

Best B2B Marketing & Lead Generation Consultancy - UK

Business owners face the enormous challenge of finding and converting people into customers, but the team at Stratique is able to assist. With a reputation that is second to none, they provide best-in-class inbound and B2B outbound marketing. In Wealth and Finance International's Management Consulting Awards 2022, the team were celebrated for their talent ingenuity. We look closely to find out more about what Stratique has to offer.

Lead generation is one of the most important positions that need to be filled within a modern business, but filling these positions is no easy task. Finding and keeping good people is immensely challenging, as graduates simply don't have the experience, and experienced people don't come cheap, don't provide any guarantees and just when they are starting to deliver results, get head-hunted or leave.

Stratique is different. Formed in 2003, the Stratique team have made it their mission to answer the needs of business when it comes to converting potential customers. Whilst Stratique has won the award for Best B2B Marketing & Lead Generation Consultancy, the team offers much more than that. They act, essentially, as an outsourced marketing and lead generation department that provides a full service for their B2B clients. In the rapidly evolving landscape of marketing, the team integrate effective B2B marketing strategies with proven processes, which are at the heart of everything they do.

The priority of Stratique has been focusing on the needs of small and medium-sized businesses, helping them to work alongside more dream customers and 5-star key accounts. These are businesses which have a need to compete with larger competitors with enormous resources. Stratique gives them that opportunity. They are focused on doing the right thing to support UK manufacturing, engineering and industrial clients with their plans for growth.

To run a successful integrated marketing and lead generation campaign demands a consideration of the various challenges an individual business is facing. The team understand the metrics of nurturing a 5-star B2B prospect, incorporating an awareness of industrial and corporate backgrounds. When the team at Stratique take on a client, one of the first things they learn is the nature of the business. This allows them to build a marketing campaign that secures considerable ROI.

Once the team understand the unique challenge facing them, they are able to allocate a team of



specialists on each campaign, for less than the cost of one good hire for the company. Having reverse-engineered the process for finding and converting 5-star customers, the team is able to offer this as its unique proposition: The Business Propeller™. With 20 years taken to perfect this incredible way of working, there's little better out there on the market. This system has generated millions of pounds of contracts and repeat work for SME clients

with renowned companies such as Rolls Royce, BAE Systems, Bombardier, Coca Cola, Kellogg's, Caterpillar and JCB to name but a few.

As mentioned above, sales and marketing investments are not guaranteed to bring about improved ROI. Without the experience, there are innumerable variables that cannot be accounted for. Stratique is the link between sales and marketing,



creating an internal team that can operate more effectively. With this impressive firm ensuring that marketing and lead generation activities are integrated and run to a consistent high standard, it's possible to see real change at a rapid rate.

The team's preferred option is to collaborate with a business by ensuring that the various parts of an operation are clearly defined and feeding off each other. Stratique has gained a reputation for process optimisation and integration that is second to none. Thanks to the depth of information and data available to the team through the latest trends, AI and various strategies, the team are able to develop effective solutions for their clients. Because all reporting systems are live, it means people can focus on the important work of leads and conversions as opposed to justifying activity in retrospect.

To stay ahead of the rapidly changing world of marketing, the Stratique team are always attending conferences, forums and masterclasses so that they can see how best to thrive in the digital marketing arena. Since the COVID-19 pandemic, when businesses were often forced to work online, digital marketing has become an essential factor. The team's standing in the industry is easily seen, through its Google accreditation. With companies

aiming ever higher, it's the job of the Stratique digital team to ensure that their clients not only maintain their positions in the market, but improve on them!

Adopting new technologies is what keeps Stratique at the front of industry innovation, with the team being one of the first to consider the impact of utilising marketing automation. They were trialling this technology over a decade ago, because affordable systems had just started to enter the market and because they could see the incredible potential of drip feed marketing. Even now, the team are constantly testing new systems, artificial intelligence and systems integrations to uncover the possible benefits it might offer to clients. Managing Director Andrew Wilson, reports that 'the secret to our success is in the integration.'

Last year saw the growth of the web development, SEO and Google Ads team and ensuring that new staff members know what to do and the right things to say to the right people is no easy task, which is why the last six months has seen the creation of best-in-class standard operating procedures to ensure the level of consistency that customers have become accustomed to.

2023 will see 20 years of Stratique in business, and this B2B marketing and lead generation

agency is ready to scale whilst continuing to innovate. There is considerable scope for growth within the business, with more telemarketing and LinkedIn social media staff being hired to facilitate this.

With new technology a major consideration for the Stratique team, it's clear to see that they are a company that is always looking to the future. The future for this team, therefore, is one which will see them continue to grow. Since opening their doors, the team have been able to deliver truly amazing results for their clients, including uncovering opportunities and setting up business meetings with FTSE 500 customers. This has been life-changing for many and is a sure sign of the value that the Stratique team can deliver if given the chance.



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