



Marketing Made Simple

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COMMUNICATION. CONTENT.
FOR B2B.

► tmpr.co.uk



WHY ARE WE HERE?

You'll learn how to:



Identify the marketing channels that best support business objectives, target audience, and growth ambitions



Prioritise the marketing activities that are most likely to deliver results, making the best use of time and budget



Leave with a practical one-page marketing action plan, including clear priorities and next steps to implement immediately



A BIT ABOUT ME...

English girl
living in
Wales...



CHARTERED INSTITUTE
OF PUBLIC RELATIONS



Two bathmat mad cats...



A BIT ABOUT ME...

20+
YEARS

Started marketing & PR
agency-side

15
YEARS

Founded
TMPR

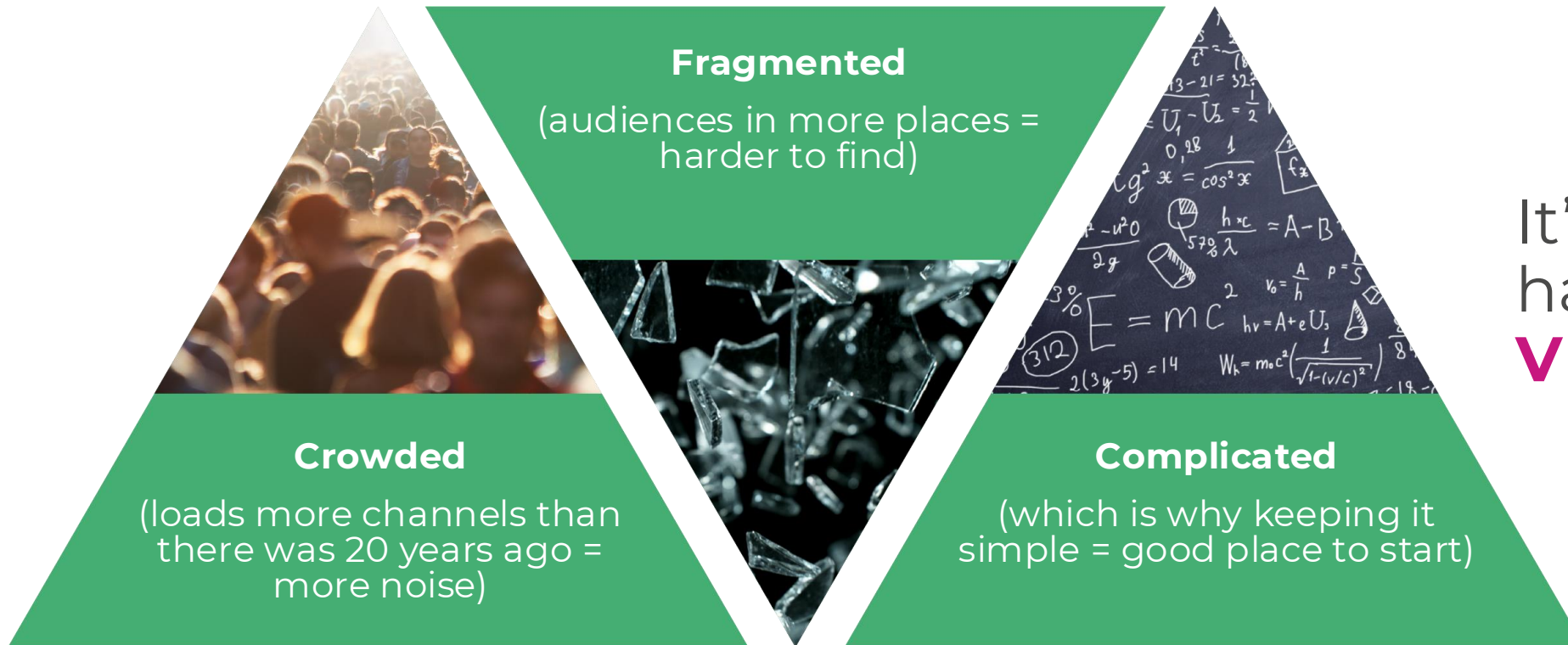
3
YEARS

Completed
Help to Grow

Read the room time...



MARKETING TODAY



It's getting harder to be
VISIBLE



INVISIBLE = THE ENEMY OF GROWTH

If you're not visible, how can customers:

**FIND
YOU**

**TRUST
YOU**

**BUY
FROM
YOU?**

Marketing
makes you
more
VISIBLE



BUILDING TRUST SUPPORTS SALES



Visibility/
marketing needs to
be building trust in
your brand/
business/people



Trust is your
fast track card
between
opportunity and
win...



Why is word of
mouth / personal
referral still the
best form of
marketing?

Use
VISIBILITY
to build
TRUST.

PLAN ON A PAGE

TMPR

**WORKSHEET:
MARKETING MADE SIMPLE**

Priority audience:
• Keep it niche, drill down deep!

Primary message:
• How can you offer value to your customer?
• What pain/risk is your product/service addressing?

	Owned, Earned, Paid?	Priority tactic	Frequency	Ideas/notes Also consider time and budget you have available.
1.				
2.				
3.				



