

B2B MARKETING

LIVE

16TH JULY 2025
VOCO, MANCHESTER

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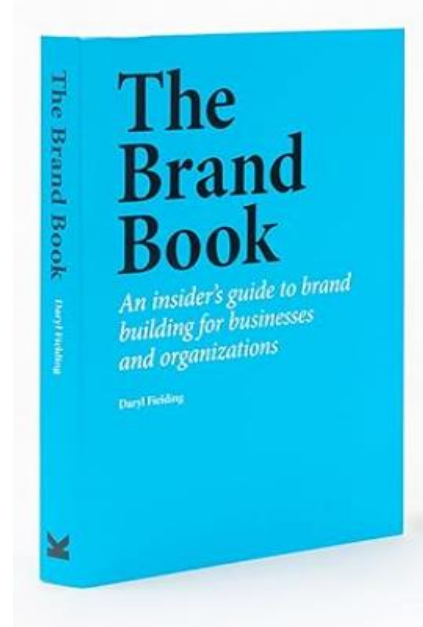


Are Your Best Ideas Stuck in the Past?



DARYL FIELDING

CHAIR. DIRECTOR. CEO



Today

**Getting on the same page with
brands in general**

Humanity and B2B brands

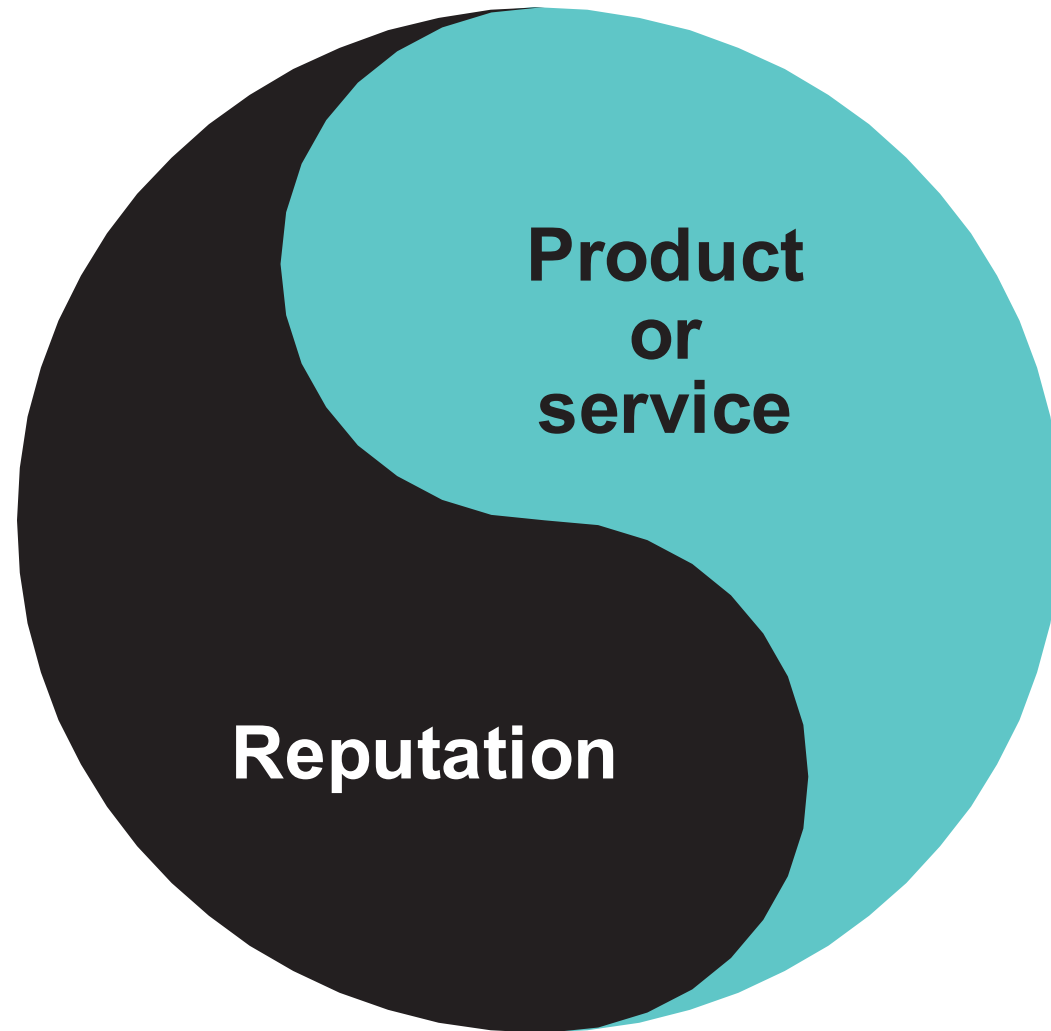
3 success stories

Brand

Getting on the same page

Brand

=



Brand

≠

Marketing

Marketing

=

The activities that lead
the customer to buy or
use the product or
service

Brand

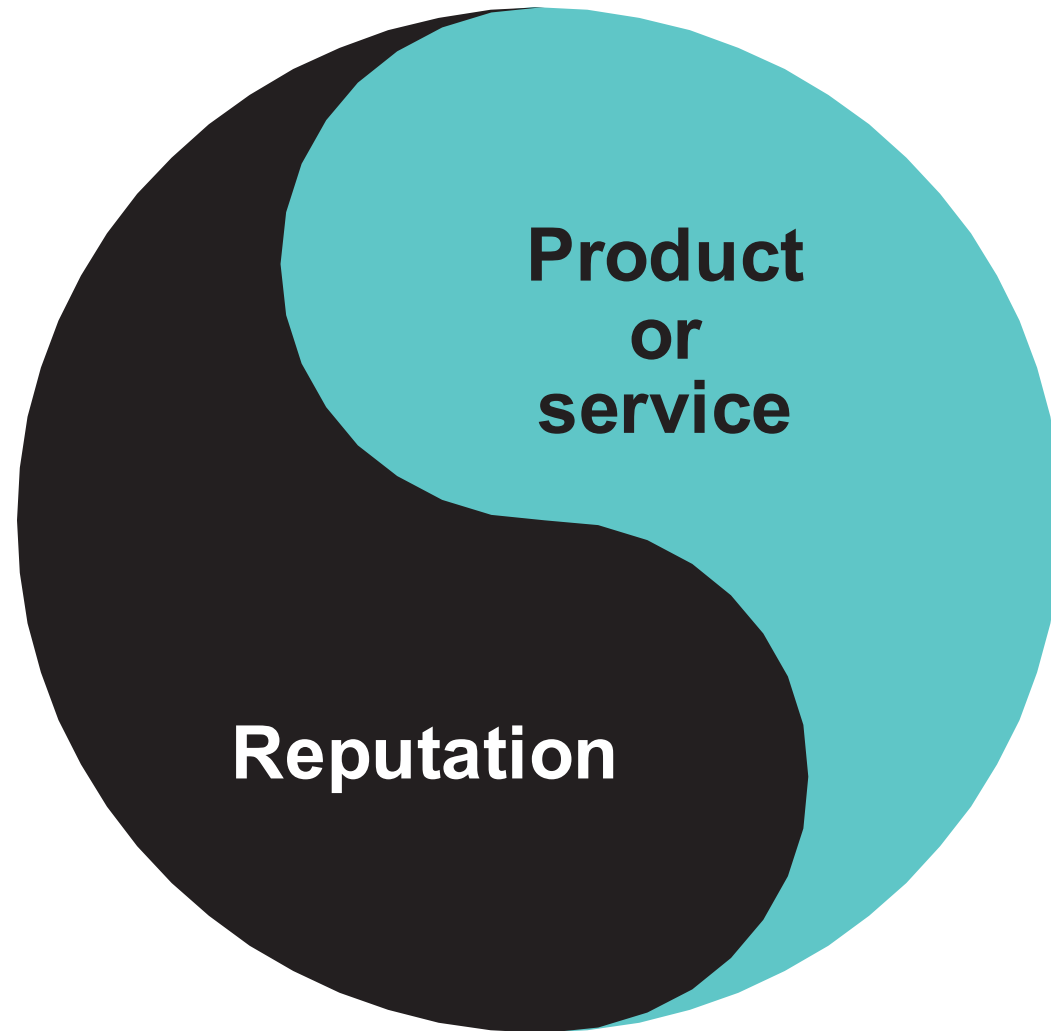
≠

ADVERTISING

(but is often a very good
manifestation of it)

Brand

=

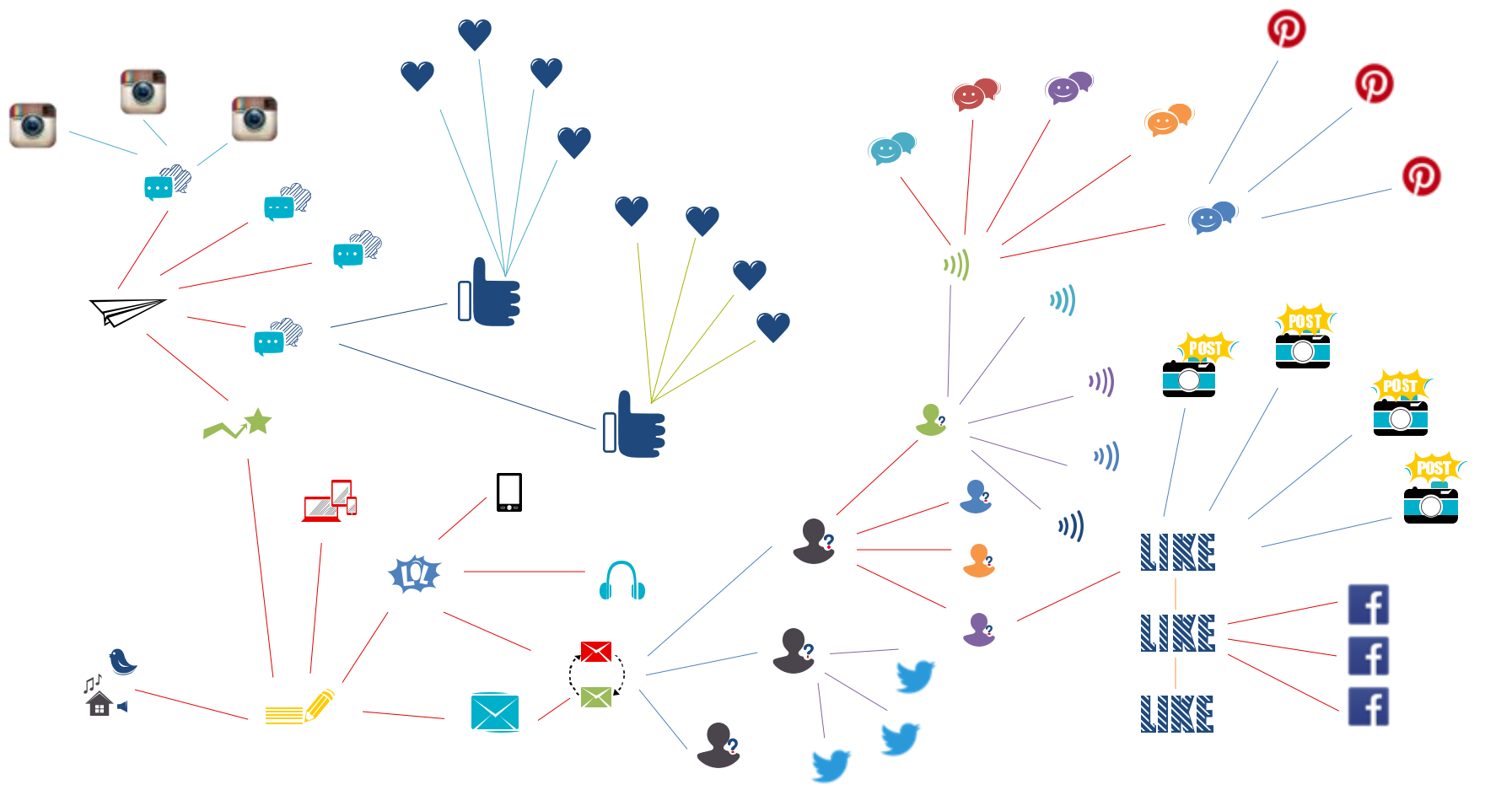


The diagram is a complex network graph with various types of nodes and edges. The nodes are represented by different icons, and the edges are represented by lines of different colors. The nodes include:

- Social Media Icons:** Instagram (camera), Facebook (thumbs up), Twitter (bird), Pinterest (P), and a camera icon with a "POST" label.
- Communication Icons:** Speech bubbles, hearts, a thumbs up, a paper plane, a star, a laptop, a smartphone, headphones, an envelope, and a camera icon with a "POST" label.
- User Avatars:** Several icons representing users, some with question marks, and a stack of three user avatars.
- Other Icons:** A house with a musical note, a lightbulb, a camera, and a stack of three "f" icons.

The edges are represented by lines of different colors, indicating different types of relationships or data flows:

- Red Lines:** Connect various nodes, including social media icons, communication icons, and user avatars.
- Blue Lines:** Connect nodes, including social media icons, communication icons, and user avatars.
- Green Lines:** Connect nodes, including communication icons and user avatars.
- Purple Lines:** Connect nodes, including communication icons and user avatars.

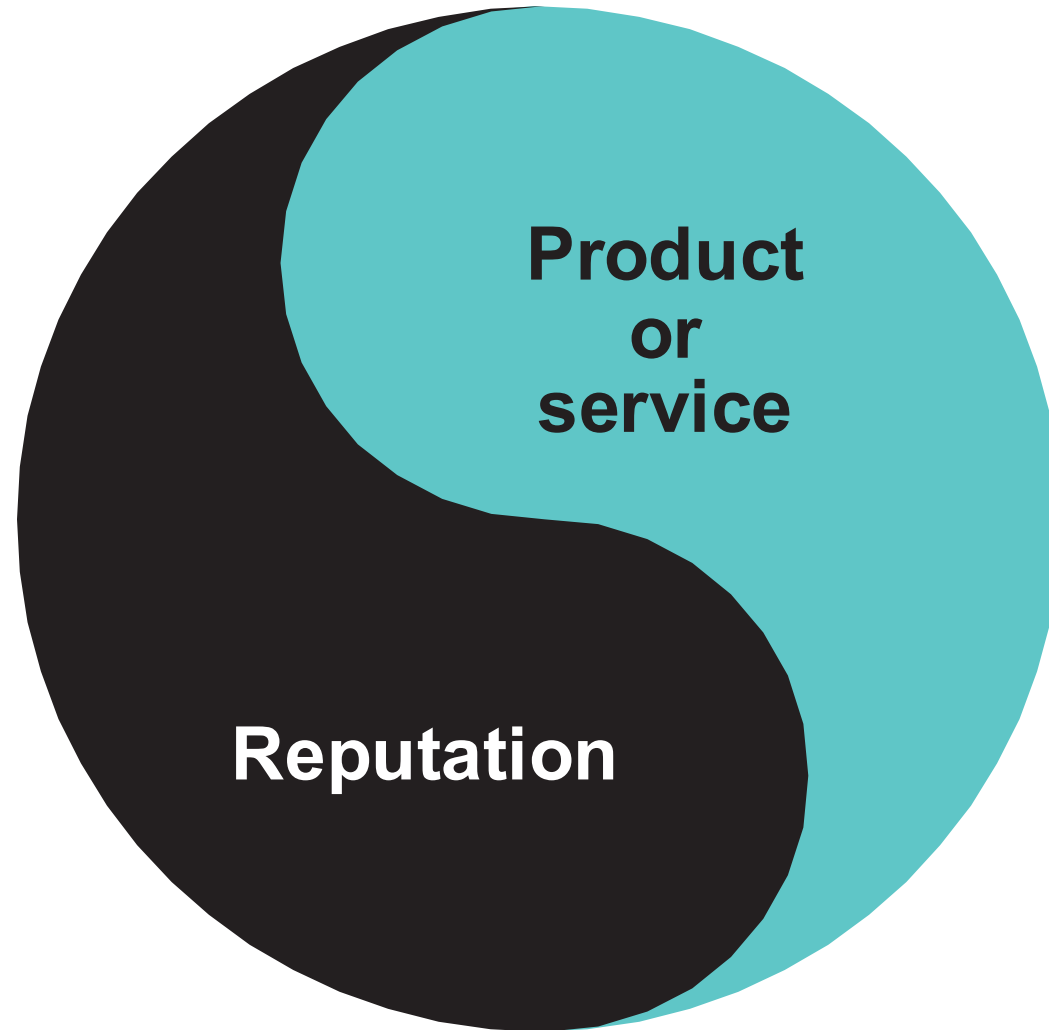




Brand

=

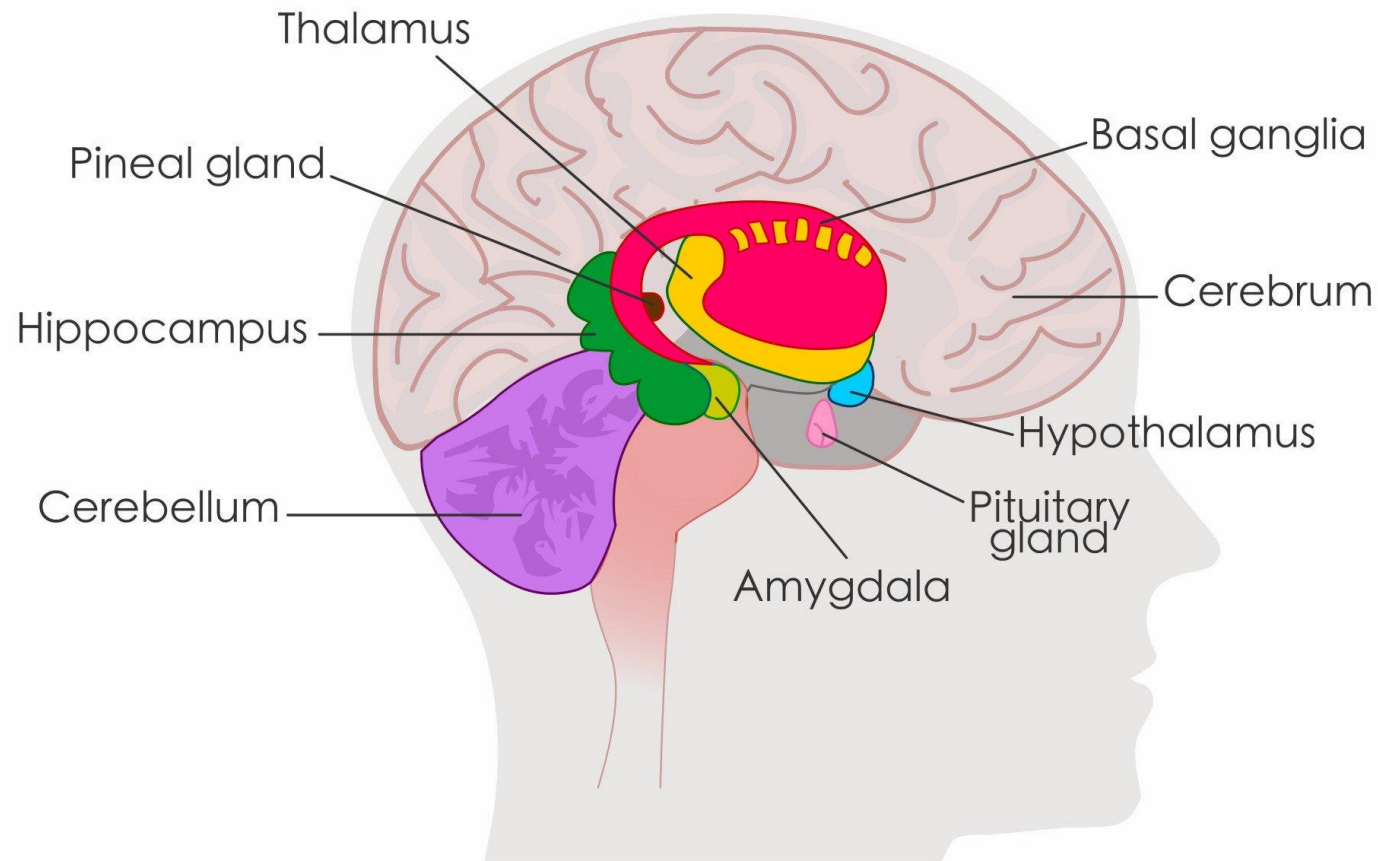
**Lots of
Emotion**



**Good
brands
build it in**

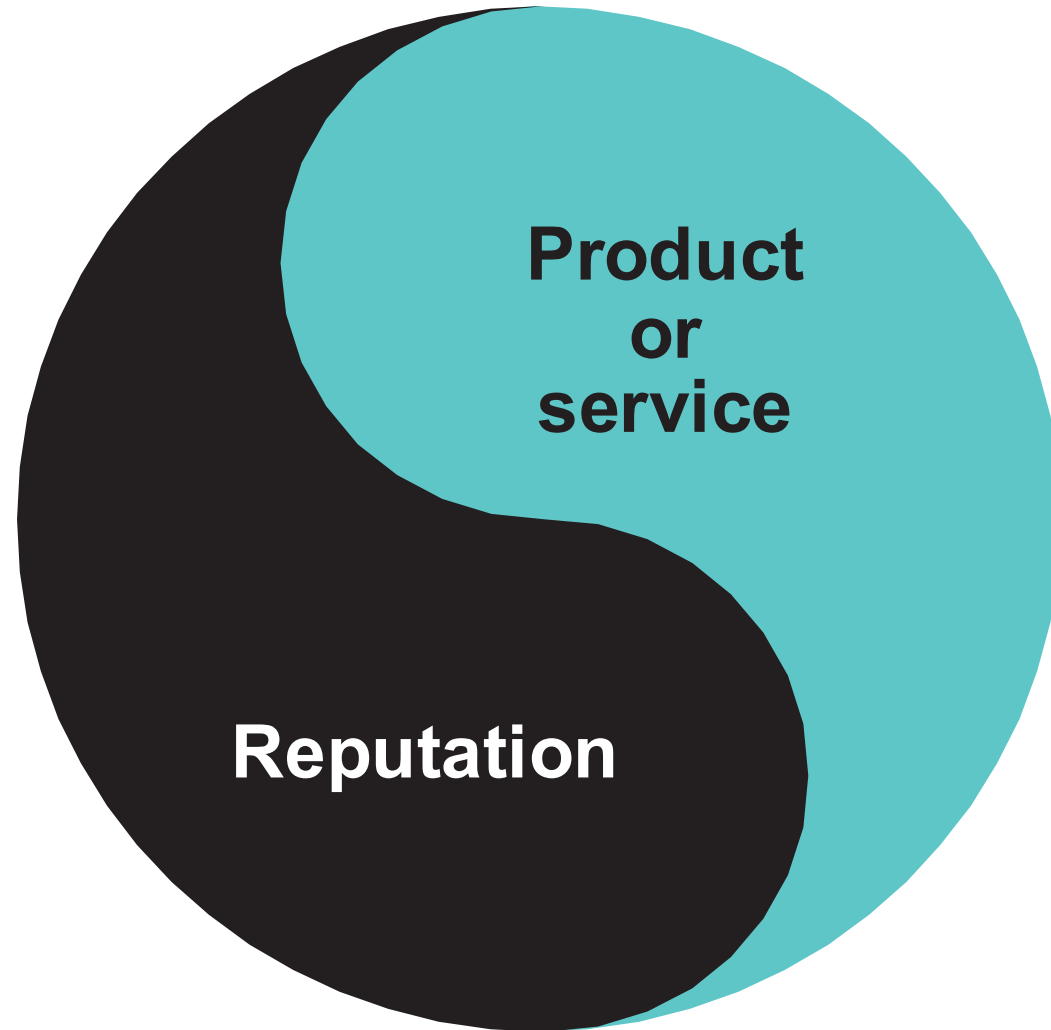
The locus of our brain's emotions has been there for 150 million years

Limbic System



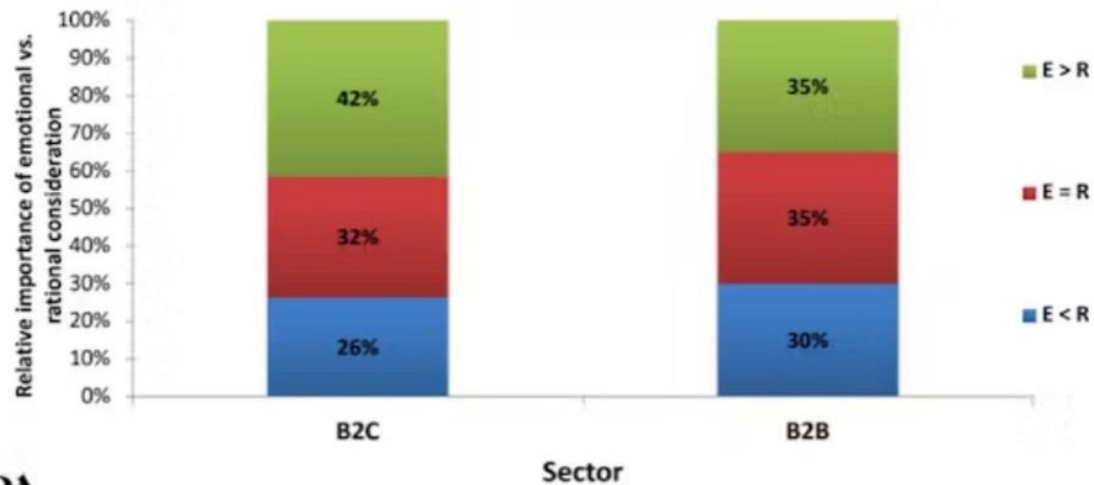
B2B Brands are no different!

=



Peter Field and Les Binet

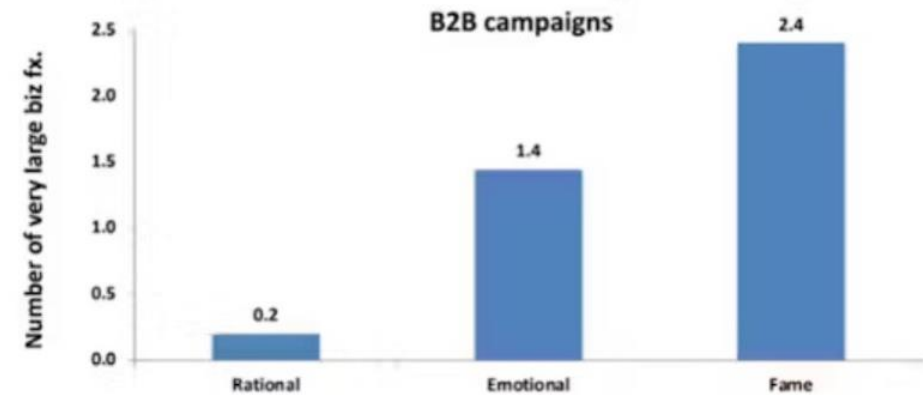
Emotions are important in B2B decision making as well



IPA

Source: IPA Databank, 1998-2018 cases

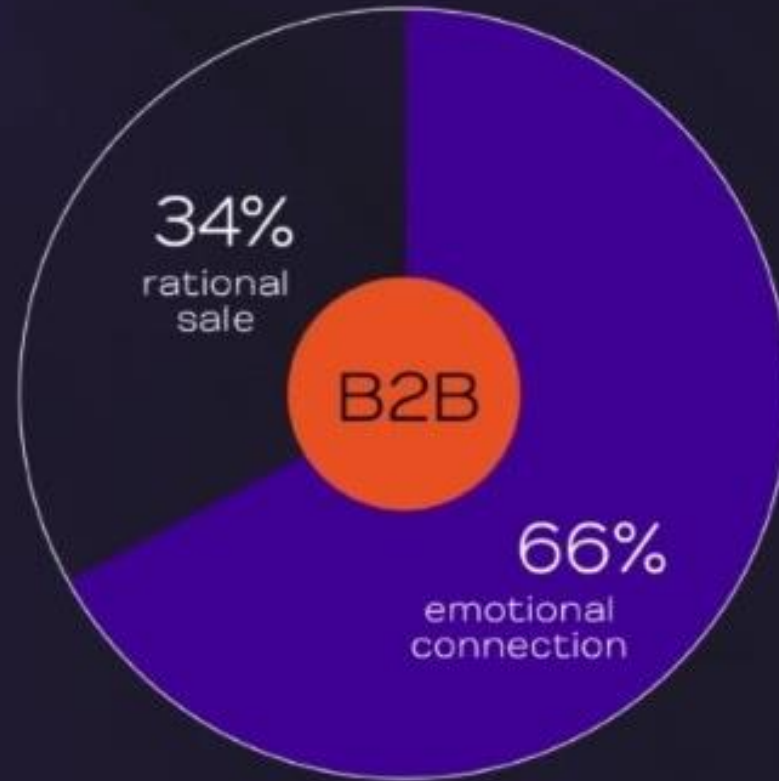
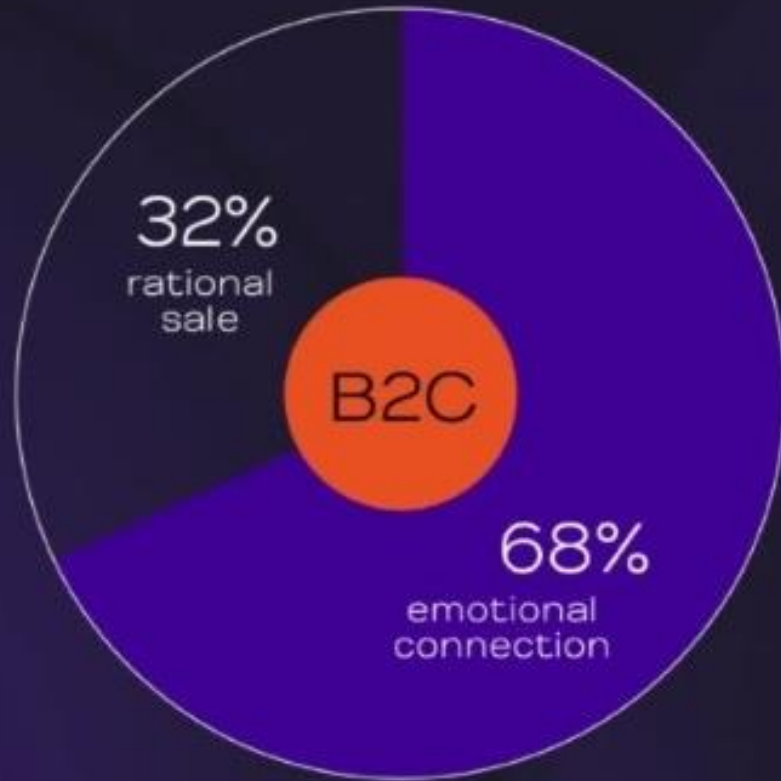
Emotional strategies clearly outperform in B2B



IPA

Source: IPA Databank, 1998-2018 B2B cases

Wunderman Thompson



Source: Wunderman Thompson Statistical Factor Analysis 364 Global B2B Brand Studies, 2014-2019

LinkedIn



7x
more
effective

Recent research by the LinkedIn B2B Institute found that inspiring emotion in B2B ads is 7 times more effective than delivering rational benefits alone.

