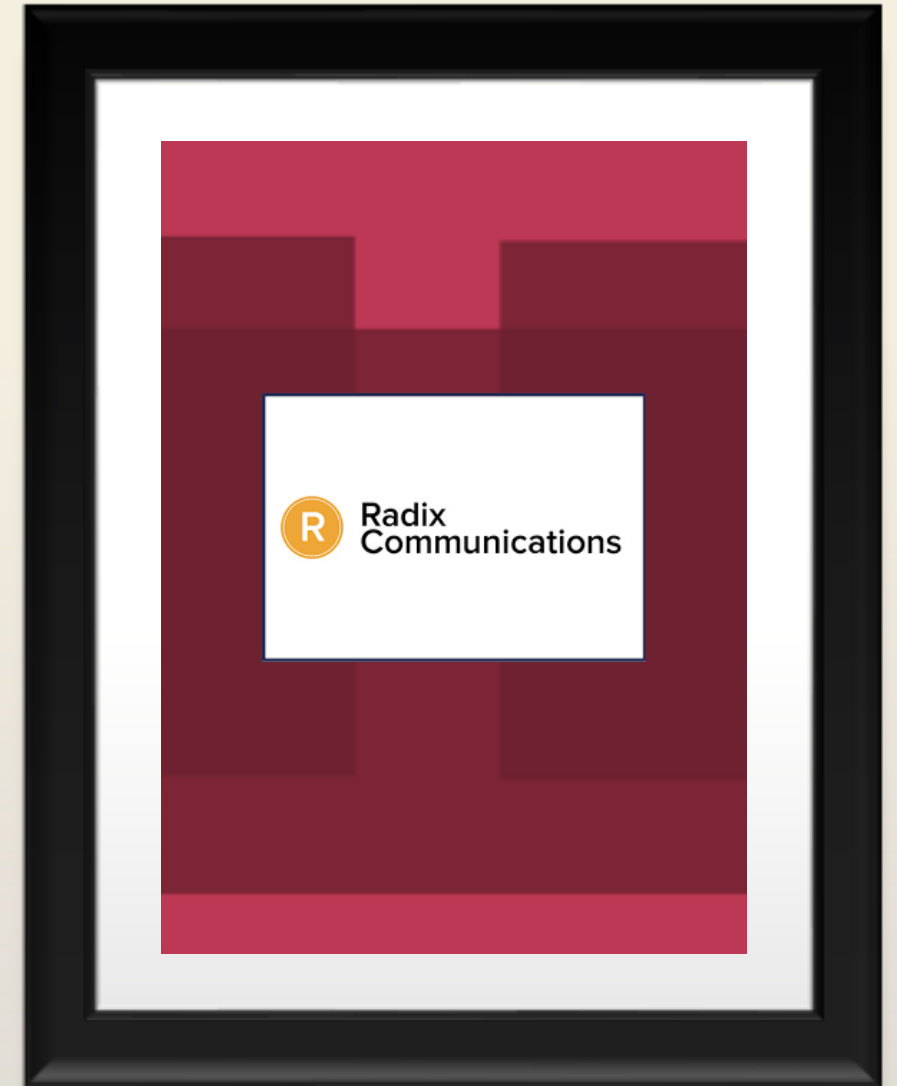


# A MARKETING STRATEGY FOR RADIX COMMUNICATIONS

---

How I helped a team of ultra-talented  
B2B tech writers take charge of their marketing