AUDIENCE

Niche it down





MESSAGE

- **Headline business piece**
 - 'Communication and content. For B2B'.
- **Niched down**
 - 'Helping fire protection companies win more business by building credibility and increasing visibility.'





CHANNELS

	Owned You control it	Earned Others give it to you for 'free'	Paid You buy the visibility
 Pros	It's yours – do what you like, when you like – complete control	Huge amount of credibility and trust – especially in world of AI search	Guaranteed fast route to market, tap into ready-made and engaged audiences
 Cons	Takes time to build traction and trust (going viral is not a strategy)!	Less control, time investment, no guarantees	Costs the most and earns the least trust



THE OEP TRADE-OFF

£ PAID
You buy the exposure

Time investment **Low**

Cost **High**

Audience trust **Lowest**

“ Earned
Others talk about you

Time investment **Med-high**

Cost **Low**

Audience trust **Highest**

📣 OWNED
Channels you control

Time investment **High**

Cost **Low-med**

Audience trust **Medium**



PULL YOUR LEVERS

	Owned You control it	Earned Other give it to you for 'free'	Paid You buy the visibility
 Online	• Company website and blog • Email newsletter and list • Mobile app • Social media profiles/pages (the account itself) • Branded podcast • Customer database/CRM • Webinars	• Digital press coverage and media mentions • Customer reviews (Google, Yelp, Trustpilot) • Organic social shares, retweets, reposts • Influencer mentions (unpaid/organic) • Backlinks from other websites • User-generated content (customers posting about you unprompted)	• Search ads (Google Ads, Bing Ads) • Social media ads (Facebook, Instagram, LinkedIn, TikTok ads) • Display/banner advertising • Sponsored content or sponsored posts (podcasts/webinars) • Influencer partnerships (paid collaborations) • Affiliate marketing (paid commission) • Retargeting/remarketing campaigns
 Offline	• Events • Physical retail space or signage	• Printed press coverage and media mentions • Awards and industry recognition • Word-of-mouth referrals • Speaker opportunities (like today)	• Networking • Trade shows • Broadcast radio, and print advertising



FREQUENCY

Keep it **simple** and **realistic**.
That helps you be **consistent**.

Consistency
creates
VISIBILITY



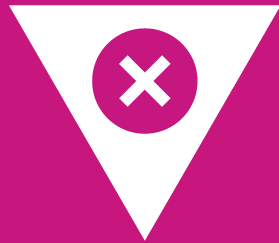


TMPR EXAMPLE

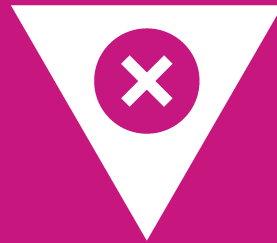
Owned, Earned, Paid?	Priority Tactic	Frequency	Ideas / notes
Owned	LinkedIn	Twice a week	Focus on people behind the business initially (support employer brand and recruitment) – evolve into thought leadership/service offerings once trust is built with the team/brand (sharing fire related expertise)
Earned	Awards and industry recognition	3 x a year	Look at business related awards as well as
Paid	Networking	Monthly (minimum)	Seek out groups in areas that support our priority audiences – e.g. Chamber of Commerce is strong in manufacturing, attend relevant trade shows for networking opportunities (e.g. Fire Safety trade show)



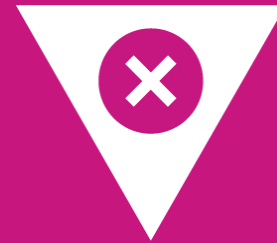
DON'T...



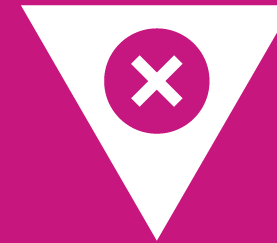
Try to do everything
(spreading yourself too thin)



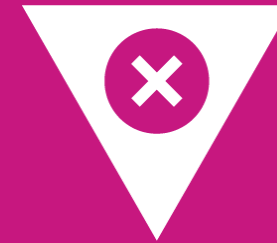
Monitor but not measure
(return on investment)



Chase the latest trends
(without considering your objectives)



Make it all about you
(and forget your audience)



Do the same thing over and over
(but expect a different result)



DO...



Think about the real cost of marketing
(no such thing as free in this world)



Consider **TIME** in terms of investment and payback



Remember no quick fixes, so any MONEY going in needs to be committed
(not pulled if instant results are not seen – because they probably won't be!)



CONNECT WITH ME



Diolch yn fawr iawn

TMPR

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SOCIAL MEDIA (owned channel)

The biggest (1B+ monthly active users)

Facebook – still the largest by total user base, though skewing older

YouTube – video, effectively also a search engine

WhatsApp – messaging, dominant outside the US

Instagram – photo/video, owned by Meta

TikTok – short-form video, fastest-growing of the group

WeChat – dominant in China, more of an all-in-one "super app"

Large (300M–1B+ MAU)

- **Telegram** – messaging + channels
- **Snapchat** – strong with younger users
- **X (formerly Twitter)** – real-time/news-oriented
- **Pinterest** – visual discovery/shopping
- **Reddit** – forums/communities
- **LinkedIn** – professional networking
- **Discord** – originally gaming, now broader community chat
- **Threads** – Meta's X competitor, growing fast since 2023 launch