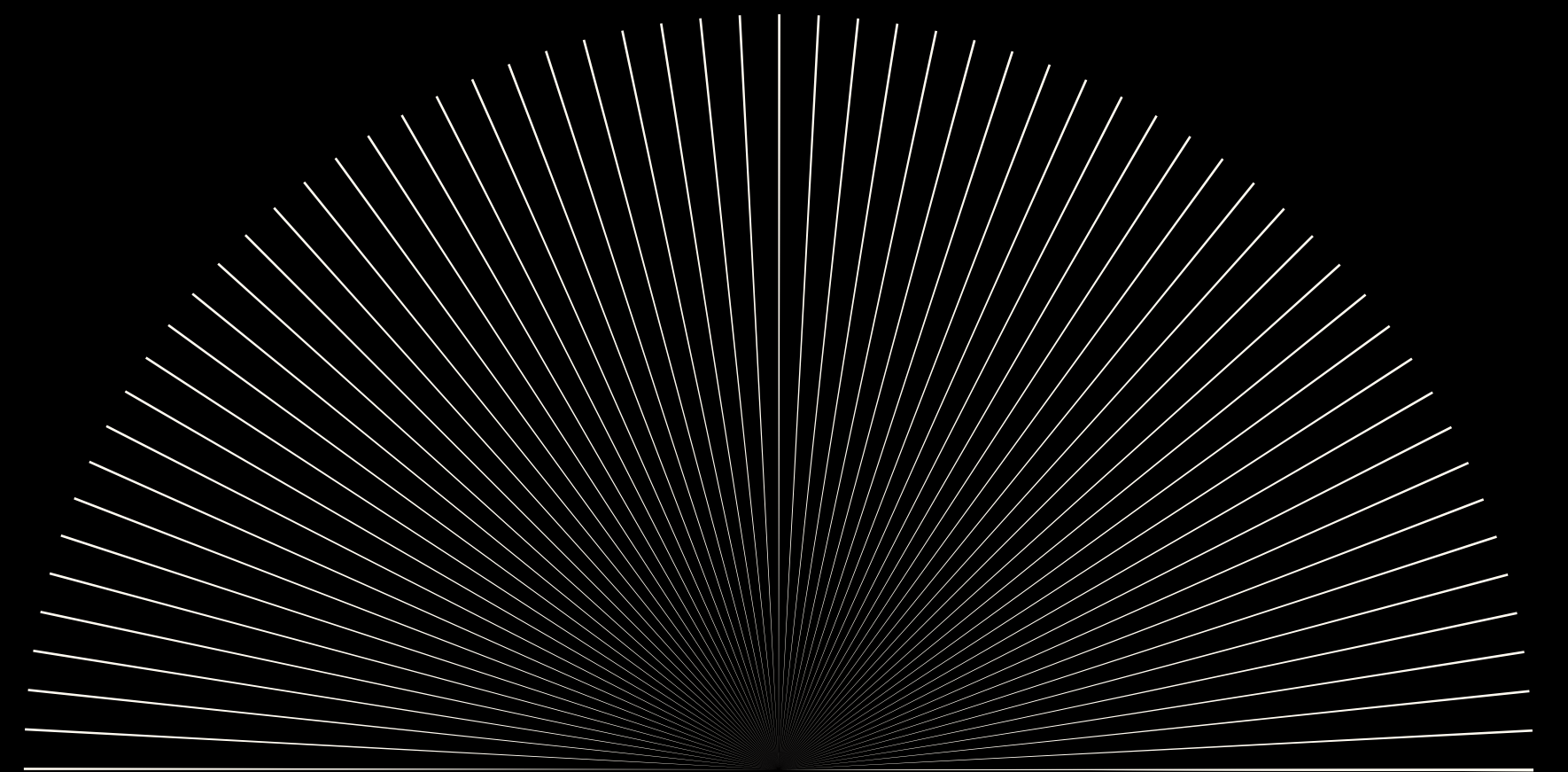


Radix

Tips from industry experts  
for planning, creating, and  
optimising content to get  
the results you need

# The B2B Content Marketer's Handbook



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# A quick introduction

If you're a B2B content marketer looking for better ways to create great content on a tight budget, or a marketing leader searching for ways to support your team, this is the handbook for you.

We've talked to experts from across the B2B marketing landscape (full disclosure: one of them works for Radix) to bring you pragmatic advice that should make it much easier to plan, create, and optimise your content.

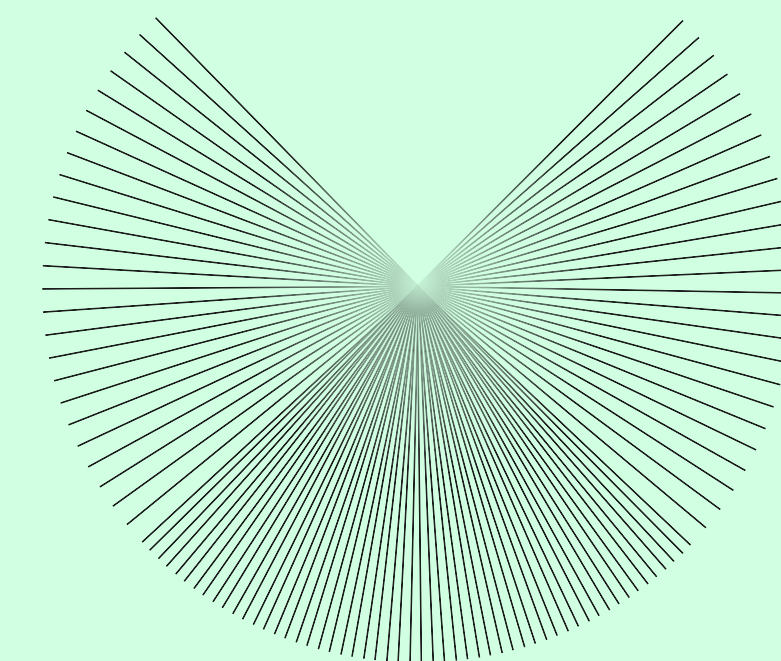
*That's enough intro. Time to dive in.*

## *Who is Radix?*

We're a team of seasoned copywriters and account managers devoted to two things. Writing the best B2B technology content around and helping our clients succeed.

If we can make your content stronger, we'll make it stronger. If we can make your life easier, we'll make it easier. That's who we are. And it's who we've been, since 2007, for visionary B2B technology brands and marketing agencies.

