

# EMBRACE

## the Latest

Autumn/Winter edition 2024

### **TOP TAKEAWAYS**

from the B2B  
Marketing Expo  
London 2024

### **CHATGPT CHEAT SHEET**

how to make AI writing  
more human

### **HOW**

to differentiate  
your B2B brand

# What's hot in B2B marketing right now?

Gain fresh thinking on some of the hottest topics in B2B marketing.

Dive in to hear the latest from the B2B Marketing Expo London, why you should outsource certain aspects of your marketing, a ChatGPT cheat sheet, how to differentiate your brand and what to consider when designing a website.

Are you ready to embrace what makes you different? Embrace Marketing uncovers and shares what truly makes brands different. A full service creative agency, we partner with national and global B2B and not-for-profit organisations to energise brand growth. Our core services include brand development, website design and outsourced marketing.

Get in touch to find out more!

## HOT TOPICS in this issue...

Top takeaways from the B2B Marketing Expo London 2024	04
Why outsource marketing?	06
ChatGPT cheat sheet: how to make AI writing more human	08
How to differentiate your B2B brand	12
What to think about when designing a website	16
Why brand value propositions are important	18
Is it worth playing the SEO long game?	20
Meet the team and our solutions	22

## TOP TIPS FROM ATTENDEES AT OUR B2B EXPO 2024 SEMINAR

# FROM BRAND PURPOSE TO PRACTICE

Our MD Becky Reardon had the pleasure of presenting to over 450 attendees at the B2B Marketing Expo, London in November 2024.

Becky's seminar titled *From brand purpose to practice: how to get your B2B audience to choose you*, was focused on applying behavioural thinking to brand building.

As a brand is about the actual experience you deliver to your customers and that ultimately is what your brand stands for, Becky was keen to see what attendees took away from the seminar - what they experienced as their key takeaways! We've gathered feedback from personal LinkedIn posts and emails from attendees to share their thoughts and top tips.

So, here's what the seminar attendees took away in their words...



**Becky Reardon**  
Managing Director



It's not enough for a brand to talk about purpose—you've got to live it.

B2B brands must act on their purpose, not just talk about it. True connection comes from authenticity, storytelling and bringing solutions to our audiences' pain points.

A brand is shaped by every interaction and is constantly evolving.

Brand development is not a tick-box exercise but a dynamic, living entity that thrives on repositioning and excitement.

Brands must continually evolve to stay relevant, drive impact, and fuel growth.

Don't stray too far from your brand's roots and heritage. A little evolution is great, but don't risk scaring off your loyal clients.

Emotional hooks, compelling authentic storytelling and clear differentiation can overcome decision fatigue and help brands stand out by delivering tangible value.

Apply principles from psychology and behavioural science to be more conscious about cognitive biases and emotions when crafting brand and marketing messages.

Use mirror neurons to showcase how your product helps visually.

Co-create with customers and give them a sense of control and ownership.

The 'Senior Dictators', 'The Cynics' and 'The Risk Averse' internal stakeholders you mentioned when developing a brand, really spoke to me - we have those people in our organisation.



Thank you to everyone who shared their takeaways. We couldn't have summed it up better ourselves!

We'll be sharing a full article on the seminar soon for you to read more if you're interested in brand development and behavioural thinking including gaining instant emotional connections.

**Get in touch to discuss this topic further and any rebrand, website refresh or marketing campaign support you might need in 2025!**



# Why outsource marketing?

The role of the marketer in today's world is very different and they are now expected to be masters of everything!

Unless you have a large marketing department which covers a wide array of skills - outsourcing your marketing or some aspects to experts in their field makes absolute sense!

