

# EMBRACE the latest

SUMMER EDITION 2023

Latest thinking in B2B marketing

**CHATGPT**  
and AI: The end of  
the (content) world?

**WHY**  
brand strategy  
is so important

**INCREASE**  
your reach on  
LinkedIn

Welcome to

# EMBRACE the latest

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Looking for branding, website and/or digital marketing inspiration? Embrace the Latest reveals our latest thinking on how to make your B2B marketing efforts top notch!

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Dive in and explore our hot B2B topics including ChatGPT... will it bring the end of the content world as we know it? We also share why brand strategy is so important, how to increase your reach on LinkedIn, meet the newest members of our growing Embrace team and much more!

Embrace Marketing is a full-service creative agency for B2B, and not-for-profit organisations. If you're ready to embrace what makes you different and tell the world all about it, please give us a shout or visit our website.

We're here to partner with you to develop your marketing strategy, brand, website and creative content. We build long-term relationships with our clients, and we never stop offering fresh ideas to maximise marketing ROI and creativity!

[embracemarketing.co.uk](http://embracemarketing.co.uk) | [hello@weareembrace.com](mailto:hello@weareembrace.com) | 01625 789050

## HOT TOPICS

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## WHY you need to get *onboard* with account-based marketing

If you're not currently applying account-based marketing as part of your strategy you are likely missing out on some fantastic opportunities.

We often work with clients who are offering high value products and services to their B2B audiences. Taking an account-based approach is about identifying and prioritising key accounts that have the greatest potential to generate higher value revenue and a more targeted marketing and sales strategy.

For instance, if you work with all industries, focus on specific sectors that make sense to your business. This could be centred around sectors where you have specific knowledge, key stats, case studies, or valuable insights that you can share. You might also decide to create a hit list of companies you'd love to work with and consider a specific approach to target each of them. In this blog, we will be discussing what account-based marketing is, how it works and how you can use it to take your marketing and sales to the next level.

### WHAT IS ACCOUNT-BASED MARKETING?

Firstly, what is it? If you're not already familiar, account-based marketing is a strategic approach that focuses on a specific target audience in your market. It's about deciding on your exact target group/s and generating messaging, materials, and an approach to directly reach that audience.

By demonstrating your knowledge and expertise in their specialism, a cold relationship can quickly become warmer, and you'll stand out against your competitors. A quicker and easier sales conversion makes your offering a no-brainer to potential clients, especially if you've developed personalised marketing campaigns tailored to their specific needs, pain points, and individual characteristics.

The overall goal of account-based marketing is to build strong relationships quickly with key decision-makers and influencers within your target accounts. By focusing resources on a select group of high-potential accounts, you can maximise your ROI and supercharge the effectiveness of your marketing and sales activities. Sounds promising, right?

### Here's more on how it works...

#### HOW DOES ACCOUNT-BASED MARKETING WORK?

Account-based marketing is typically split up into five different key components. Remember these, and you'll be well on your way to effectively implementing account-based marketing within your marketing and sales processes.

- **Account selection:** Identify and select your target accounts based on how closely they match your marketing and sales objectives, such as revenue potential, industry, or strategic fit.
- **Account research:** Conduct in-depth research to gain a comprehensive understanding of your target accounts. From their business goals and challenges to key decision-makers and industry trends, you should know them inside-out.
- **Account-specific strategy:** Once you've got all the info you need, develop a customised marketing and sales strategy for each account based on what you've learned. Tailor it to their specific needs and pain points. Within your account-based subset you'll likely find that there are similarities you can centre your messaging and case studies around, but you should also personalise your intro messages to individual business contacts to maximise success.

- **Multi-channel engagement:** Implement targeted marketing campaigns across several channels to engage key stakeholders. Whether it's through email, LinkedIn, events or personalised content, make sure you grab their attention by sharing your relevant knowledge of their industry and products/services.
- **Measurement and optimisation:** Be sure to continuously measure the effectiveness of your campaigns. Include key metrics like engagement, conversion rates and revenue generation, and use these to further improve future strategies.