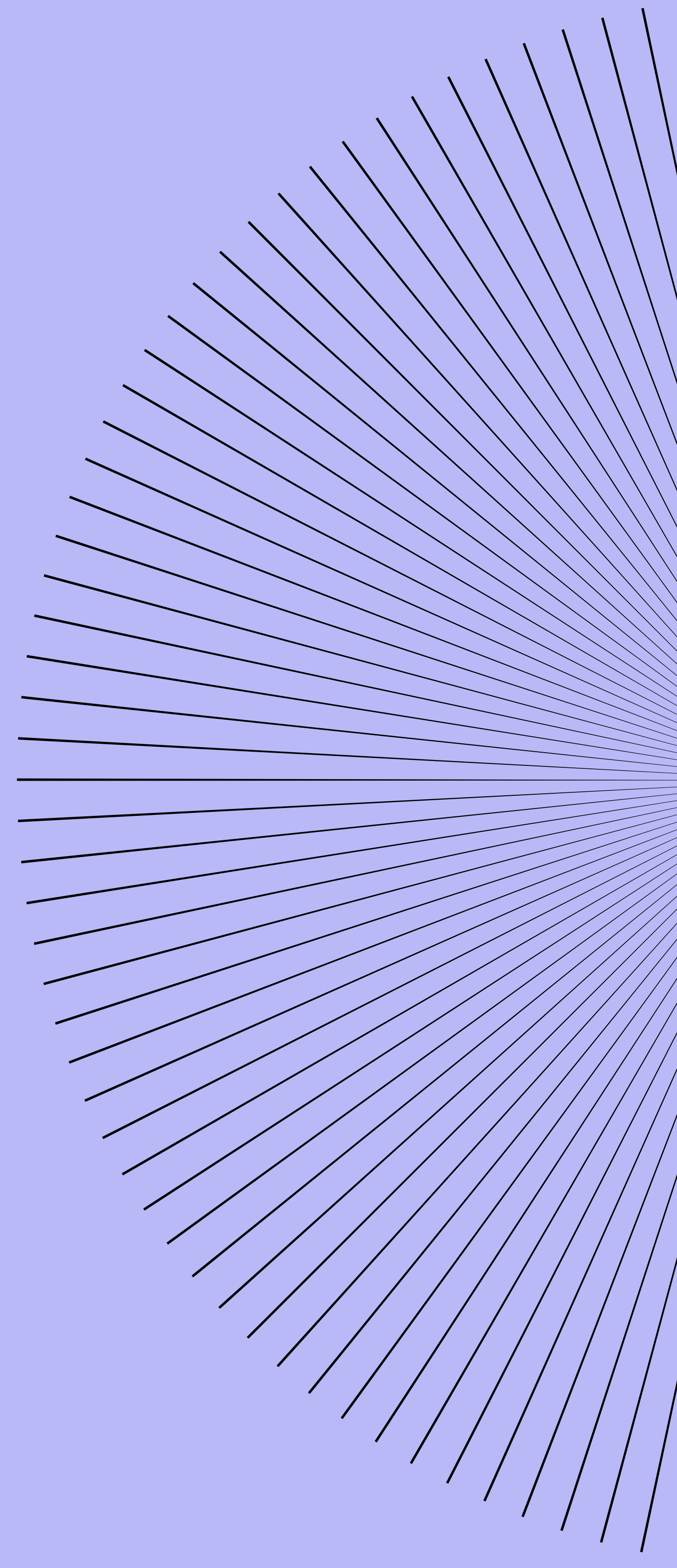
Come see for yourself. Or even better, get in touch.



02\_Get ready

# Get *ready*

How to plan  
brilliantly  
effective content





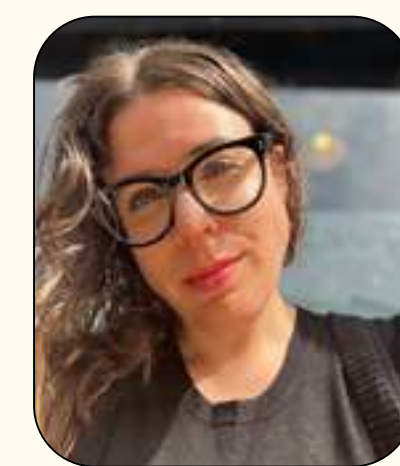
# Sparkling content starts with a crystal-clear marketing strategy

It's surprising how often B2B marketing teams don't have a fully-fledged strategy. In the pressure to deliver content right now, fleshing out marketing strategy is left for another day.

But a highly effective content marketer knows that everything starts with a clearly defined marketing strategy that helps everyone stay focused on the things that really matter and work towards the same goals.

A workable marketing strategy doesn't have to take an age to create. But once you have it, producing effective content becomes much easier because everyone's clear about what your content needs to help you achieve.

*“In a lot of technology organisations, there's often very little trust placed in marketing teams by technical product-oriented leaders. Decision-makers want to sign everything off individually, and if any strategy does exist, it often only does so in their minds. Naturally, that's a major hindrance to marketers' effectiveness and ability to deliver great results.”*



Irene Triendl | Founder | Say What?

# The important bits that get overlooked

When marketing strategies fail to translate into stellar content, it's often because they have:

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*“Value propositions are another area with a lot of room for improvement. Technical leaders define them in product terms, but often don't explain why a customer should care. If your value propositions talk about your company or technology more than what you do for customers, something has gone wrong.”*

Irene Triendl | Founder | Say What?

### → VAGUE GOALS

While many organisations are good at setting high-level marketing goals (like “get more leads”), they often don't make the objectives granular enough (like “increase the number of unique visitors to the landing page by 15%”). That makes it tough for content marketers to focus their efforts on achieving the goals, or even know if they're doing a good job.

### → BROAD TARGET AUDIENCES

It's common to find strategies that want to target a vast range of roles, all with different challenges and priorities. But trying to appeal to everybody usually results in content that appeals to nobody. With a more detailed view of where the sweet spot lies, you can create content that appeals directly to your ideal customer.

### → A BLINKERED VIEW OF THE SALES CHALLENGE

Many marketing strategies avoid acknowledging common objections. But the most effective content addresses the reasons why people don't buy from you, so it's vital to work closely with sales teams to understand what they're confronted with when they talk to potential customers. Addressing objections head on can be a very powerful tool in marketing.