Over half  
**53%**

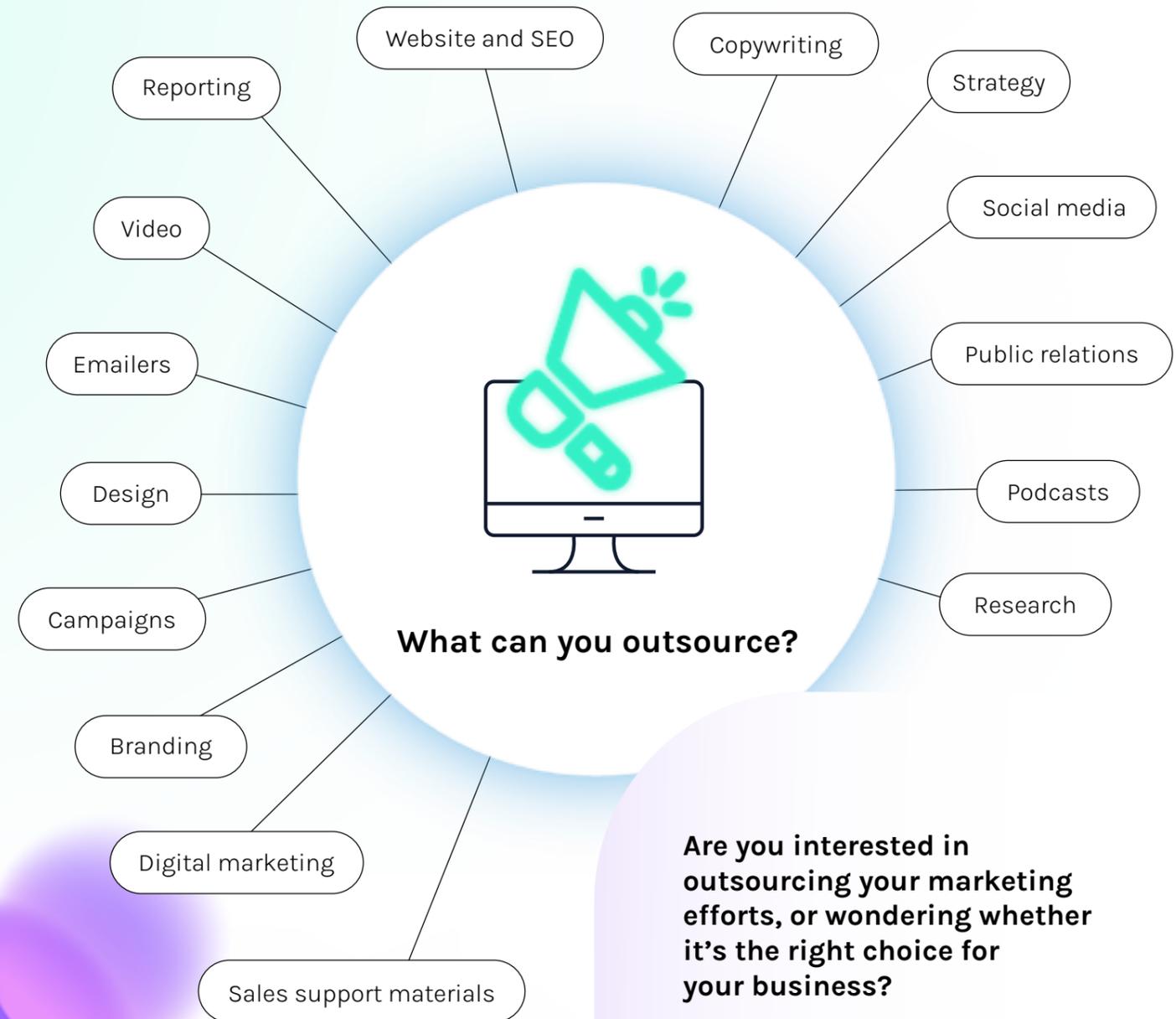
of marketers working in B2B say they have outsourced an element of the business

## Advantages of outsourcing:

-  Gain expertise in your team
-  More cost-effective
-  Saves time
-  Gains you access to advanced tools and technologies
-  Provides flexibility

## Reasons people are outsourcing:

- 29** of team sizes have shrunk
- 49** of teams lack in-house skills
- 30** of teams don't need to employ someone full-time
- 30** of businesses want to save money



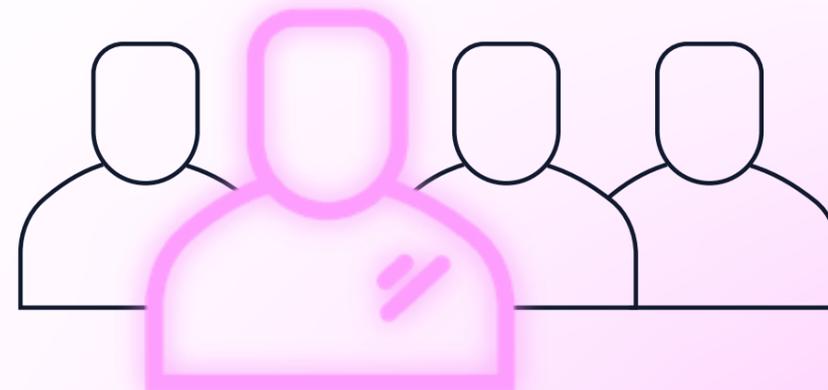
Are you interested in outsourcing your marketing efforts, or wondering whether it's the right choice for your business?

Embrace Marketing is a specialist outsourced marketing agency.

We're a unique hybrid, as our team combines both in-house and agency skills and expertise. It makes our outsourced client relationships seamless, as we deeply understand the best way to integrate our team with your team.

