

Case study: Access Group

How Access Group achieved fast ROI and record results through our Team Development programme



B2B Marketing

b2bmarketing.net

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Access Group does business in the fiercely competitive space of B2B tech and is one of the boldest success stories in the sector, with year-on-year growth numbers topping 30 per cent.

The key to its success lies in enabling clients to solve crucial business problems, rather than simply implementing software.

It's an approach that leverages the extensive heritage and experience of Access to unlock and deliver insight, efficiencies and business growth for its clients.

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The marketing challenge

It takes a team of 800 people across fourteen sites and five divisions to deliver this success, and a twenty-strong marketing team to lead the way.

But high growth and steep revenue targets present tough challenges for any marketing team and, as the business restructured to meet its goals, it became clear that a step change was needed in its marketing too.

Head of field marketing, Paul De'Ath, describes this as a process of 'professionalism'.

"The marketing team needed to change," says Paul. "We needed the right people, the right structure and the right marketing skills."

Paul set about delivering a marketing team that was aligned with business goals, strategically focused and consistently adding significantly more value.

Start with the people

"There'd been a history of a lack of investment in learning and professional development in marketing. It meant we had skills gaps in the team, and a group of people that were hungry to learn and develop. That's where B2B Marketing came in."

Access Group chose B2B Marketing to help it upskill and motivate its marketing team.

That help came in the shape of a B2B Marketing Professional Team membership, a package of training workshops, Leaders Programme membership and delegate spaces for key B2B Marketing events. Speaking about the membership, Paul says:

"We chose to work with B2B Marketing because it was clear it could help us achieve fast ROI through our team development."

“B2B Marketing’s training and team membership delivers niche, practical skills, tools and learning that can be applied straight away in both day-to-day tactical initiatives and in strategic planning. We don’t have to wait two years for marketing team members to graduate, then get busy.”

The acid test

Investing in the team through B2B Marketing has not only resolved the skills gaps, but boosted marketing team motivation and passion too.

For Paul, it’s very much about results: “The acid test I apply is to ask each team member to summarise three things they learnt in their last training workshop that they can bring to their work next week. B2B Marketing’s training always passed the test.”

» Working with B2B Marketing has made a tangible difference within the marketing team «

What’s changed?

Following the marketing restructure and a year of team and personal development with B2B Marketing, the changes have been marked notable.

“Working with B2B Marketing has made a tangible difference within the marketing team,” says Paul. “I’m seeing improved tactical decision making, improved messaging, and far more targeted, persona-based approaches to audience engagement.

“We’re creating campaigns and initiatives that challenge the market now, and I’m proud to say the team has been shortlisted for B2B Marketing Team of the Year by a judging panel of industry leaders.”



And the numbers back up the story:

25%

increase in the number of opportunities generated, year-on-year

£78.5m

of marketing-generated pipeline revenue

£1m

Each marketer is now worth £1m in closed revenue

95.5%

Marketing staff retention rate

The game changer

“Working with B2B Marketing has helped us change the game,” says Paul. “Attending events such as the annual B2B Marketing Summit is like being given a great big boost of ideas and inspiration. And it’s all real-life stuff that we can take away and deploy.”

What’s next for Access and B2B Marketing?

“With a business growth marketing strategy focused on a marketing team on fire, Access is committed to building on its marketing capability and success.

“Working with B2B Marketing on further team development and refining the skills of new recruits are both part of the plan to keep the B2B Marketing dopamine shots coming.”

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B2B Marketing

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Find out more

B2B Marketing Training, Skills Audits and Blueprint Marketing Transformation programme can help your team achieve the same transformational success as Access Group.

To find out how:
Go to b2bmarketing.net/join
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