# Turn a grand strategy into a workable content plan

Once you have an actionable strategy, you're ready to build your content plan. This should provide clarity on what you're going to create and why – and when and where you'll launch it into the world.

*That's a lot to think about, so let's get started*

### THE WHAT AND THE WHY

The first questions you'll need to answer are pretty big ones: *What are we going to create? And why?*

Before you can find your answers, you need to ask even more questions. These are a good start:

- What are our customers' biggest challenges?
- What are our main competitive differentiators
  - what issues can we solve that our competitors can't?
- Which topics are our audience truly interested in?
- Which content formats do our audience engage with most?
- What unique insights do our SMEs have to share?
- What are the hot topics in our industry, and what do we have to say about them that others aren't already saying?
- What do we want our content to help us achieve?
- How will we measure our success

## 02\_Get ready

GRAND STRATEGY → WORKABLE CONTENT PLAN

Once you've got your answers together, the fundamentals of your plan should start to fall into place, helping you identify the areas where audience value, your unique expertise, and your marketing goals intersect.

From there, you should be able to plan content that:

- Is aligned to customer needs, your business needs, and current hot topics in your industry
- Offers clear, actionable value to your ideal audience
- Is evergreen and will continue to offer value to readers in the future or says something unique about an emerging topic
- Doesn't overlap with other content in your plan
- You and your team really believe in (you'll often have a gut feeling when an idea is one of your best)

*“Less is more when it comes to content. In B2B, your audience is time-poor and wants valuable insights fast. Map out their priorities, align your content to it, and try to give the reader as much value as possible without demanding too much of their limited attention.”*



Shikha Saxena | Head of MarCom | Globant UK&I



# Big ideas but a small budget?

Get maximum value from your content budget by:

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*“Budget optimisation requires a mix of strategic planning and data analysis. The best thing you can do is keep a close eye on what’s working and what content drives the greatest ROI, then simply invest in more of that. If you don’t have that insight, experiment a bit to build it up.”*

Shikha Saxena | Head of MarCom | Globant UK&I

## → BUILDING ON YOUR MOST SUCCESSFUL PIECES

Look for evergreen content that just needs a quick update. Break larger pieces into small standalone assets, or combine related case studies or articles into a larger ebook.

## → DRAWING INSPIRATION FROM YOUR SME CALLS

Ask your writer to recommend content pieces they could write based on the input they’ve already received. You’ll save time coming up with ideas yourself, and the project won’t include the cost of additional briefing calls.

## → ASKING FOR YOUR WRITER’S ADVICE

If budget’s a barrier to creating the content piece you’re imagining, talk to your writer. They’ve written loads of content and might see another (quicker and cheaper) way to do things.

Get more inspiration with these [five classic ways to make your B2B content budget go further.](#)

# The when and the where

There's a delicate balance between having a clear plan and keeping things flexible so your content is always relevant for your audience. You need to know where you're going. But when the winds change, you need to find a different way to get there.

Your content plan should be clear on what you want to achieve during the year and how you expect to do it. But it should also have the flexibility to let you pivot to address new challenges, unexpected events, and market changes.

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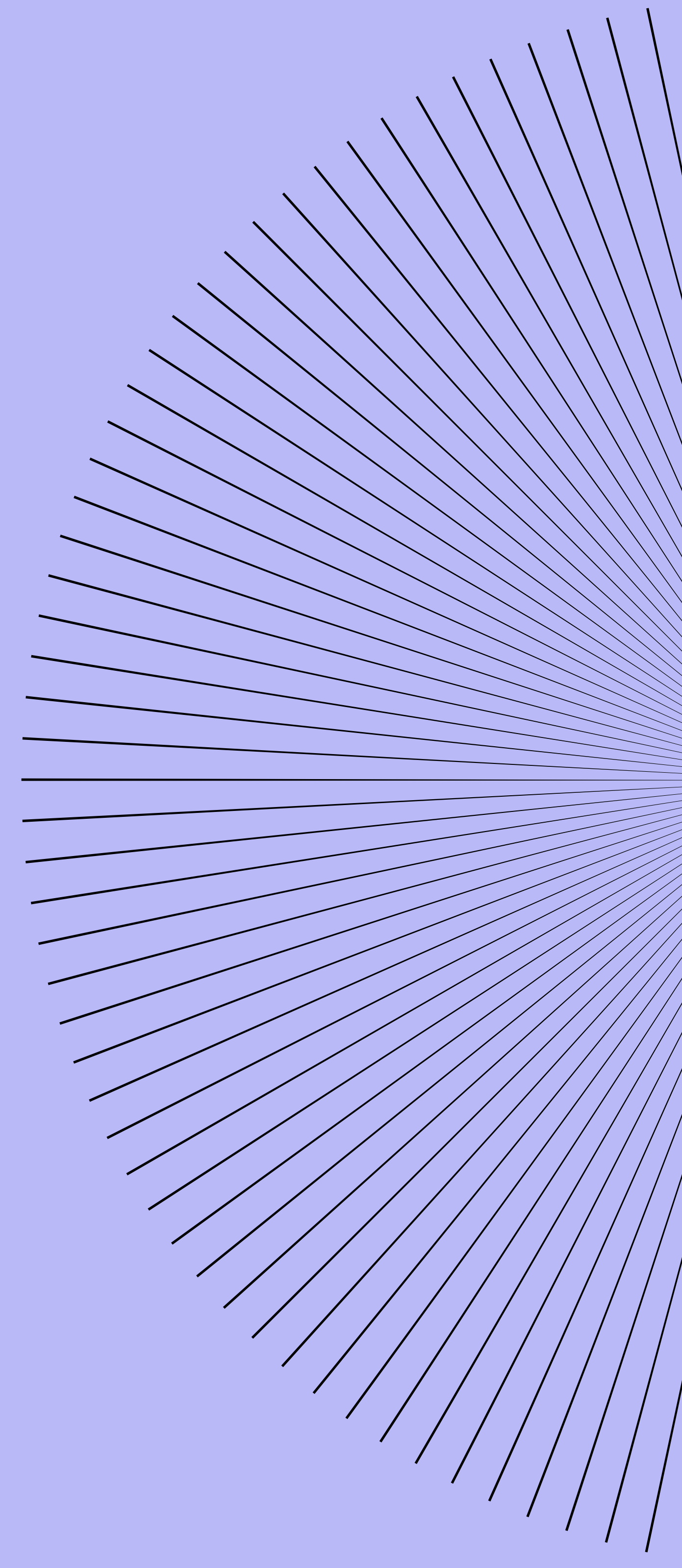
*“Your content plan is an evolving document. You can't ever fully step away from it. Revisit it at least every 4-6 weeks to ensure it's still aligned with customer and business needs. That will also give you plenty of chances to optimise and tweak it in line with what you've learned from previous content pieces.”*