Salesforce

SPOTLIGHT

B2B Expectations Mirror B2C Standards

Naturally, business buyers also have personal lives as consumers – and their expectations as consumers have seeped into their professional world.

82% OF BUSINESS BUYERS WANT THE SAME EXPERIENCE AS WHEN THEY'RE BUYING FOR THEMSELVES.

At a time when personalized recommendations, proactive engagement, and deeply relevant content are table stakes, more than seven in 10 business buyers expect vendors to personalize engagement to their needs. And for 84% of business buyers, trust is a critical factor in choosing vendors.

To put a fine point on this convergence of B2C and B2B worlds, 69% of business buyers expect an Amazon-like business buying experience. However, only 27% of business buyers say companies generally excel at meeting their standards for an overall experience, signaling ample room for improvement.

Business Buyer Expectations Get Consumerized

Percentage of Business Buyers Who Agree with the Following



See appendix page 44 for generational breaks

Some things are harder

- Customer needs can be very specific ... the deeper the emotions, the more commonly held. Find insights that have some potential for variation in marketing implementation.
- You'll need deeper research techniques to get to the truth!
- Internal stakeholder management more challenging! (heads and hearts actually works)

Success stories



Listening harder to find the insight



Great Research and Strategy

There are no brands in commercial vehicles. But people will still pay £30 a month more to lease a Mercedes.

(Ogilvy colleague.)



Great Research and Strategy

If you've got a mixed fleet, you'll give the Transit to the Jack-the-lads. They're gonna thrash it, but it can take the beating.

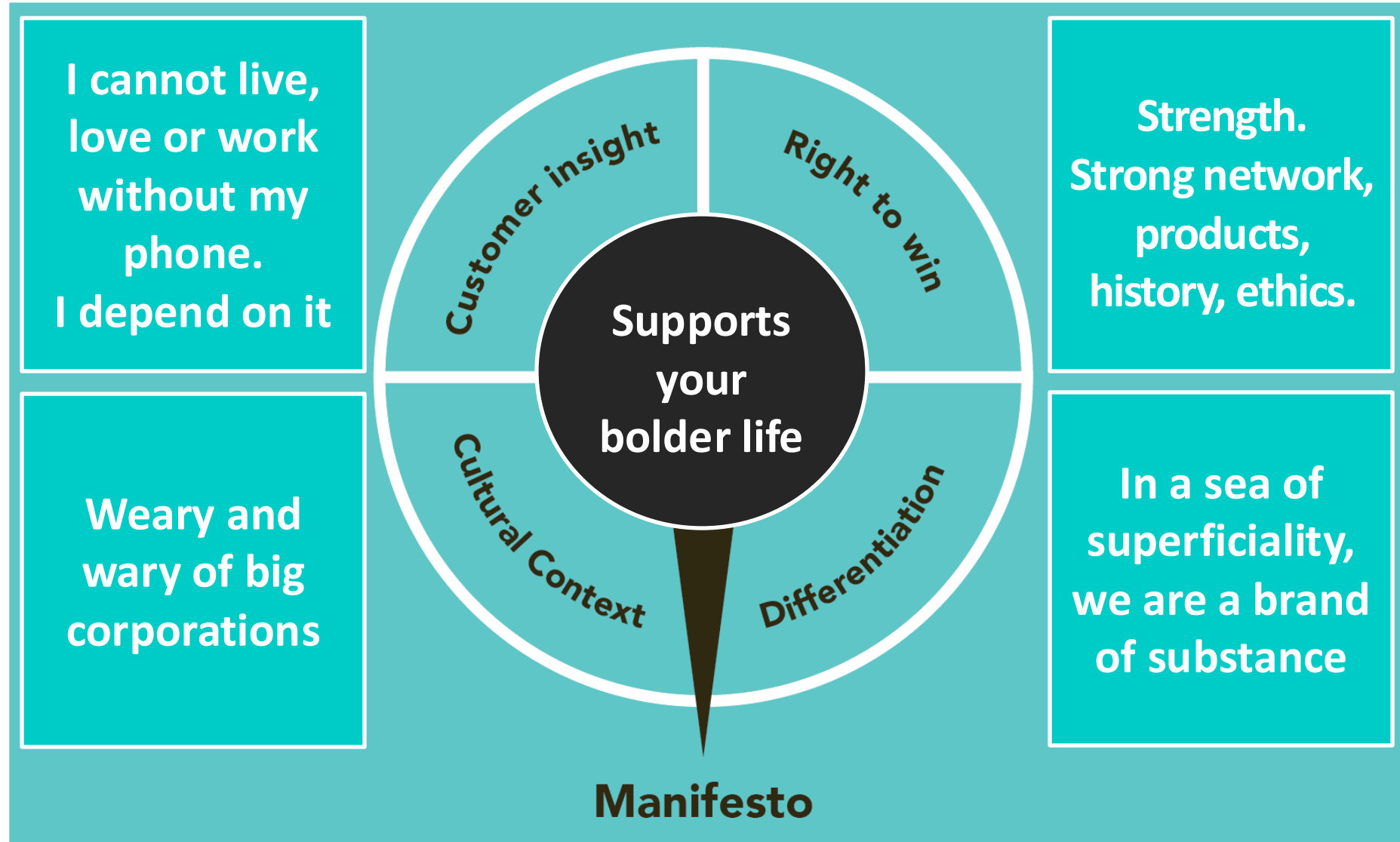
(Fleet manager in focus group.)



Using the insight flexibly



vodafone



Power to the trailblazers

Vodafone One Net Business is the UK's only cloud-based service to deliver fixed phone and mobile communications through a single platform.

It's made Land Rover parts distributor Bearmach more responsive, now reaching 130 countries and delivering anywhere in Europe in 24 hours. And that's what keeps them ahead of the competition.

vodafone.co.uk/onenetbusiness



Vodafone
Power to you

Power to the visionaries

Vodafone One Net Business is the UK's only cloud-based service to deliver fixed phone and mobile communications through a single platform.

It's helped retail interior specialists **Aspen Concepts** be more responsive, cutting installation times and increasing new business by 30%. And that's what keeps them ahead of the competition.

vodafone.co.uk/onenetbusiness



Vodafone
Power to you



Stakeholder management



let's face it, firming the thighs
of a size 8 supermodel
wouldn't have been much of
a challenge.

That's why Dove asked women like
Linda de Mair to test Dove's
new Firming range for three weeks,
with its nourishing and effective
combination of moisturisers and
seaweed extracts. Then we asked
Linda if she'd be happy to show
the unretouched, unaltered
results on camera. Here's how she
responded to the challenge.

new Dove
Firming Range

Gel Cream • Body Wash • Lotion





new Dove Firming.
As tested on real curves.

Dove
Firming Range





☐ fat?

☐ fit?

Does true beauty only squeeze into size 8? Join the beauty debate.

campaignforrealbeauty.com



| Dove



☐ wizened?

☐ wonderful?

Will society ever accept old can be beautiful? Join the beauty debate.

campaignforrealbeauty.com



Dove

1987-2001: a formula

Double digit growth YoY

Advertising: testimonials and objective proof.

70 countries, five categories.

2001: No more white space markets

Growth would have to come from existing markets.

By increasing loyalty and driving cross category use.

BUT

The ads all looked the same and the consumer was bored.

Dove - Big Brand Idea

DIVERSITY

Dove believes that beauty comes in
different
shapes, sizes, ages and that real beauty
can be genuinely stunning

Mission

To make more women feel beautiful everyday.
By widening today's stereotypical view of
beauty
and inspiring women to take great care of
themselves.

We discovered we had a problem...with men



The stakeholder management plan

Stakeholder	Role	Current POV/Position	How to approach	Who	Material
Niall Fitzgerald	UL Chairman.	Getting on board will encourage compliance.	Personal meeting 1:1.	Silvia and Mel White	Presentation with video
Global Category and Regional Leaders	Budget holders.	Awaiting strategy. Mostly male.	Group presentation	Core team.	Presentation with video
Agency teams	Influencers.	“Not invented here”	Roadshows with key local brand teams.	Core team.	Presentation and workshop
Local brand teams.	Amplifiers	“Not invented here”	Roadshows with key local brand teams.	Core team.	Presentation and workshop

Emotion not only for communication.....
But also in the product and service

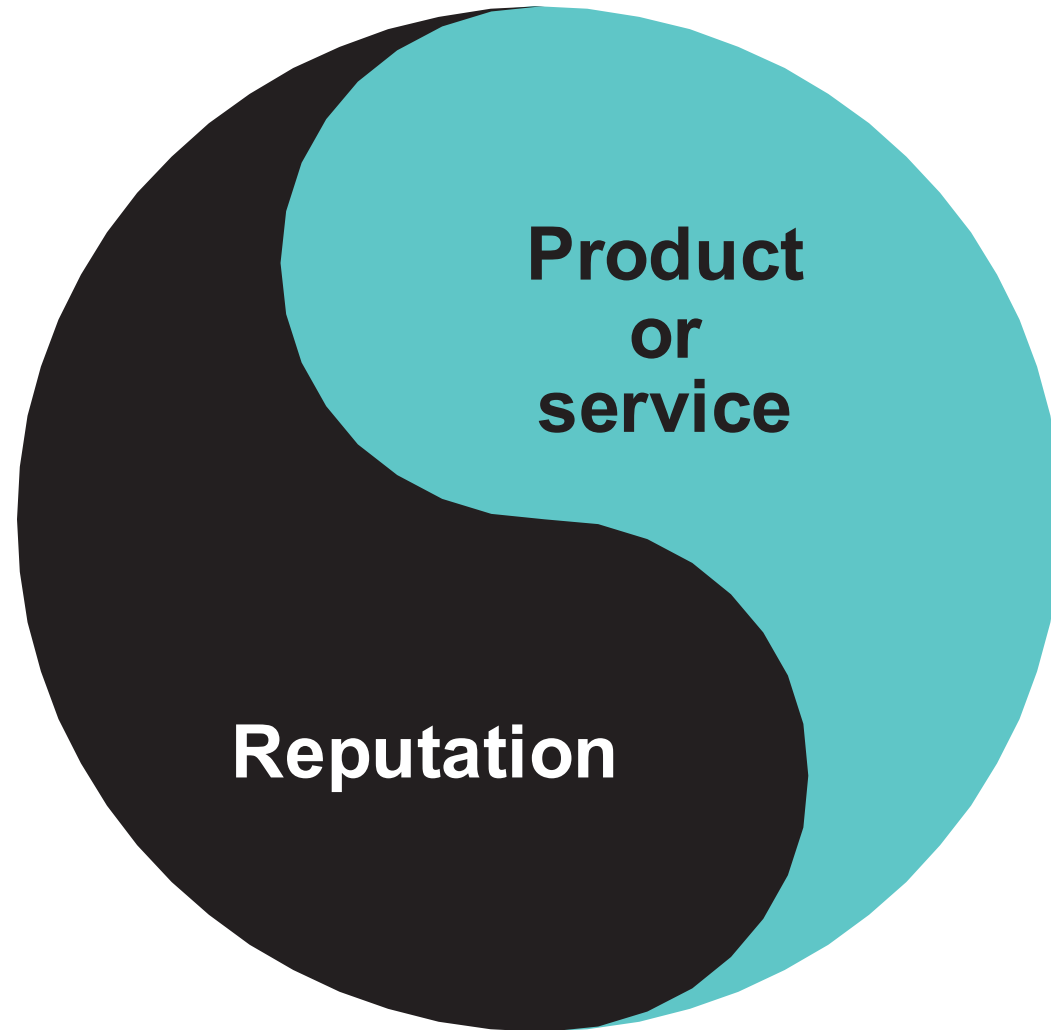


Summary



B2B Brand

=



Emotion is just as big a
success factor in B2B





B2C

B2B

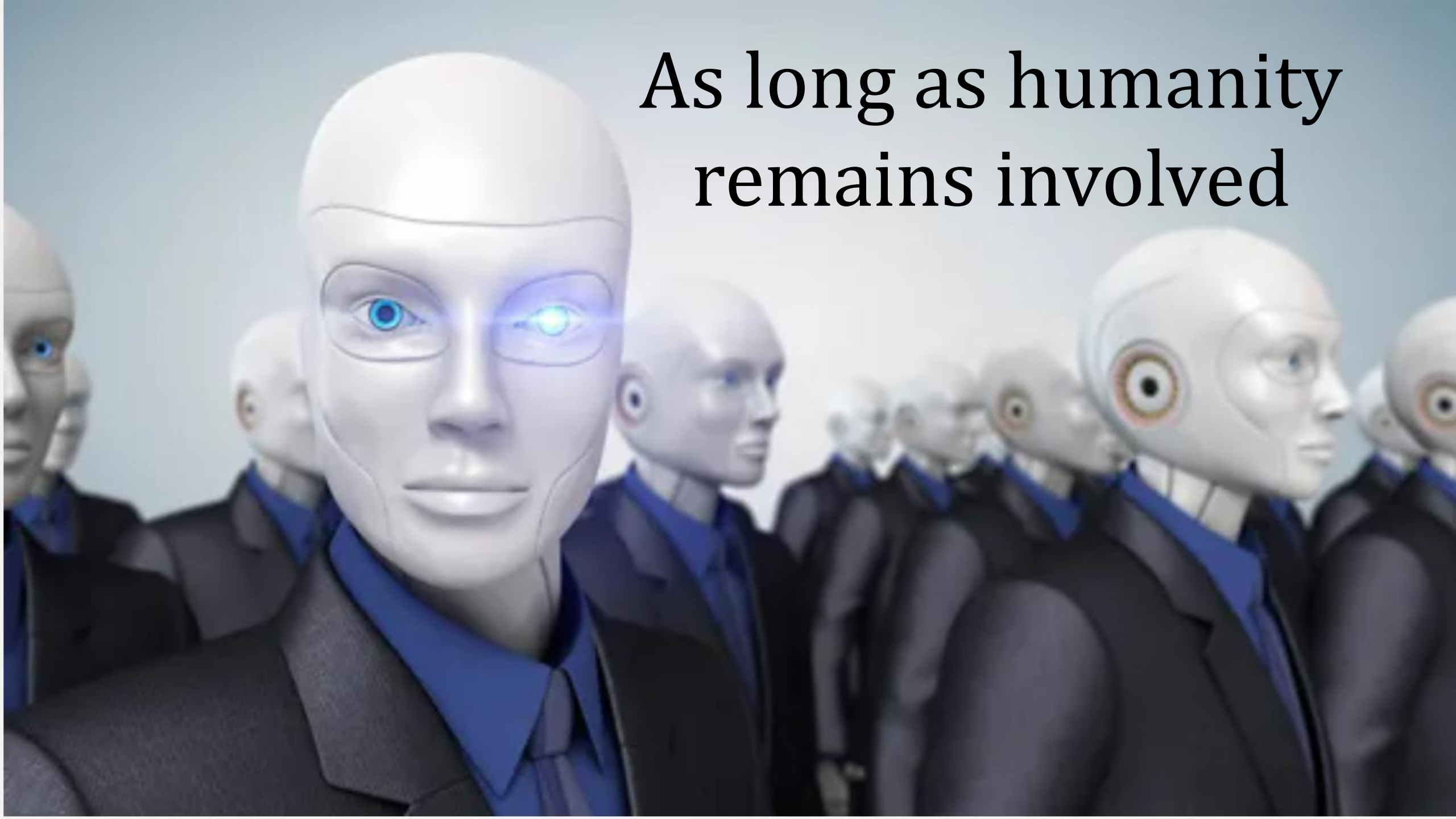
B2H

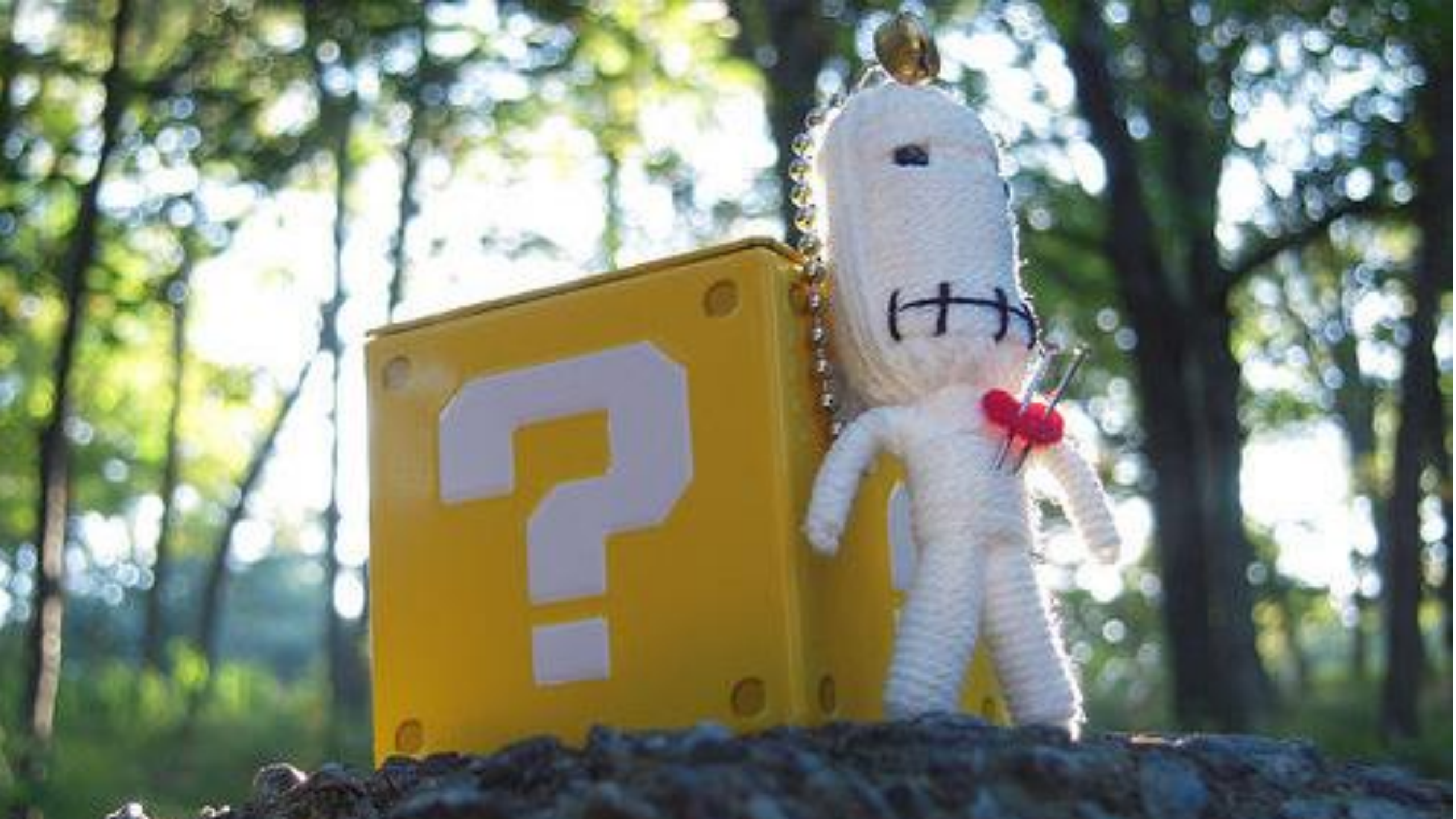




Business 2 Human

As long as humanity
remains involved





What You Need to Do to Get Your B2B Brand Noticed in 2025

NIALL RATCLIFFE

FOUNDER AND CEO

noticed.



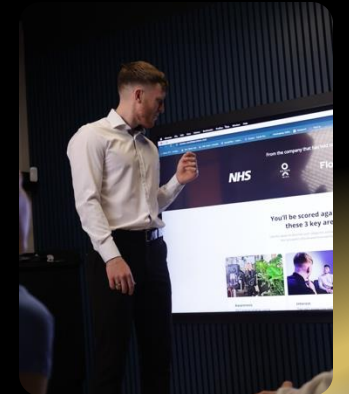
How to get noticed.

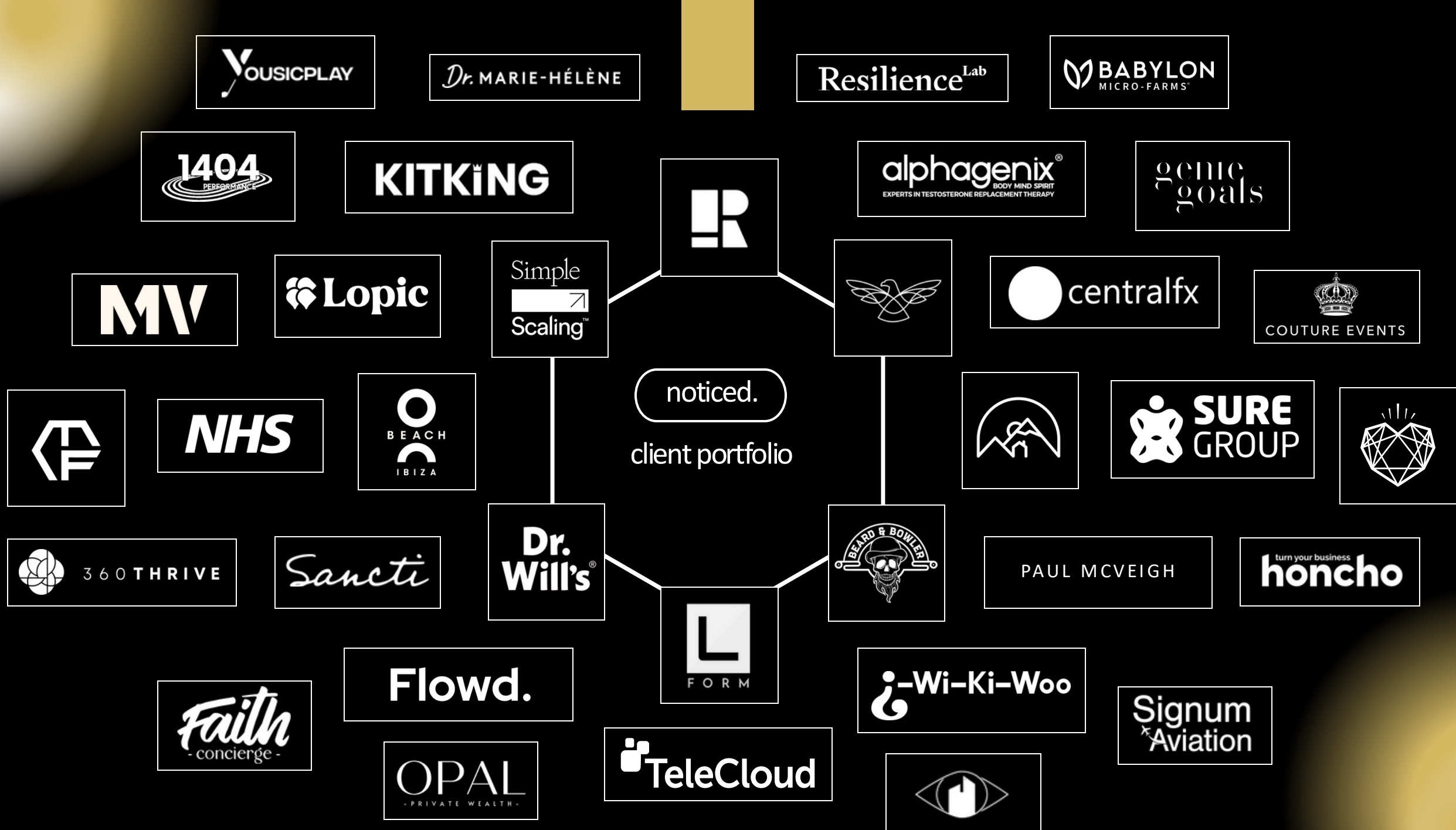
(By Not Talking About Yourself)

we exist to help
companies get noticed.
by the prospects that
matter most.

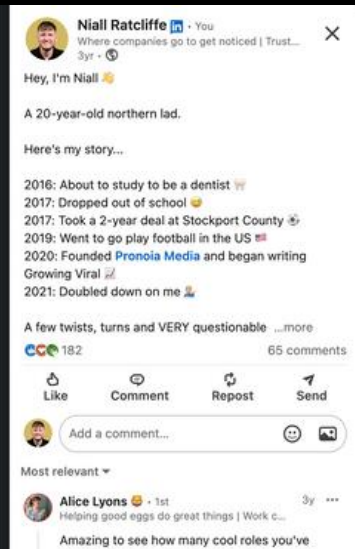
noticed.