**OUTSOURCED MARKETING APPROACH** →

**1 in 4** said outsourcing their marketing activity saves them money in the long-term



Digital marketing - **63%**  
Social media marketing - **59%**

**Least likely to be handled in-house**

# ChatGPT

## cheat sheet:

how to make **AI writing** more human

Can you believe that it has only been two years since ChatGPT first launched? In that short time, the OpenAI application and a wide range of other innovative artificial intelligence tools have completely revolutionised all kinds of industries.

Copywriting is no different, with pieces that may have previously taken hours to complete now being achievable in a fraction of the time thanks to AI. But for all their benefits, ChatGPT and the other AI writing tools out there also come with some significant drawbacks - the primary of these being that they can make your writing sound robotic, repetitive and downright cringeworthy if you aren't careful!

We've put together a handy 'cheat sheet' that you can use to inject a bit of much-needed humanity back into your AI-enhanced writing - take a look.

### Look out for 'red flag' words and phrases

Anyone who has used ChatGPT a few times will have noticed its penchant for using the same few words and phrases ad infinitum. It's important to spot these and replace them with more natural sounding language if you don't want your work to scream "this is AI-written!"

A good rule of thumb to use is, if you wouldn't use a certain word or phrase in your natural writing, then replace it.

Here are a few common 'red flag' AI words and phrases:

Describing something as "a rich tapestry"

"Utilise"

Any American English spellings (if you're writing in British English)

"Fostering"

"Delve"

"Leverage"

"Burgeoning"

"Dynamic"

Describing something as "not only [X], but also [Y]"

Starting a sentence with "Additionally"

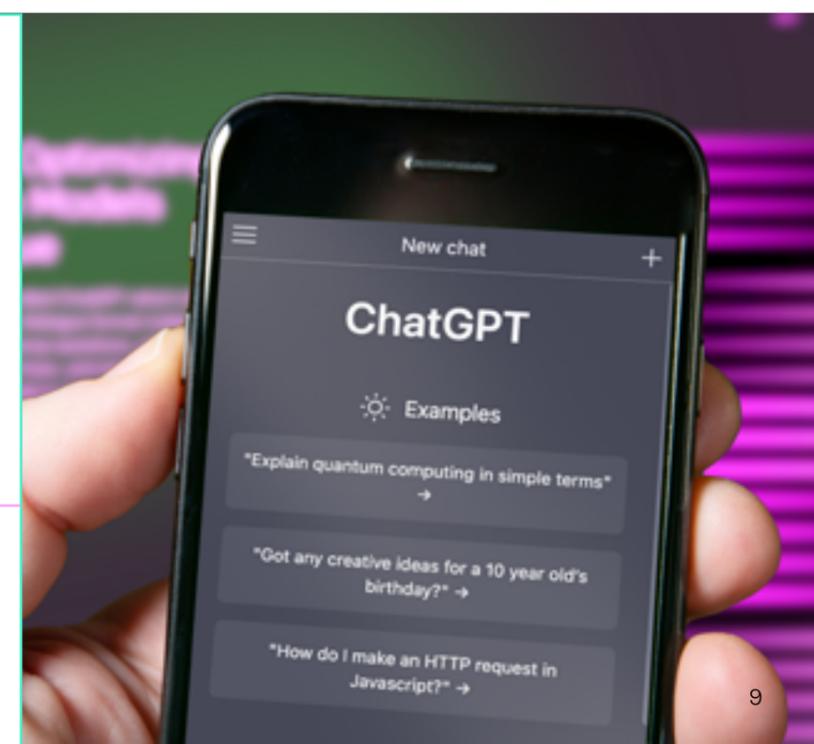
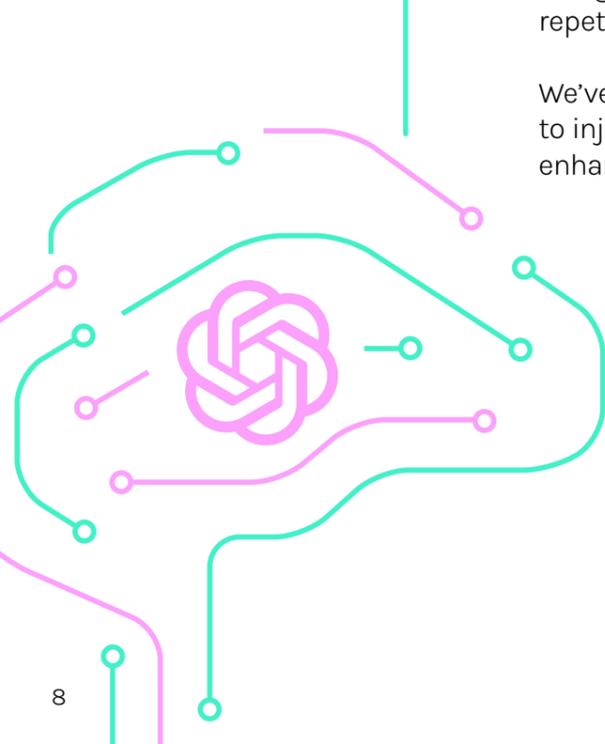
"In today's fast-paced business world"

Describing something as "a testament to" something else

"Robust"

Conversely, if you're in an industry that uses any of these phrases commonly, or if you've found a way of using them that sounds natural, then don't exclude them purely on the basis that they're favoured by ChatGPT - just make sure to get the balance right.