It's considerably easier to manage the *where* part of your plan; your content should appear wherever your customers are. If that's not clear, it's worth doing some detective work to learn:

- Where your ideal customers regularly go for news and insights
- Where clickthrough and engagement rates are highest
- Which events your audiences attend
- How content consumption habits vary across your buyer personas
- How engagement rates vary at different times of day

# The best content plans

- Are mapped to marketing and business strategies
- Make it clear how content will deliver value
- Can easily be understood by any stakeholder
- Are realistically deliverable with your budget and resources
- Balance flexibility and timeliness with structure and consistency



# Four ways to improve your content planning

### 1. BE REALISTIC

Acknowledge the limitations of your budget and resources, and prioritise content that will tell your most important stories in ways that support your biggest goals.

This is especially important if you're just getting started on creating a content library; you can't do everything in one go, so focus on foundational pieces for top, middle, and bottom of funnel and build from there.

### 3. BE SOCIAL

Much of the best content in your plan will be inspired by ideas from your network of SMEs and salespeople.

Build strong, mutually beneficial relationships with them and use their insights to guide your content plans. One great way to build a good rapport is to have 'water cooler' conversations on LinkedIn, Teams, or Slack (or even at an actual water cooler, if you're in the office) with the people who can inspire and inform your content. And using content to help boost their professional profile can help you create vocal advocates for your plans.

*"The key to building great relationships with SMEs is working out how to make them mutually beneficial. If you do a little bit of digging, you may find your SMEs have ambitions you could support, like being featured in a specific publication. They help you achieve your marketing goals, so find something you can help them achieve in return."*

Rebecca Kalra | Senior Communications Manager | Procurement

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### 2. BE CLEAR

Content marketing roles and responsibilities can sometimes be a little opaque - and if nobody owns it, it won't get done. Or everyone will do it, which could be worse.

Map out who'll be responsible for the ideation, creation, editing, and delivery of your content, and make sure they understand what you're trying to achieve and how they're expected to contribute. And keep in mind that telling people what they shouldn't do will be just as important as ensuring they know what they should do.

### 4. BE COURAGEOUS

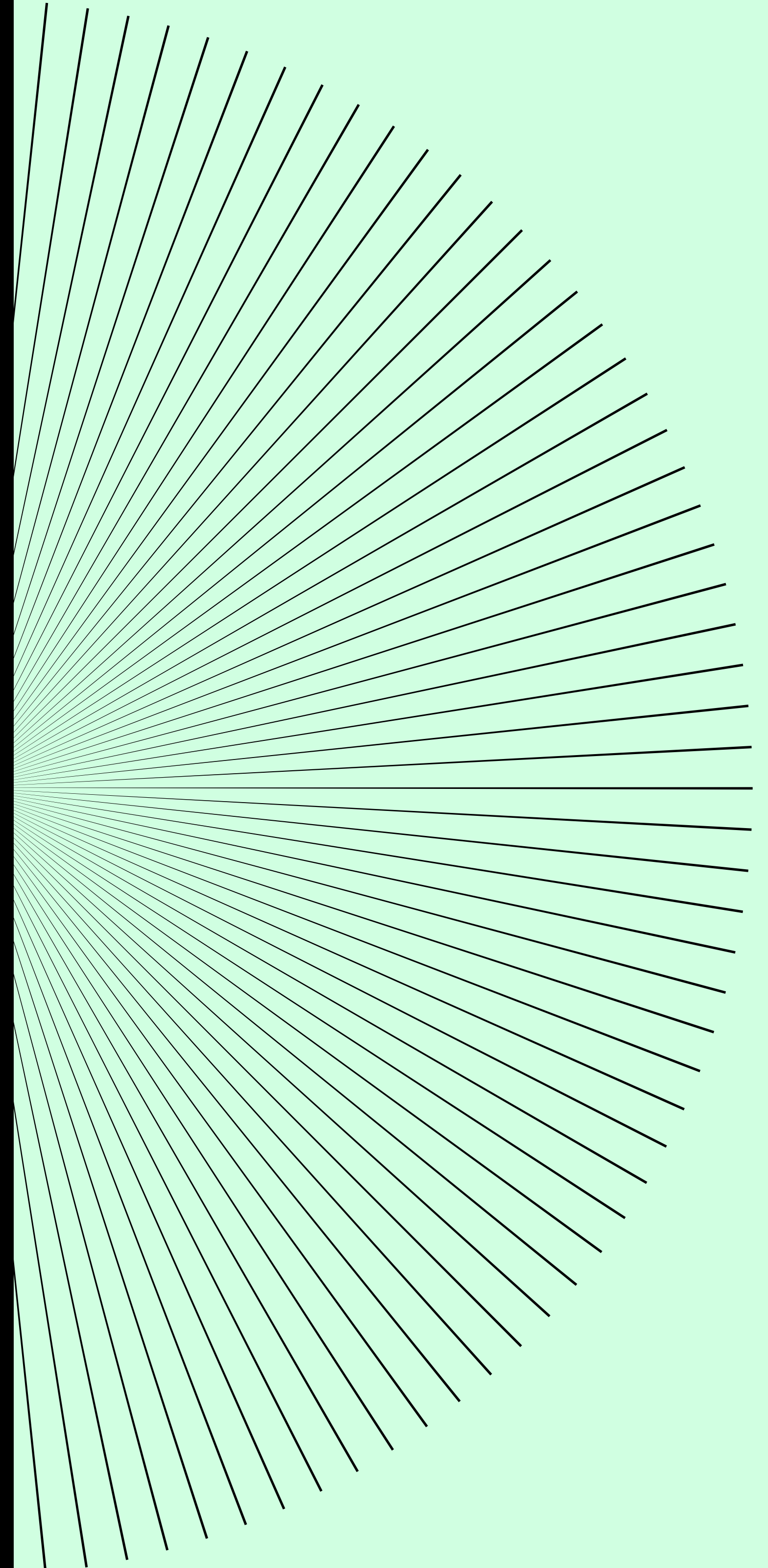
In B2B marketing, there's often an ingrained attitude of "that's just how we do things". But the existing way isn't always the best way.