2025

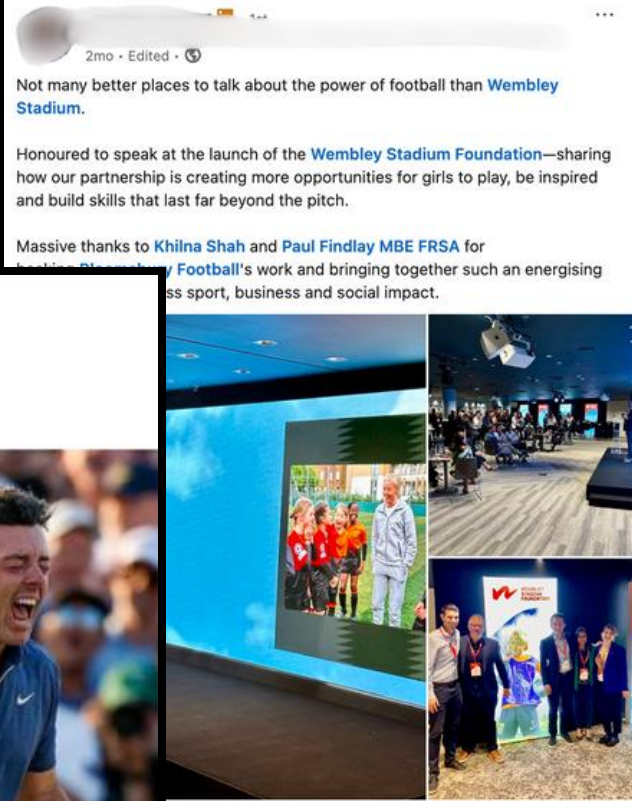
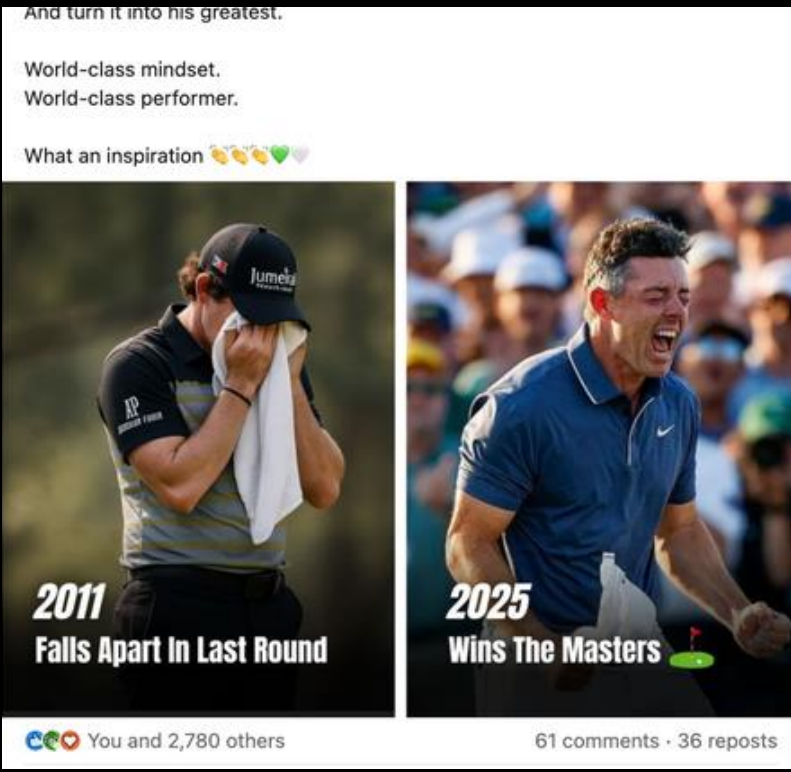




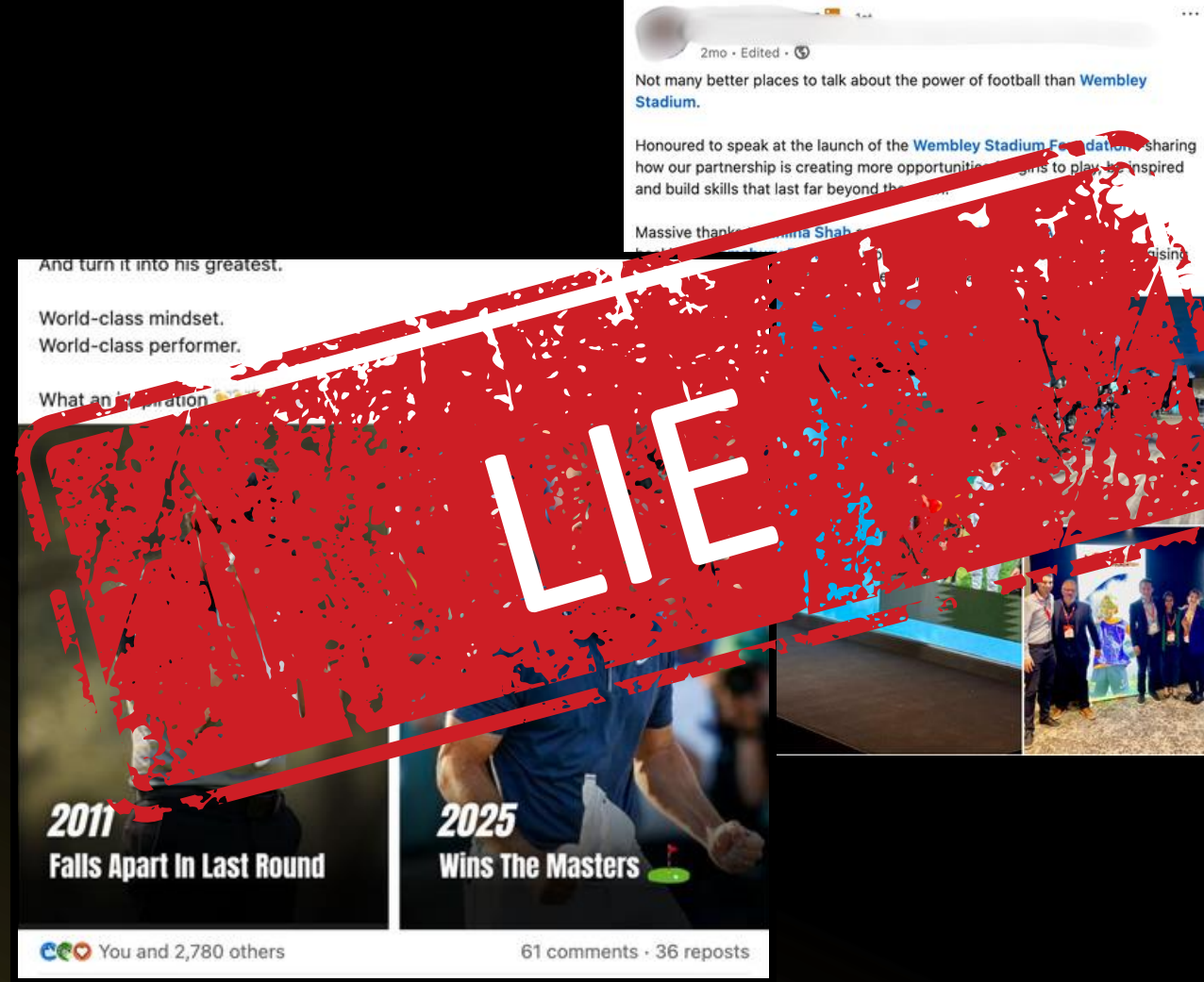
noticed.



noticed.



noticed.



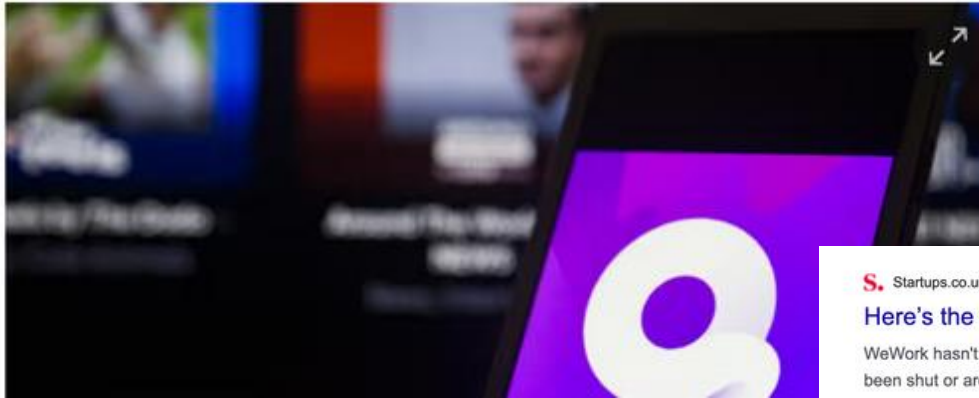
Visibility $\neq$ Pipeline

noticed.



Quibi: shortform streaming service to shut down after six months

Jeffrey Katzenberg and Meg Whitman's \$1.75bn Netflix competitor is to close after failing to meet subscriber goals



S. Startups.co.uk

Here's the full list of WeWork sites closing in 2024

WeWork hasn't publicly confirmed a definitive list of closures, several locations have been shut or are in the process of closing.

15 May 2024



BBC

WeWork to start closing some offices around the world

The BBC understands the firm is to start closing some of its buildings, including one in central London.

1 Nov 2023



P Place North West

WeWork shutting down at No1 Spinningfields

WeWork shutting down at No1 Spinningfields ... The coworking company has notified customers that it is closing down its first location in...

3 May 2024



So if virality and visibility doesn't drive pipeline and growth...

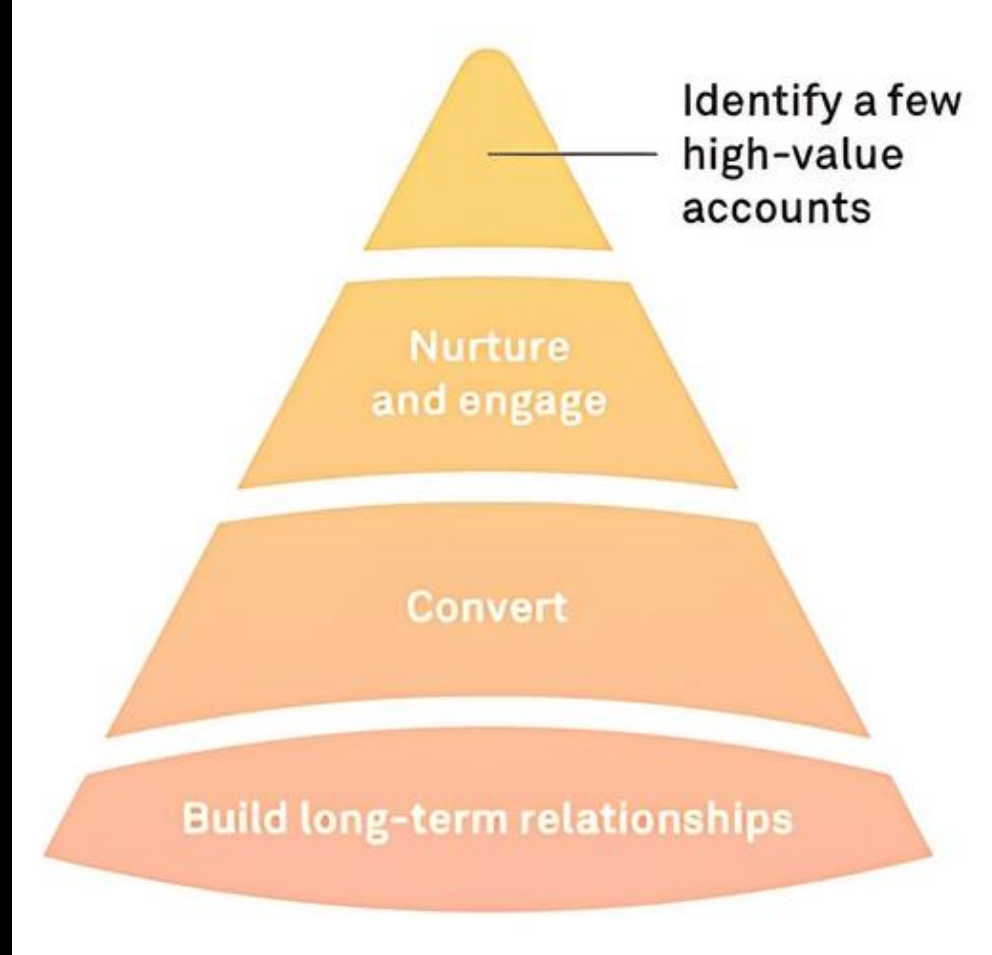
What does?

noticed.



Visibility $\neq$ Pipeline
Relevance does.

noticed.



noticed.

PANDORA



Approach 1:



Approach 2:



68%

win rate

Companies with robust ICPs had 68% higher account win rates than companies without them according to research by TOPO.

208%

more rev.

Account-based marketing delivers 208% higher revenue than traditional broad marketing

So how can we make this
happen as a business?

The 3-Step Relevance Framework:

1. Mirror your ICP

2. Hang out where they hang out

3. Offer them things they want

(Not just your service)

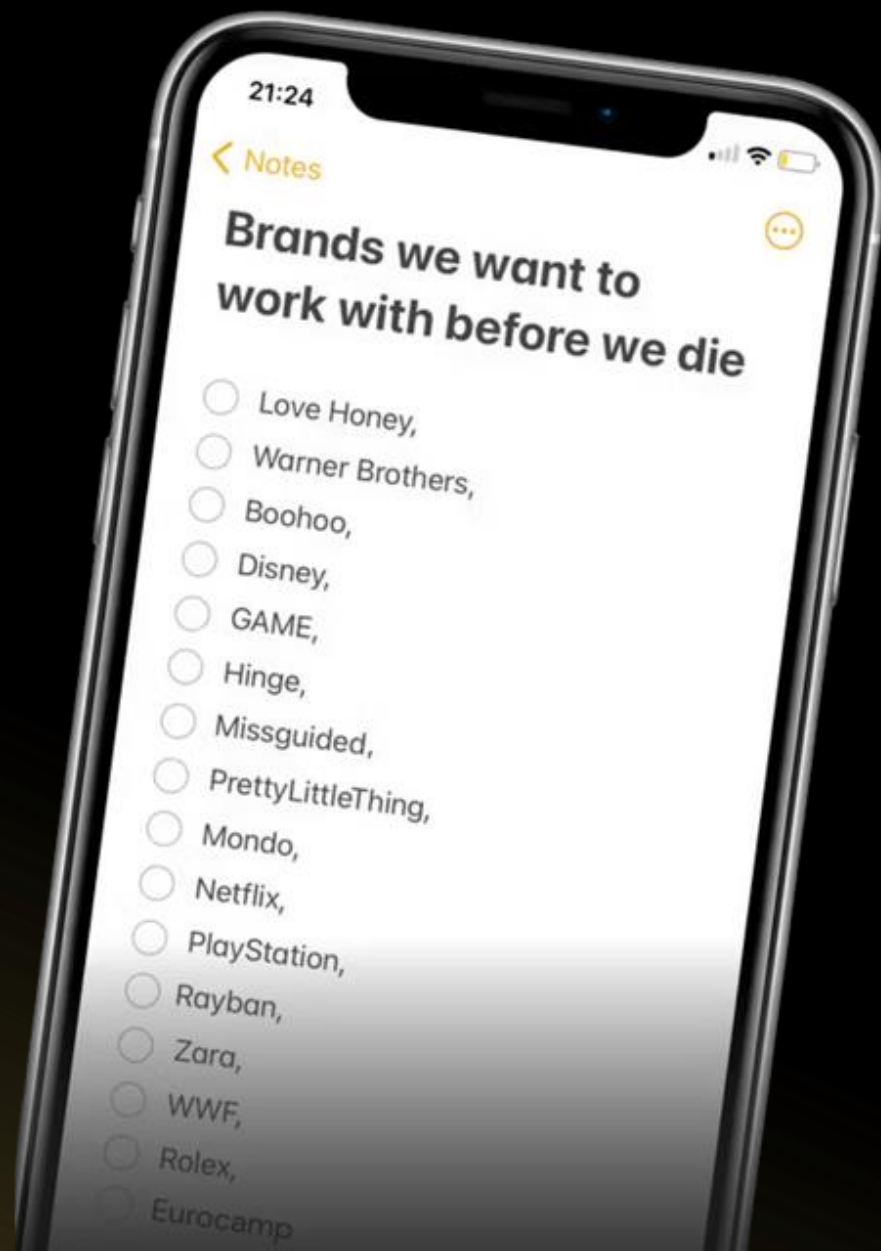
noticed.



Rise at Seven

the search-first creative agency

noticed.



noticed.



noticed.

boohoo



Rise at Seven



Agency

Rise at Seven signs new contract with fashion “titan”



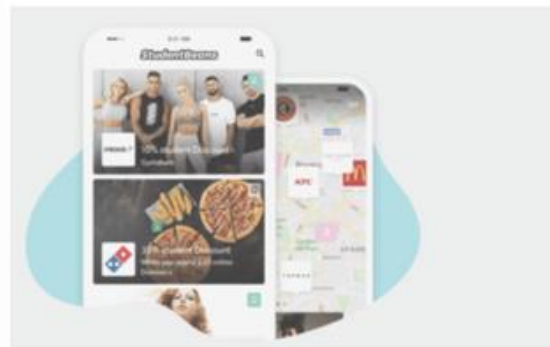
Agency

Rise at Seven wins global beauty brand account



Agency

Rise at Seven appointed by boohoo and boohooMAN to drive SEO and digital growth



Agency

Rise at Seven to deliver digital PR for money-saving app



Agency

Rise at Seven hired to drive online growth nationally and internationally for Nasty Gal

This is not good enough:
“Our ICP is B2B SaaS companies.”

noticed.



noticed.

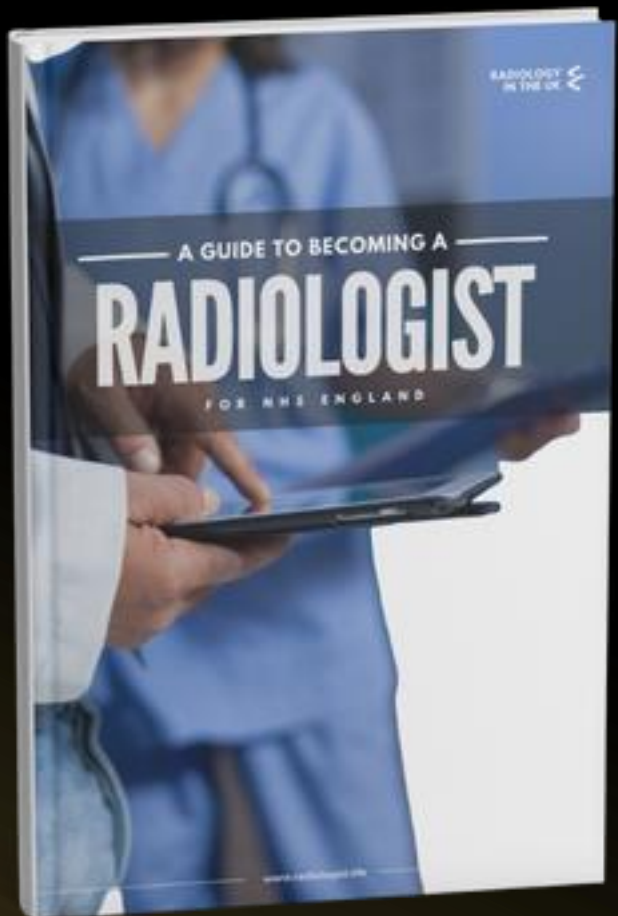


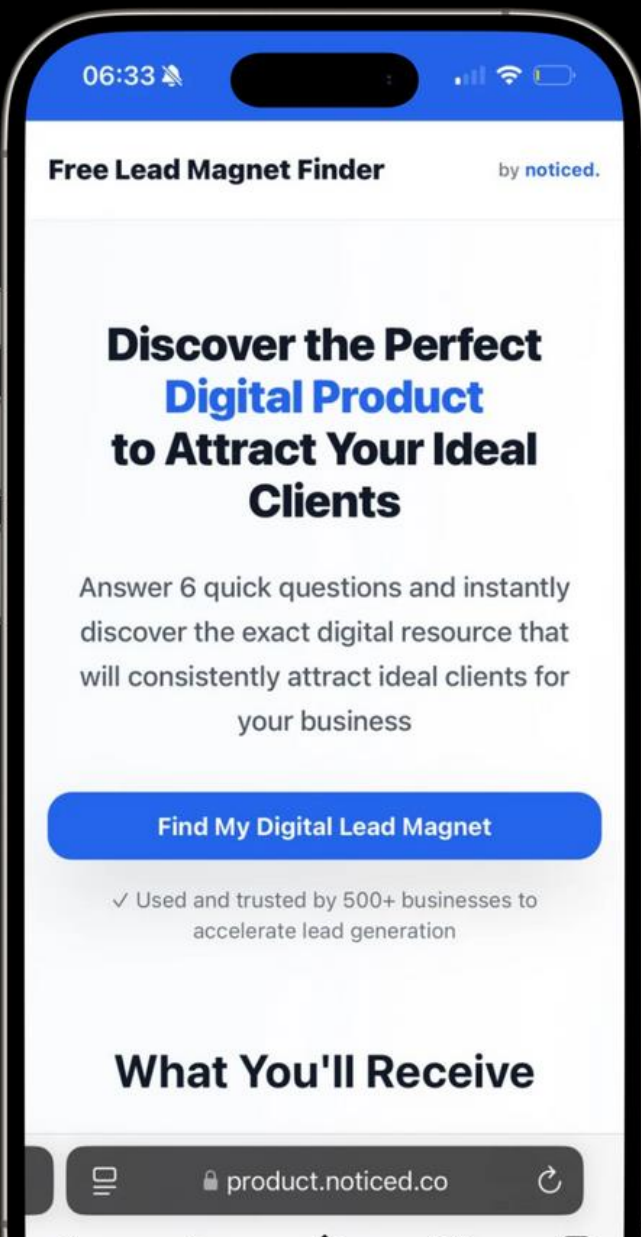
Waitrose





“We need more international candidates for senior roles into the NHS and recruitment isn’t working.”





3 steps to relevance:

1. Mirror your ICP

2. Hang out where they hang out

3. Offer them things they want

(Not just your service)

us
on

thank you!

from all of us at

noticed.

contact@noticed.co

Social Media in 2025: Consumer Insights Behind the Trends

SHAUNA MORAN

DATA JOURNALIST

GW



20 social media insights for B2B marketers

GW.



Who are we?

GWI is modernised consumer research – global, on-demand, and accessible to everyone, not just data experts.

GWI Core

50+

markets

50K+

profiling points

3B

internet users
represented

GWI Work

19

markets

5K+

profiling points

940M

professionals
represented

Insight 1

B2B buyers are trend-driven and techy

% who fall into each group

	B2B buyers*	All consumers
Aged 25-44	60	46
Have used ChatGPT in the last month	44	27
Want brands to be trendy/cool	36	28
Want brands to be funny	24	23

Source: GWI Core Q1 2025 | *In Core, B2B buyers are those who say they're responsible for purchasing products/services at work. Our ChatGPT stat excludes China.



HubSpot

me watching my ai agent book meetings like Beyonce proudly watching Blue Ivy nail choreography 🤖

👍👀❤️ 228



HubSpot

you're in her DMs but I just generated six months of content for her in 30 seconds with Breeze Content Agent

👍👀❤️ 434

Insight 2

**26% of business leaders
say cost optimisation is a
key growth initiative**

**...vs 18% who say it's
refining marketing**



“

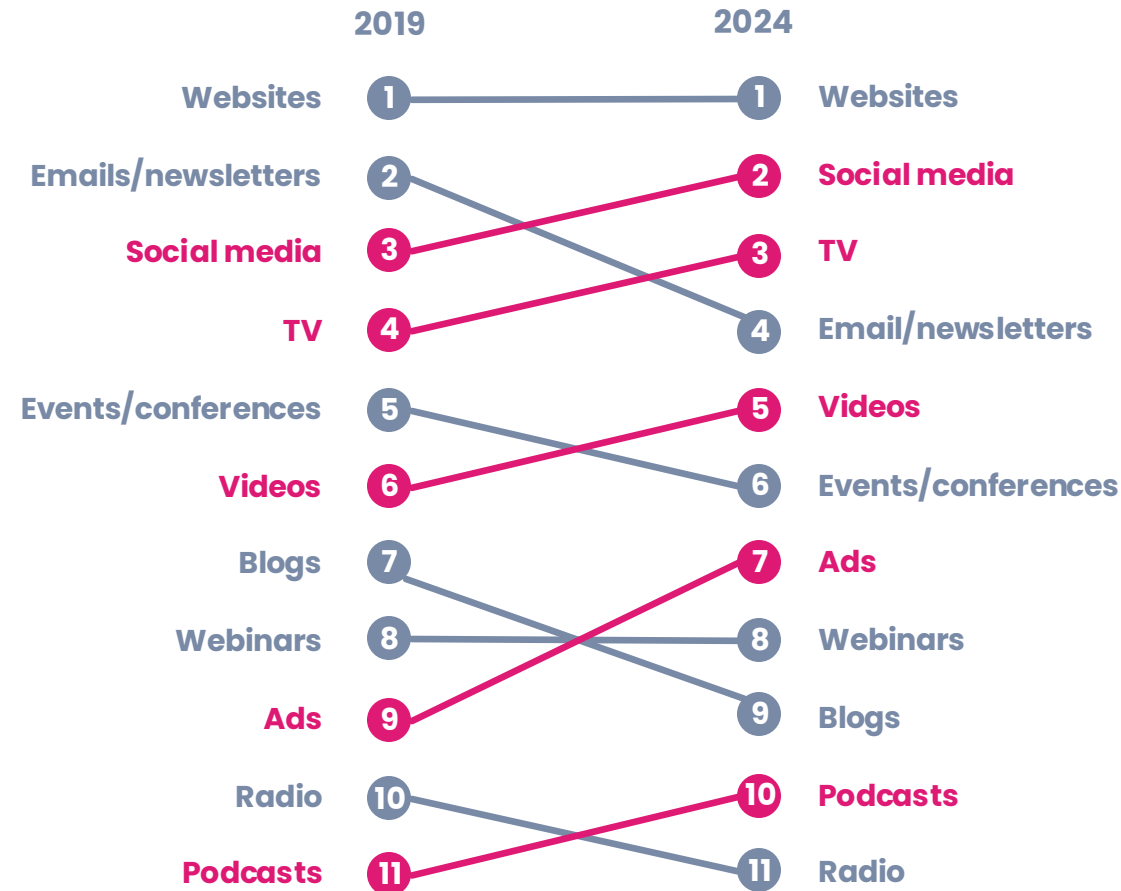
The prime directive of a marketer [...] is to represent the consumer in the place that decisions are made

Mark Ritson
Brand Consultant & Marketing Professor

Insight 3

The growing dependence on social and video for sector news

Ranked order of industry news sources, based on the % of B2B buyers* who use the following to keep up with developments, products, or services in their sector

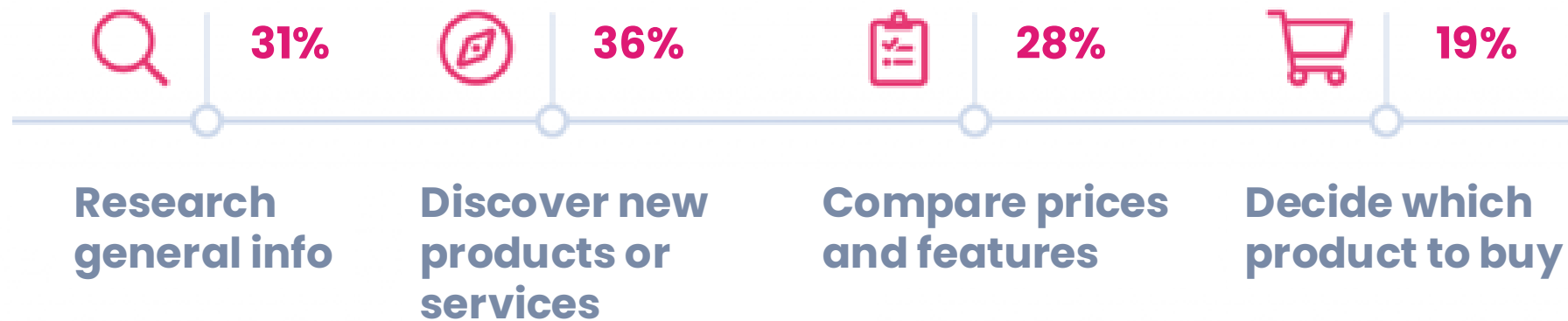


Source: GWI Work Q1 2019 & Q3 2024 (10 markets) | *In GWI Work, B2B buyers are those who say they have influence when purchasing products or services.

Insight 4

Social media is used throughout the B2B buying journey

% of B2B buyers who say social media is an influential source of product information and typically use it for the following



Source: GWI Work Q3 2024

Insight 5

More like reaching out on social than filling out a form

% of B2B buyers who say they typically prefer to make contact with a supplier they're interested in buying from in the following ways

Email the provider



Call a sales rep



Contact the provider via social media



Speak to the provider at a trade event/fair



Fill out a buyer/contact form on their website

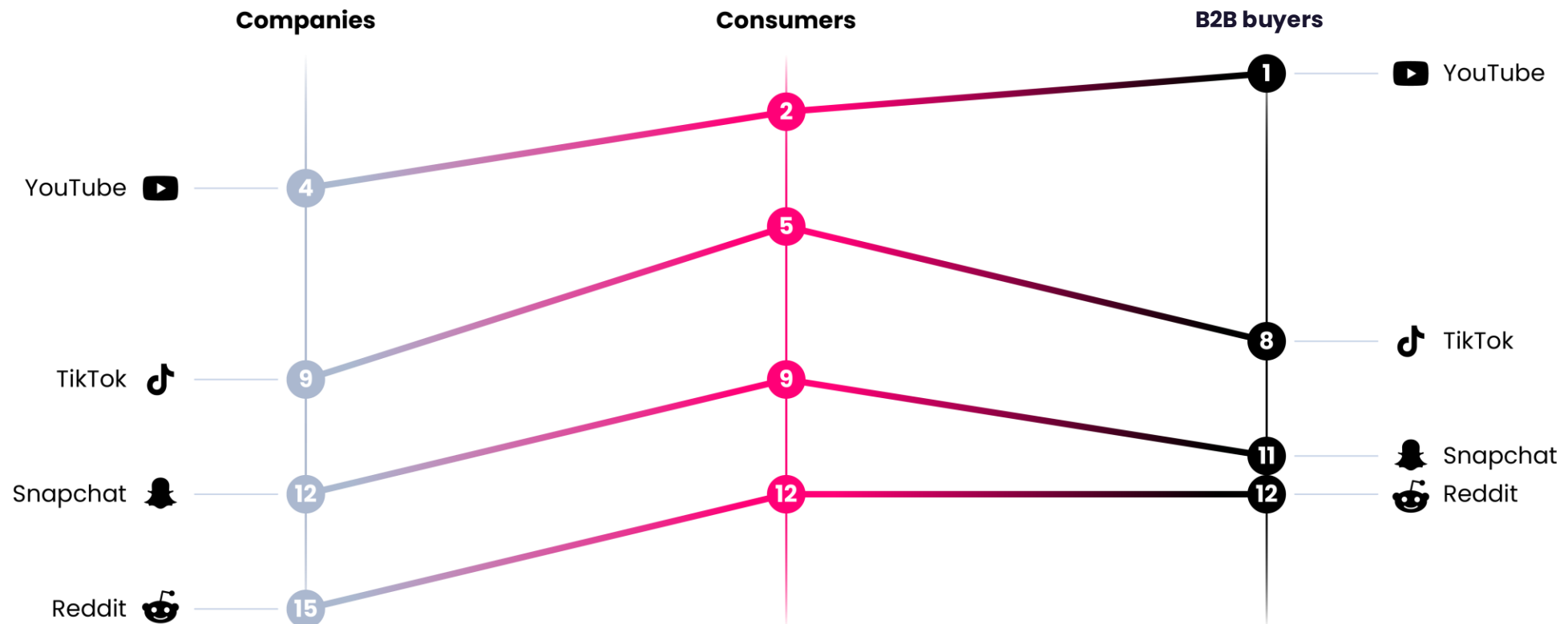


Source: GWI Work Q3 2024

Insight 6

Some major apps are under-utilized by marketers

Ranked order of apps that professionals say their companies use, that consumers use daily, and that B2B buyers use for research



Source: GWI Work Q3 2024 & GWI Core Q3 2024 | Please note, this social media data excludes China.