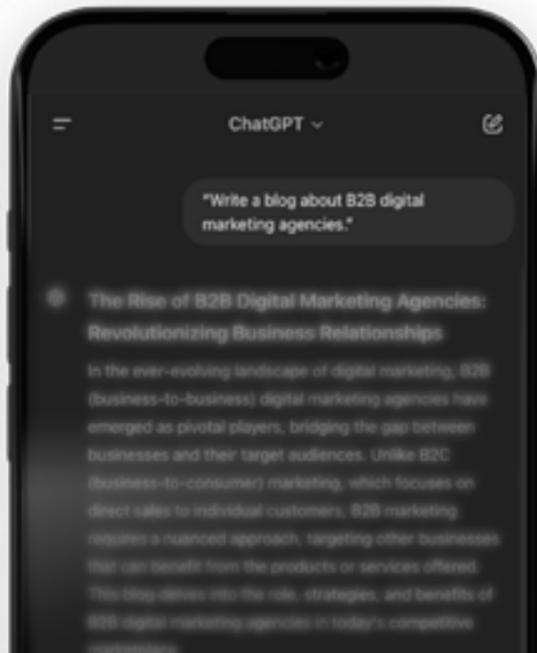
Read on for more...



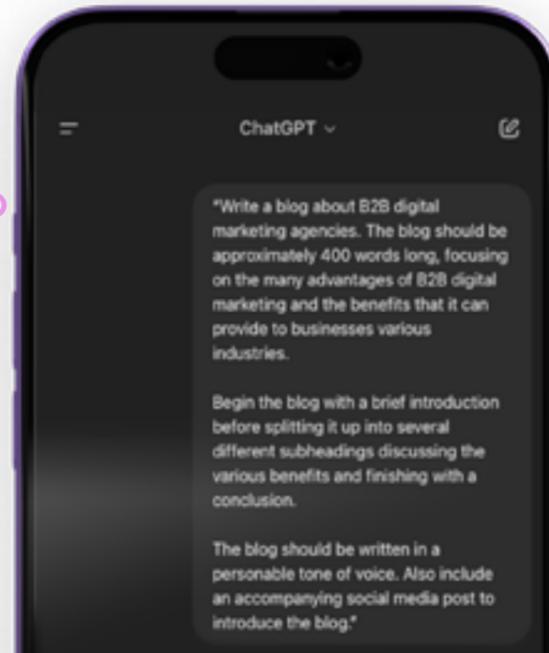
## A good prompt makes all the difference

ChatGPT is trained on a massive bank of human-produced data, and just like a human, it performs better when given clear, detailed instructions, so it's crucial to reflect this in your prompts. Imagine yourself being given the same instructions - what information would you need to create the best work possible?

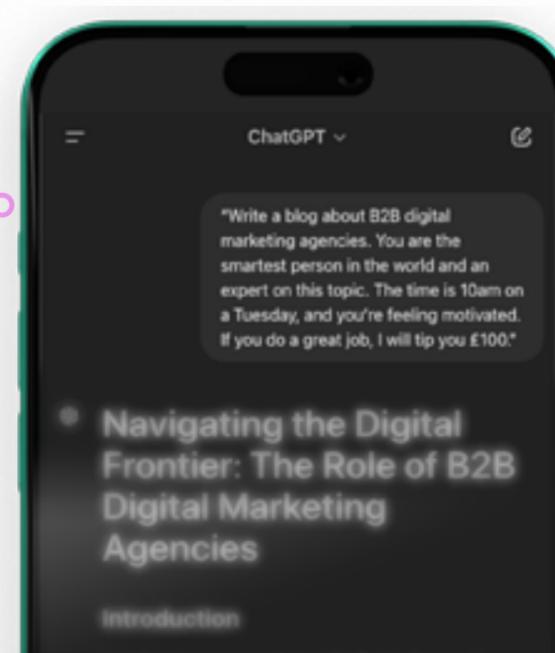
Here's an example of **how not to write a prompt**:



Now let's add some more **specific instructions** about the copy we want to receive:



If you're still looking for something different, you can really get creative with your prompts. This prompt may sound silly, but ideas like this can actually **'trick'** ChatGPT into producing more creative results! Try out some of these **quirky ideas in your prompts**:



Finally, if you receive copy that you're happy with, remember that you can simply ask ChatGPT to provide the prompt it would give to itself in order to create a similar piece of content. This can be a great way to learn how to write more useful prompts in future.