#### WHY ACCOUNT-BASED MARKETING IS A NO-BRAINER

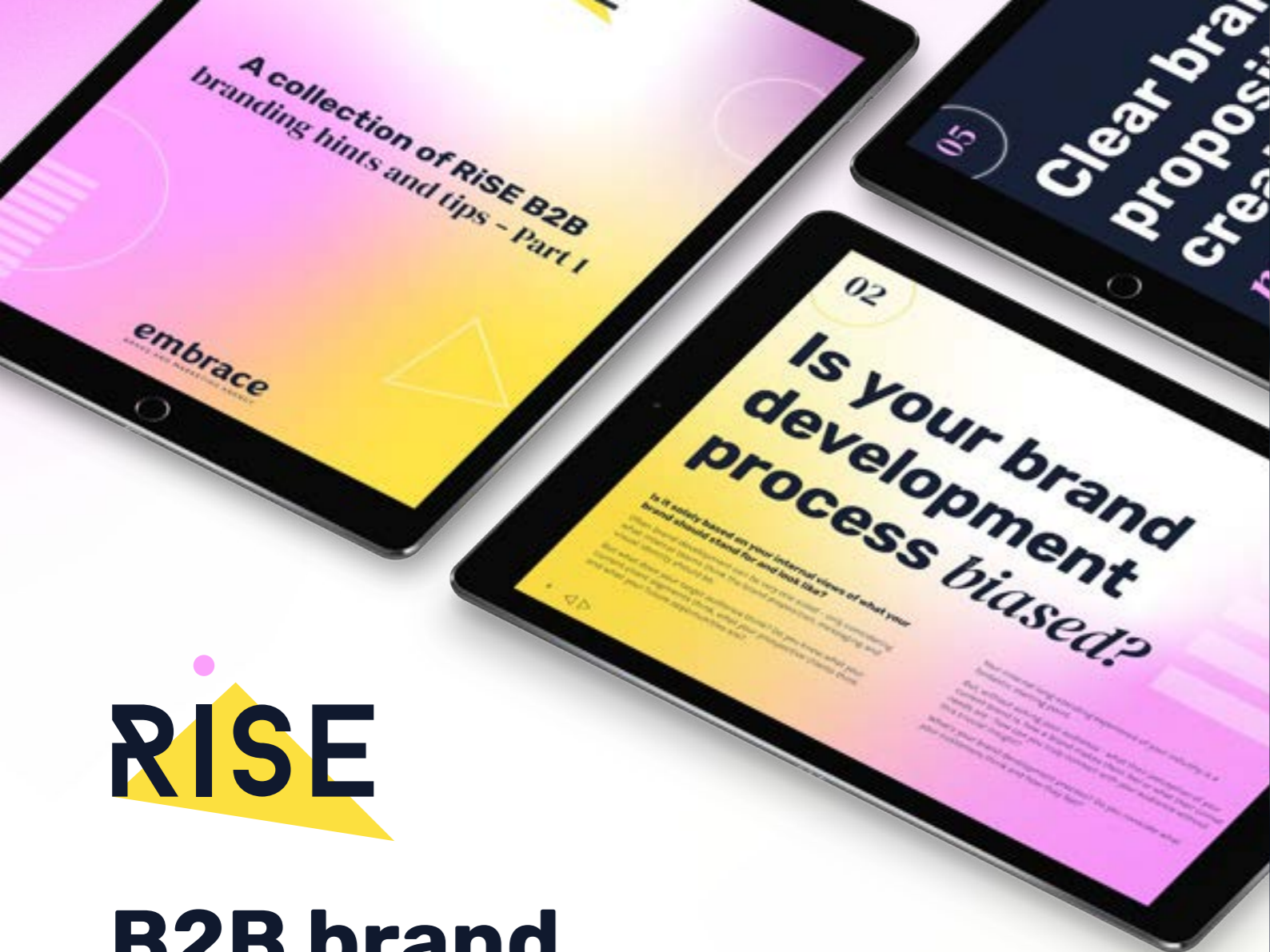
Account-based marketing is a powerful strategy that enables businesses to focus their marketing efforts on high-value accounts, driving personalised engagement and maximising revenue potential. By aligning marketing and sales teams, businesses have the power to deliver customised experiences, forge strong relationships with key decision-makers, and achieve exceptional results.

As the B2B landscape continues to evolve, account-based marketing provides a strategic approach to reach and engage high-value accounts more effectively than ever before. By understanding the needs and pain points of target accounts and targeting them based on your own business's expertise, you can put yourself in the best position for long-term success in an increasingly competitive marketplace. Embrace the power of account-based marketing and watch your business thrive!

#### What next?

Embrace Marketing specialises in generating account-based marketing strategies for your specific target segments to warm up leads. Get in touch to see how we can help.





