

Latest information regarding the  
**B2E Marketing Services Offering**



## **MARKETING SERVICES**

Helping businesses to maintain long-lasting  
and ever-present relationships with their  
customers

**Lead Principal: Richard Eteson**

# MARKETING OVERVIEW

Marketing remains essential to the development of any business yet the challenge of creating a relevant marketing strategy can often seem elusive.

Our marketing experts at B2E have experience from both the client and agency side in helping to identify the right marketing mix for organisations as they seek to gain a greater share of voice within their sphere of interest.

## TYPICAL CHALLENGES

The challenge for any business is to gain the maximum coverage from any marketing campaign – be it above or below the line and through Traditional or Social Media.

Economic trends do not in any way diminished the perceived power of marketing – we believe that if anything they have enhanced it.

Marketing budgets have been cut across the board in many organisations but the challenge for marketers has been to create more powerful and focused strategies albeit often on diminished budgets.



# UNIQUE SOLUTIONS

B2E Consulting places strong emphasis on helping businesses to fully understand the market in which they are present and also any potential markets in which they are seeking to trade.

Only by fully understanding the current market potential can decisions be made about how to move forward and develop winning new strategies. Hence great value is placed on research and analysing market data in order to make informed decisions.

## **B2E Marketing works along the lines of RARA – Research, Analysis, Recommendation, Appraisal.**

**RESEARCH** is essential to understand the current state of play and to recognise the client position within their market.

**ANALYSIS** helps to understand the potential in both current and possible new markets.

Our **RECOMMENDATION** will be practical and achievable and will reflect the marketing budget of the business.

Finally we undertake an **APPRAISAL** of actions taken after an agreed time period to assess progress.



**Richard Eteson** is the B2E Consulting Principal leading the Marketing Offering. Richard held several senior marketing roles in FMCG organisations before

moving into consultancy. His particular emphasis was on relaunch strategies and bringing new products and services to market. He has also led many Marketing Development programmes for large organisations.

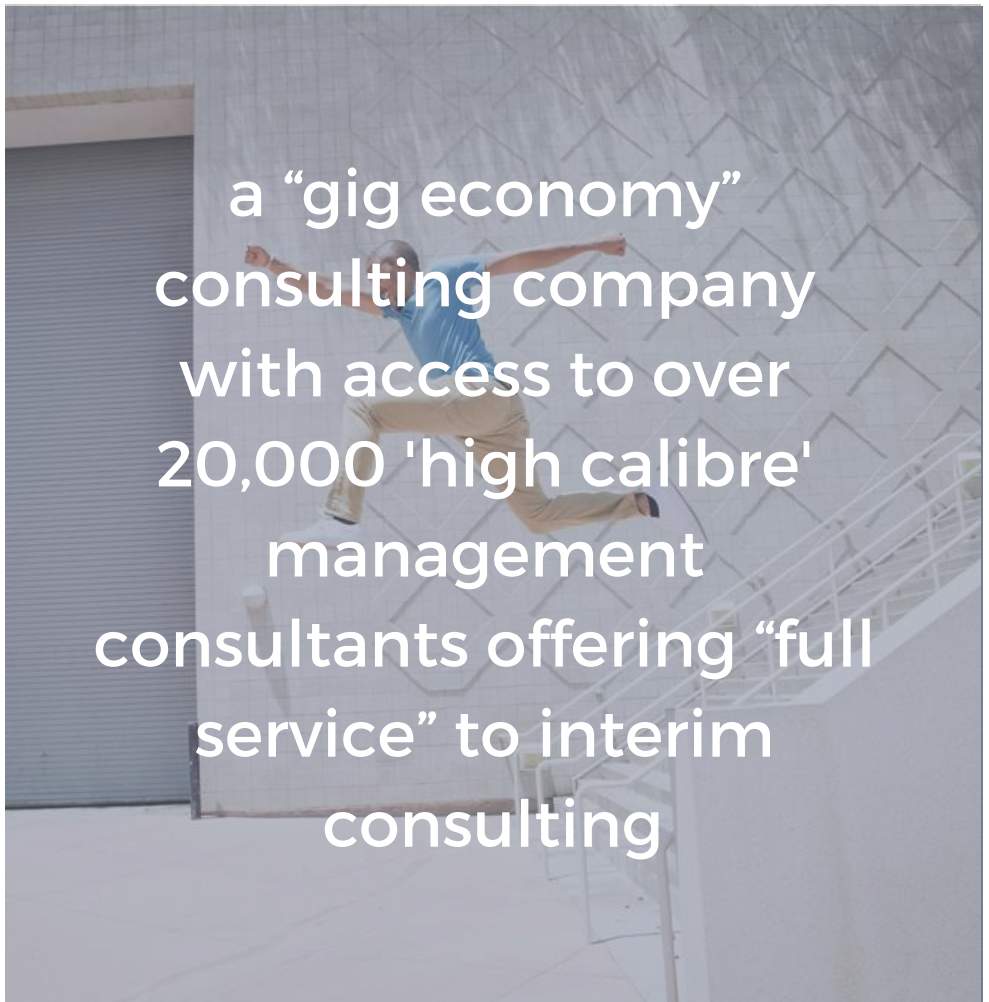
**Service Offerings at B2E Consulting are supported by our community of over 20,000 high calibre, expert consultants.**