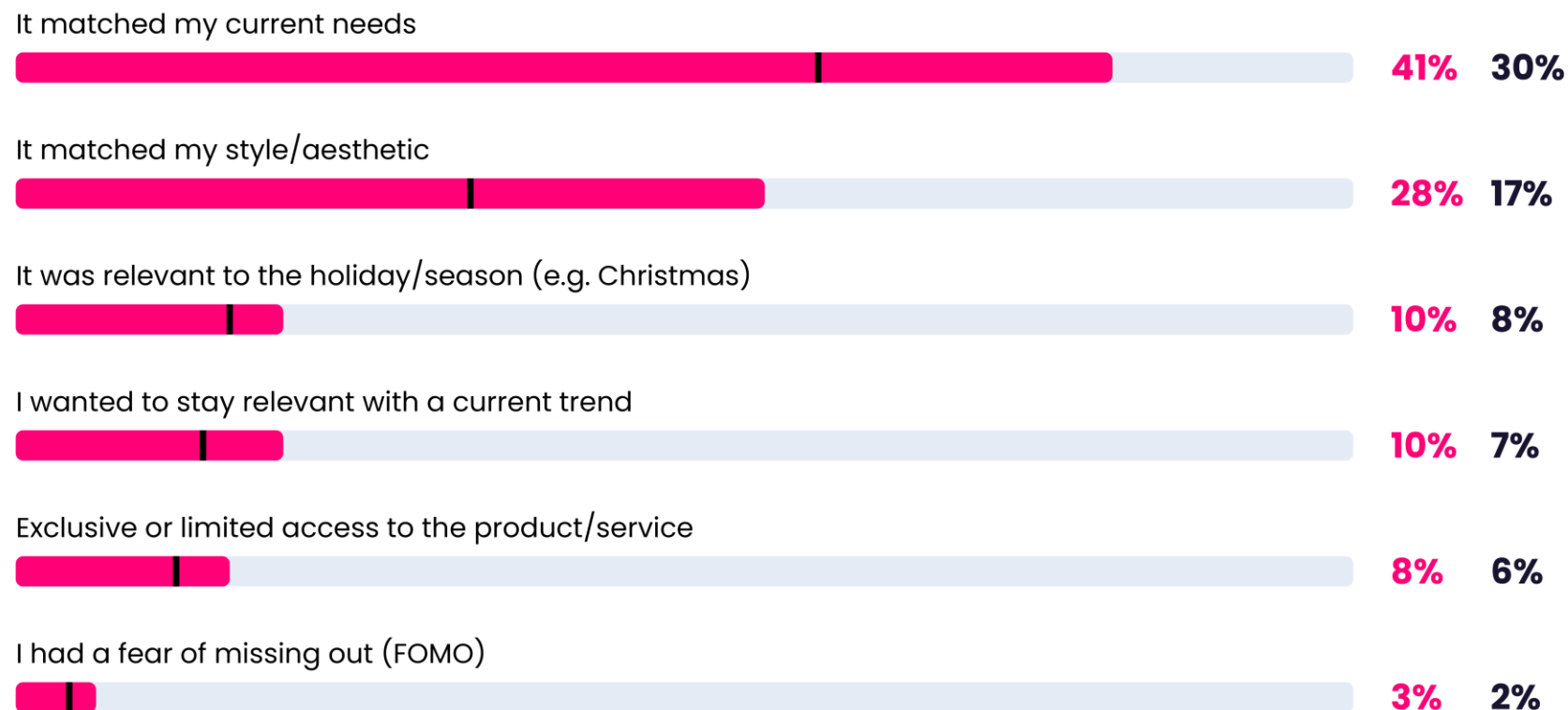
Insight 7

Wants inspire – needs convert

% in each group who say the following best explain why they researched or purchased a product/service after seeing it on social media

● Influencer followers

■ All consumers



Source: GWI Zeitgeist September 2024

A person wearing a white long-sleeved shirt, dark jeans, white sneakers, and a black backpack is climbing a steep, narrow metal beam. They are leaning forward, using their arms to grip the beam for support. The background is a solid bright pink color.

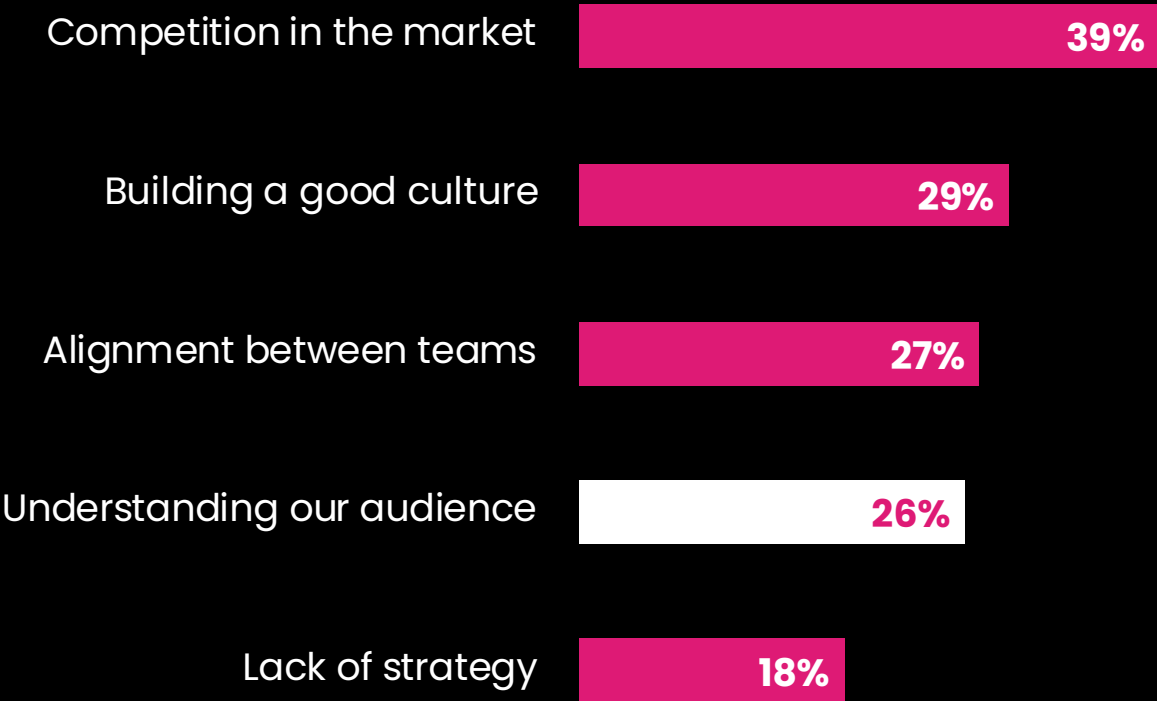
Insight 8

Over 1 in 5 B2B buyers say a lack of alignment between their needs and available solutions is a top challenge

Insight 9

Smart messaging references buyers' challenges

% of B2B buyers who say the following are among the biggest challenges their company/team is currently facing



GW.
Know what your
audience wants.
Without a crystal ball.



Source: GWI Work Q3 2024

Insight 10

Nothing sells like social proof

% of B2B buyers who...

Say the following are *very influential* when researching products



Find the following *most useful* when using social media to research products



Source: GWI Work Q3 2024

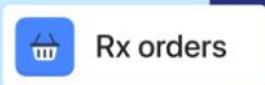


Asana
Promoted

GoodRx works smarter and faster with Asana.



GoodRx saves
125 workdays per
year with Asana



Get Started



American Express Business

127,274 followers
5d • 🌐

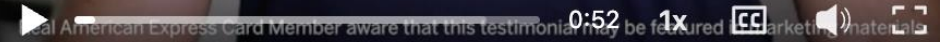
[+ Follow](#) ...

Watch how American Express helped this fast-paced company keep up with the speed of their business. Learn more: <https://go.amex/RmPtHR> #AmexBusiness



Paul Baum

Founder & CEO
PlanITROI



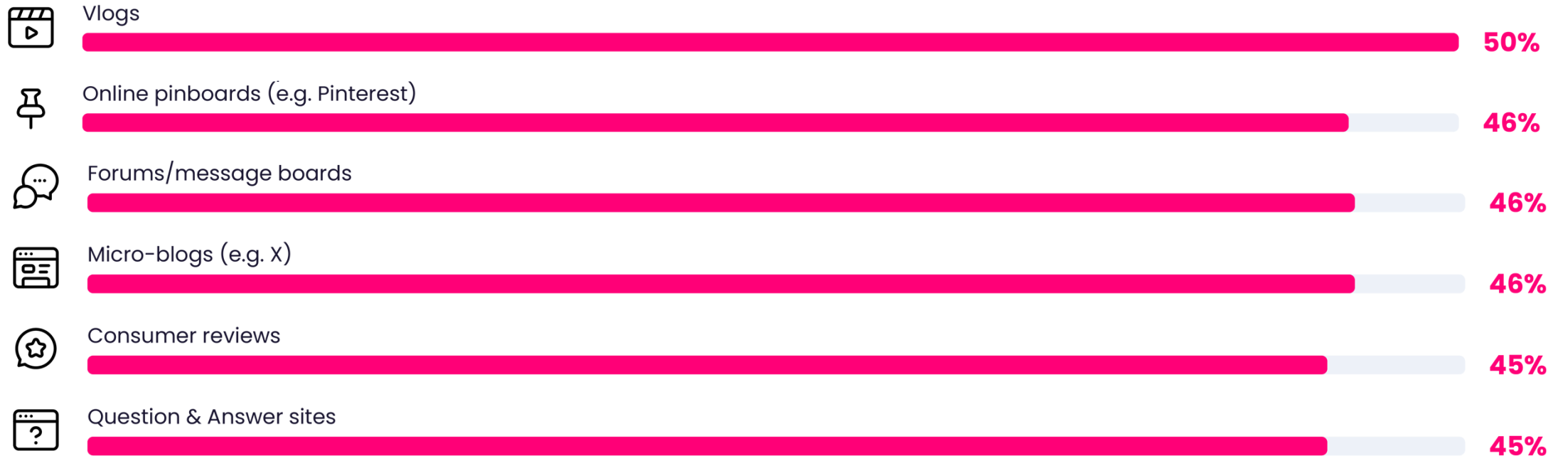
👍❤️👍 33

4 reposts

Insight 11

Seeing is believing

% of those who use the following for product research and trust what online reviews say about products/services

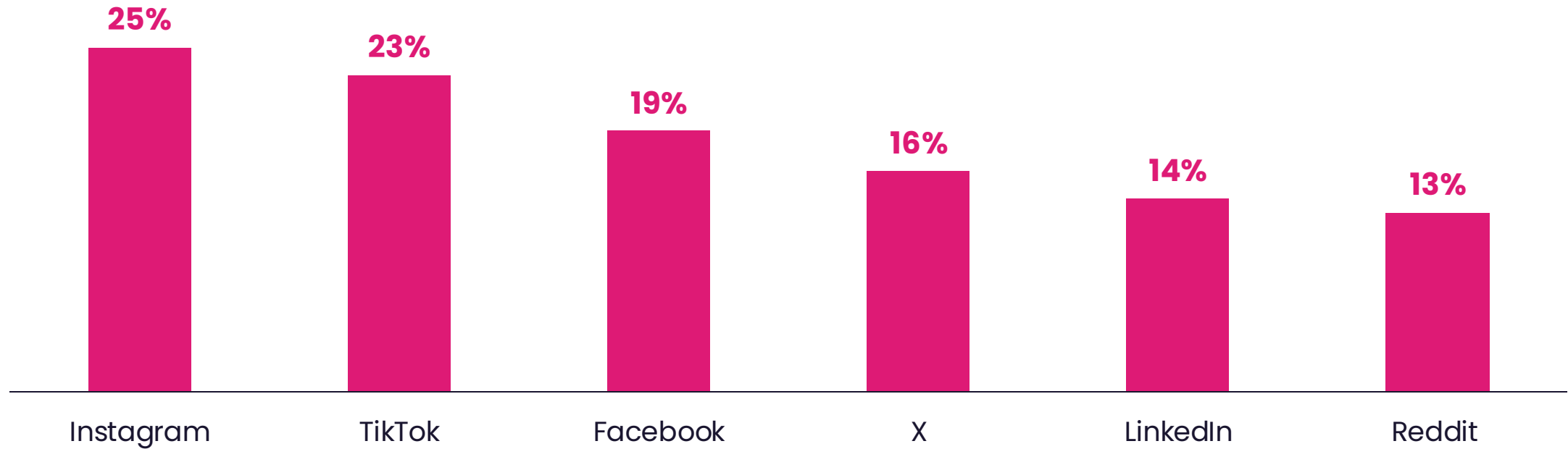


Source: GWI Core Q4 2024

Insight 12

Visual apps inspire the most ad clicks

% of B2B buyers in the US/UK who use each app and say they've clicked on a sponsored post/ad on it in the last month

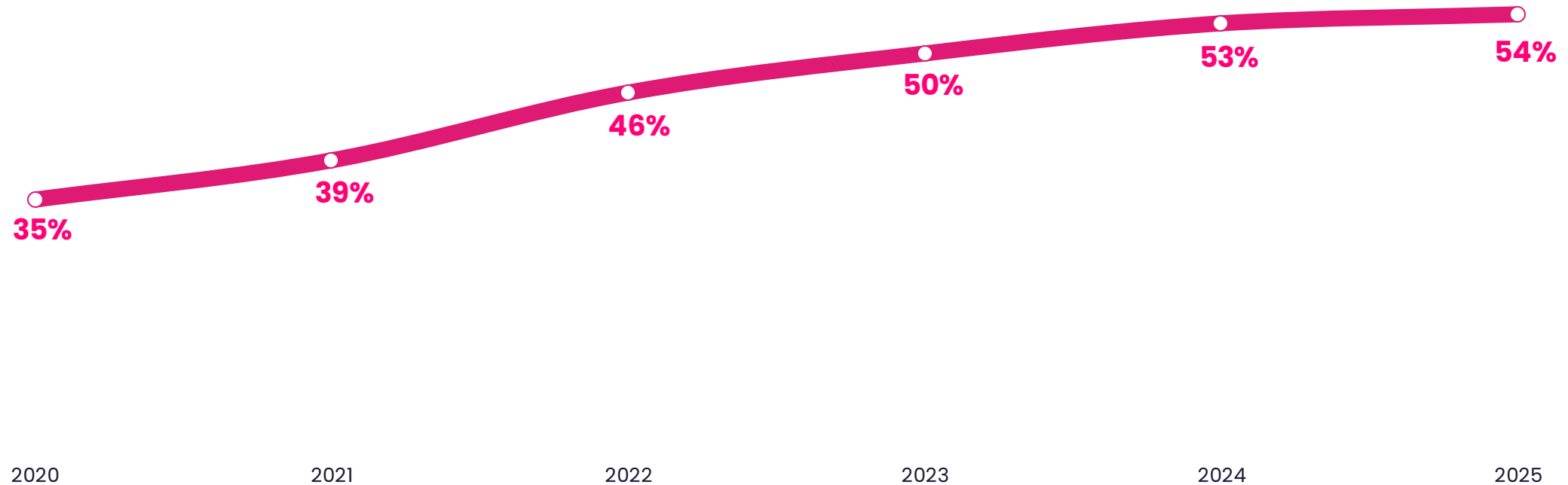


Source: GWI Core Q1 2025

Insight 13

Insta's algorithm loves Reels – and so do B2B buyers

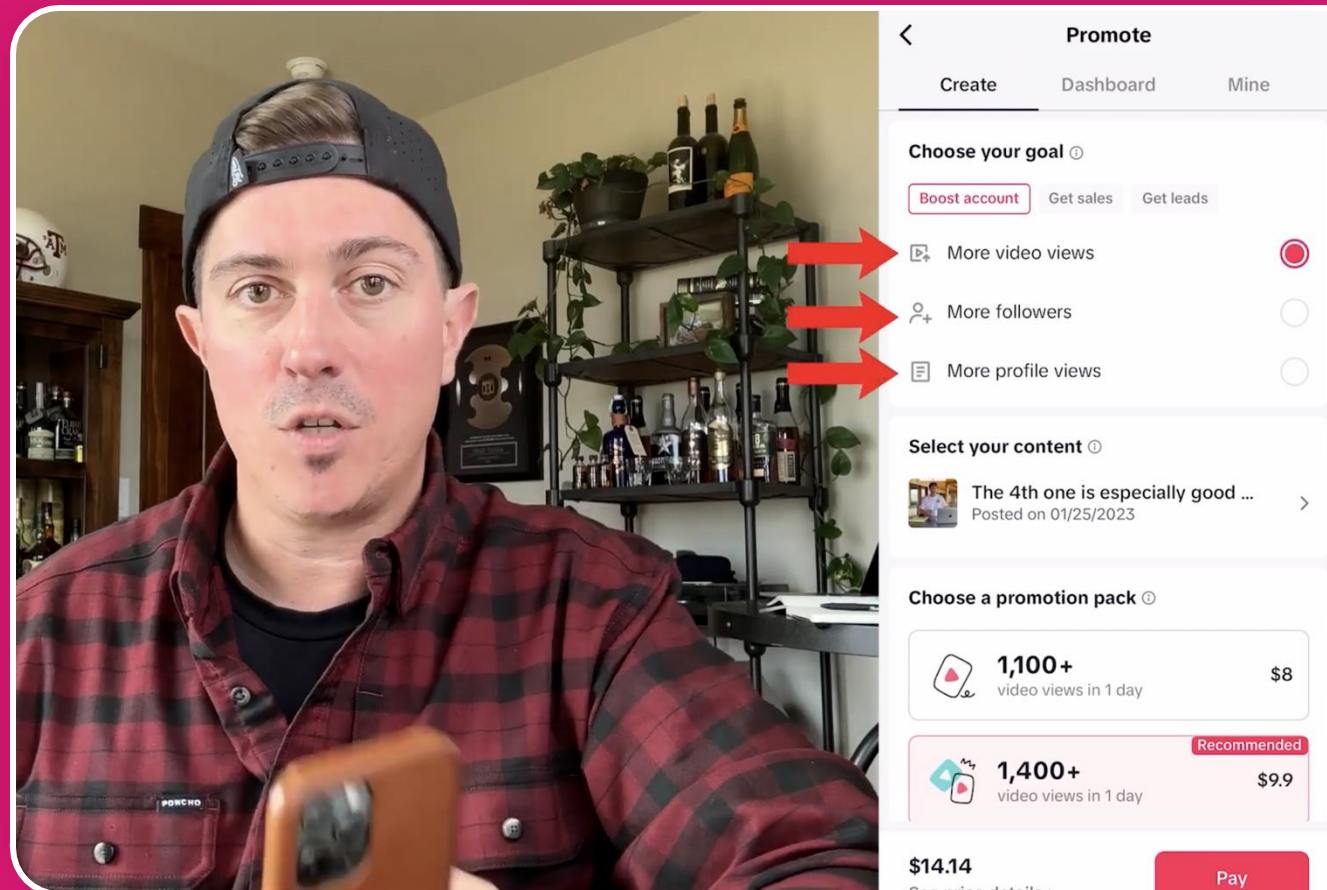
% of B2B buyers who use Instagram and say they've watched or uploaded Reels in the last month



Source: GWI Core 2020–2025 | Please note, this social media data excludes China.

Insight 14

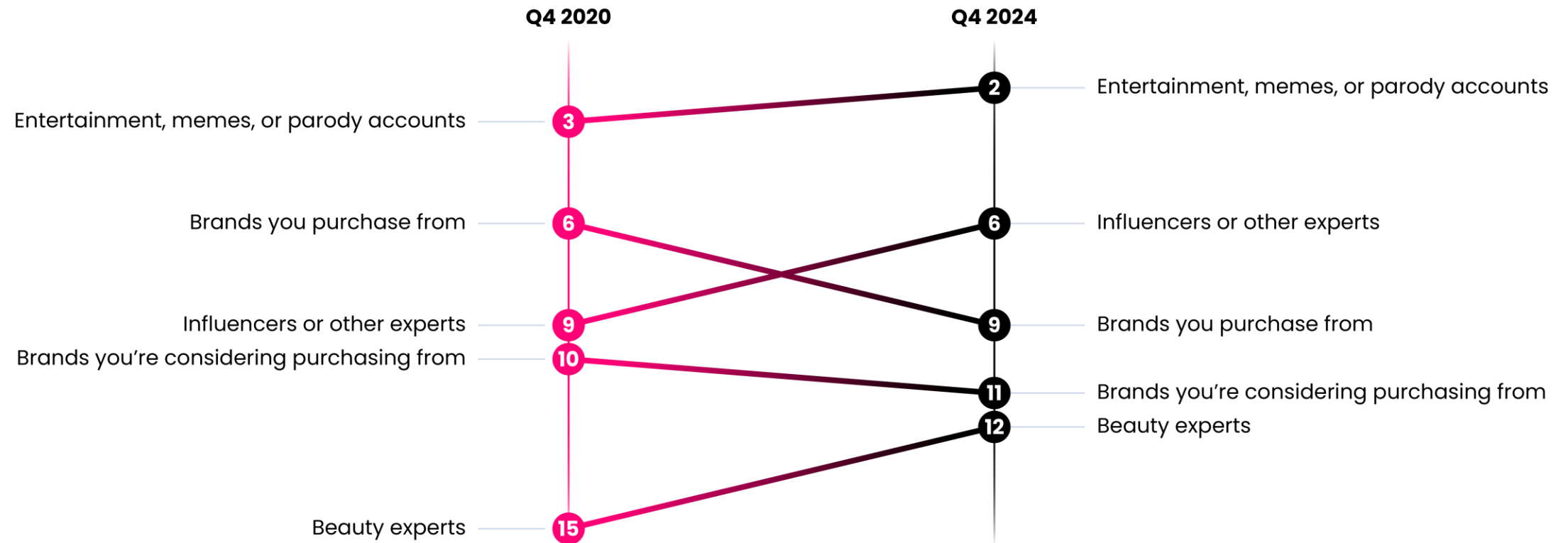
While 26% of consumers watch a brand's video each month, 12% have unfollowed one



Insight 15

Influencers are taking up more of consumers' follow lists

Ranked order of accounts followed, based on the % of consumers who say they follow them



Source: GWI Core Q4 2020 & Q4 2024

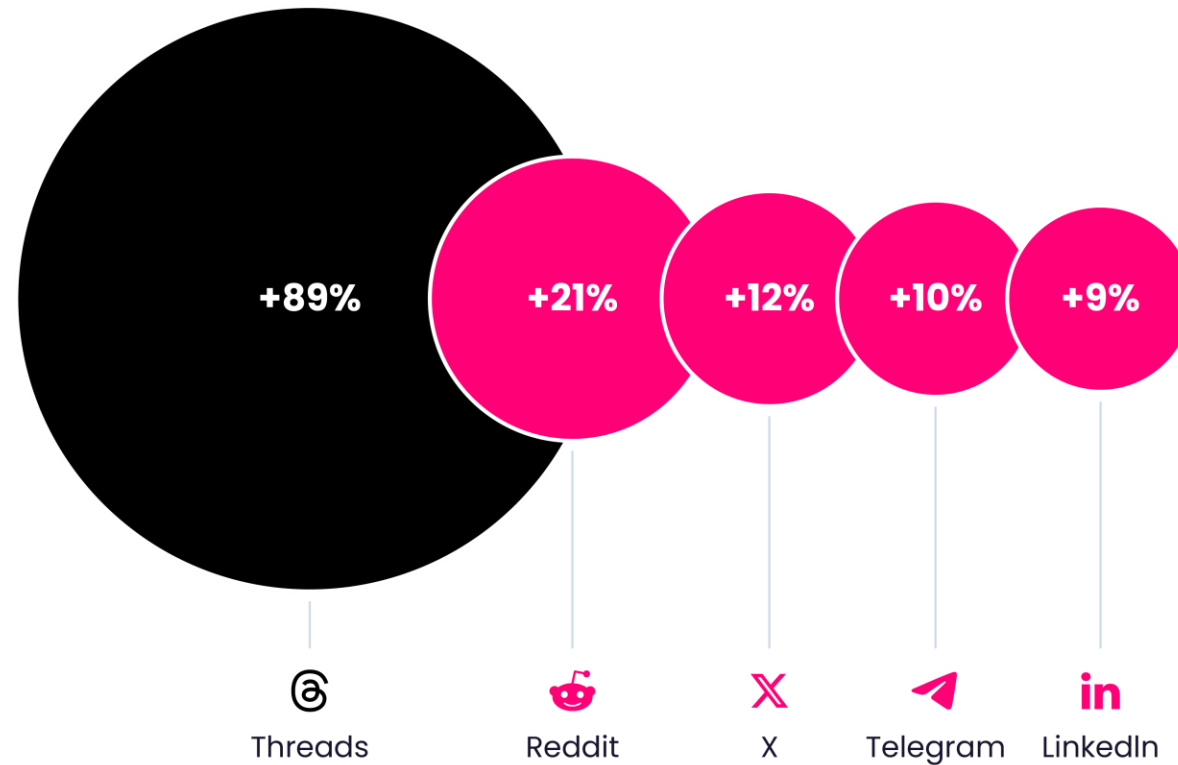
A man wearing a dark cap, glasses, and a dark trench coat over a grey shirt stands against a bright blue sky with scattered white clouds. He is looking towards the camera with a slight smile.

STEVE BURNS INVESTIGATES

Insight 16

A common thread

Year-on-year percentage growth in daily usage of the following platforms

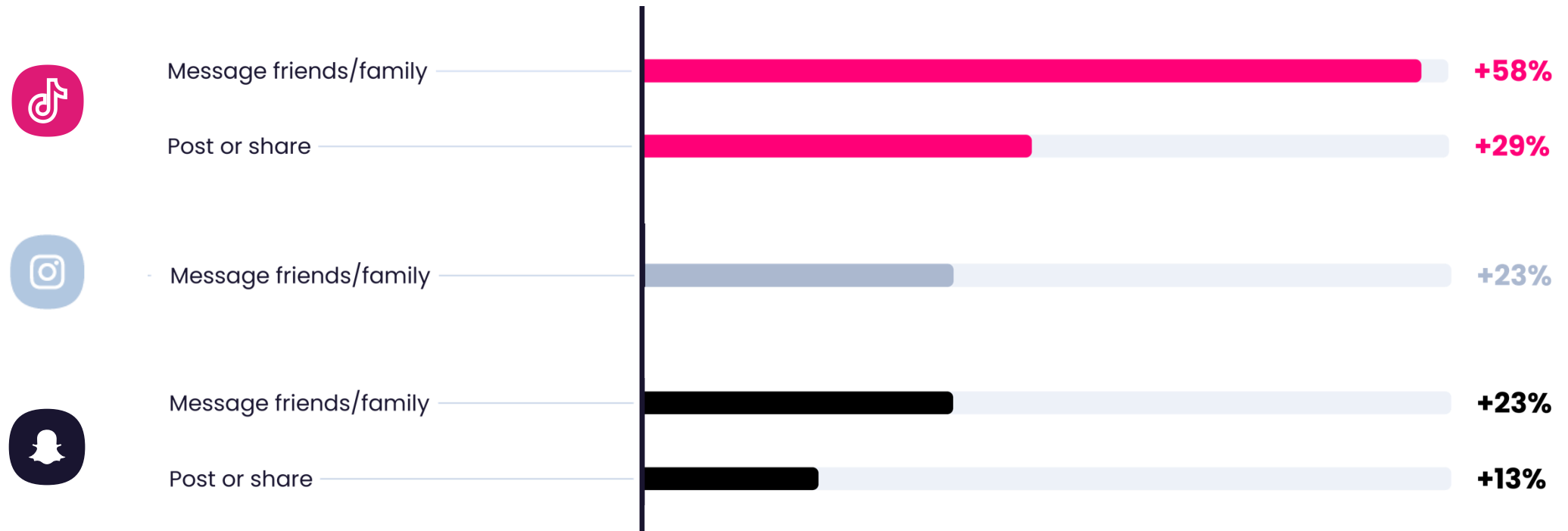


Source: GWI Core Q4 2023 & Q4 2024 | Please note, this social media data excludes China.