Fresh perspectives and ideas are invaluable, so be courageous enough to try new things with your content. And back up your plans with data that shows why you're doing things differently - and how it's working. If you don't have that data, do your own testing to establish some benchmarks.



# Get *it done*

How to gather  
expert input and  
provide useful  
feedback



# Make your content stand out with genuine expertise

They're out there. The people with new perspectives, unparalleled expertise, and unique insights gained from real-world experience. Your subject matter experts.

The most effective B2B content is founded on SME engagement, drawing on their expert input and feedback at every stage.

So how do you turn your SMEs' expertise into valuable content? As luck would have it, we've already created *an entire checklist on this very topic*, but here's a whistlestop tour of the key things to remember.

# Three steps to getting valuable input

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*“Great SMEs have a unique balance between technical expertise and storytelling skill. They offer their insights without getting lost in jargon. In a perfect world, you’re looking for someone who can communicate with passion, expertise, and clarity.”*

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*“Before jumping into an interview, your SMEs should know exactly what to expect. People don’t like being blindsided, so get the basics down into a briefing document for them, clearly set your expectations, and enable them to prepare answers to questions beforehand so they come into the meeting feeling confident.”*

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*“Great interviews are co-managed by marketers and copywriters. If one of you goes off on a tangent, for example, the other should confidently be able to bring things back onto the core topic. It’s a mutually supportive relationship.”*

Rebecca Kalra | Senior Communications Manager | Procurement

### 1. FIND THE RIGHT SMEs

The ideal SME could come from any part of your organisation, depending on the content you want to create. But all great SMEs can speak with authority on the topic in hand, and bring it to life with real-world examples or analogies. They also understand and value the role marketing plays in your organisation’s success.

### 2. PREPARE THEM FOR THE INTERVIEW

The most productive - and enjoyable - interviews happen when everyone’s on the same page. So, make sure your SMEs understand what you’re creating and why, how their expertise will help increase its value, and what your writer will be looking for during the interview.

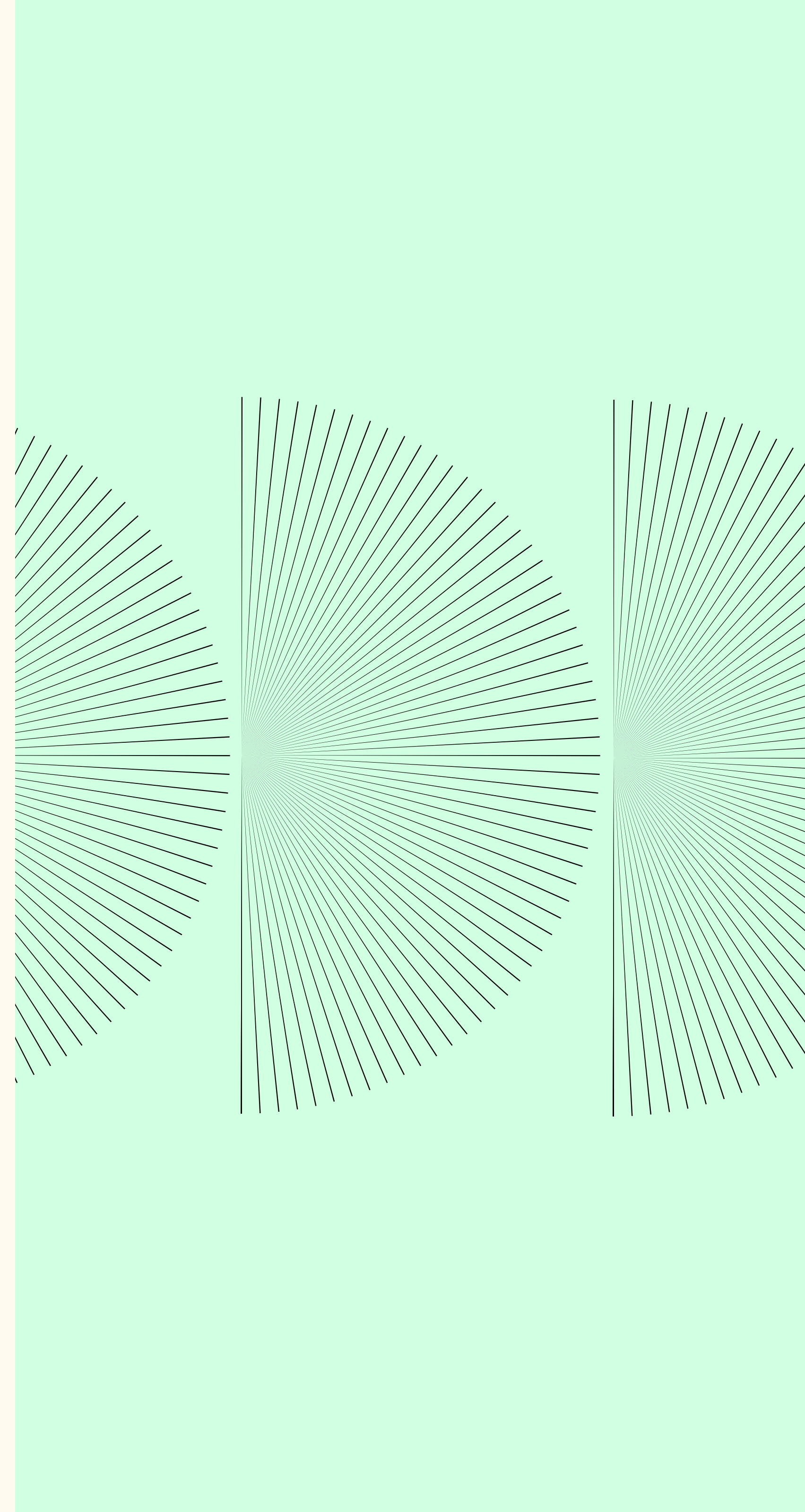
### 3. GET THE MOST FROM THE INTERVIEW

If you’ve given your SME a clear idea of what you want to cover in the interview, and ample time to prepare their answers, you’re well on your way towards a productive call. To keep the interview on track, work in tandem with your writer to put your SMEs at ease, keep them on topic, and cover everything you need to without running over the allotted time.