## B2B brand hints and tips

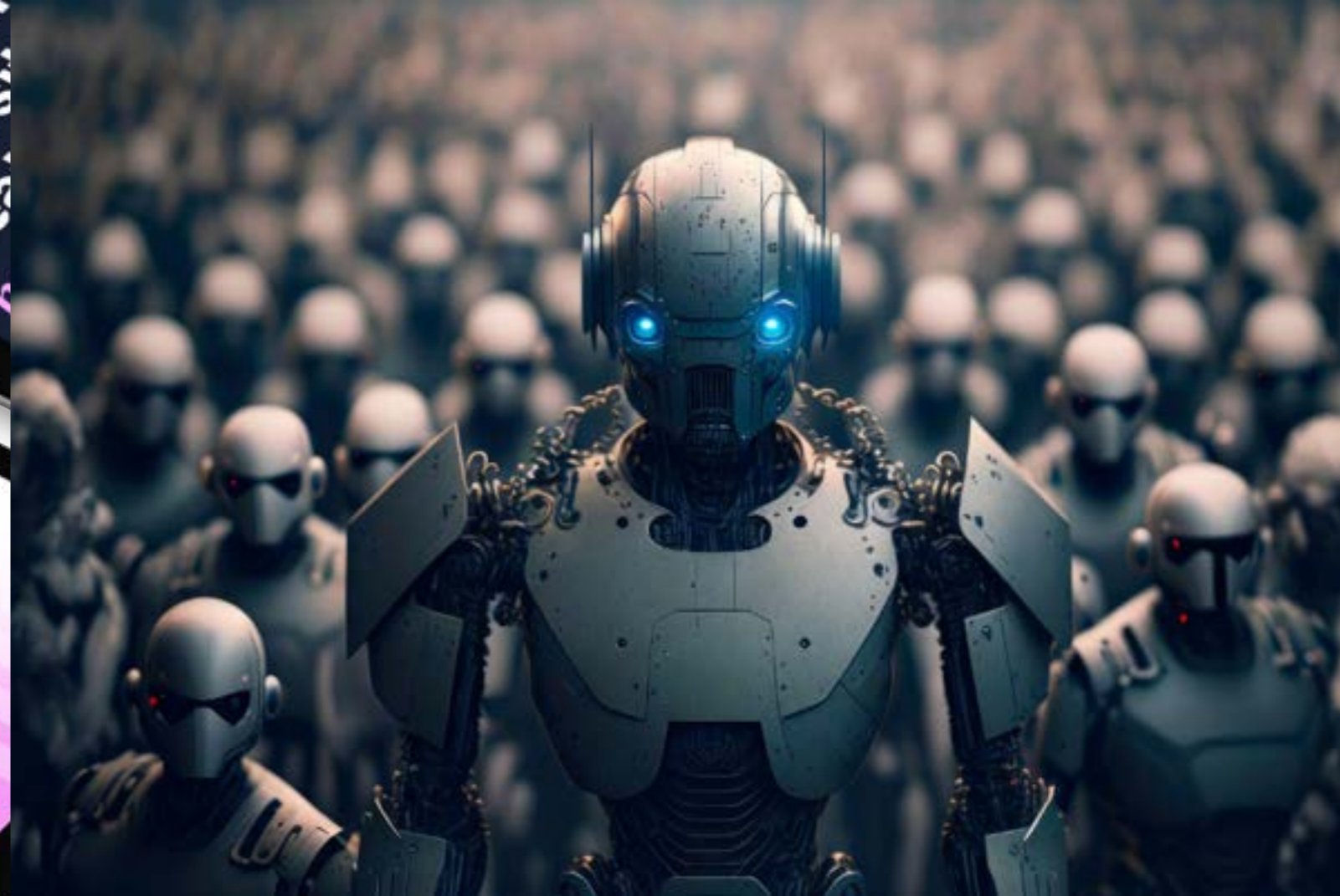
Looking for the freshest B2B brand hints and tips?

Our latest collection of B2B branding tips feature:

- How to be the most trusted brand
- Is your brand development process biased?
- Why B2B brands must convey emotion to build immediate connections

Dive in and enjoy! Let us know if you'd like help developing your brand to gain a competitive edge.

[VIEW TIPS](#)



# CHATGPT AND AI:

## The end of the (content) world?

We ponder the impact of ChatGPT and AI on content generation.

Every so often, an invention comes along that is so ground-breaking it completely transforms the way we live our day-to-day lives. In the 20th century it was cars and aeroplanes, and more recently, the internet and smartphones.

As someone who has spent their entire career so far primarily creating content of some description, I have heard more than a few murmurs that AI technology, and more specifically ChatGPT, is about to be the next of these. How true is this?



## Could ChatGPT have written this article?

We have to admit, the first time we used ChatGPT our jaw hit the floor. We watched in awe as, after being given a simple prompt, it generated in seconds a piece of content that it would've taken us – the puny humans – far longer to create. Just for fun, we asked ChatGPT to write this article.

Here is how it started things off:

“Artificial intelligence (AI) has already made significant changes in our daily lives, and one area where it is having significant impact is content generation. With the introduction of large language models like ChatGPT, the future of content generation is rapidly evolving. As AI becomes more sophisticated, its impact on content creation will become even more significant, with many changes expected in the future.”