Our scale means that we are able to build teams of genuine Marketing experts, usually with more than 10 years relevant experience, to help support client initiatives and ensuring we fully understand a client's marketing aims and goals.

We usually expect to partner with a client to develop a marketing strategy that will be truly effective and different but also ensuring quality and value for money.



**CONSULTING**  
FUELLING TRANSFORMATION. POWERED BY EXPERTS

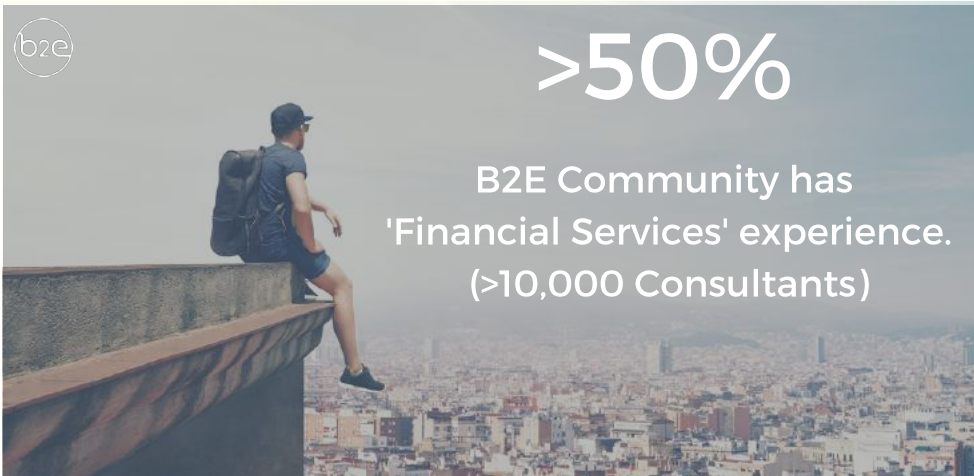


a “gig economy”  
consulting company  
with access to over  
20,000 'high calibre'  
management  
consultants offering “full  
service” to interim  
consulting

## Why B2E?

1. Immediate access to quality consultants at significantly lower cost
2. Specialist delivery through a consulting community of >20,000 experts
3. We understand transformation - our B2E team share >200 years top tier consultancy experience

The majority of our  
B2E Community  
have come from the  
top 10 global  
consultancy firms



>50%

B2E Community has  
'Financial Services' experience.  
(>10,000 Consultants)

Since 2002, our  
Consultants have  
worked on ~700  
business  
transformation  
assignments across a  
range of areas,  
technologies and  
business challenges