To discover the four steps to SME heaven, help yourself to our handy checklist, [\*Preparing your SMEs to help with content creation.\*](#)

# Make feedback work for your content

The better you and your SMEs are at giving useful feedback, the closer your finished content piece will be to your original vision. And for bonus points, gathering clear, consolidated feedback will help your writers quickly understand what works and what doesn't. Before you know it, they'll be delivering drafts that hit the mark first time.





# Feeding back on copy: the golden rules

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*“When stakeholders understand their role in the feedback process, their expertise can elevate content pieces by providing unique insights that can’t be found with a simple Google search. And in the hands of an experienced copywriter, that can make the difference between content that gets engagement and content that gets ignored.”*

Matt Godfrey | Creative Director | Radix

### → REMIND YOURSELF OF THE BRIEF AND READ THE WRITER’S NOTES

Before your reviewing team looks at the copy, take a look back at what you asked the writer to do. If your ideas or requirements have moved on since you provided the brief, keep that in mind during the review.

Also, encourage reviewers to read any rationale or notes the writer has included before reading the copy. That way, they can understand the approach the writer has taken, assess the copy faster, and provide clearer feedback.

### → DON’T BE TEMPTED TO EDIT THE COPY

You hired a writer for a reason. Even if reviewers can see what needs to be fixed, they should avoid editing the copy themselves, otherwise the writer won’t necessarily understand what they did wrong, so they’re likely to continue making the same mistakes.

Correcting typos and making simple word or phrasing changes is fine, but remind everyone to track their changes. That way, the writer can see what they missed or explain why they made certain word choices.

And don’t forget that, for most brands, many of the so-called ‘rules’ of English grammar generally don’t apply to marketing content - unless you want to sound terribly formal or robotic. (And no, there’s nothing grammatically incorrect about starting a sentence with a conjunction, no matter what your primary school teacher might have told you.)

# Feeding back on copy: the golden rules

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*“If something about the copy isn’t quite right, tell the writer why it’s not right. A comment that just says ‘No’ is pretty hard to action, but a comment that articulates why something’s wrong will help the writer hit the mark on the next iteration.”*

Matt Godfrey | Creative Director | Radix

→ ADD COMMENTS TO EXPLAIN *WHY* THE COPY NEEDS TO CHANGE

Simply saying the copy is wrong won't help your writer get it right. If your reviewers aren't sure quite what the issue is, it can be helpful to consider two angles:

- *What's* being said
  - Is the messaging focused on the wrong points?
  - Are the 'facts' incorrect?
  - Is it pitched at the wrong level for the audience?
- *How* it's being said
  - Is it too verbose and complicated to read?
  - Is the voice or style off-brand?
  - Is the tone or vocabulary wrong for the topic, audience, or context?

When you have a clear idea of exactly what's wrong, you'll be able to provide specific feedback that your writer can use as a guide to quickly get things back on track.

However, if you feel the copy is just badly written - reading it is like wading through custard, the internal logic is bouncing off the walls, it's littered with broken sentences and meaningless jargon - take it up with your writer.

If they're usually good, ask them if everything's okay! If poor work is becoming a pattern, it's probably time to find a different writer.

# What does great B2B copy look like?

Our 16-point content quality checklist gives you a snack-size version of the peer review QA process we follow on every piece of copy we create. Nothing leaves the building until it's ticking every box.

[Get the content QA checklist](#)

*“If the copy is just fundamentally wrong, it’s important to be honest with the writer. Creating content is a collaborative, iterative process, and nobody gets everything completely right 100% of the time. And just like in any other walk of life, if writers don’t know what they’ve done wrong, they can’t learn to do better.”*



Matt Godfrey | Creative Director | Radix

# Five ways to make content creation (and your life) easier

### 1. RESPECT SMEs' TIME

Your SMEs are really busy - especially when they're working on customer projects or closing deals. To get them engaged with your content, show you value their time by being clear about what you need, why they're uniquely placed to help, and exactly what their contribution will involve.

### 2. STAY IN (VERSION) CONTROL

Get everyone to feed back on the same document, either on a shared drive or on a master copy that you share with each stakeholder in turn. The alternative is a multiverse of conflicting versions and contradictory feedback, making it much harder for your writer to create a new iteration that gets everyone's approval.

### 3. KEEP THE REVIEWING TEAM TIGHT

It's best to avoid last-minute additions to your reviewing team. Countless content projects are derailed by new stakeholders entering the chat and wanting to take things in a different direction, or even questioning the entire premise of the piece. Ideally, you should have a small reviewing team aligned around a shared vision for the content from the beginning. This shouldn't stop you pivoting your approach if you need to, but you all need to agree that the new direction makes sense.

### 4. HANDLE DIFFICULT STAKEHOLDERS WITH CARE

If you have a stakeholder who you know might throw a spanner in the works, contain the damage by highlighting where you want their feedback and the type of feedback you need (related to their specialist expertise, not general writing 'advice'). Sometimes, it's best to just share the sections you need them to approve, so they don't wade in unnecessarily on the whole piece.