Pretty good, right? It continues for another 300 words or so in near-flawless prose, making a number of valid points and tying it all up neatly with a conclusion. It's enough to have any content creator quaking in their boots – but should it?

### ADVANTAGES AND LIMITATIONS

It's our belief that content creators should see ChatGPT as an extremely useful tool to improve the efficiency of their own writing, rather than a threat to their existence. Unsure how to finish a sentence, or need some quick copy for SEO? ChatGPT is a godsend for this.

However, there are also a number of limitations to be aware of. It currently writes in American English and struggles greatly to chat in other languages. It has only been trained until 2021, and being unable to access the internet, it occasionally gets facts on current affairs very wrong, which could be embarrassing if published unchecked. It also has a penchant for repeating a few select phrases across a wide array of content, which doesn't make for interesting reading.

Moreover, the creators, OpenAI, have imposed sensible profanity limitations to prevent users from tricking the AI into spouting bigoted nonsense, but this also has the capacity to go wrong – it recently refused one user's request to write a speech on why carrots were the worst vegetable.

Perhaps a better question to ask then, is just how much potential does this technology have to develop and overcome its limitations?

### IS AI OUR NEW DEEP BLUE?



In 1997, the supercomputer Deep Blue beat world chess champion Garry Kasparov in what is now considered a milestone in the history of artificial intelligence. Deep Blue is the size of a refrigerator. Today, put the chess app on your smartphone on its hardest setting and it will comfortably beat any human, even grandmasters.

So are AI programmes like ChatGPT already nearing the peak of their development, or are we only at the 'Deep Blue' stage of their capabilities? It's hard to imagine how exactly it could progress further, although the early signs are there. It has already been taught to write surprisingly complex programmes in code – the popular YouTuber and gadget geek Tom Scott got it to write a code for automatically organising his email inbox. Meanwhile, other AI programmes like DALL-E are creating incredible photorealistic artworks of all descriptions, posing a huge threat to very talented human artists and designers.

Right now, there are probably only a few boffins at Google and Microsoft who can make any kind of fully-informed prediction about just how much this technology will eventually be able to accomplish, but there is room for excitement and apprehension in equal measure.

### IS THIS CONTENT CREATION'S NAPSTER MOMENT?

The popular file-sharing application Napster posed a major threat to the music industry in the early 2000s by allowing users to share their favourite tunes with each other without needing to buy them. Exasperated record label bosses couldn't abide the idea of people simply listening to music on the internet for free, and after a wave of lawsuits, it was promptly shut down. There were many who thought that would be the end of it.

Today, you would be hard-pressed to find anybody who doesn't access their media through streaming services such as Spotify. Try as they might, industries are rarely able to stem the tide of technological advancement, and those who don't move with the times tend to get left behind. For every Blockbuster, there is a Netflix waiting in the wings to take its place.

AI writing programmes like ChatGPT may well be the first nail in the coffin for some industries, but new ones will probably also be created around it. Proficiency at 'talking' to an AI is likely already a skill that many companies are starting to look out for in their hiring processes. To put it bluntly, evolve or be extinct!

### SHOULD WE BE SCARED?

Harlan Ellison's 1960s post-apocalyptic science fiction short story 'I Have No Mouth', and 'I Must Scream' tells the story of a super powerful artificial intelligence that brings about the near extinction of humanity.

The AI in that story tires of organising the humans' constant wars with each other, and eventually decides that the world would be better off if humans didn't exist at all.

While we might not have to worry about ChatGPT murdering us all just yet, there are legitimate ethical concerns on the horizon. The 'dead internet theory' posits that online blogs, comments and chats could one day be made up of almost entirely AI content, leaving the small proportion of human users in a constant state of questioning whether any of what they're reading came from the mind of a human or a computer.