Insight 17

More are chatting and sharing in less public corners

% growth since Q4 2021 in the share of each platform's users who say they log onto it for these reasons

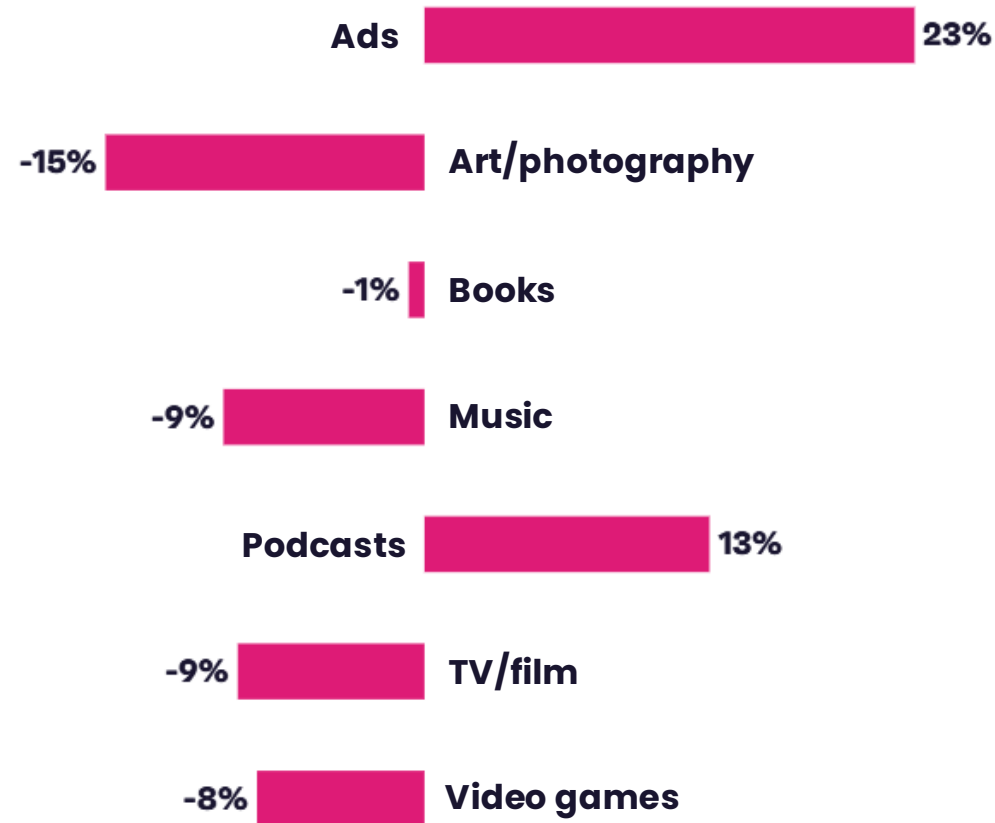


Source: GWI Core Q4 2021 & Q4 2024 | Please note, this social media data excludes China.

Insight 18

As AI tech develops, we're losing interest in its output

% change in the share of UK consumers who were interested in the following AI-generated media in May 2023 vs 2025

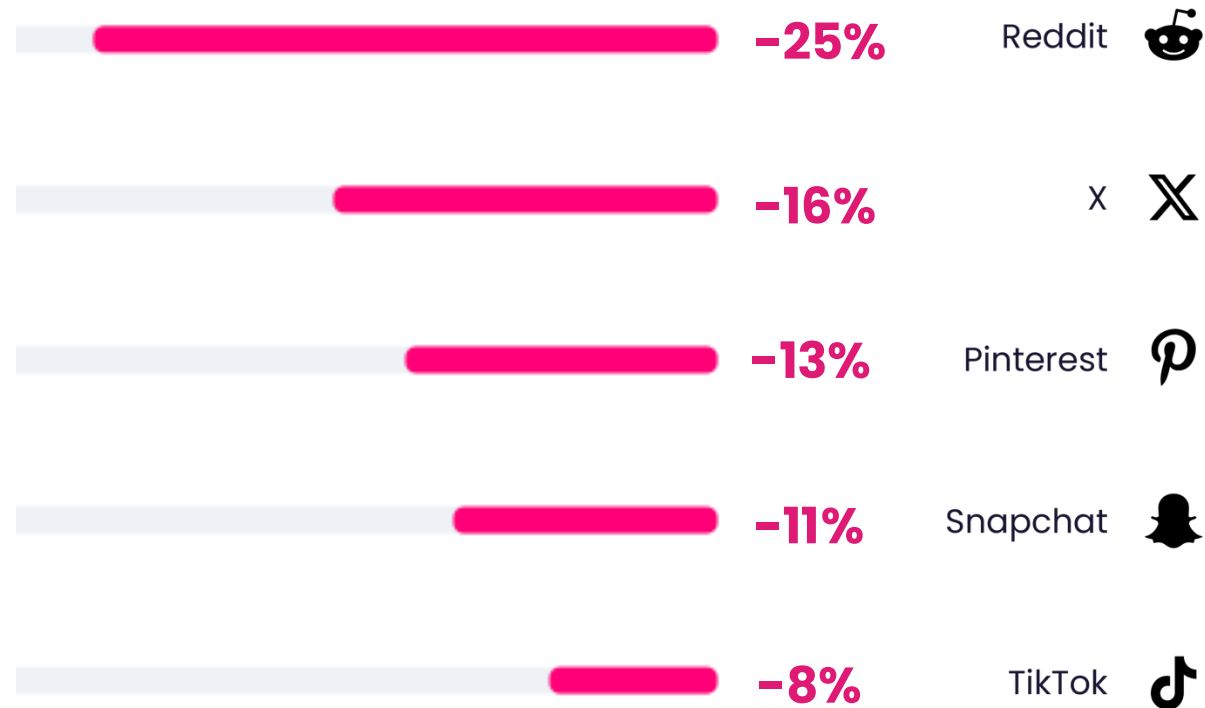


Source: GWI Zeitgeist May 2023 & May 2025

Insight 19

There's a time and a place

Average reaction score, based on the % of each platform's users who say they'd like content more or less if they discovered it was made using AI tools



Source: GWI Zeitgeist June 2024



maybelline

maybelline · Original audio



maybelline

maybelline · Original audio



Insight 20

AI chatbots should enhance, not become, customer service

% of AI tool users who feel the following way about interacting with AI chatbots vs humans

Humans offer empathy and understanding



AI chatbots provide quick responses



Humans understand tone and context better



Humans adapt better to complex emotional situations



I like that AI chatbots are available 24/7



AI chatbots are neutral and non-emotional



Source: GWI Zeitgeist January 2025

Got questions?



Shauna Moran

Data Journalist

smoran@gwi.com

Practical Uses of AI in Marketing and Sales



TIM BOND

FOUNDER

NETWORK SUNDAY

The AI transformation you need to know about.

From Go-Kart AI to Formula AI

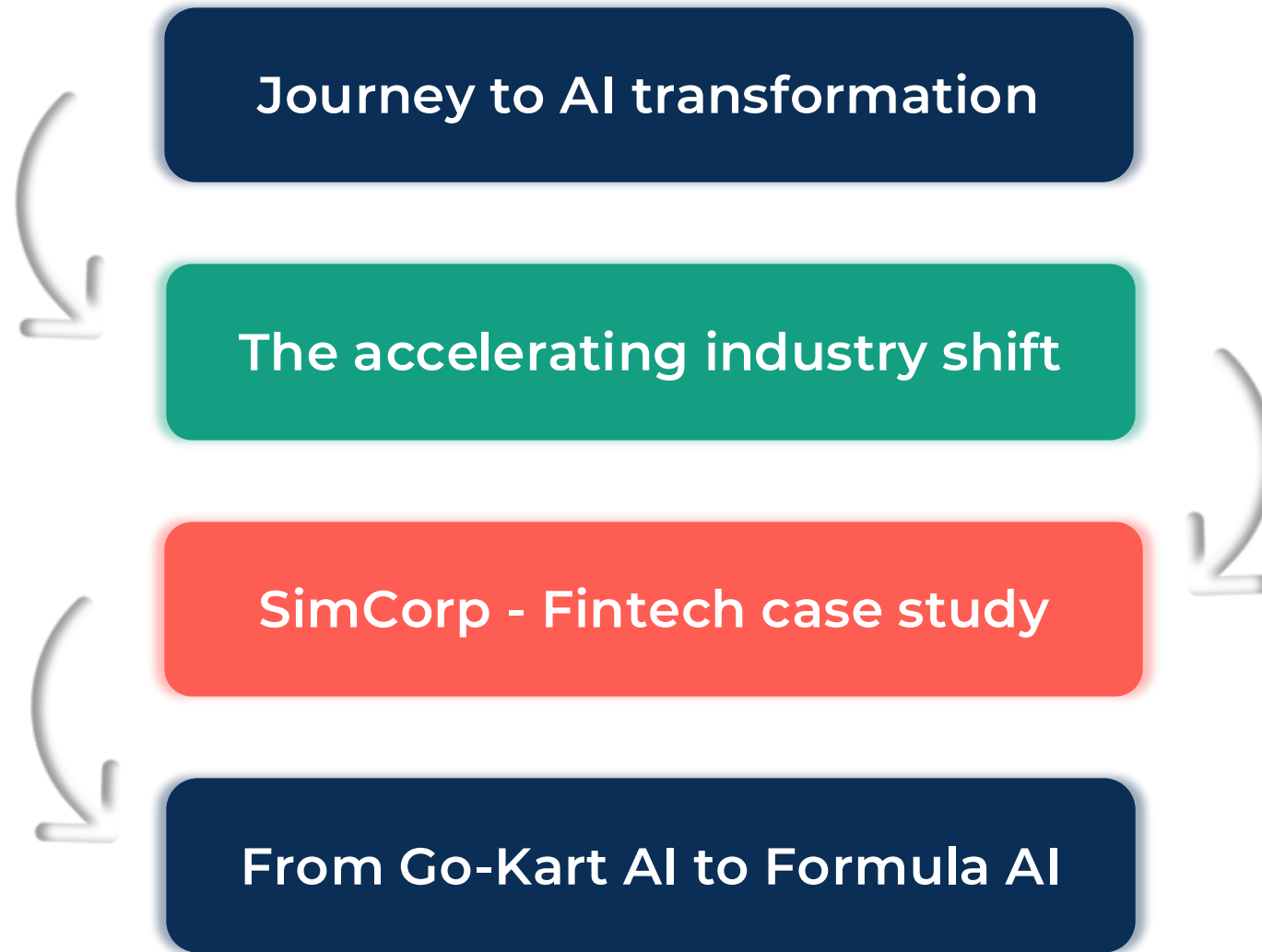
Tim Bond, CEO Network Sunday

B2B Marketing Live

Manchester | 1.30pm | 16th July 2025



In 20 mins...



Journey to AI transformation

2010

networksunday

 LinkedIn lead generation



2017

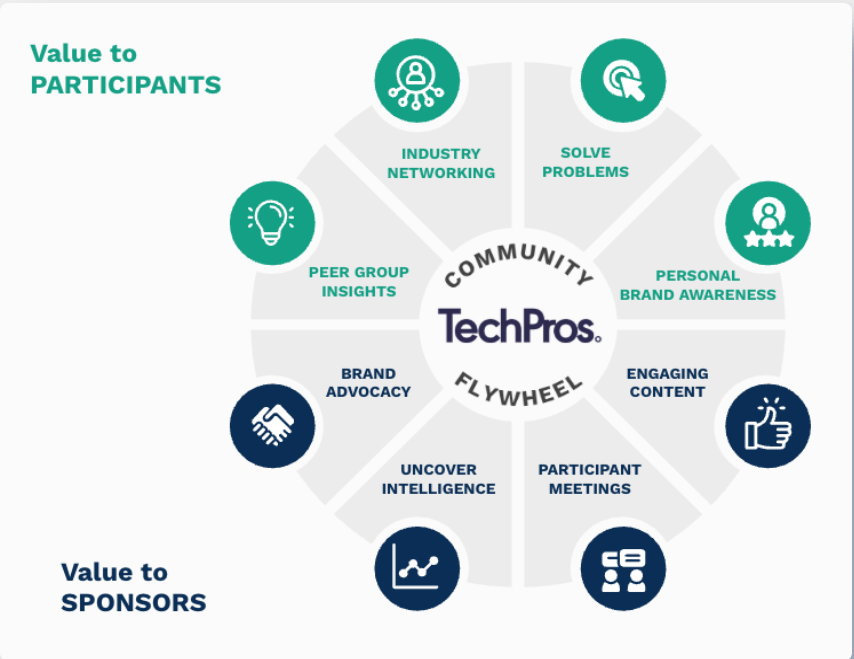
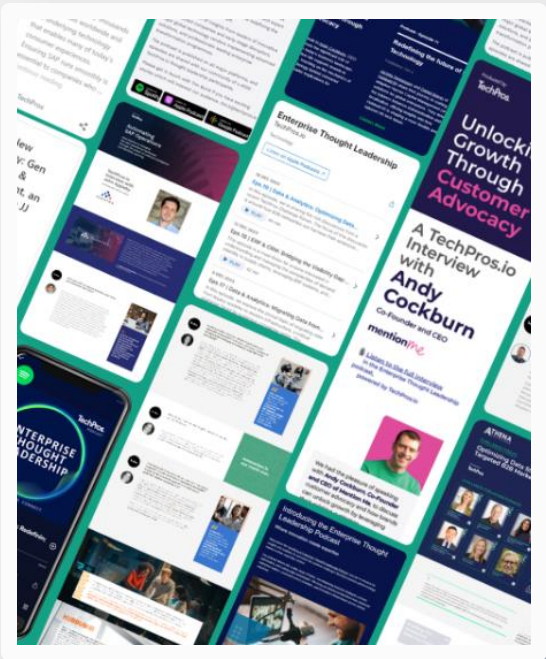
TechPros.

Interviews
One Pagers
Reports

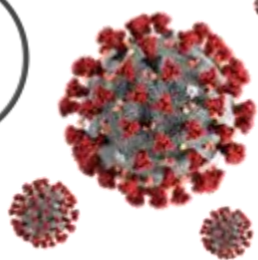


Challenges

- ✗ Copywriter quality
- ✗ Rewrites
- ✗ Long lead times
- ✗ Inconsistent style
- ✗ Varying C-Sat levels
- ✗ **EXPENSIVE**



2020/21



'Ah Ha' moment and building first 'AI agent'

2022



ChatGPT 3.5 Arrives!

Intrigue, excitement, experimentation, time for **education**.

2023



Vastly improved writing outputs – **'Ah-Ha' moment**

Uploading transcripts to the chat, substantial rewriting needed.

2024



Step change in quality - birth of **'AI agent'**

Uploading best practice examples, writing style guides etc.. **deeper context**.



Content outcomes

- ✓ *Executive assistant managed*
- ✓ *Consistent style while customised to interviewee*
- ✓ *Content director - review*
- ✓ **Zero rewrites**
- ✓ **4X process acceleration**
- ✓ **75% cost reduction**

Very Happy Stakeholders



← All projects

C2 - Exercise 1 - 2 week LinkedIn micro campaign post builder assistant ⭐ 📄 ⋮

This assistant turns a regional campaign brief into a two-week LinkedIn content calendar in one shot. You give it the narrative themes, a swipe-file of competitor posts and a voice-and-style guide; it returns ten weekday...
Created by Tim Bond [Show more](#)

How can I help you today?

+

≡

Research BETA

Claude 3.7 Sonnet

⌵

⬆

Your chats Activity

Your chats are private until shared

- Crafting a Zero-Risk SaaS Content Campaign**
Last message 22 hours ago
- Untitled**
Last message 23 hours ago
- LinkedIn Micro-Campaign Builder Assistant**
Last message 1 day ago
- Migrating EMEA Clients to SimCorp Dimension SaaS**

Project knowledge +



Project is Open. Everything added here will be viewable by your org.

- Upload from device
- Add text content
- Google Drive

"I help your regional sales support marketing team build effective..." [EDIT](#)

2% of project knowledge size used ⓘ

4 – Buyer Persona Pack (Heads of Investment Ops /...
7 lines

TEXT

LinkedIn Voice & Style Guide – Regional Sales...
363 lines

TEXT

competitor_swipefile_sept2024_long.csv

CSV

In 2024 we built more AI agents to support the [TechPros.io](https://techpros.io) business...

Personalising LinkedIn connection invitations

1st drafts for responding to inbound LinkedIn leads

Drafting thought leadership topics & questions

Blogs, podcast episodes, LinkedIn post drafts

KPI reporting for clients

Each AI agent its own Claude project



The screenshot displays the 'Projects' dashboard for TechPros.io. At the top right is a '+ New project' button. Below the header is a search bar containing 'TechPros'. There are two tabs: 'Created by you' and 'Your team', with 'Your team' being the active tab. A 'Sort by' dropdown menu is set to 'Activity'. The dashboard contains ten project cards arranged in a 5x2 grid. Each card includes the project name, a brief description of its function, the creator's name, and the last update time.

Project Name	Description	Created by	Updated
TechPros.live	I help you create a professional website that showcases your interview research programmes, making it easy for potential participants to...	Tim Bond	5 days ago
TechPros.io Human writer	Produce content written just like the TechPros.io human writer.	Tim Bond	9 months ago
TechPros Executive Outreach Builder	I help you create personalised four-email cold-outreach sequences for TechPros.io's AI transformation thought leadership programme,...	Tim Bond	24 days ago
TechPros Outreach Orchestrator	I help you generate highly personalised, factual cold outreach email sequences for thought leadership programme recruitment, ensuring British English...	Tim Bond	24 days ago
TechPros Contributors Curator	I help you quickly add industry experts to your Featured Contributors webpage by processing interview URLs and podcast guest details, providin...	Tim Bond	27 days ago
Ai Automations for TechPros		Amanda	11 hours ago
Techpros.io thought leadership progra...		Tim Bond	13 days ago
TechPros Outreach Compliance Assistant	I help you create personalised email and LinkedIn sequences for thought leadership recruitment that comply with your style guide, avoid blacklisted...	Tim Bond	20 days ago
TechPros.io Interviews Landing Pages	Create engaging landing pages for client sponsored thought leadership programmes	taryn breetzke	2 months ago
Globant Retail TechPros Campaign Stra...	I help you develop compelling thought leadership topics, interview questions, and campaign materials for B2B technology outreach programmes targetin...	Tim Bond	19 days ago

AI agent library, hundreds of AI agents supporting the team

	A	B	C	D	E	F	G	H	I
1	Category	Company	Name	Worker	Link	Worker objective	Manager	User	Visibility
241	Business strategy	CogniScale	Team KPI reviews	Consultant	https://claude.ai/proje	Navigate the business transformation from Network Sunday to CogniScale by tracking t	Tim	All	Shared
242	Business strategy	SimCorp	SimCorp ABM	Consultant	https://claude.ai/proje	Navigates complex stakeholder dynamics, prepares compelling presentations, and dev	Tim	Tim	Shared
243	MVR Launch	6sense	New MVR 6sense quote checker	Assistant	https://claude.ai/proje	New MVR 6sense quote checker	Tim	Tim	Private
244	CogniScale training	CogniScale	CogniScale DBL support	Consultant	https://claude.ai/proje	Open course development	Tim	Tim / ...	Shared
245	Website	Internal	Bolt Image loader	Assistant	https://claude.ai/proje	Optimize image and video loading performance in bolt.new projects by implementing pr	Tim	All	Shared
246	Website	Internal	GEO Checker	Consultant	https://claude.ai/proje	Optimizing Blog Content for Generative Engine Optimization (GEO)	Taryn	Taryn	Shared
247	CogniScale training	CogniScale	Surveys	Assistant	https://claude.ai/proje	Organizes survey questions into logical section headings while preserving original num	Tim	All	Shared
248	Personalised writer	Standard Gas	Standard Gas David - email personaliser	Assistant	https://claude.ai/proje	Personalisation nuggets for Standard Gas	Tim	Aamir	Shared
249	Business strategy	Network Sunday	NS strategy 2025 planning	Consultant	https://claude.ai/proje	Plan major projects and deliverables for the year	Tim		Private
250	Writing assistance	ETL	Show notes writing style checker	Assistant	https://claude.ai/proje	Please go through the show notes content shared in the chat and present back word for	Tim	Bernice	Shared
251	Podcast assistance	Internal	Podcast episode namer assistant	Assistant	https://claude.ai/proje	Polishes podcast intros, outros, episode titles and creates professional LinkedIn posts f	Tim	Tim	Shared
252	Podcast assistance	Internal	Kyle Hauptfleisch Interview Prep - AI-First SDL	Consultant	https://claude.ai/proje	Prepare comprehensive briefing materials and interview questions for podcast discussi	Tim	Tim	Shared
253	Thought leadershi...	Network Sunday	B2B Live Roar	Consultant	https://claude.ai/proje	Prepare comprehensively for panel discussions and speaking engagements, from logist	Tim	Tim	Shared
254	Podcast assistance	ALL	PodcastPrep Research Assistant	Consultant	https://claude.ai/proje	Prepare for high-quality podcast interviews by analysing guest backgrounds, identifying	Tim	Tim	Shared
255	Podcast assistance	All	DBL Aviva interview	Consultant	https://claude.ai/proje	Prepares thoroughly researched podcast interviews by analysing guest backgrounds, in	Tim	All	Shared
256	Interview summar...	Ebate	Ebate Interview summary writer	Assistant	https://claude.ai/proje	Present a summary of a thought leadership interview along with follow on questions.	Tim	Vanessa	Shared
257	Business strategy	CogniScale	CogniScale Team Task Coordinator	Consultant	https://claude.ai/proje	Prioritises and manages team tasks across Network Sunday's AI transformation project	Tim	All	Shared
258	Slide development	CogniScale	Slide storyboard creator	Assistant	https://claude.ai/proje	Produce a one liner for each slide that conveys the message in the slide	Tim	Tim	Private
259	Thought leadershi...	TechPros.io	Whats this research about	Assistant	https://claude.ai/proje	Produce a paragraph that summarises what a thought leadership interview programme	Tim	Tim / ...	Shared
260	Writing assistance	ALL	LinkedIn profile paragraph	Assistant	https://claude.ai/proje	Produce a summary for a LinkedIn profile as part of a TechPros.io sponsored outreach	Tim	Taryn	Private
261	Writing assistance	TechPros.io	CEO Article writer	Assistant	https://claude.ai/proje	Produce an article following CEO interview	Tim	Tim / ...	Shared
262	Podcast assistance	Enterprise Thou	Podcast Intro / Outro	Assistant	https://claude.ai/proje	Produce an customised Intro / Outro and other details for a new podcast episode	Tim	Tim	Shared
263	Podcast assistance	Enterprise Thou	SME Podcast interview writer	Assistant	https://claude.ai/proje	Produce an initial draft of a Podcast intro / outro	Tim	Tim	Shared
264	Client services	6sense	6sense US: Interview Summary	Assistant	https://claude.ai/proje	Produce an interview summary & guiding questions for client's EXP	Va...		Shared
265	Client services	Ebate	Ebate Interview summary writer	Assistant	https://claude.ai/proje	Produce an interview summary & guiding questions for client's EXP	Va...	Vanessa	Shared
266	Client services	Globant	Globant Interview Summary	Assistant	https://claude.ai/proje	Produce an interview summary & guiding questions for client's EXP	Va...	Vanessa	Shared
267	Website	Network Sunday	NS news headline assistant	Assistant	https://claude.ai/proje	Produce catchy news headlines for content shared on Network Sunday's website	Tim	Tim	Shared
268	Writing assistance	TechPros.io	TechPros.io Human writer	Assistant	https://claude.ai/proje	Produce content written just like the TechPros.io human writer.	Tim	Tim / ...	Shared
269	Podcast assistance	Enterprise Thou	SME Interview planner	Assistant	https://claude.ai/proje	Produce interview questions in advance of interviewing an SME for the Podcast	Tim	Tim	Shared
270	Client services	6sense	6sense US reporter	Assistant	https://claude.ai/proje	Produce monthly reports showing service outcomes and credit utilisation / balance	Taryn		Shared
271	Client services	ALL	Client Monthly Reporter	Assistant	https://claude.ai/proje	Produce monthly reports showing service outcomes and credit utilisation / balance	Taryn	Taryn	Shared
272									

+

≡

AI worker virtual office

Style guides

Instructions

Help

NB Chats

CogniScale

AI is evolving from 'tools' to 'teammates'

Mustafa Suleyman (CEO, Microsoft AI) "These tools are creative, they're empathetic, and they actually act **much more like humans** than a traditional relational database where you only get out what you put in."

"82% of business leaders plan to have AI 'digital colleagues' within the next 18 months—talent is about to get algorithmic."

*April 2025 Microsoft Work Trend Index –
2025 The year the frontier firm is born*

The Intelligence Age

September 23, 2024



"...eventually we can **each have a personal AI team, full of virtual experts in different areas**, working together to create almost anything we can imagine."

Sam Altman

Co-Founder and CEO OpenAI

AI upskilling case study



SimCorp, provides investment management software. Its platform, SimCorp Dimension, streamlines operations for asset managers, pension funds, and insurers. Acquired by Deutch Borse in 2023 for \$4.3 billion

Industry:

Financial Services

Location:

Copenhagen, Denmark

Employees: 2,000+

Challenge

Marketing and Rev Ops struggling to meet the demands of the growing business

Solution

AI-first content generation and marketing workflow optimisation upskilling for commercial teams. Plan Build Scale workshops & assignments



Enabling teams to build and scale their **AI workforce**

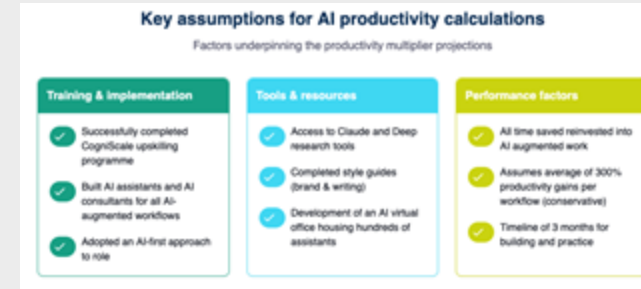
Start every task by engaging AI first

Cognitive ergonomics



First step - survey & AI acceleration report

- ✓ 15 min survey (leader and team members)
- ✓ Current workflows & time allocation
- ✓ Existing AI usage & adoption mindset
- ✓ Example demo agents for workshops



For more information please visit
CogniScale.info or
Networksunday.com

Contact
tim.bond@networksunday.com
+44(0)7968871667

Example demo agents

Account & Stakeholder Intelligence



ABM Account Consultant

Organise your research and help craft multi-touch outreach strategies for high-value target accounts.



Stakeholder Mapping Assistant

Help organise and visualise stakeholder relationships based on your research and LinkedIn data.



Buyer Persona Consultant

Research and document the priorities, pain points, and preferences of different buying committee roles for targeted engagement.



Competitive Intelligence Consultant

Transform your competitor research into battlecards, differentiators, and strategic talking points.

Content Creation & Personalisation



Multi-Channel Content Assistant

Convert one SME interview or idea into multiple assets (blog posts, social media copy, etc.) in minutes.



Personalised Outreach Assistant

Quickly produce tailored emails/LinkedIn messages for key prospects, leveraging brand guidelines.



Proposal & SoW Assistant

Feed in deal parameters to get polished first-draft proposals or statements of work in minutes.



Workflow Approval Accelerator

Streamline content review by suggesting edits and improvements based on your brand guidelines.

Cohorts of max 8 people, workshops & assignments over 6 weeks



Workshop **1**
PLAN



Workshop **2**
BUILD



Workshop **3**
SCALE



AI-first team
SUCCESS

Assignment 1

Plan your first AI agent

Assignment 2

Build & test your AI agent

Assignment 3

Scale your AI agents



Product video scripts:

71% time reduction **250%**

gain in efficiency

"One of the challenges with integrating AI is figuring out where to begin. The workshops were helpful in identifying a jumping off point and laying down the foundation for how to start."