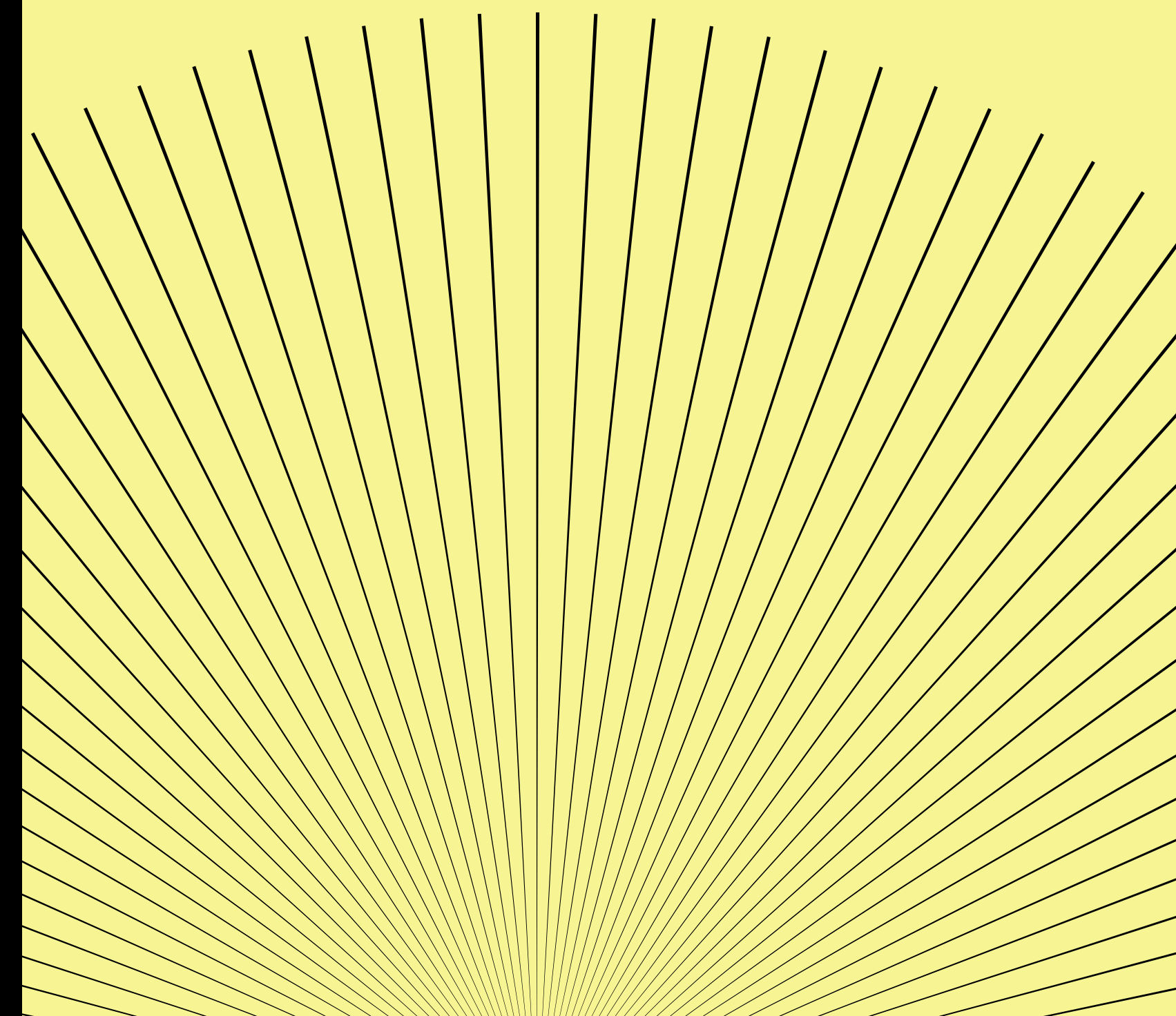
### 5. GET HELP FROM YOUR CONTENT PARTNERS

If you're working with an agency for copywriting, make use of their project management skills and have them liaise directly with your SMEs to schedule calls that fit everyone's calendar. That way, you can focus on more strategic activities rather than diary management.



# Get *better*

How to measure  
your results - and  
improve them



# How to measure your results - and improve them

### → SO, YOUR CONTENT'S READY TO GO

Your stakeholders are happy with the copy, the designers have finished tweaking the layout, and you're itching to get it uploaded. But there's one more thing to do.

If you want to show off your success, you need to be able to measure it. It isn't enough to just publish great content. You need to prove its value so you can continue to secure (hopefully more) budget for your future campaigns.

When you understand what works, you can replicate your success elsewhere. And if a particular content piece doesn't get the results you expected, you can use your performance measurements to learn valuable lessons for next time.

### → THINK MEASUREMENT FIRST

Without clarity on what you're setting out to achieve, there's no way to measure success. Proactive goal-setting turns measurement from a passive activity ("Let's see how we did") to a meaningful one ("Did we achieve what we set out to do?"), where even failure can provide valuable insight that helps you refine your approach.

If everyone is aligned on the same goals, you're more likely to produce content that achieves them. Giving your writer clarity on your goals from the outset helps them produce focused content. And measuring and sharing the results helps them learn what's working (and what isn't) and apply those lessons to the next piece.

# How to measure your results - and improve them

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*“If you include strong calls to action and mark them up with UTM tags, you can instantly see the impacts of content-readers over non-content-readers.”*

Neil Stoneman | Performance Director  
Velocity Partners

### → UNDERSTAND ENGAGEMENT

It isn't always easy to track how your audience interacts with written content - especially if it's in a static format like a PDF. But with the right mechanisms in place, you can peek behind the curtain to build an understanding of how your content performs, and most importantly, share that understanding with others.

Here are a few quick and easy ways to measure the impact of your content:

- *Get your writers to include compelling, contextual calls to action throughout the copy. Then you can track the number of clickthroughs and directly attribute enquiries to your content.*
- *Add unique UTM tags to each link and you'll see which prospects used your content as a gateway into the rest of your site, and exactly which section or topic triggered that next step.*
- *Make the most of your marketing tech stack.*  
Google Analytics 4, HubSpot, Hotjar, Tableau, Semrush... Whatever you use in your martech stack, you should have plenty of data to help you build a picture of your content's performance. And the shift towards event-based tracking in these tools means it's easier than ever to pinpoint where, when, and how your audience is engaging with you.

# Find a reporting strategy that works for you — and the people you report to

In the world of performance reporting, more isn't always more. It's important to experiment to work out which combination of reports gives you the best visualisation of your KPIs.

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*“Tools like GA4 can be unwieldy, but building a strong level of data literacy will take you a long way when you need to demonstrate value.”*

[Neil Stoneman](#) | Performance Director | Velocity Partners

Typically, you'll end up with a mix of reports like these:

→ ACQUISITION

Telling you who you captured and how you captured them - ideal for working out which of your channels are delivering the most promising prospects.

→ CHANNEL-SPECIFIC

Deep dives that can help you optimise performance on each of your target channels to make sure you're reaching the right people.

→ CONTENT-SPECIFIC

Analysing the performance of individual pieces of content.

→ ENGAGEMENT

Assessing the stickiness of your content - charting which pages or content your prospect viewed and how long they spent reading, watching, and exploring.

→ REVENUE ATTRIBUTION

If you have a mature method of tracing user journeys, you can make direct connections between marketing interactions and revenue.

Experimentation is essential here. Many marketers get bogged down trying to track too many parameters and KPIs, and end up with reports that have a whole load of numbers but very little insight. Keep your reports concise and focused on answering key questions that connect directly to your strategic objectives.