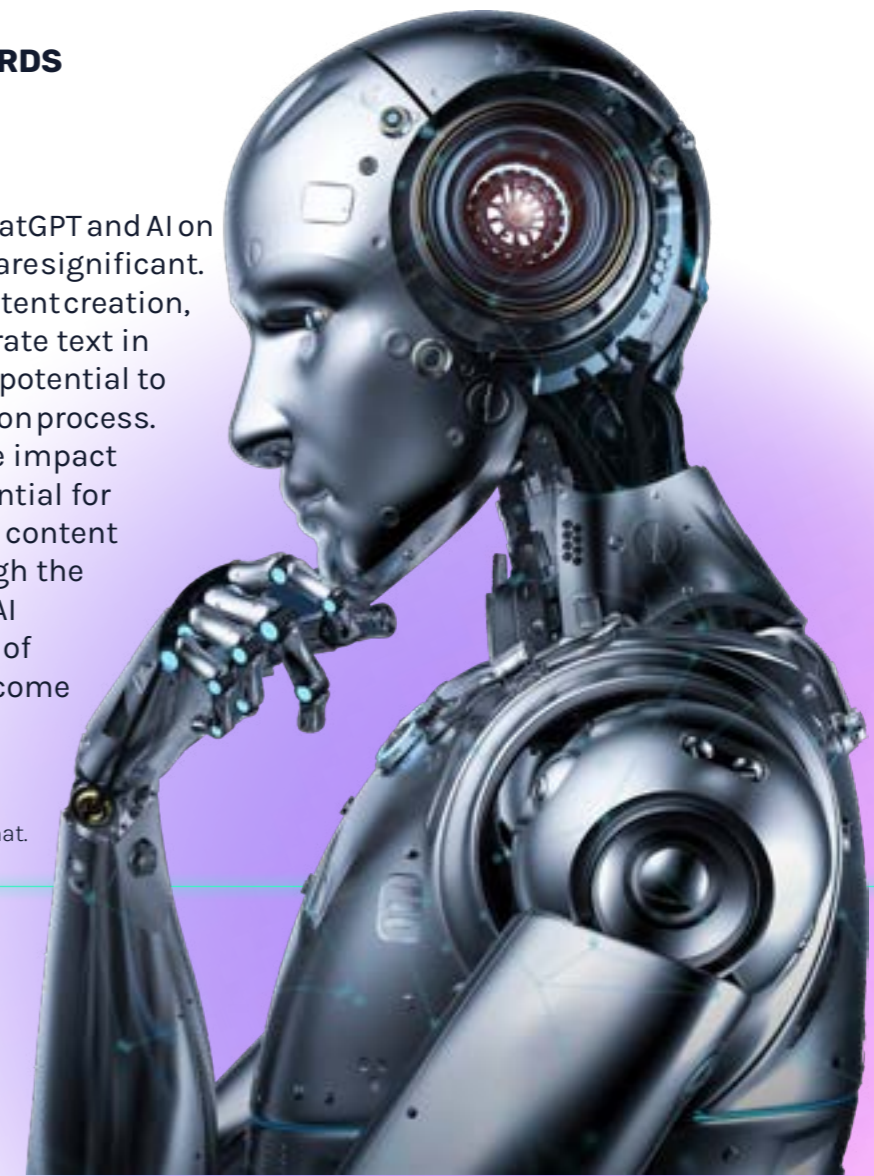
Programmes like ChatGPT have brought what was previously a fun thought experiment one step closer to a grim, Orwellian reality of post-truth. Although chatting to an AI is incredibly useful and even fun, it's vital to ensure that we don't squander our connections with each other in the process.

### WELCOMING OUR AI OVERLORDS

So how would an AI conclude this article?  
Over to you, ChatGPT:

“In conclusion, the effects of ChatGPT and AI on the future of content generation are significant. With the ability to automate content creation, personalise content, and generate text in multiple languages, AI has the potential to revolutionise the content creation process. While there are concerns of the impact of AI on creativity and the potential for fake news, the benefits of AI on content generation are likely to outweigh the drawbacks in the long run. As AI continues to evolve, the future of content generation is set to become even more exciting and dynamic”.

Good point! But then again, it would say that.



# Increase your reach on LinkedIn

## Section one



### AUTOMATION

- Increase connections with a specific target audience
- Automate targeted messages to build relationships
- Invite 250+ connections a month to follow your company
- Generate new targeted leads

## Section two



### CONTENT

- Repurpose your content – personal post, company post, direct messages, articles and newsletter
- Share personal perspectives
- Never go hard sell
- Keep it consistent, varied, and valuable
- Use relevant hashtags
- Maximise engagement in the first hour to increase post reach