Ayumi Shibata-Banicevic

Global Investment Analytics Solutions Marketing Lead, SimCorp

Industry interview writeups:

92% time reduction **1100%**

productivity gain

"I was a sceptic at first, but now I'm asking Claude before starting most tasks. What took 30 minutes now takes just 10, with quality that's convinced me completely in just two months."

Mittal Shah

Marketing Principle, SimCorp



Website content creation:

83% time reduction **500%**

productivity gain

"I'm very impressed - pleased we've had the opportunity to work with Claude. I'd rather use Claude because the output is so much better than other tools."

Melissa Reichow

Head of Content Production & Campaign Management, SimCorp

Hero asset curation:

85% time reduction **600%**

productivity gain

"The CogniScale workshops provided me with immediate value. They've fast-tracked my ability to use Claude for content creation and optimisation. Without this training, I would have spent months discovering these capabilities on my own."

Debbie Rivel

Senior Marketing Solutions Lead, SimCorp

“Early technology adopter SimCorp leads the Fintech market with scaling on brand content”



"The CogniScale AI-first pilot programme delivered exceptional results that exceeded expectations across all measured metrics."

Maria Liw

Global Head of Digital Marketing & Content,
SimCorp



"For me, the AI consultant is my best friend now... I can see it will be a big part of our future, and the future is now."

Heajun Phan

Head of Global Content Strategy, SimCorp



Started with (1) global content team and then (2) regional marketing (3) sales enablement and progressing to (4) BDRs. In discussion with other departments.

The state of AI

How organizations are rewiring to capture value

Alex Singla
Alexander Sukharevsky
Lareina Yee
Michael Chui
Bryce Hall

March 2025

McKinsey's 2025
"State of AI" survey

March 2025

78% of companies use AI in at least one business function, but **only 17%** of them (**13%** of all firms) say it delivers at least a 5% boost to EBIT.

22%

NOT IN THE RACE

65%

GO-KART AI

13%

FORMULA AI



Ready to join
Formula AI?

Why join Formula AI?

- Reach and engage more buyers
- More personalised and timely
- Quality of AI output increases
- Accelerate campaign execution
- Meet deadlines and hit targets
- Free up more time for creativity and thinking
- Thrive in a higher value 'orchestration' role
- Happier less stressed teams
- Better knowledge sharing
- Build skills for the future of work



**The engine's always had the power.
The steering wheel decides what you can
do with it.**

Go-Kart AI



Formula AI

1. Large Language Model (LLM) selection



Free / low tier personal licenses

- Data privacy concerns, no contractual obligations not to train (whilst option to toggle off)
- No client / sensitive work
- No Claude projects / custom GPTs in free tiers = no agents
- No / limited sharing
- Low usage

Team / enterprise licenses

- Legal protection against training on data
- GDPR-ready DPAs
- Bank-grade encryption, SOC 2 audits
- Similar commitments to Salesforce / CRM
- Satisfies a German Fintech legal team
- Build unlimited AI agents
- Share AI agents with other teammates
- Higher usage

2. Mindset



AI is a 'tool'



AI is a 'teammate'

*The future of work is directing teams of AI agents
..or more on point - **'AI interns'***

3. Writing prompts & outputs

GO-KART AI



Talks about 'prompt engineering'
Writes own prompts
Works with just the chat screen
Generic outputs - robotic - 'Slop'
Lots of editing which takes time
ChatGPT - Context lost in chat
Outputs diluted by internet

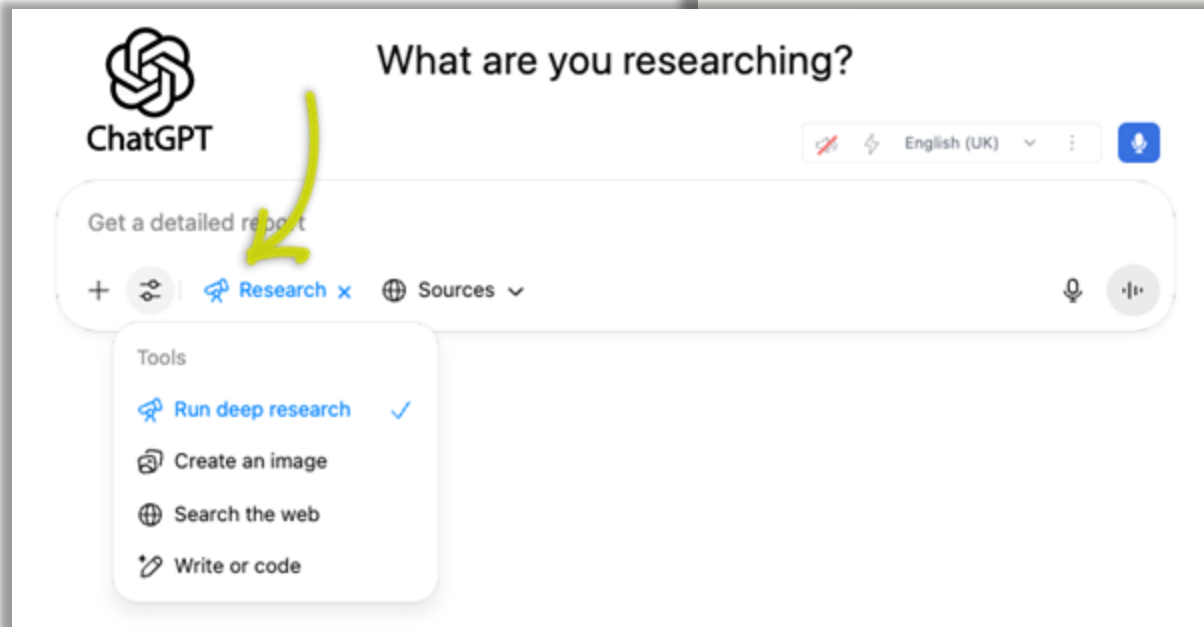
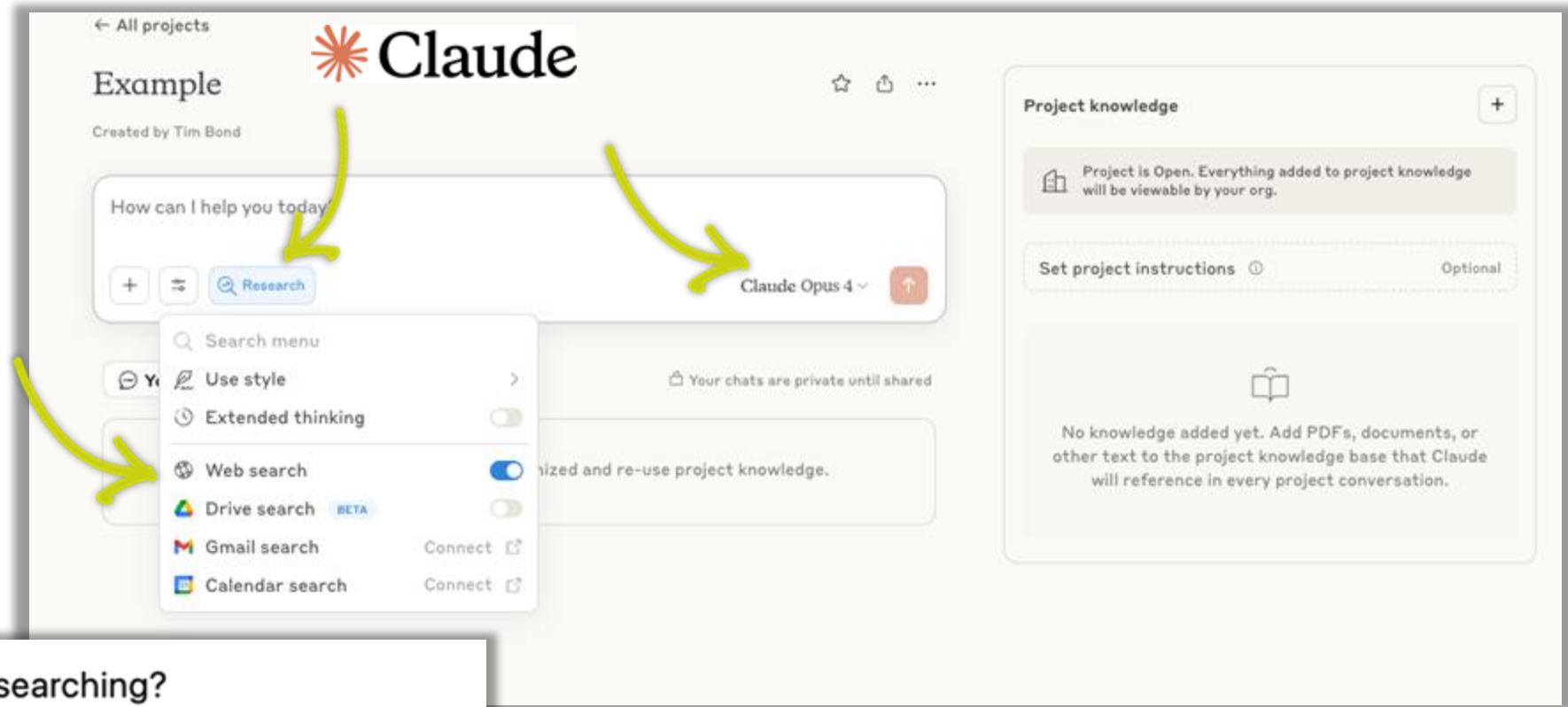
FORMULA AI



Talks about 'context engineering'
Creates project, uploads style guides etc
1. Briefs AI like an intern
2. Gets AI to ask questions for more context
3. Instructs AI to write its own prompts
Minimal editing afterwards
Reuse the AI agent in future and shared

‘Deep Research’

We all have a **PHD level researcher in our pocket 24/7** and can receive a report on anything we want in c.5 to 10 mins.



ChatGPT o3, Claude Opus 4 models
Build ‘Fact checker’ agents to mitigate hallucinations

4. Organisation and data



Find data on the fly you think you need it



BEFORE STARTING ask AI what data is required for the agent you wish to build
Take time to access, develop or research necessary content that will be added to the knowledge base
Create team drives for sharing content
Create AI agent library with links

5. Experimentation

GO-KART AI



Largely sticks to
ChatGPT



FORMULA AI



Experimental and curious..



Podcast editing,
video snippets



Agentic workflows



Vibecoding microsites



Perplexity's agentic
browser

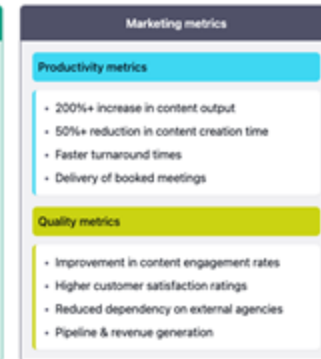
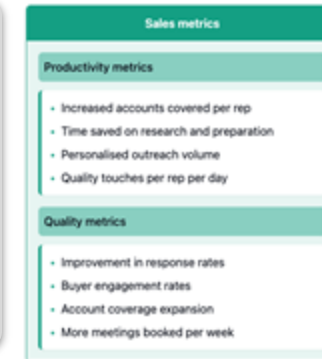
AI acceleration report for revenue teams of 6 or more

- ✓ 15 min surveys (leader plus team members marketing & sales if required)
- ✓ Current workflow tasks & time allocation
- ✓ Existing AI usage & adoption mindset
- ✓ Priority workflows for AI augmentation
- ✓ Productivity gains & ROI from a customised CogniScale AI upskilling programme

*** No charge for first 10 B2B Live marketing leaders**

Key assumptions for AI productivity calculations

Factors underpinning the productivity multiplier projections



To request an AI acceleration report please contact tim.bond@networksunday.com
+44(0)7968871667

For more information please visit CogniScale.info

Thank You

Please contact Tim Bond:

tim.bond@networksunday.com

+44(0)7968871667

CogniScale.info

Practical Uses of AI in Marketing and Sales



TIM BOND
FOUNDER
NETWORK SUNDAY



SARAH AIRD-MASH
CMO
FUTURE GROUP



JOHN KELLEHER
CHIEF EXECUTIVE
SPOTDEV



NIALL SULLIVAN
HEAD OF MARKETING
SIEMENS

- Why is AI transformation now mission-critical for marketing leaders?
- What is being / can be transformed?
- How can marketing teams adopt AI successfully, safely and at scale?
- The future state: how will marketing change and which skills will define success?

Everything is Dead: A Funeral for MQLs



FREYA WARD

GLOBAL GROWTH DIRECTOR

HEADLEY MEDIA

Everything Is Dead: a Funeral for MQLs?

July 2025





HEADLEY
MEDIA



SQLs: Order of Service

IN LOVING MEMORY OF...

- Poorly defined leads
- Zero internal feedback
- Misaligned goals
- Waiting for Sales to follow up

Unalive MQLs: A Clickbait Story



Nick Bennett • 2nd
B2B Marketer | Creator | Bestselling Author | Girl...
[Visit my website](#)
1yr •

Emails are dead.
Webinars are dead.
MQLs are dead. ...more



Sam Hall • 1st
Building ABM Answered | The Account-Based Marketing Incubator
[Visit my website](#)
1mo • Edited •

"The MQL is dead."

It's a dramatic headline, but is it true? ...more



Tom Keefe • 2nd
Tech Architect | GTM Strategist | B2B Advisor | Speaker
1yr •

+ Follow ...

MQLs are broken, not dead.

If you keep sending your sales team interns that bounced around ...more



Jonny Butler • 2nd
Fractional CMO | 3x B2B SaaS Marketing Leader | Helpin...
3mo •

Are 'MQLs' dead?



Christopher Rack • 1st
Challenging the B2B Demand Generation Status Quo #Trusttheduck
[Book an appointment](#)
3mo •



Is the MQL Dead - Ummmm....No.



Vicki Wickens, MBA • 2nd
Growth Consultant & Advisor | Commercial Leader I ...
[Book an appointment](#)
8mo •



💡 Is the MQL dead? According to [Forrester](#), it just might be! 💀



steve armenti • 1st
founder @ twelfth.agency → ABX for B2B ⚡ ex-Google
1yr •

MQLs are DEAD 💀 ...more

55



Like

Comment

Repost

HEADLEY
MEDIA

The Inconvenient Truth of the MQL Is Dead Debate

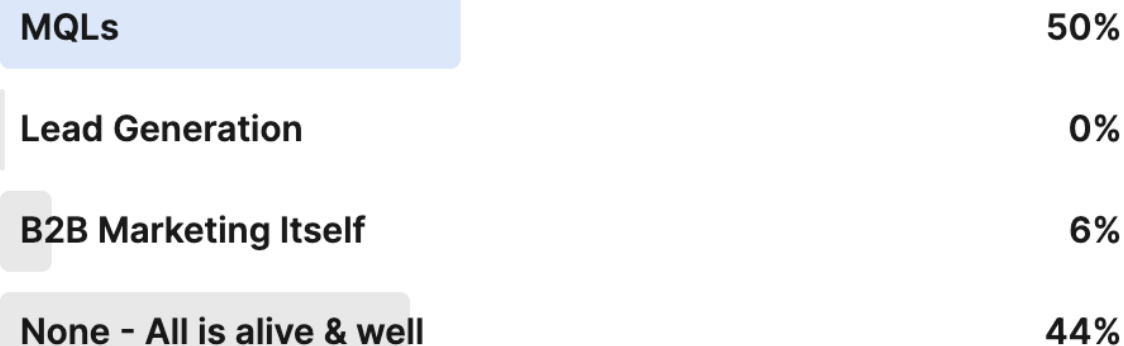
Whether we like it or not, 'something' is dead is a classic story telling tactic used to drive engagement and it usually looks something like this:

1. Things have changed.
2. The way you do X is broken/ wrong.
3. If you keep doing that, bad things will happen.
4. You should do this instead.

Often, there isn't substance behind the claim and instead it is used to drive engagement, **but what damage does that do to our credibility and reputation as marketing professionals who drive and measure success based on MQLs/MRLs/MALs?**

Which of these do you hear most often declared 'dead' in your org or network?

You can see how people vote. [Learn more](#)



What Are B2B Marketing Professionals Saying?

'Sales often don't want to have to do any nurturing. They want a conversion to hit their quarterly or monthly target. **They want the perfect, hot lead that is ready to buy now.'**

'Often, salespeople don't consider the impact that they can have by engaging with as many contacts as possible.'

'The other major problem I see is not fit for purpose CRMs, so nobody is truly aligned if they are not using a CRM properly and so many opportunities are missed for automating many touch points and lead nurturing.'

'One of my current clients is huge and they don't have a proper CRM.'

Kate Denham, Marketing Consultant

Let's Dig a Little Deeper...

What's the real problem behind 'MQL is dead' narratives?

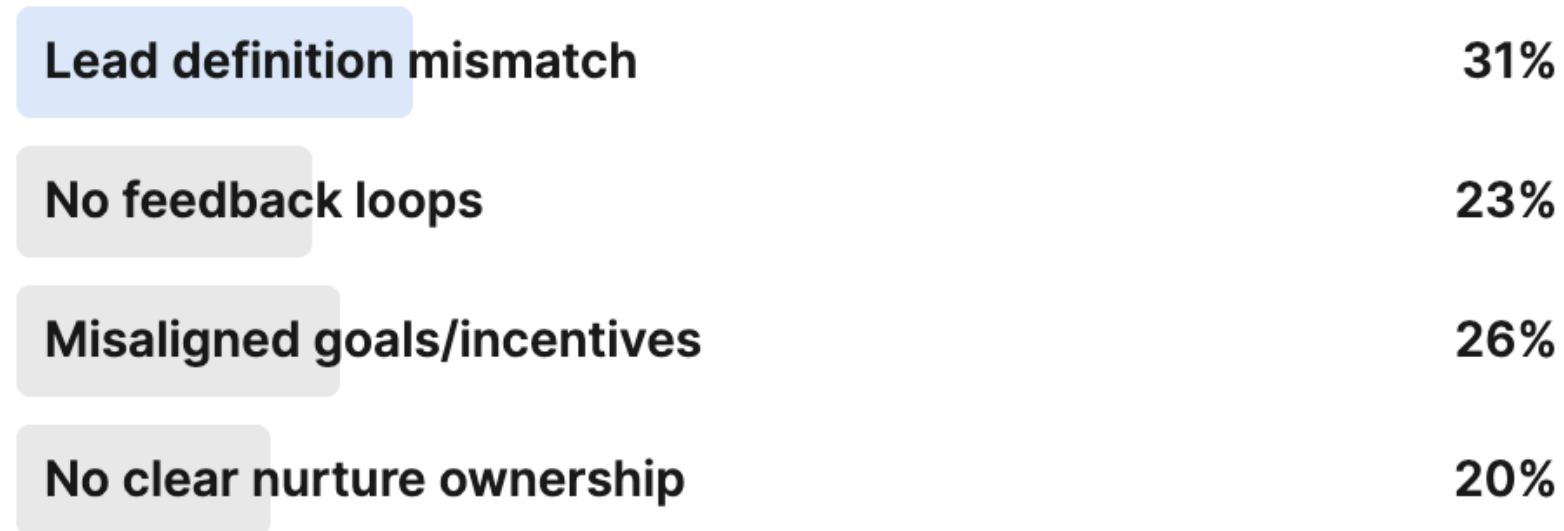
You can see how people vote. [Learn more](#)

Poor lead quality	15%
Sales/marketing misalignment ✓	44%
Unrealistic expectations	33%
Flawed measurement/attribution	7%

Sales & Marketing Alignment: Marketing Are Taking Back Control.

Which of these is the biggest culprit driving misalignment between sales & marketing?

You can see how people vote. [Learn more](#)



Marketing & Sales: Unified Lead Definition

How Can We Make Sure Sales & Marketing Are Speaking the Same Language?

- ✓ Run a 1-hour alignment workshop with marketing, sales, and SDRs to define what makes a lead 'qualified.' Use real examples from CRM.
- ✓ Write a one-page Lead Definition Doc: Include MQL/SQL criteria, ICP firmographics, behavior signals. Review regularly.
- ✓ Audit your lead scoring model: Remove outdated signals, add intent or engagement metrics that sales value.
- Add lead qualification checkboxes in CRM so Sales can mark if a lead met expectations - helps feed back into scoring refinement.

Marketing & Sales: Tight Feedback Loops

How Can Marketing Get Feedback From Sales?

- ✓ **Schedule a 15-minute fortnightly 'lead review huddle' between marketing and SDRs/sales — focused on what's working/not.**
- ✓ Use a simple pre-populated CRM field for sales to give feedback on lead quality (e.g., 'Qualified – Contact too junior'). Make it consistent and easy.
- ✓ Create a lead source-to-opportunity conversion dashboard in your CRM.
- ✓ Assign someone (RevOps/Marketing Ops) to review disqualified leads monthly and tag reasons.

Lead Generation

Align Goals & Incentives

How Can We Change the Narrative?

- ✓ Replace standalone MQL targets with shared 'Sales Accepted Leads' (SALs) or pipeline contribution goals.
- ✓ Add marketing attribution fields to opportunity reports (e.g., campaign source, first-touch/last-touch).
- ✓ **Rename MQLs – 'Qualified Outbound'**
- ✓ In quarterly OKRs, include one shared KPI that Marketing and Sales both influence (e.g. 30 SQLs from ABM accounts) to maintain alignment.
- ✓ Have a monthly pipeline review where both teams inspect what converted, and Marketing shows ROI by channel.
- ✓ Align on micro-goals.

Lead Generation

Clear Nurture Ownership

How Can Marketing Take Back Control?

- ✓ Create a visual lead flow diagram showing stages and owners from MQL to SQL.
- ✓ Build one persona-based nurture email sequence (e.g., 5 emails over 4 weeks) and test it with a segment.
- ✓ Tag leads in your CRM as “Nurture” or “Recycle” so you can clearly report on funnel health.
- ✓ **Assign a nurture manager to own content, sequencing, and performance tracking.**
- ✓ Host a quarterly RevOps health check meeting with stakeholders from marketing, sales, and ops.

Ask Yourself:

- ✓ Who is your Nurture Manager?
- ✓ When did you last run an alignment workshop?
- ✓ What is the internal reputation of an MQL at your company?



HEADLEY
MEDIA



Beyond Google: Adapting to the New Era of Organic Search

BEN WOOD

*DIRECTOR OF PERFORMANCE MARKETING
& MANAGING PARTNER*

HALLAM

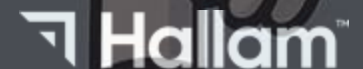
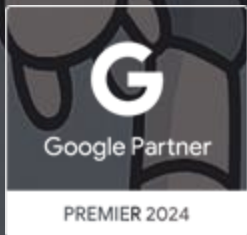




search

Beyond Google

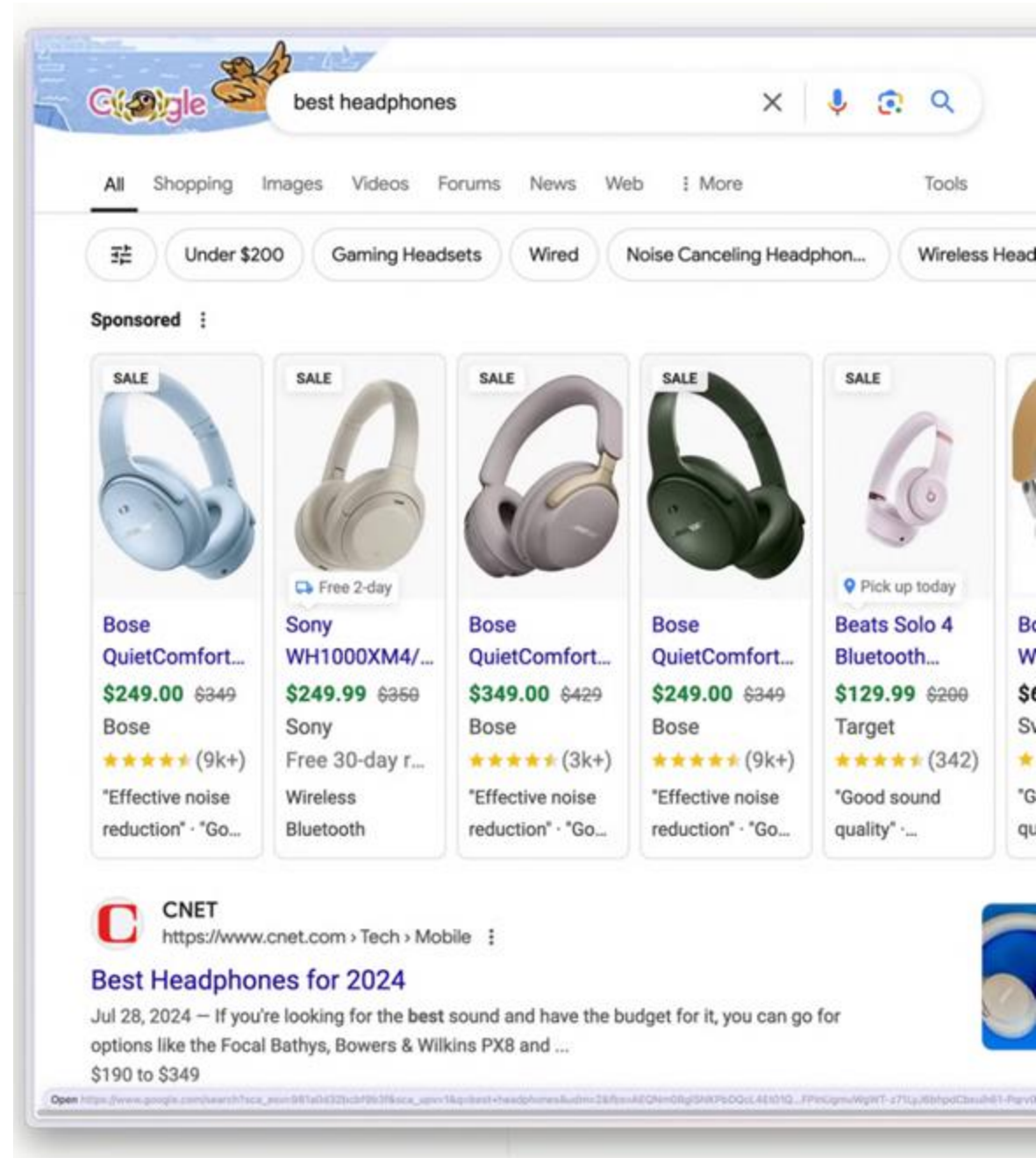
Adapting to the New Era of Organic Search





Hello!

For nearly two decades, the way we search has been defined by the idea of ten blue links.





What do you want to know?

Ask anything...



 Social ▾

 Attach



Pro



What is Perplexity AI?