*A Say What? case study*

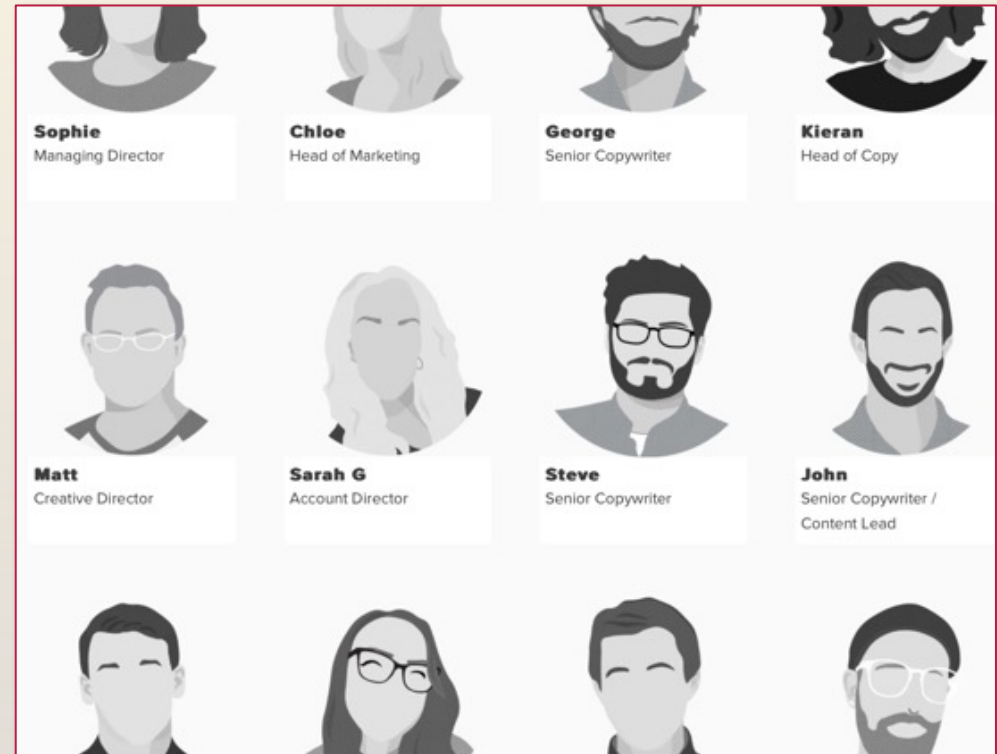


# WHO WE'RE TALKING ABOUT: THE BIGGEST NAME IN B2B YOU'VE NEVER HEARD OF

If you hang out anywhere near the rockpool that is the B2B marketing industry, then you'll have encountered Radix. They're the only B2B Tech copywriting agency in the UK and chances are that you've read content they've written.

Only you might not know. Because while they support some of the biggest agencies and tech brands in the world with content and thought leadership, their work is usually white-labelled.

Also, they're not the types who'd shout about it.



## WHY THEY CAME TO ME

---

Radix's Creative Director was leaving the business.

He'd been a natural networker and in charge of all things marketing. He was the one engaging with the industry, speaking at events, running a podcast. A lot of the Radix brand was connected, even conflated with his outgoing personality.

His departure meant a new direction for Radix's marketing. They needed a fresh strategy.