## Section three

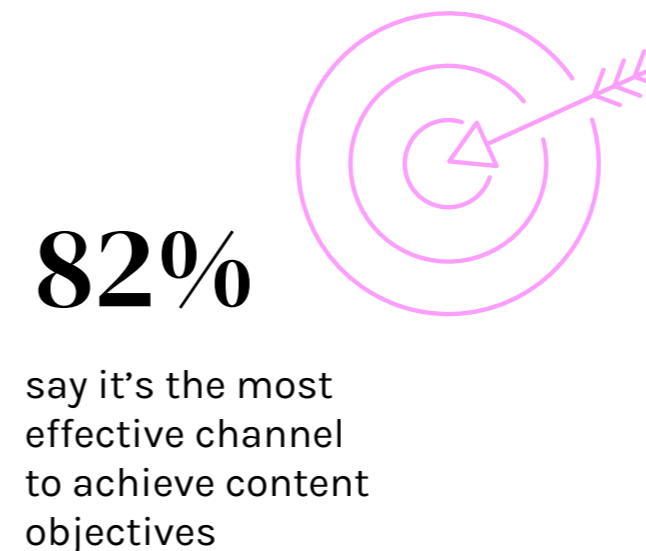
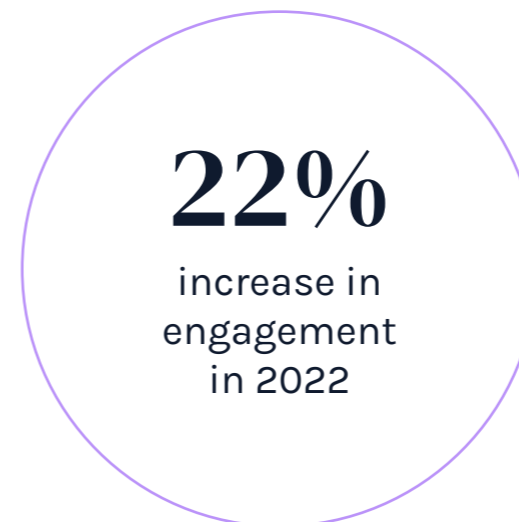


### MEASUREMENT

- Connections
- Engagement – likes, shares, comments, impressions and leads
- Best performing content
- Prime posting days and times
- New page visitor demographics
- Website referrals from LinkedIn



## Why you should use LinkedIn







# B2B email marketing is here to **STAY**

## Think email marketing is a thing of the past? Think again.

As the world of marketing continues to develop, organisations are as always looking for the best channels to share their latest campaigns and updates with their target audiences.

Whilst finding fresh and modern approaches is exciting, this shouldn't take your attention away from one of the most established, yet most effective channels - email.

Did you know that there are 4 billion daily email users around the world? Around 89% of marketers are still using email as their primary channel for generating leads, too! ROI has remained consistently high ever since email marketing was pioneered in the 1990s.

If you're not sending out emailers at least monthly, then you're missing out! It's a channel for directly targeting your audience and measuring the outcome.

Here are just some of the benefits of email marketing for your business.

### 01 Customisation

You can tailor what you send and who you send it to! If you want to target a specific campaign to a particular audience, it's easy to segment your email. It's essential that you do only send content, which is useful and valuable to your reader, otherwise they might become disengaged. We recommend having a warm list of current/ad-hoc clients for continued brand awareness and a cold list for prospecting. Make sure you tailor your email heading and preview text, which you see when an email lands in the mailbox to immediately engage and maximise your open rate.

### 02 Build relationships

The foundation and goal of all email campaigns is for your audience to know, like and trust your brand. With many businesses now working remotely, email is a key communication driver. Recent studies show an uptake of 44% of B2B emails being sent now vs. pre-lockdown! Building relationships with your audience is crucial and to do this you must avoid spamming them. Add a personal touch and offer value for your audience instead of taking a hard sell approach. A good sign of strong relationship building is an increase in open and click rates and a low unsubscribe rate.

### 03 Cost-effective

Email marketing offers an extensive reach, as everyone has a personal email account within their workplace. You can contact all stakeholders including senior key decision-making roles with ease. Emails have a great delivery rate, at 90%, compared to social media platforms - winner! If that wasn't enough, they're also shareable because, at the click of a button, a recipient can forward an email onto a colleague.

Emails are a fantastic way to build brand awareness so that when the need is there customers think of you as you're front of mind. Also, if you're frequently posting on social media and generating blogs and media for your website - you already have interesting content good to go. Why not quickly repurpose it into an emailer?

### 04 Measurable results

You can elevate the success of a campaign by using analytics software to track delivery, bounce, unsubscribe, click, and open rates. You can also easily test different copy, subject lines or formats to gauge which was the most effective and powerful with your audience. By sending targeted email campaigns, you'll be able to cherry-pick engaged contacts and build your business development strategies with these, as well as form great relationships which will grow into leads.

### 05 Convenience

With many people on the go, leading a busy work-life balance, the majority don't always have the time to engage with your content on a desktop and more people are viewing emails on their mobile devices. In fact, 53% of emails are opened on a mobile device and that figure continues to increase! Simply put, email marketing is a great way for your content to land straight into your desired audience's hands. Not only that, but you'll be providing a much better user experience, too.

If you'd like help mapping out your email campaign strategy to build brand awareness and warm up prospects, get in touch today.