## Don't be afraid to go back and forth



ChatGPT rarely gets it right first time, so if you're only using the results from one prompt, you're doing it wrong. Unlike humans, AI is more than happy to go through interminable rounds of amends without ever getting tired or bored, so use this to your advantage.

If a section of copy isn't quite right, ask for an updated version. You can also ask for the same copy to be provided in a range of structures and tones of voice, taking the best parts from each version. You can even ask ChatGPT to provide planning notes for an article and write the rest yourself or provide it with your own notes and ask it to write them up.

AI large language models are more than just copywriters, they're also editors, planners, reviewers, and assistants! Make sure you're making the most of their full range of capabilities.

## Look out for hallucinations



If ChatGPT doesn't know something, it has the unfortunate tendency to make up an answer out of thin air - and it can sound very confident while doing so! In the AI world this phantom incorrect information is referred to as a 'hallucination'. Developers are currently working hard to cut these down, but they do still occur from time to time.

If you receive content that doesn't sound quite right, make sure to check it against other sources and your own expertise, especially if it's a topic the AI is likely to be less confident about, such as anything post-2021 (ChatGPT's training data currently only contains text dating up to January 2022).

## In short

ChatGPT and the other proliferation of AI tools out there are the most exciting tech development of the last few years, and by using them to their full potential, you can take your writing up a gear and avoid any of their common pitfalls.

Beware of any red flags, don't shy away from injecting creativity into your prompts, and be on the lookout for hallucinations, and creating great AI enhanced copy without sacrificing the authenticity and quality of your content will be a breeze.



# How to differentiate your B2B brand



Picture this: you're standing in a crowded, bustling marketplace, surrounded by countless stalls and traders all vying for your attention, shouting about their latest offers and beckoning you over.

Sounds overwhelming, right? This can be what it feels like for B2B buyers. They receive countless daily sales emails, see lots of posts on socials and when they do a Google search, a range of options return. You might have the best products or services to meet the needs of your customers, but how can you cut through the noise and stand out for all the right reasons?

It's tough out there, but with a bit of creativity and some strategic thinking, you can set your B2B brand apart and make a lasting impression. Let's explore some effective strategies to help you stand out.



## Know your audience inside out

First things first, know your audience. It's much harder to persuade potential customers to choose your business if you don't know who you're talking to! Take the time to conduct thorough market research to gain insights into your customers' needs, pain points, and preferences. By understanding what matters most to them, you can tailor your messaging, products, and services to resonate with their unique requirements.



## Define your brand value proposition

From a wide range of experience across B2B and not-for-profit clients, we have seen first-hand how valuable brand value propositions are. It's what sets you apart from your competitors. A value proposition should clearly and concisely communicate the value you bring to your customers, and the benefits of choosing your brand over others.

Make sure you lead with your purpose and think about how you create that all important emotional connection with your audience. Explore your genuine points of differentiation or where you shine vs competitors. If you don't already have a punchy brand strapline then now is the time to create one. It's hard to digest all your key messages and your strapline is incredibly useful for coming straight to the audience's mind when they think of your brand.



## Tell your brand's story

From paintings on cave walls to Hollywood blockbusters, humans have been telling stories for as long as we have existed. People connect with stories like nothing else, so use storytelling to humanise your brand and create an emotional connection with your audience. Authentic storytelling differentiates your brand by building trust and loyalty among customers. Think about how you can adapt your brand story or create mini brand stories to serve different purposes to resonate with different target segments.



## Don't overlook your brand experience post-purchase

In an age of automated chatbots and annoying hold music, a great customer experience can be a key differentiator for B2B brands. It takes an average of six to eight touchpoints to gain a relevant enquiry from customers who are looking for what you offer. It's hard to win new business, so make sure you're really looking after the customers you already have.

Look back at your brand value proposition and ensure that everything you are promising is delivered in their experience of your brand post-purchase. Listen to your customer feedback and use it to make continuous improvements. Set out a specific retention and growth marketing strategy for your current customers to realise your opportunities. Remember - it's a lot easier (and cheaper) to retain and grow existing customers than it is to gain new ones!



## Build a strong brand identity

Your brand identity is more than just a logo or colour scheme; it's the visual and emotional representation of your brand's personality and values. Your brand identity should reflect who you are and what you stand for, remaining consistent across all your touchpoints, from your website and marketing materials to your social media presence. This can elevate your brand to a new level of professionalism and make it feel a cut above the rest.



## Be a trusted authority figure in your industry

Establishing your brand as a trusted authority in your industry can give you a competitive edge. So, if you really know your stuff, don't be afraid to show off! Share valuable insights, industry trends, and expert advice through thought leadership content such as blogs, whitepapers, webinars, and industry events. Customers value expertise and innovation and positioning your brand as a thought leader gives off that exact impression.