Summer Olympics 2024

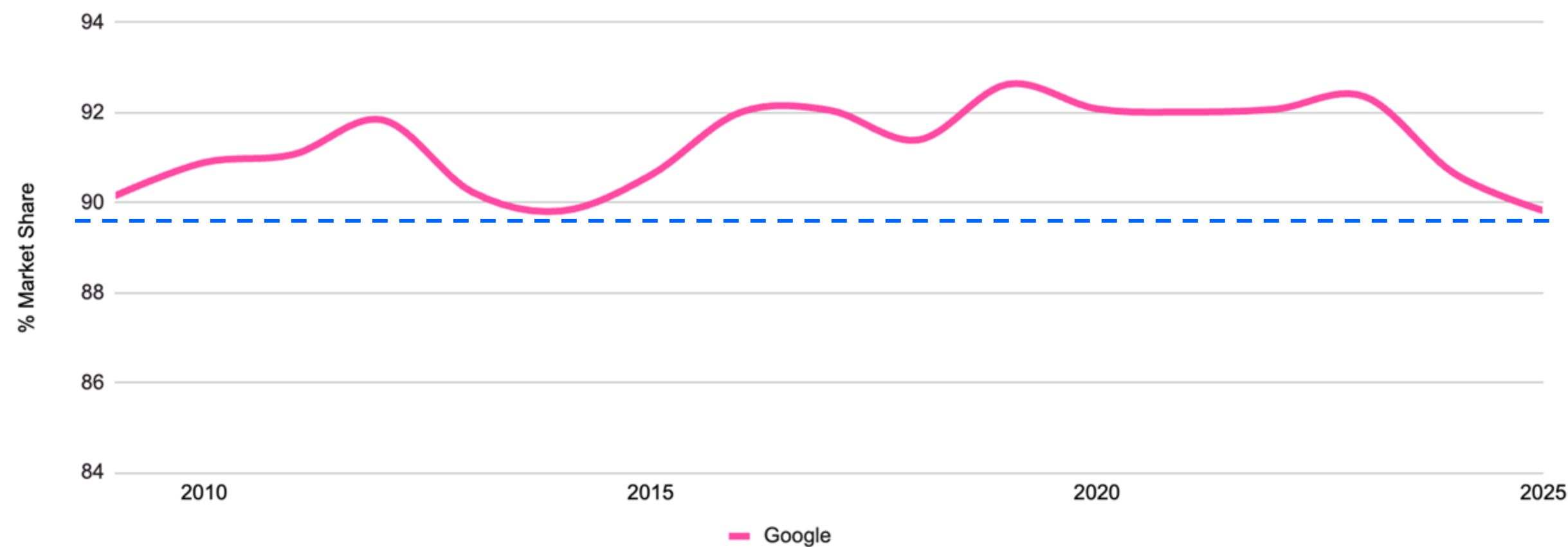


Upcoming tech conferences



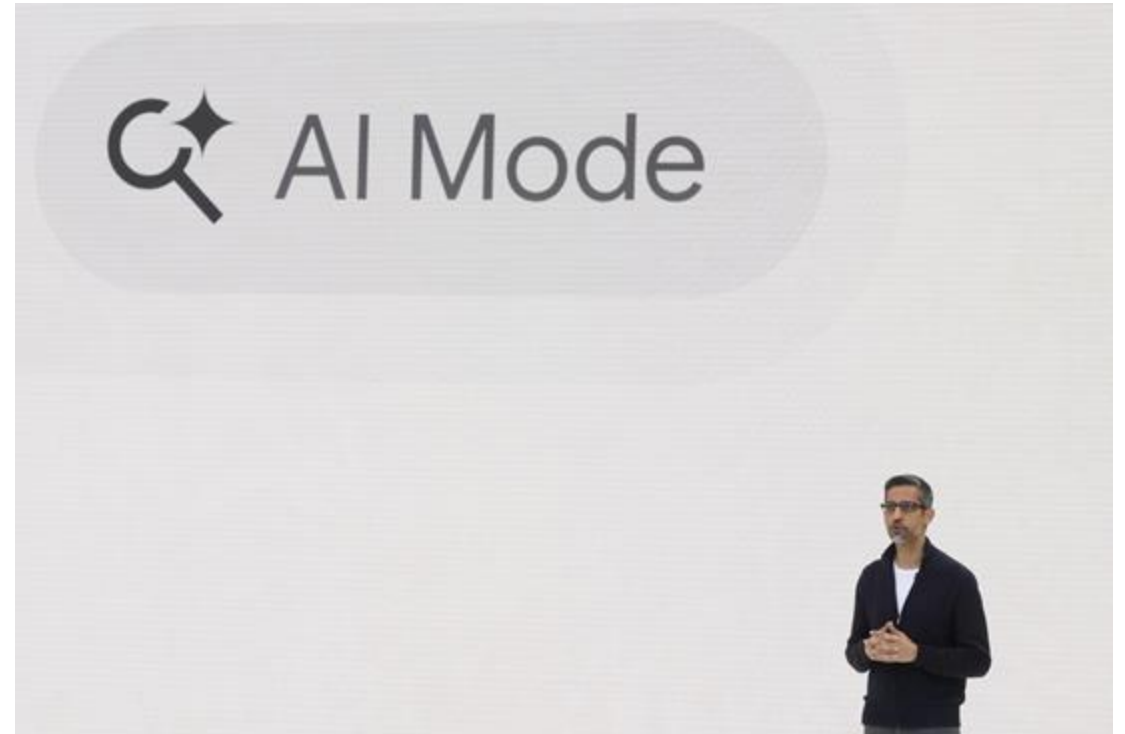
Are air fryers worth it?

Google's Market Share is the lowest since 2014

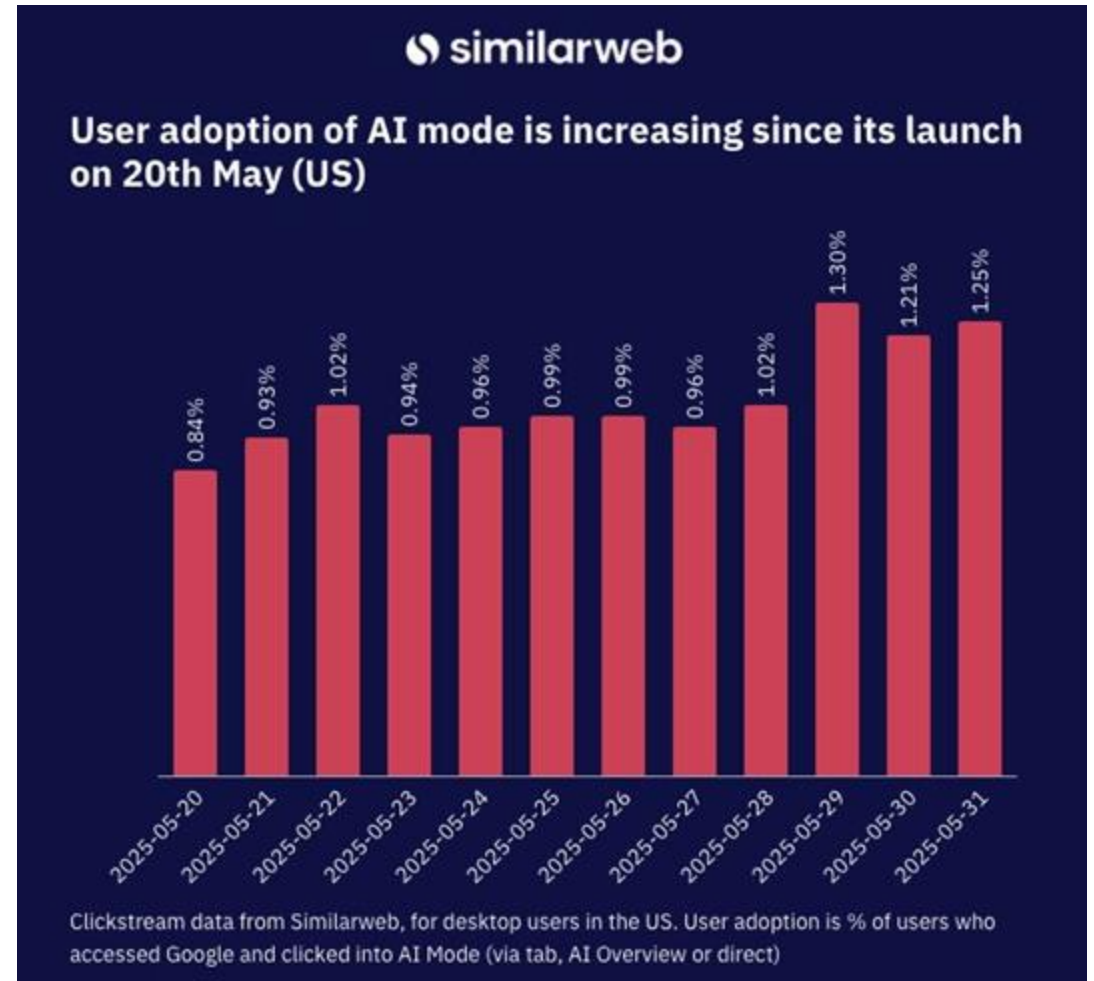


Source: Statista

**Which is why
they're leaning
into AI.**



**‘AI mode’
adoption is
still small.**



Zero click share is increasing...



And it's going to grow in B2B...



Prospects are using these tools today...

Company name:

Airbus

How can we help?:

Hi, we're looking for support on our full web activity spectrum (strategy/benchmark, analytics, copywriting, webmastering) and I was wondering if you'd be interested to work with us.

I am not aware if Airbus or one of our businesses has worked with you in the past but I liked what I saw on your website.

Best regards,



How did you hear about us:

ChatGPT

[View in HubSpot](#)

Nvidia-backed Perplexity launches AI-powered browser to take on Google Chrome

By Reuters

July 9, 2025 4:09 PM GMT+1 · Updated July 9, 2025



Perplexity AI logo is seen in this illustration taken January 4, 2024. REUTERS/Dado Ruvic/Illustration/File Photo [Purchase Licensing Rights](#)

Summary Companies

- Comet available to Perplexity Max subscribers
- Browser stores data locally, appealing to privacy-conscious users
- Comet browser offers AI-driven navigation and task execution

Exclusive: OpenAI to release web browser in challenge to Google Chrome

By Kenrick Cai, Krystal Hu and Anna Tong

July 10, 2025 4:16 AM GMT+1 · Updated July 10, 2025



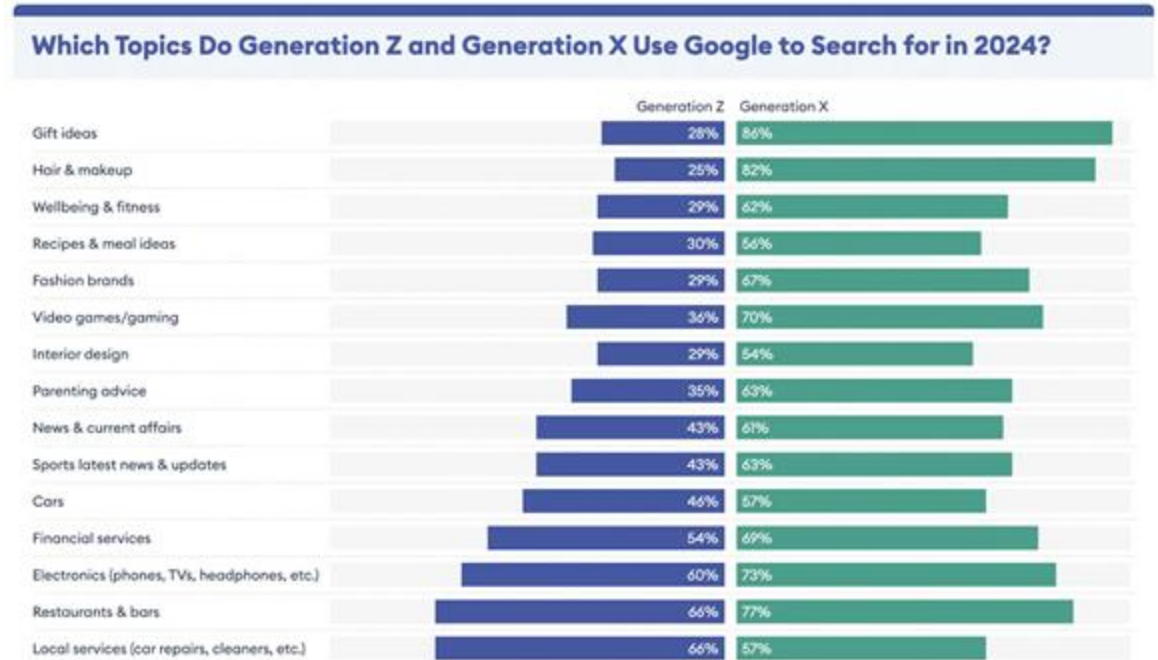
Summary Companies

- Web browser will include chat interface, enable AI agent integrations
- Launch intensifies OpenAI's competition with Google in AI race
- New product is part of OpenAI's broader strategy to capture data on users' web behavior



Social platforms are becoming Gen Z's search engines

- Nearly 40% of Gen Z users now prefer TikTok or Instagram over Google for search.
- Gen Z relies on Google 25% less than Gen X for search.
- Influencers are the main way Gen Z discovers products, signalling that brands must rethink their search and media strategies to stay relevant.



The Monopoly is cracking



**Life is getting easier for users,
but more complex for B2B
marketers.**



What can I do about it?

Where to focus



Total search



Digital PR



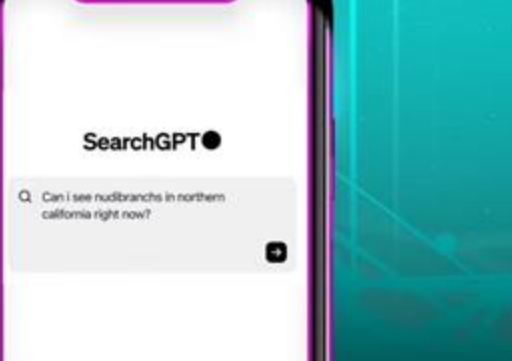
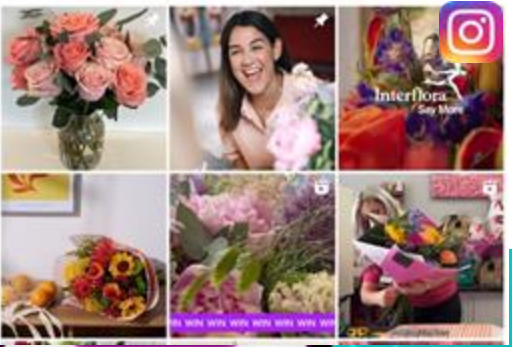
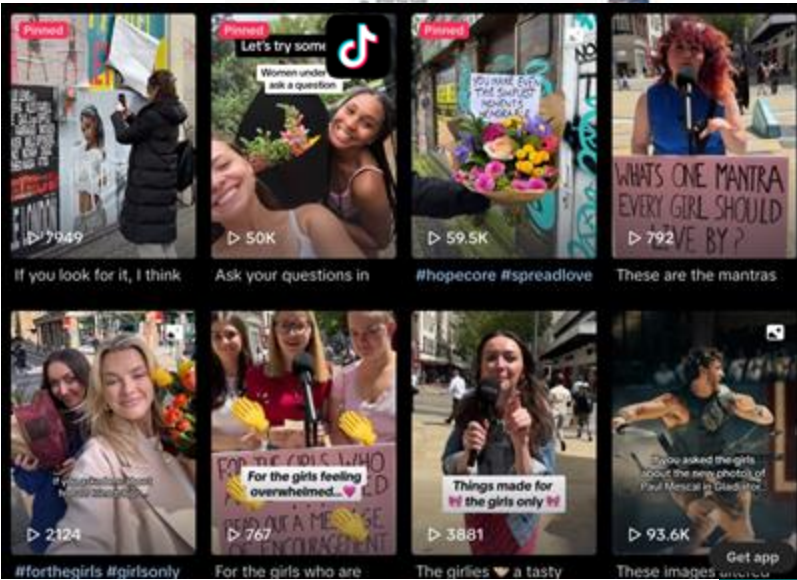
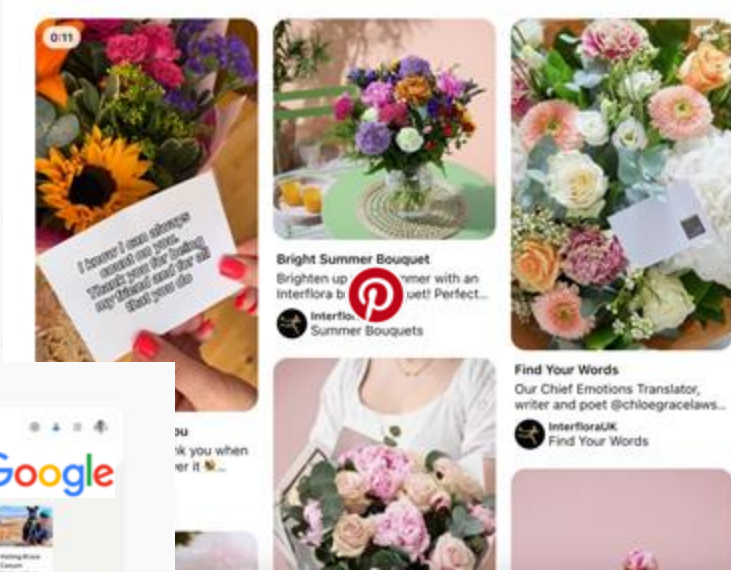
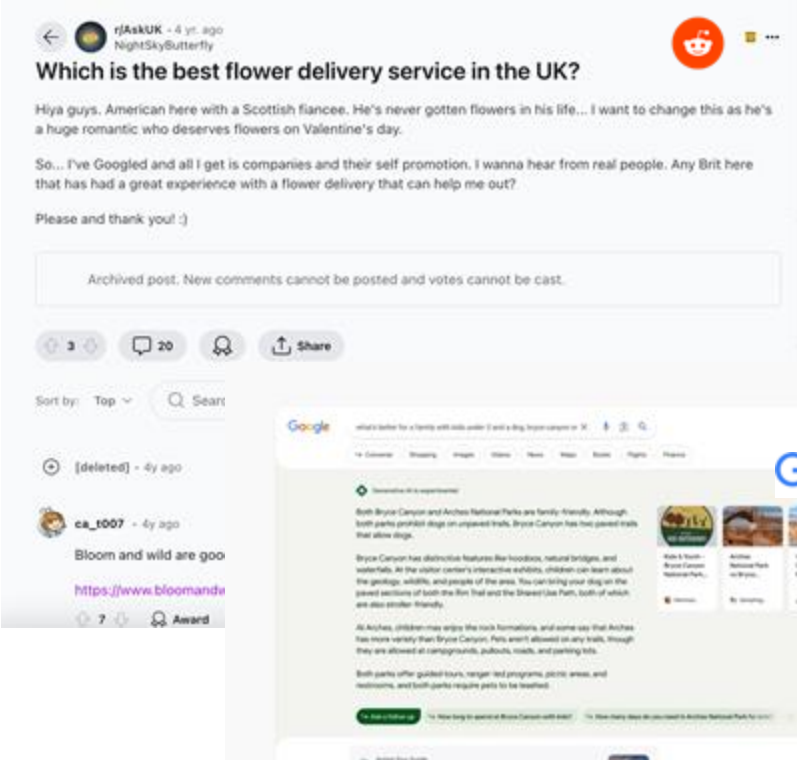
Humanise

~~Search engine optimisation~~ Total search optimisation

Boost visibility beyond Google, wherever people are searching online.



Think
beyond Google.

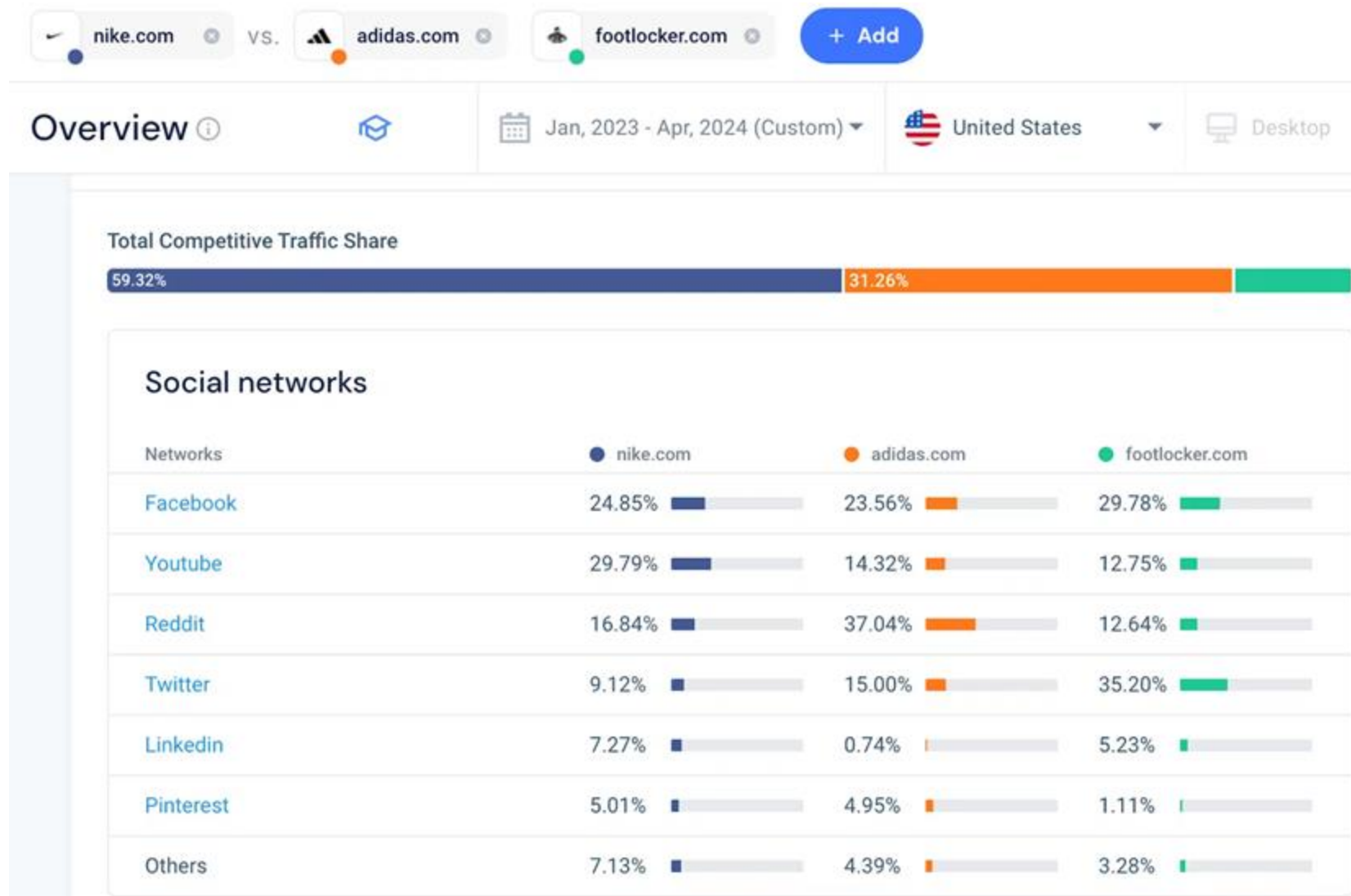


Total search in practice

It's critical for businesses to glean insights from & maximise visibility everywhere their audience spends time.

					
ChatGPT	TikTok	Amazon	Pinterest	YouTube	Apps
→ ChatGPT weekly rank tracking → Share of LLM reporting → LLM optimisation best practises → Wikipedia page writing → Digital PR & brand mention campaigns	→ Keyword research & trend identification → Speech, test, caption & hashtag optimisation → Influencer marketing & creator content planning → Video production & channel growth	→ Product title, detail & description optimisation → Image display best practises → Video creation & best practices → A+ content creation	→ Keyword research, title & description optimisation → Board audit & recommendations → About page optimisation → Image best practises	→ Title, description & transcript optimisation → Video gap identification → Channel audit & recommendations → Storyboarding & video production	→ Keyword research & meta optimisation → Screenshot analysis & full creative production → Custom product pages + Google Experiments → ASA synergy consulting

**Begin
with
research.**



- Overview
- > Websites
- > Keywords
- > Demographics

> Topics

> Social
Accounts

All Accounts

Hidden

Gems

> Apps &
Networks

Social
Networks

Search & AI
Tools

Social Networks

These social networks are used more/less than the global average by searchers for **HR software** in the

United States:

↓ Export .csv

☐ Select All	↓ Audience Affinity ⓘ	↕ US Affinity ⓘ	↕ Affinity Change ⓘ
☐  Youtube.com Share your videos with friends, family, and the world.	94 /100	96 /100	-2.81%
☐  Facebook.com Facebook to share and connect with your friends, family, and people you know.	81 /100	88 /100	-7.37%
☐  Linkedin.com 750 million+ members Manage your professional identity. Build and engage with your profe...	79 /100	69 /100	+13.44%

Top Keywords Fast growing keywords Most viewed videos

Location: United States

Search

Search

Last Day

Last Week

Last Month

Keyword Name	Search Volume	Competitive rate
asmr	2.4M	99
hogwarts legacy	1.2M	94
nintendo direct	545K	89
super bowl 2023	534K	89
rihanna super bowl 2023	527K	89
music	514K	89
markiplier	397K	87
mrbeast	384K	87
lofi	316K	86
atrioc	289K	85
ukraine	266K	84

asmr

Export to PDF

Competitive Rate



Search Volume



Related Keywords

Search Volume

Competitive

Related Keywords	Search Volume	Competitive
asmr	2.4M	99
fast and aggressive asmr hifi	4.7K	57
asmr ear cleaning	2.2K	52
revving asmr	2K	52
asmr sucking	1.6K	50

Top popular video



ASMR for Those Who



ASMR inappropriate



ASMR In The Quietest



AS



Default Data
Click to select Google Analyti

Event name

Session default ...

Sessions

2024 - 28 Feb 2025

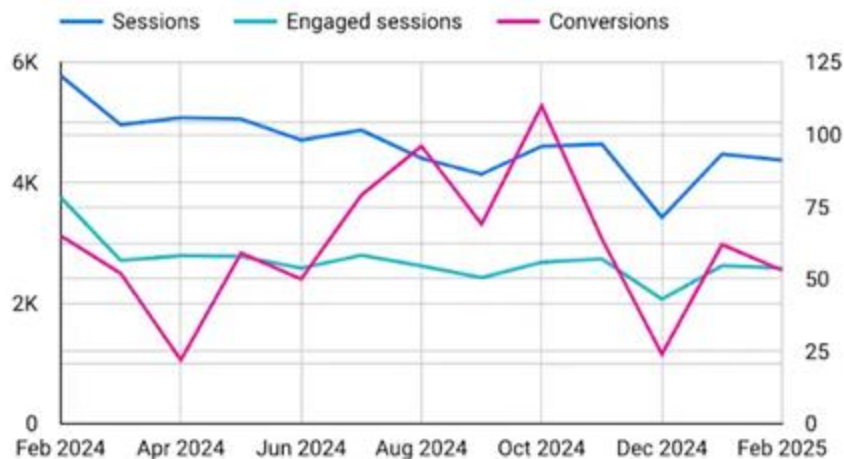
Type to search

- ☒ Organic Search 59.2K
- ☐ Direct 47.2K
- ☐ Referral 14.6K
- ☐ Paid Other 5.4K
- ☐ Paid Social 4.7K
- ☐ Unassigned 3.1K
- ☐ Email 1.9K
- ☒ Organic Social 1.2K
- ☒ Organic Video 23
- ☐ Paid Video 19
- ☐ Display 2
- ☒ Organic Shopping 1

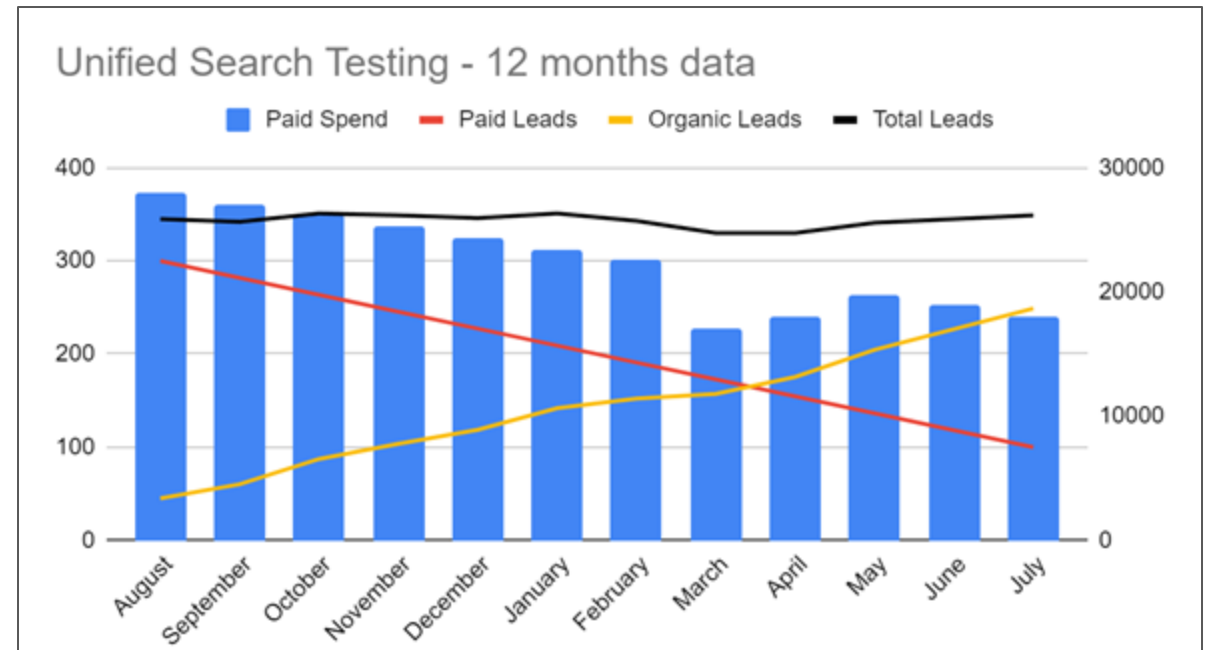
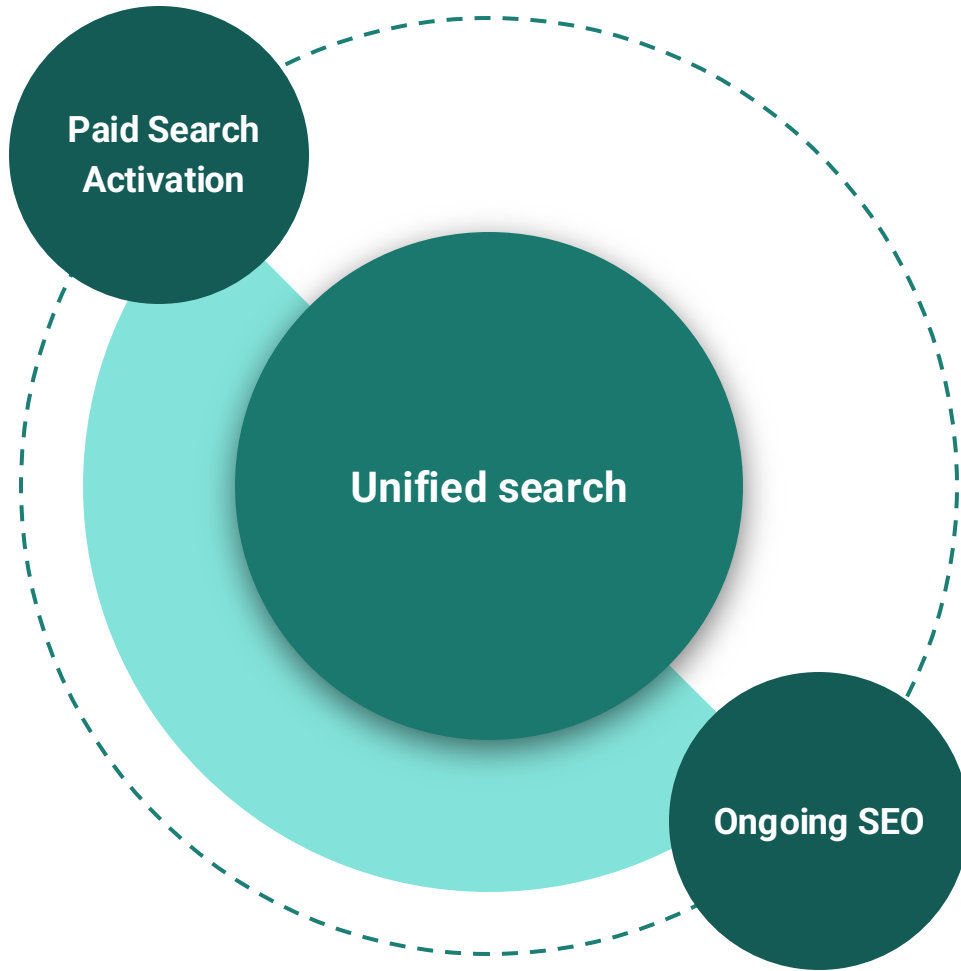
Session source/medium	Sessions	Engaged s...	Conversions
1. google / organic	49,519	28,938	618
2. bing / organic	8,545	4,904	130
3. linkedin.com / referral	391	208	1
4. linkedin / OrganicSocial	291	168	18
5. yahoo / organic	190	117	2
6. search.google.com / referral	185	119	0
7. duckduckgo / organic	167	103	4
8. search.google.com / organic	112	47	6
Grand total	60,020	35,240	805

1 - 100 / 106

1 - 100 / 917



The power of unified search



Measuring LLM visibility

Who are the best UK insurance companies?