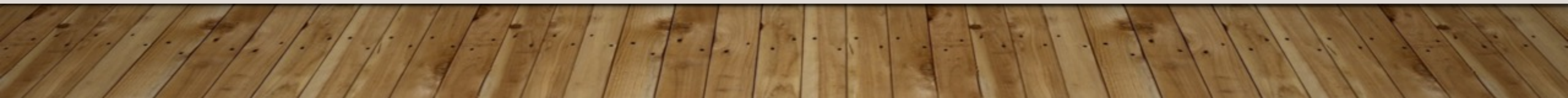
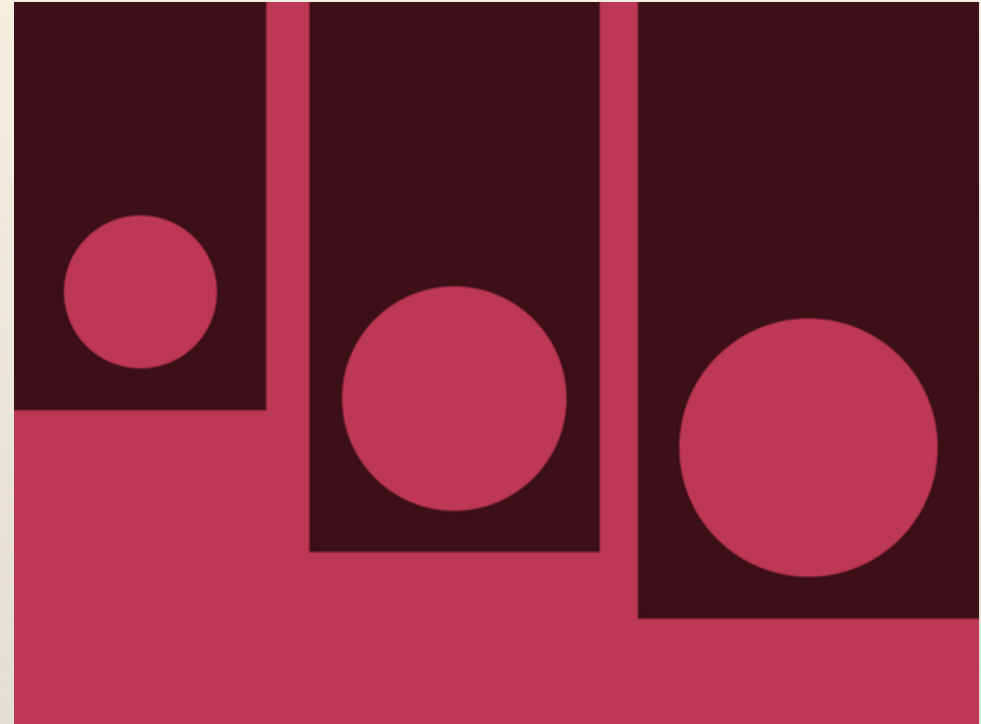
# THE CHALLENGE

---

No one at Radix had any interest in stepping into the former CD's shoes.

They're *writers*, you see. You'll find all sorts of wonderful personalities there, but they probably wouldn't object to being characterised as introverted, passionate, and a bit nerdy. Some of them are total perfectionists. Few of them are comfortable up on stages or behind podcast mics.

And as *writers* they didn't feel marketing was their area of expertise – despite spending every day writing marketing copy, and regularly coming up with inspired content ideas for their clients.



# THE JOB

---



Not doing any marketing was not an option either, though.

And so Sophie, Radix's MD, asked me to help the agency find a direction for their lead gen and awareness efforts that

- Would drive new business
- Would build a brand that reflected who Radix are today
- The existing team could execute on
- Would work with their personalities

## THE INSIGHT

---

I spent a week in Radix's offices (could be worse – they're based in Cornwall and it was August), having in-depth chats with writers and account managers and getting to know the business inside out.

Here's what I learned:

- **Resources:** In the past, Radix blogs had been booked in whenever a writer had a spare moment. But they'd always been so busy delivering for their clients that their own content regularly fell by the wayside.
- **Ideas:** The writers hadn't always been involved in idea generation for Radix's own content, which could make them feel disconnected from the business's marketing activities.
- **Marketing as a domain:** As content writers, they love substance. When we discussed their own marketing, Radix's people were keen to avoid overclaiming or beating their own drum (if you've ever met a Radix writer, you'll know they do neither).
- **Content:** Radix's content had been all about copywriting – one of their core areas of expertise and where they'd always felt they could provide value to their audience. But we uncovered a range of additional topics they're well placed to write about, such as technology trends and the art of managing content projects – all areas of expertise that should resonate with the people we're trying to reach: Heads of Marketing and Content Managers at tech companies (and ideally their stakeholders, too).