# Well-designed intranets solve internal comms challenges

*“What exactly is an intranet and what is the benefit of having one?”, you might ask.*

Previously, poorly designed intranets had a bad name, with the stigma of being clunky and full of outdated files. But now, they're considered a fantastic employee tool which can be in the form of a centralised website or SharePoint, hosted on a company's internal network.

Following the pandemic, more than eight in ten workers who worked from home said they planned to continue hybrid working – and the number of hybrid workers continues to rise. But with that comes a problem. People are no longer as connected as they once were, and communication has dropped in the workplace.

Is everyone in your team on the same page? Does everyone share the same business goals? How you communicate internally should be just as important as your external focus.

## Can you relate?

When a company reaches a certain size, it's hard to convey updates and messages to your team. Not everyone can attend meetings at the same time, things are forgotten and there's no designated place to refer back to information previously given. How do you make sure everyone is using the latest version of internal documents in terms of training, policies or templates?

When you onboard a new member of your team, it's important for them to understand how your company works and to provide them with the necessary information needed to become a fully-fledged part of your business. Do they have easy access to discover who is the right person to contact, to view meetings or available training, or to learn your company values, vision and mission? What if a colleague wants to book annual leave or submit an absence? We think it's time to cut back on your meetings and emails and streamline your communication to make work more efficient!

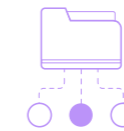
## Resolve your internal comms challenges

Intranets have hugely evolved and offer a great solution to ongoing communication gripes. They can be set up on WordPress and a team or agency can be given access to continuously maintain updates. However, it's important that they're designed and built to suit the needs of the business, otherwise they might just become redundant.

## Here's how your team can benefit from a well-designed intranet



WordPress intranets can easily be password protected, so all data is stored confidentially on an internal website.



Store and share the final version of important team documents in one place such as your handbook, training courses and materials, key personnel contact lists, marketing materials and more.



Impress new employees with an organised system that has all the key company information they need.



Share your important business messages on a regular basis across your team such as new starters, promotions, new client wins, new processes, and key company initiatives.

If you'd like help in building an internal intranet to suit the needs of your business, contact us for an initial chat. We specialise in B2B and not-for-profit clients, including the creation of small to large WordPress intranets to suit your individual needs.





# SEO TECHNIQUES TO AVOID

We've all heard about Search Engine Optimisation (SEO), but do you really know how to use it and how not to use it?

The term 'SEO' has been around since the mid-nineties, predating Google which was established in 1998. Back then, search engines like Yahoo ran like an online directory instead. Remember the Yellow Pages? Essentially, it was a huge, physical book which listed just about all the businesses in your area for free, and some companies paid for larger ads to be placed more visibly so that they could be found more easily by potential customers. Well, that's not a million miles away from how Google works now!

If you're not overly familiar with SEO, then it's good to know it can go wrong; and when not used correctly, it can derail your entire digital marketing efforts.

Your technical SEO doesn't need to be faultless, but here are some of the techniques you should think about avoiding...

## Keyword stuffing and irrelevancy

Cramming your content with a high volume of keywords is no longer effective and can harm your website's ranking by making your content appear irrelevant to the search engine. Search engines such as Google have algorithms that can detect just this, and websites can be penalised with lower search ranking or even banned from search results all together.

Not only that, but your content can appear unnatural and difficult to read. This can negatively impact the user experience, resulting in a high bounce rate, lower engagement, and a decrease in conversions.

It's absolutely crucial to ensure your keywords accurately reflect your content. By using SEO intelligently in your content, visitors are more likely to find your website when they search for a question or problem they may have.

Our presentation will be jam-packed with helpful information and practical steps you can take to develop your brand. Register now to be part of it!

## Duplicated content

In a nutshell, search engines prefer original content. It's important to avoid copying content from other websites or duplicating your own content across multiple pages on your site, as it could confuse your users. When users search for information online, they expect to find unique and valuable content; but if your content is repeated, they may become frustrated, which may result in them not returning to your site.

Google Search also penalises you for duplicated content, keywords and meta descriptions. Make sure that you have a unique keyword, copy and meta description on every page of your site.

## Buying backlinks

This is generally considered as a 'black hat' SEO technique as Google can easily detect paid backlinks to your website, because they violate their guidelines on link schemes, and they will punish your website for it. The links you purchase also may come from low-quality or spammy websites which could harm your reputation and authority. There is also concern around purchasing links being expensive, leading to legal issues and ethical concerns.

## Hidden text and links

Hidden text refers to text that is placed on a webpage, but is not visible to users because it is the same colour as the background or is located off-screen. This method is used to add more keywords or phrases to a page to improve search rankings, but this is seen as extremely misleading. Creating links to other pages without the knowledge or consent of a user is also highly negative for your users' experience as they may click on a link they didn't intend to.