Here are some of the best insurance companies in the UK, known for their comprehensive coverage and customer satisfaction:

1. **Aviva** - Offers a wide range of insurance products, including home, car, life, and health insurance.
2. **AXA** - Known for its extensive global presence and various insurance options.
3. **Direct Line** - Specializes in car, home, and travel insurance with strong customer service.
4. **LV= (Liverpool Victoria)** - Provides competitive pricing and good customer satisfaction, especially for car and home insurance.
5. **Admiral** - Offers multi-car discounts and a variety of other insurance products.

Which entities show up most in responses?





Digital PR

Why **being cited** matters more than ever.

Citations are now more important due to AI search

- Gen AI platforms such as ChatGPT prioritise high-authority citations, meaning digital PR will become even more important than it is today.
- LLMs train on information across the entire web, including social platforms like Reddit and Facebook.
- Brands should target inclusion in high-visibility content sources used by ChatGPT to increase the likelihood of brand mentions in its responses.

who are the best cybersecurity companies in the UK?

Sources



10 Best UK Cybersecurity Companies T... · micromindercs.com
10 Best Cybersecurity Companies In The UK · 1. Microminder Cyber Security · 2. Intercede · 3. Adarma · 4. Ernst & Young · 5. Sapphire Cybersecurity · 6.



View 7 more

Answer

Based on the search results, some of the top cybersecurity companies in the UK include:

1. Darktrace - Provides AI-powered cybersecurity solutions for networks, cloud services, email and applications ³.
2. Sophos - Offers endpoint protection, cloud security, firewalls and other cybersecurity products ² ⁶.
3. BAE Systems - Provides advanced cybersecurity consulting, emergency response and penetration testing services, especially for government agencies and large enterprises ⁶.
4. PwC - Offers cybersecurity consulting, risk analysis and incident response services for larger enterprises ⁶.
5. Ernst & Young (EY) - Provides cybersecurity services for businesses of all sizes, from startups to large enterprises ⁶.

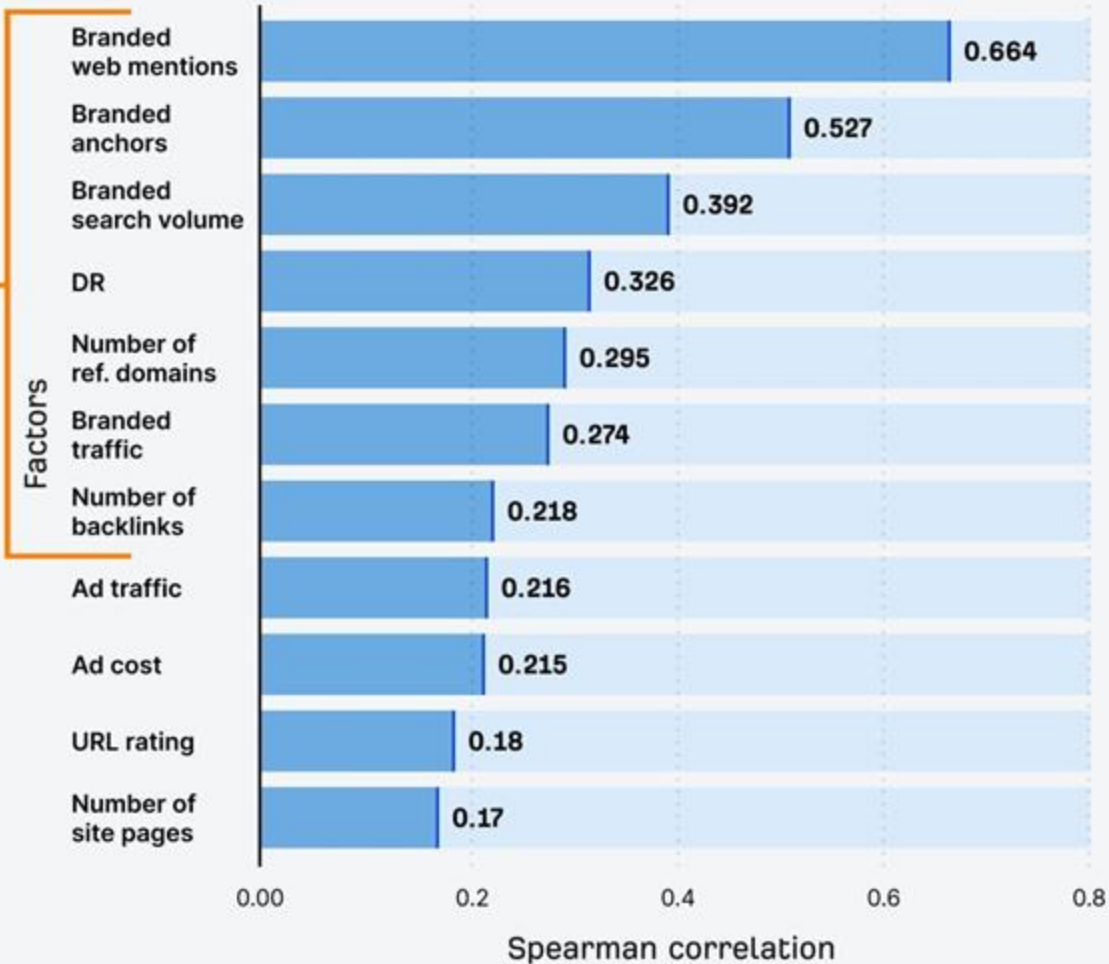


Factors that correlate with brand appearance in AI overviews

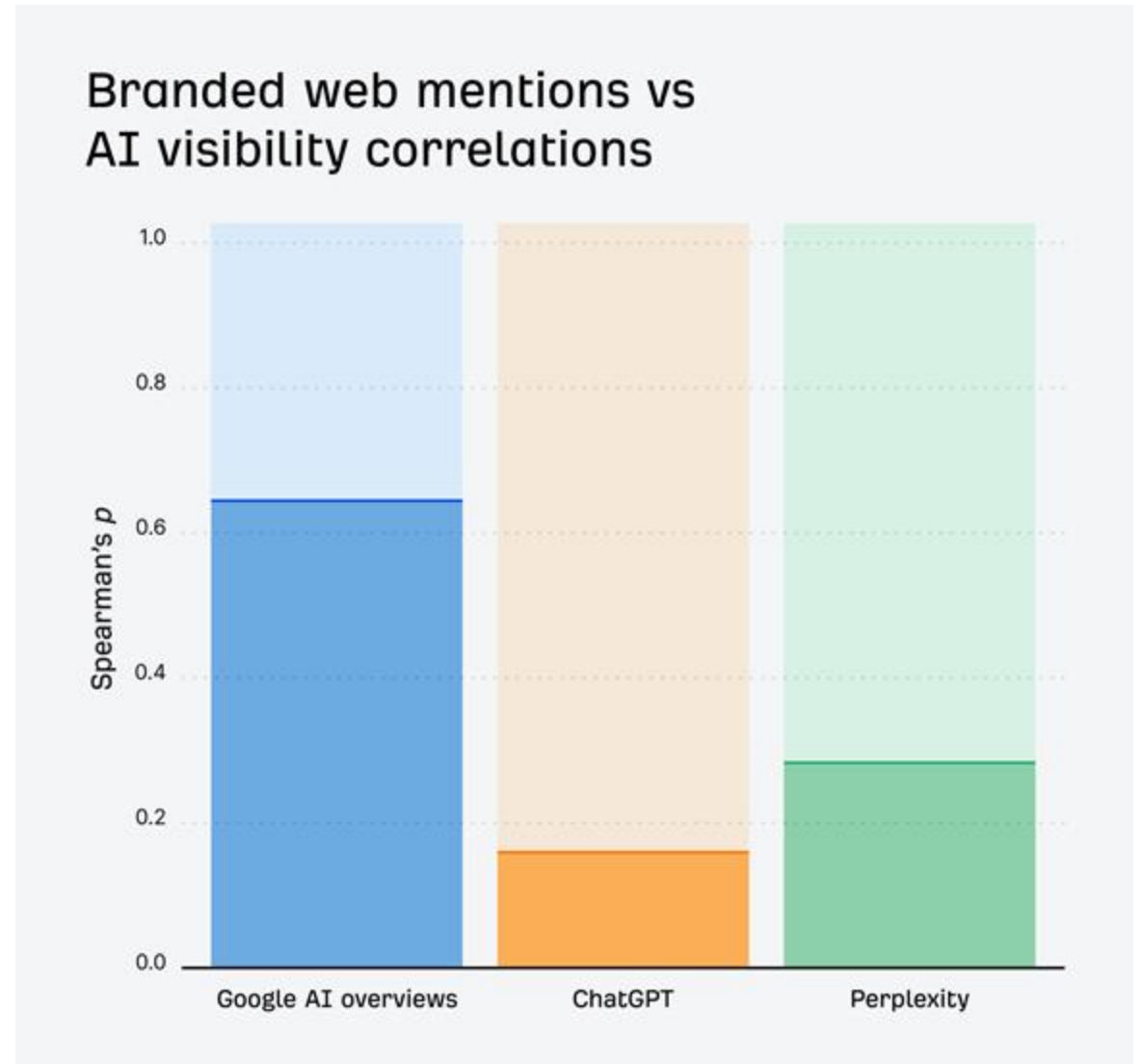
Based on a study of ~75K brands.

Source: Ahrefs Brand Radar and Ahrefs Site Explorer.

Digital PR



**Brand mentions
correlate with AI
visibility **more on
Google.****



Getting started

- **Brand perception research:** Evaluate how AI platforms like ChatGPT and Perplexity perceive your brand, using this understanding to influence your brand's reputation.
- **Content research:** Analyse preferred content types and formats prioritized by AI-driven search engines. Focus on structures and formats that resonate with AI algorithms.
- **Cited sources:** Target high-visibility content sources used by ChatGPT to enhance brand inclusion in its responses.

OK, where did you get this data?

❖ Sources



10 Best UK Cybersecurity Companies T... · micromindercs.com
We've curated a shortlist of the best cybersecurity companies in the United Kingdom guaranteed to prevent your company from becoming a statistic.



View 7 more

Human perspectives



The importance of showcasing human expertise



**Humans will never stop
being interested in other
humans.**

Human perspectives are more important than ever.

Trusted, authentic content becomes essential.

Buyers learn to tune out generic content.

The quantity of content grows exponentially.

AI can create content faster, and cheaper than ever before.



This began in 2012



google author rank and authorship

About 486,000 results (0.37 seconds)

What Are Google Author Rank and Authorship?

www.virante.org/.../what-is-the-difference-between-google-...



by Mark Traphagen - in 21,907 Google+ circles - More by Mark Traphagen
Aug 30, 2012 – A simple explanation of **Authorship** & **Author Rank** and how the two relate.

Does Google Authorship Affect Search Rankings?

www.virante.org/.../google-authorship-does-it-affect-search-rankings...

by Mark Traphagen - in 21,907 Google+ circles - More by Mark Traphagen
Jul 18, 2012 – Q: Is **Authorship** used by **Google** as a **ranking** signal? (i.e., does it factor into search **rankings**?) Not for now, but it isn't off the table. "We use ...

Human perspectives are becoming more visible in search

b2b cybersecurity software

Reddit · r/SaaS
2 comments · 2 months ago

Best SaaS security tools for B2B in 2025

MOZ DA: 92/100 (+1%) Ref Dom: 1.92M Ref Links: 2.89B Spam Score: 3% [Show backlinks](#)
Search traffic (us): -/mo (website: 1.21B/mo) - Keywords (us): - (website: 114.10M)
Here are my recs: Data Loss Prevention: Polymer - Plug and play data security designed for SaaS (Slack, Google Workspace, etc.) with real-time visibility and ...

[Do you wish cybersecurity companies marketed better ...](#) 102 posts 18 Jan 2023
[Is email marketing still effective for B2B ...](#) 18 posts 4 Aug 2024
[More results from www.reddit.com](#)

Instagram posts to appear in Google searches from July

Written by: [Rachel Miller](#)

Date: 24 June 2025

Businesses using Instagram for brand promotion could get a boost from July when Meta's latest update will allow public Instagram posts to be indexed and ranked by Google.

Instagram posts, including reels, are to become searchable from 10 July. Meta's latest update will allow public Instagram posts to be indexed and ranked by Google.

It means that Instagram content will start appearing in Google search results, even when users aren't logged into the social media platform. Bella Roebuck, senior social and outreach executive at Manchester agency [Banc](#), has said it heralds "a significant shift in how brands and creators approach social content".

Roebuck says that the move will blur the line between social content and web content. She said: "The update creates fresh opportunities to increase visibility, discoverability and traffic to Instagram profiles. As such, Instagram will function more like a search-friendly platform effectively turning posts into mini landing pages."



12x

Executives trust thought leadership over marketing materials.



Nearly

3/4



of decision-makers (73%)

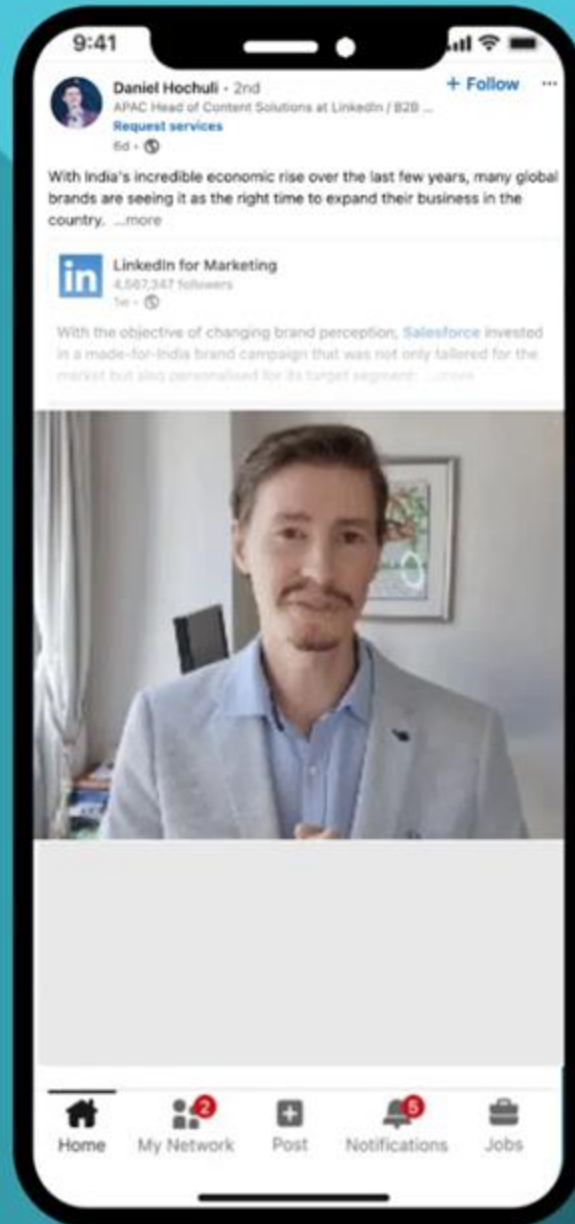
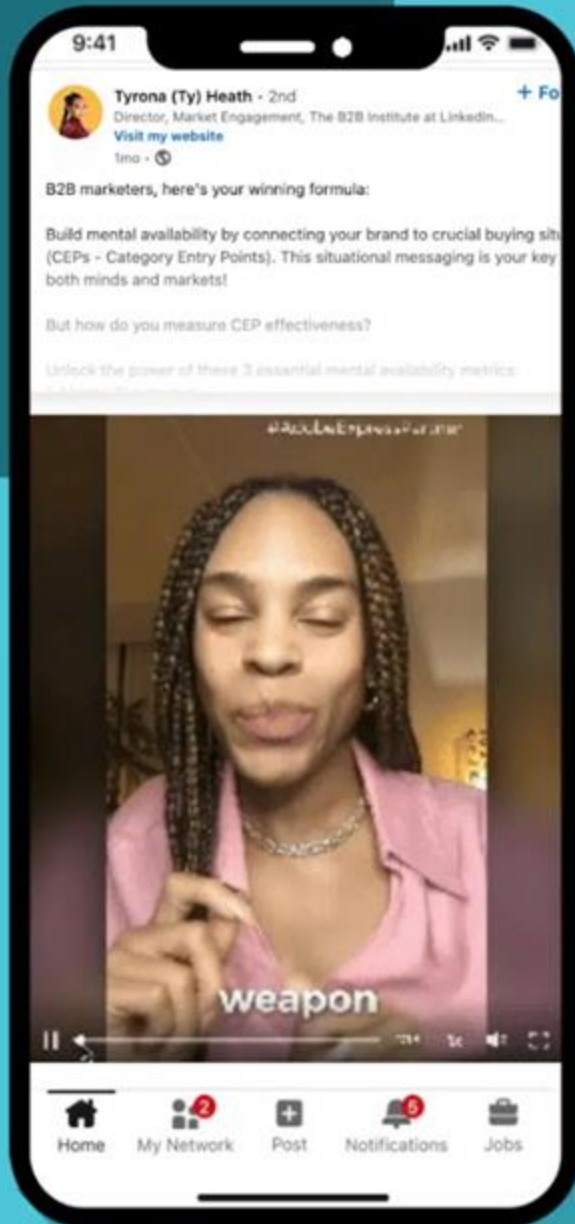
say that **an organization's thought-leadership content is a more trustworthy basis for assessing its capabilities and competencies than its marketing materials and product sheets.**

Source: 2024 Edelman-LinkedIn B2B Thought Leadership Impact Report. Question: How much do you agree or disagree with these statements? "An organization's thought leadership content is a more trustworthy basis for assessing its capabilities and competencies than its marketing materials and product sheets." 5-point scale, top 2 box, agree. Decision-makers and C-suite executives, 7-country average. Question: If an organization consistently produces high-quality thought leadership, how likely are you to do each of the following? Think more positively about them, 4-point scale, top 1 box, very likely. Decision-makers, 7-country average.

7 in 10

decision-makers

say **they are very likely to think more positively about organizations that consistently produce high-quality thought leadership.**



Getting started

- **Identify SMEs** - identify your subject matter experts, or the faces of your brand. Work with them to build a content strategy they can contribute to and train them on best practice.
- **EGC incentives** - incentivise and encourage your employees to contribute to your marketing efforts, which will greatly extend your reach.
- **Brand partnerships** - extend your reach and authority by building relationships with ancillary businesses to grow your reach via collaborative content, events and marketing efforts.

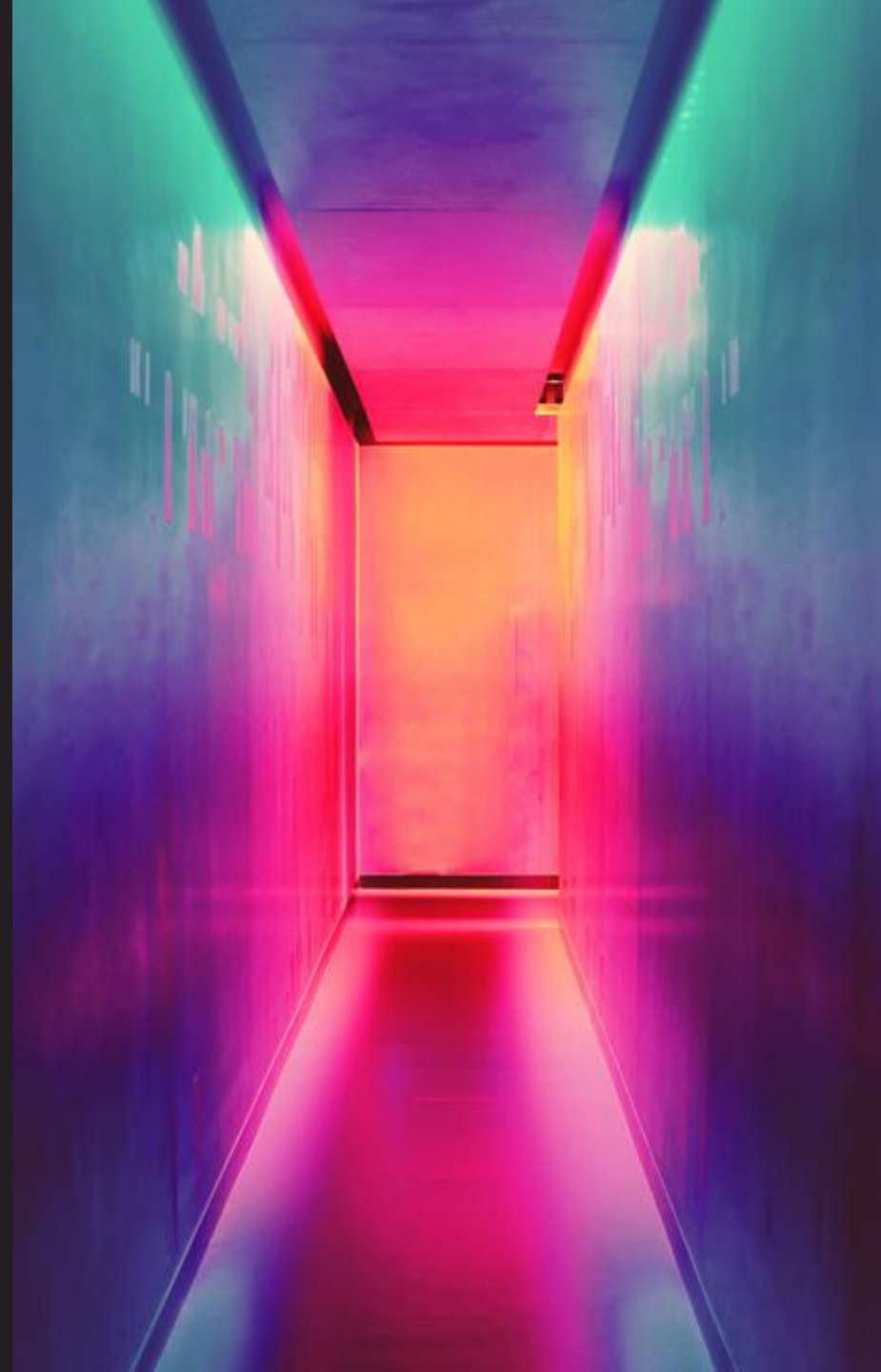


A close-up shot of a Black man with a shaved head, wearing a dark blue suit jacket over a light-colored shirt. He is looking off-camera to his left with a slight, questioning expression on his face. The background is blurred, showing what appears to be an office or indoor setting with some architectural elements.

YOU 'BOUT DONE?

To recap...

1. Optimise for Total Search, Not Just Google
2. Build Visibility Where Your Audience Are
3. Prioritise Brand Authority and Mentions
4. Unify Paid and Organic Strategies
5. Humanise Your Content





Thank you!

@iambenwood

ben.wood@hallam.co.uk



Email's Last Laugh: Winning with Emails and Why it isn't Dead

MITCH RICHARDS

MANAGING DIRECTOR

FUTURE PERFORM



Future  Perform

Future Group



Mitch Richards

Managing Director
Future Perform



FREE AUDIT

Email's Last Laugh

Why the “Dead Channel” Is
the Backbone of B2B Revenue

Mitch Richards, Managing Director – Future Perform





“Email Is Dead” – And Other Lies We Tell Ourselves

“Marketers love shiny things. But while everyone’s chasing virality, revenue is quietly being driven by... email.”

Email is not sexy, but it is effective.

It’s only dead if you treat your email strategy like it’s still 2003.



Email drives **40x more conversions** than social. But hey, keep dancing on TikTok.

The Funnel Fix: Email as the Pipeline Engine

Let's rewire the funnel thinking:

Top of Funnel (TOFU)

Cold email is shit if you're sending the same blanket message to everyone. It's never been easier to Micro-segment and personalise heavily. Custom relevance.

Middle (MOFU)

Lead nurture = relationship-building at scale.

Bottom (BOFU)

Decision-stage nudges + stakeholder alignment.



**"Social sells dreams.
Email closes deals."**

Email isn't just a channel. It's a revenue driver.
And in modern demand generation, if email
isn't orchestrated – your pipeline is leaking.

Email in 2025

Operationalising Trust at Scale

Your email strategy should:

- Unite sales + marketing + customer success
- Bring data, targeting, and timing into alignment
- Scale 1:1 relationships without burning headcount



Email lets you sell like a human, operate like a machine. But only if you treat your CRM like an operating system:

Bowtie funnel.



Playbook: 5 High-Impact Email Moves That Actually Convert

These aren't fluffy "newsletter best practices"
– these are tactics that move pipeline.

01

"Oh sh*t,
this was
made for me"
segmentation

02

Narrative-led
nurture (build
tension, resolve
pain, insert CTA)

03

Buyer's
journey
mapping in
email form

04

Triggered ops
workflows
(opened X >
hit them with Y)

05

Multi-threading
via email: CC the
buying committee
like a boss

Future Perform



Email delivers **\$42 for every \$1 spent** (DMA, 2024).



Kill Your Darlings: What to Stop Doing Immediately (1.5 mins)

Death-by-newsletter

Over-design & corporate waffle

One-size-fits-none nurture streams

Emailing leads without lifecycle logic



Email without strategy is karaoke without a backing track. **Just noise.**



Email's Not Dead It's Just Smarter Than You (0.5 min)



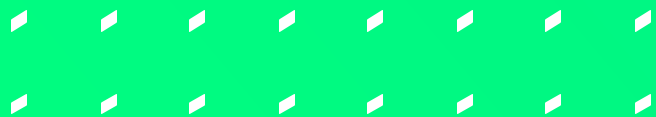
"In 2025, the winners aren't louder – they're more relevant. **And relevance lives in the inbox.**"

But you need to get into the inbox. Top final tips:

- Use an email sending sub-domain to protect your brand domain
- Use a tool like MXToolbox to verify that your SPF, DMARC and DKIM are set up compliantly
- Set up blacklist alerts so that you know if you've been blacklisted.
- Practice decent list hygiene – if people aren't opening your emails, stop sending to them!



Thank You.



Thank you to our sponsors

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PLATINUM SPONSOR:



GOLD SPONSOR:



THANK YOU FOR JOINING US

**We've got more coming this year,
join us at the Excel in London on
the 19th & 20th of November**

**Registration will be live soon,
keep an eye out for emails and on
socials!**