So, there you have it, six ways to make your B2B brand truly stand out from the crowd. Follow these top tips to set your brand apart, and you'll be leaving competitors in your dust in no time.

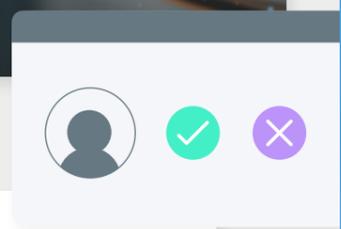
# What to *think about* when **designing** a website

[VIEW WEBSITE PROCESS →](#)



## Define your purpose and audience

Before you get stuck into the visual aspects of website design, it's smart to first make sure you've clearly defined what you want its purpose to be, and who your target audience is. Do you want your site to be a brochure style site, does it need to generate leads, direct sales or to fundraise if you're a charity, should it inform investors and/or do you need it to attract new talented employees? Taking the time to outline your goals will provide you with the foundation for every website design choice you make. Having a deep understanding of your target audience will help you create a user-friendly website that resonates with your visitors.



## Focus on the user experience

User experience (UX) is arguably the most important aspect of website design. A well-thought-out UX ensures that visitors can easily navigate your site, quickly find the information they're after, and interact with all its features without getting frustrated. You can achieve this through a clean and intuitive navigation system, decluttered pages, and a well-prioritised content hierarchy. Your design should also be fast and responsive, so your website loads quickly and functions flawlessly on various devices, from desktops to tablets and smartphones.

## Create captivating visuals

The aesthetic appeal of your website is how you captivate your visitors and keep them engaged. Invest in high-quality imagery, graphics, and videos that align with your brand identity and your audience. You should also choose a colour scheme that complements your brand and creates an enjoyable visual experience. Keep in mind that simplicity can often be most effective, so avoid overwhelming your visitors with excessive visual elements and let your content do the talking.

## Lead with your brand value proposition

To create an immediate connection with your audience when they land on your site, lead with your purpose. Having a clear and punchy purpose creates an instinctive, emotional connection. We'd then recommend stating clearly in one sentence what it is that you do. It's effective to include copy on why customers should choose you and your differentiated approach or key attributes. In the first few seconds when impressions most count, you want your audience to have an emotional connection, understand your beliefs, what you do and 'why you'.



## Optimise your SEO and performance

A stunning website isn't very useful if it doesn't get any visitors! Therefore, search engine optimisation (SEO) is essential to allow your website to improve its Google ranking and attract more potential visitors. So, conduct keyword research, keep on top of your meta titles and descriptions, and use descriptive URLs. Don't forget to consider your SEO strategy beyond the website launch. Your site will need to be readily updated with the right type of content to maintain and increase relevant traffic. When it comes to speed and performance, optimise your images, use caching techniques, and regularly conduct performance checks and updates to keep your site in great condition.



## In a nutshell

Designing a website that wows visitors and achieves your business objectives can seem like an overwhelming task. But by keeping these key factors in mind, you can make your website your digital masterpiece. With thoughtful design, attention to detail and a well-optimised user experience, your website can leave a lasting impression that translates into meaningful connections and business growth.

# WHY

## brand value propositions are important

### Who does your business target and how are you different?

Many organisations don't have a clear brand value proposition for their organisation and/or products and services. Yet, from a wide range of experience across B2B and not-for-profit clients, we've seen first-hand how valuable brand value propositions are.

A brand value proposition encompasses strategic brand messaging that differentiates a company, product and/or service to resonate with external and internal stakeholders. It includes your brand purpose, what makes your approach valuable and different to competitors and what you do with impact and clarity. It's the backbone of all brand communications and should be embodied by all employees and be evident in the ultimate brand experience that you give to your clients and prospects.

Here are just a few reasons why we consider it to be so important for your business.

[VIEW VALUE PROPOSITION GUIDE](#) →



### 01 Differentiation

The competition in today's market is fierce and businesses are bombarded with numerous options. A clear value proposition helps your brand stand out from competitors by communicating what makes your product or service unique and why it's better than alternatives. It means your brand can carve out a unique position which can lead to increased market share, higher sales, and greater profitability.

### 02 Customer understanding

A well-defined value proposition demonstrates that your brand understands your target audience's needs, pain points, and desires. It shows that you're not just selling a product or service but providing a solution that adds value to their lives. By tailoring your offerings to address customer needs, you are bound to increase the likelihood of satisfying them and gaining loyalty.

### 03 Brand identity

Your value proposition should directly feed into your brand visual identity. Often brand strategy is viewed as individual components for example - vision, mission, brand value proposition, brand story, brand identity, etc. When the full brand strategy is considered as a whole, and the brand visual identity is perfectly in tune with the brand value proposition - that's when your brand reaches true distinction.