## 04\_Get better

*“Stakeholders switch from worrying about the tone of voice all through the production process to asking ‘How many leads did I get?’ immediately after launch. But working out an ROI figure for content isn’t the easiest thing in the world.”*

Neil Stoneman | Performance Director | Velocity Partners

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*“The ‘Rule of 7’ says people need to see a message at least seven times before it really lands. That’s why promotion is a balancing act—you need the right audience size, budget, and campaign length to make sure your ads are seen often enough to drive the desired action.”*

Robyn Pierce | B2B Media Consultant

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*“If you lose track of what you’re testing, it’s hard to understand why something isn’t working. Is it the targeting? The channel? Has it just been running so long that people are tuning it out? Without defining a clear, simple, and robust testing framework from the start of your campaign, it will be difficult to optimise toward the tactics that are performing best.”*

Robyn Pierce | B2B Media Consultant

*Quick tip: Beware of algorithmic bias*

Platforms often use an algorithm to optimise the ads they think are working the best, so unless you manually set them to evenly rotate your ads, the results you see might not actually be a fair representation of effectiveness. Manual rotating gives people a chance to see all your ads, so you get some useful data to base your decisions on.

→ DON'T IGNORE THE VALUE OF VANITY METRICS

Things like page views, social media likes, and open rates are often dismissed as ‘vanity metrics’ with little relation to value delivery. But while they may not offer definitive proof of your content’s success, they can be indicative of how your content is performing in the early days after its launch.

→ OPTIMISE CONTENT PERFORMANCE

The most productive - and enjoyable - interviews happen when everyone’s on the same page. So, make sure your SMEs understand what you’re creating and why, how their expertise will help increase its value, and what your writer will be looking for during the interview.

→ TESTING, TESTING

A/B testing can play a huge role in figuring out what types of promotion work in which situations, but you need to be incredibly targeted with your approach. A/B testing can only work if you change and test one element at a time - whether that’s a subject line, an image, or the channel you share your content on.

It may take time, but if you can begin to understand which elements are making the difference to engagement - and document the results - you can continually refine and improve your practices and see better returns.

Once you can see what’s worked, you simply do more of it until it stops working. The real key to success is pinpointing exactly when that effectiveness drops off. That’s why it’s essential to keep a close eye on all your content and promotional performance data.

# Four ways to improve content performance

### 1. THINK LIKE YOUR AUDIENCE

If you don't already have a clear understanding of where your audience goes for content, take some time to find out more about their preferences. Then, make sure your content is visible in all the right places. As for when to publish, the traditional rule of thumb is that the best time to put B2B content in front of people is around 10:00am on office days. However, it's worth tracking content performance and experimenting to see how different publishing times impact read times and clickthrough rates.

### 3. PUT YOUR BACK CATALOGUE TO WORK

Launching a new piece is also a great time to extend the value of your existing content. Think about your prospect's journey - where are they likely to go after interacting with the new content? What topics does your existing content cover that they might want to explore in more detail? Make it easy for people to continue their journey by following up new content with box-fresh promo for related pieces.

### 2. PREP YOUR PROMO

When you're prepping promo materials for your content, look ahead for major events and notable dates in your sector's calendar that are relevant to your piece. It's also worth getting your writer to write promo copy alongside the content, while the key points are fresh in their mind.

### 4. NEVER STOP LEARNING

Tracking performance data will let you see what's worked and what hasn't, but the data won't always show you why. To understand that, gather some qualitative feedback from your audience. What comments did they leave on your social promo? Have new customers commented on specific content? Then, follow up your successes with content that expands on the topic, or similar content exploring other topics, and make changes to your promo strategy to replicate what's working.

# An even quicker conclusion

(and some helpful resources)

This is the bit where most B2B content would wrap everything up in a neat bow and tell you what you've already read.

But we don't want to keep you long; you've probably got a lot of work to do. So let's skip straight to some handy resources - we hope you find them helpful.

→ [CONTENT BRIEFING TEMPLATE](#)

Set off on the right foot by considering the most important success factors as you plan your content and get ready to put your writer to work.

[\*Get the template\*](#)

→ [SME CHECKLIST](#)

Learn how to choose the right SMEs, get the most from them, and build lasting partnerships.

[\*Get the SME checklist\*](#)

→ [CONTENT QUALITY ASSURANCE CHECKLIST](#)

Use our 16-point checklist to assess whether your content is on point or off target.

[\*Get the QA checklist\*](#)

*Ready to get started? Let's talk.*

If you're looking for copywriting partners who'll make it easier to create standout content that delivers results, [get in touch.](#)



## 06\_Meet the experts



**Irene Triendl**  
*Founder*  
Say What?

[Connect on LinkedIn](#)

Irene builds compelling messaging foundations for B2B technology brands and helps them translate their story into valuable content plans – often crafting the core of that content herself. After many years working for some of the UK’s most influential B2B marketing agencies, Irene now runs an agency of her own – Say What?



**Shikha Saxena**  
*Head of MarCom*  
Globant UK&I

[Connect on LinkedIn](#)

With an exceptional track record of planning and delivering high-impact content for major B2B tech brands, Shikha is adept at turning budgets of any size into customer and business value – and measurable returns.



**Rebecca Kalra**  
*Senior Comms Manager*  
(Procurement)

[Connect on LinkedIn](#)

Among her many other responsibilities, Rebecca manages a global team of SMEs and uses their insights to create consistently great marketing content, drawing on her many years’ experience of balancing global perspectives and building strong, productive relationships with SMEs.



**Matt Godfrey**  
*Creative Director*  
Radix

[Connect on LinkedIn](#)

With over 15 years’ experience as a B2B tech copywriter and writing coach, Matt understands what it takes to craft the copy that powers great content. He heads up a team of highly experienced writers, offering guidance and advice at every step of the content creation process.



**Neil Stoneman**  
*Performance Director*  
Velocity Partners

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Neil helps his clients exceed their KPIs, outperform their sales targets, and grow their business. Among the many tricks up his sleeve, Neil measures and analyses performance to optimise campaigns and unlocks the hidden value in content data to deliver better outcomes.



**Robyn Pierce**  
*B2B Media*  
Consultant

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Robyn is a B2B social media specialist certified in LinkedIn marketing solutions. She helps organisations optimise their paid media strategies through campaign audits, bespoke media strategies, media plans, and performance forecasts. She also provides training as part of her mission to help B2B businesses get the most from their investments in paid social.



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