companies. To start, we are aiding one of the largest foundries in the UK, launching a range of cast iron products, and helping an overseas company break into the UK B2B market with a range of antimicrobial products that will protect against viruses for up to date 30 days. Moreover, we are helping an Italian capital equipment company break into new automotive and aerospace key accounts in the UK as well as several fabrication clients to win contracts with some of the largest earthmoving companies in the world."

However, during the Covid-19 pandemic, Stratique struggled with clients reducing their marketing spend. Andrew explains, "We pivoted and focussed a lot more on B2B social media, particularly LinkedIn. This provided our clients with an entry-level option that helped them generate additional business to fund improvements to their marketing and sales campaigns. LinkedIn is an area we are developing and growing."

Stratique spends hundreds of thousands on training and development and has visited marketing events and conferences in the US and the UK to keep relevant and updated with all surrounding industry information. Andrew states, "We read business books, watch marketing blogs, and attend marketing events around the country. In addition, we share best practices with other agencies and have a culture of being helpful and friendly."

Stratique is reputable for supporting its clients with various sales and marketing needs through straight-talking compelling communications. Andrew explains, "We educate and nurture their prospects until they know, like and trust them. We stand by our unique collective abilities,



and we always deliver a steady stream of 5-star quality, fully qualified new prospects to our clients every month."

Furthermore, its support applies not only to clients but to the internal culture within the company. Andrew states, "Our core values are always to do the right thing for the common good, be trustworthy and work as a team, continually develop to deliver 5-star outcomes and have fun. We aim to build a team of like-minded individuals to hold each other accountable (including the leadership team) when things start to drift to ensure that problems are solved, and conflict gets resolved. The job gets done to the right standard, without the workplace becoming stressful."

Andrew continues, "We spend more time at work than anywhere else other than our homes, so when it's challenging, we need to be mindful of our outward demeanour, and we should help our teammates to destress by helping them and making them smile or laugh. Finally, because life's too short for it not to be fun, we celebrate our wins as a team, and we try to party."

Stratique shares its core values with its clients when pitching when hiring new staff members and during one-to-one meetings to develop a shared vision of how Stratique should be run. For example, Andrew explains, "We want a business of empowered staff members who will step up when required, solve problems and who will keep things on track."



Company: Stratique

Name: Andrew Wilson

Email: [andrew@stratique.com](mailto:andrew@stratique.com)

Web Address: [www.stratique.com](http://www.stratique.com)

Address: 9 Amber Business Village, Amber Close, Tamworth, B77 4RP

Telephone: 0182769772



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