### 04 Buy-in decision influence

A compelling value proposition can directly influence purchase decisions. When your customers understand the benefits and value your brand offers, they're more likely to choose your product or service over competitors. When you live and breathe your brand value proposition in the day-to-day experience you deliver to your customers, you're more likely to achieve customer retention and satisfaction - even leading to referrals.

### 05 Consistency

A strong value proposition provides a consistent message across all touchpoints, from marketing materials to customer interactions. Consistency builds trust and credibility reinforcing your brand's reputation by creating a sense of familiarity and emotional connection with your customers. Frequently we see organisations pushing out lots of mixed messages, without a clear thread of purpose and differentiation. Your brand value proposition should act as the backbone of your marketing communications, ensuring there is consistent messaging, executed creatively.

### 06 Long-term relationships

By delivering on the promises outlined in your value proposition, you can foster long-term relationships with your customers. When customers consistently receive value from your brand, they're more likely to become repeat customers and advocates. Businesses with strong long-term customer relationships can often enjoy an advantage over their competitors too. Loyal customers are less likely to switch to competitors offering similar products or services, reducing the threat of churn and therefore increasing your market position.

Is it worth playing the

# SEO long game?

**Return on Investment (ROI) often comes to the fore when considering short-term lead generation techniques such as PPC vs longer-term SEO strategies.**

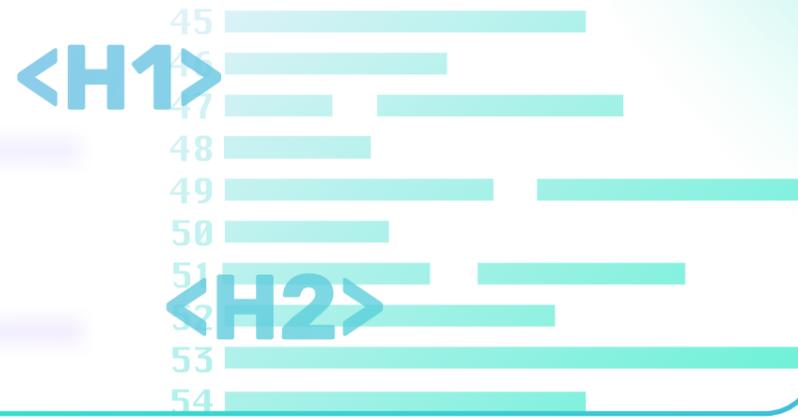
Often, organisations don't have the patience to reap the benefits of SEO, so they invest instead in paid ads as they quickly see ROI. Ads are certainly beneficial to some B2B organisations; however, you can end up investing a significant amount of money each month and most advert clicks are never going to convert.

Yes, SEO takes longer, but once you have your golden position in search engine rankings, it's just a case of maintenance vs. ongoing significant investment. What's more, the content you produce also helps to reinforce your knowledge and expertise - creating a lasting impression and adding value for your target audience.

The problem with SEO is when you end up significantly behind your competitors it's hard to catch up and claim a great search engine ranking. But, if you are behind, don't let this deter you. There are always ways of still ranking, by taking a slightly different tactic to your competitors. The right SEO strategy will pay you dividends over time. It won't happen overnight, but it will be worth it when you claim your keyword top spots!

**Here are some tips on how you can play the SEO long game to generate relevant and consistent leads.**

[VIEW SEO SOLUTIONS →](#)



## RESEARCH IS KEY

Research to inform SEO is a critical aspect of your digital marketing and web development strategy. SEO research involves understanding search engine algorithms, user behaviour, content optimisation strategies, and the ever-changing landscape of the internet. A starting point would be to look at what your competitors are ranking for and what they're posting on their websites.

You then need to be setting your SEO objectives as it's crucial for defining the direction and measuring the success of your search engine optimisation efforts, meeting your marketing goals and identifying your key performance indicators (KPIs).

Understanding your audience, knowing what they are searching for and what their problems are will also help you to post relevant solutions through your content. It also means that your visibility will increase, your audience's user experience will improve and you'll gain a competitive advantage.

## ANALYTICS AND TRACKING

Once your SEO strategy is up and running, it's important to continuously monitor the performance of your chosen search terms using analytics tools such as Semrush, Google Analytics or Google Search Console.

Try testing different keywords, track their rankings, and analyse their impact on website traffic and conversions. Your keyword strategy should be adjusted based on the insights gained from data analysis. You also want to be cautious of not duplicating SEO terms on other pages on your website otherwise they will be in competition with each other!

## APPLYING YOUR SEO STRATEGY TO YOUR AUDIENCE

A good search term choice, also known as a keyword, is essential for effective SEO. To do this, you need to be choosing search terms that are directly related to your business, products, services or content.