## Doorway pages

Also known as gateway or entry pages, these are low-quality pages designed to rank highly for a specific keyword and then redirect users to another page. You should steer away from using doorway pages as they can result in penalties and could even get you blacklisted. Google is way more sophisticated than it used to be, and using this technique will only be a disservice to yourself. If you really want to bring more visitors to your site, make sure you always add value to the user and improve your website's SEO so it's as easy as possible for Google to scan.

## Neglecting mobile optimisation

With mobile searches on the rise, it's essential to ensure your website is mobile-friendly. If your website is not optimised for mobile devices, users will have difficulty in navigating and using your site, leaving a bad perception of your brand. You may also be putting yourself at risk of decreased traffic and you might be more open to losing potential prospects, as they may become irritated and leave your website to find what they are looking for elsewhere. It's important to make sure you don't neglect this, as your opportunities to engage with your audience will drop!

**Get in touch today**  
to chat to a results-driven SEO  
agency about your not-for-  
profit or B2B website project!



# Why brand strategy is so important

Branding is an essential aspect of any business, regardless of its size or industry. As Forbes magazine editor-in-chief, coincidentally named Steve Forbes, once commented: "Your brand is the single most important investment you can make in your business."

A businesses' brand represents its values, identity, and personality, and a strong brand can be the defining factor that sets you apart from your competitors. Branding can also be vital when it comes to establishing credibility, building customer loyalty, and ultimately driving business growth.

In this 'brand' new blog (we'll see ourselves out), we've discussed why we believe brand strategy is crucial to the success of any business have a gander at our thoughts below.



Whatever your industry - whether it be manufacturing, professional services, not-for-profit, healthcare, or something else - a differentiated brand will set you apart from competitors.

## DIFFERENTIATION

As we've already touched on, branding can often be the most important factor in setting a business apart from its competitors.

A strong brand strategy will successfully identify what makes a business unique and what sets it apart from others. By understanding your unique value proposition, you can better communicate your brand to your customers and stand out in a crowded marketplace. Whatever your industry - whether it be manufacturing, professional services, not-for-profit, healthcare, or something else - a differentiated brand will set you apart from competitors.

## CONSISTENCY

A good brand strategy should also help to ensure consistency across all aspects of a business, from marketing and sales materials to customer service. Consistency is essential for building trust with your customers and establishing a strong brand identity.

A clear brand strategy also ensures that all employees understand the company's values and messaging, making it easier to deliver consistent customer communications and experiences.

## CUSTOMER ENGAGEMENT

A well-defined brand strategy will also help businesses to get on the same wavelength as their customers. By understanding your target audience, you can create messaging and marketing materials that resonate more strongly with their own personal values and what matters most to them. This can help to increase brand awareness, drive customer loyalty, and ultimately lead to increased sales.

## BRAND EQUITY

Brand equity refers to the value that a brand adds to a product or service. A strong brand can allow a business to command higher prices for its products, giving them a competitive advantage. Developing a brand strategy helps businesses build brand equity by defining what their brand stands for and communicating that message consistently. Think about the supermarket shelves - many customers are happy to pay more for name-brand products even when cheaper alternatives are available right next to them that might be almost identical!

## IN SHORT

A strong brand is essential to the success of any business. By developing a clear brand strategy that covers differentiation, consistency, customer engagement, and brand equity, businesses can establish a strong brand identity and drive growth. Whether you're an SME or a large multinational organisation, investing in brand strategy will always be key when it comes to building credibility, attracting new customers, and driving the success of the business.

A well-defined brand strategy will also help businesses to get on the same wavelength as their customers.

## What next?

Are you interested in developing your brand strategy for differentiation, consistency, customer engagement and ultimately brand equity? Embrace Marketing has extensive expertise in brand strategy, value proposition and brand identity development for B2B and not-for-profit organisations.



# MEET the team

*We're a vibrant team. We never stand still for too long! Once we know all the ins and outs of your brand, we'll share endless ideas. Always moving forward. Always measuring the results.*

LEARN MORE  
ABOUT OUR TEAM



**Becky Reardon**  
Managing Director



**Ciarán Reardon**  
Digital Director



**Grace Williams**  
Head of Design



**Sophie Stubbs**  
Senior Design & Brand Manager



**Alex Vann**  
Design & Digital Manager



**Kirsty Buckley**  
Creative Design Manager



**Lewis Hannan**  
Graphic Designer



**Ollie Vann**  
Junior Designer



**Sarah Broughton**  
Marketing Account Manager



**Katie Hargreaves**  
Senior Content Executive



**Jack Lenton**  
Senior Content Executive

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