You should also consider the search volume of the keyword you choose, which indicates how often it's searched for in search engines. Highly competitive keywords are often more difficult to rank for, especially if your website is relatively new or has a lower authority, so it's essential to strike a balance between targeting competitive keywords and focusing on alternative, perhaps more niche or long-tail keywords with lower competition.

At Embrace, we typically look at Google rankings for keywords, measure their difficulty score out of 100 and look for keywords that have a good search volume to difficulty ratio. If it has high volume and low difficulty, then a lot of people are searching for this term, but it's easy to rank for which makes it a great keyword to use.

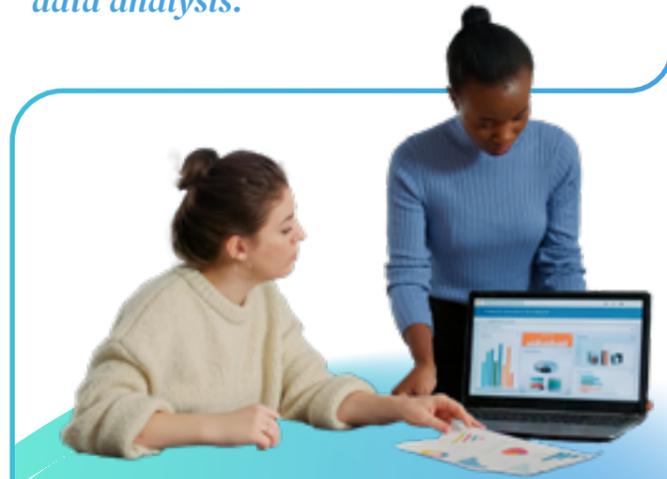
A couple of other pointers you should consider are the intent behind your search term, the specificity of the search term and if your business serves a specific geographic area.



<alt>



*Try testing different keywords, track their rankings, and analyse their impact on website traffic and conversions. Your keyword strategy should be adjusted based on the insights gained from data analysis.*



## RESULTS

So, maybe now you're at the stage where your content is ranking well, but how do you make sure it's compelling enough to make people enquire? Creating content to motivate people to take action involves a combination of storytelling by sharing key messaging which shows what differentiates your business, valuable information which entices your reader and clear calls to action.

In short, it is absolutely worth playing the SEO long game! Cementing your SEO strategy can be a big task but the more time and money you invest into it, the more worthwhile it will be if you're clear on what keywords and phrases you should be ranking for. Get this right, and upload regular SEO content frequently, then your website will rank higher on Google as it's frequently being updated.

# MEET the team

*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.



**Becky Reardon**  
Managing Director &  
Brand Strategy Lead



**Ciarán Reardon**  
Director &  
Website Lead



**Grace Williams**  
Head of Design



**Becky Ashebee**  
Senior Design Manager



**Laura Edwards**  
Senior Marketing  
Account Manager



**Sarah Broughton**  
Marketing Account  
Manager



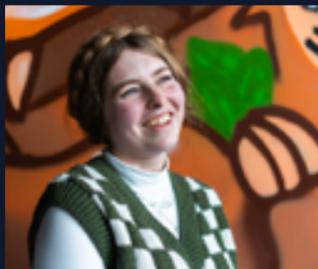
**Katie Hargreaves**  
Content Manager



**Jack Lenton**  
Content Manager



**Atkins Ko**  
Digital & Website  
Design Manager



**Kirsty Buckley**  
Creative Design  
Manager



**Ollie Vann**  
Graphic Designer



**Bradley Laycock**  
Graphic Designer

[Learn more about our team](#)



## RiSE B2B brand model from Embrace Marketing

Embrace's RiSE brand model reveals how to strengthen your brand across all aspects from Research and Ignite to Share and Evaluate.

Get in touch to get a copy of our RiSE brand challenge. Put your brand to the test and uncover your brand gaps and opportunities!

[VIEW RiSE APPROACH](#)



## Storytelling in marketing approach

Storytelling is innate to us all. With the earliest evidence of storytelling dating back to 30,000 years ago - it certainly isn't a new concept! But it is a powerful way to communicate your messages.

We've developed a PURE approach to storytelling, so that B2B organisations can better engage on an instinctive emotional level with their customers.

[VIEW PURE APPROACH](#)

## Don't miss out on the top B2B marketing trends of 2025

Our B2B 2025 trends magazine will be out soon. Get in touch and look out for our magazine to find out what will be hot in brand, marketing and website design in 2025!



# Ready to embrace **what makes your brand different** in 2025?

*Get in touch today to discuss brand development,  
website design or marketing campaigns for success in 2025!*

Call us

**01625 789050**

Email us

**hello@weareembrace.com**

Check out our website

**embracemarketing.co.uk**