## THE STRATEGY I

---

I'm not going to bore you with the details or reveal all our secrets. The important thing to know is: **this was bigger than just marketing. This programme touched the entire business, from commercial propositions to adoption.** Here's a quick overview of the key elements of the strategy I put together:

- **Internal buy-in:** Before we did anything else, we needed to get everyone on board – the writers, who would be creating most of the content – and the AMs, to help make it happen.
- **Change management:** We'd have to make marketing a core business function and resource it just like client work. Internal processes for content creation would have to change (this includes variations in formats, too – we want to move away from defaulting to 'the blog')
- **Eyes on the prize:** We needed to focus on our target audiences and create content for each of them. That meant defining our core segments and differentiated messaging and value propositions for each.

## THE STRATEGY II

---

- **Pride in marketing:** I wanted Radix's content to come from the inside. That meant getting Radix's people to generate ideas for and work on pieces they'd be proud of. I didn't want to prescribe what they should write about. Instead I created **a framework and criteria for their content that ensured we stayed with our strategic direction and area of expertise – while giving them the autonomy to make it their own.**
- **Confidence:** Awareness and shared understanding of all the things Radix have to offer to their clients, beyond copywriting. Things such as their understanding of content marketing and extensive knowledge of enterprise technology, which gets them onboarded with new clients so quickly; their SME interviewing skills; the fact that they're an agency, after all: their account people are die-hard getting-content-done-in-time-and-on-budget machines; the firm place they have in the B2B tech marketing landscape; and so much more
- **Promotion and Measurement:** we'd have to become more rigorous about sharing our content, and measuring the impact of our activities – i.e get better at LinkedIn, Google Analytics, HubSpot, and so on.



## WHERE WE ARE TODAY

---

Seven months on and we've done so much. It's a work in progress, but we're adding new capabilities every day.

**Here's where we are:**

- **We've massively expanded the range of topics we create content on**, so as to be more relevant not just to fellow copywriters, but to the people who have money to spend with us.
- **We have a team bought into the idea that content creation for Radix is part of their job** – and they're enjoying it. Not everybody is equally eager, but the ones who are involved are constantly coming up with great ideas. And they're excited about them.
- **We're running monthly editorial meetings** and one-to-one sessions to shape and sharpen each approved content idea and make sure it fits with our business and marketing goals.
- **We've put some quick wins in place** that have helped us understand better who's currently following us. We've also made some simple changes to ensure that our name and brand are more visible (e.g. to senior stakeholders, asked to sign off on our copy).
- **Content is a long game**, so we haven't yet had leads through that we can 100% attribute to the new strategy, but we're working on it.

# SOME FRESH CONTENT THAT SHOWS THE RANGE OF RADIX'S SKILLS



From Kieran calling the B2B marketing industry out for shoddy fact checking...



...To a whole team demonstrating their geek passion and writing about tech trends they see (that others might not)



...And a survival guide for new content managers in tech companies (it's not pictured because we're not done with it yet, just take my word for it, okay?)

(Click on the thumbnails to read!)

# THERE'S LOTS TO DO STILL

---

**Next up we'll...**

- **Focus on a number of evergreen hero pieces**, designed to give practical guidance to our target audience and generate leads for us.
- **Explore new content formats**, including hopefully, more visual ones, and some that let us play with different lengths and channels
- **Become better at managing our social media**, especially LinkedIn
- **Get rigorous about measurement.** With a new Head of Marketing in place, we've now got somebody who's taking charge of reporting.
- **Start on a rebrand.** Stay tuned.

# WHAT I LOVE ABOUT THIS PROJECT

---



- I'd worked with Radix in the past and had known them for a long time, but not very well. Now I know what an extraordinary bunch of people they are: talented and so smart and always looking out for each other, it's a joy.
- I'm a B2B Tech marketing strategist. Building a strategy for a copywriting agency was a great new challenge, and I was chuffed they came to me.
- I get to work with ultra-good writers. When we meet, we can focus on their ideas and the content alone, and I know that the execution will be great. A luxury, and a privilege.
- They've been so open to advice, and willing to take it on board. A rare thing, and something I really appreciate as a consultant.
- I get to see the impact of my work on their people, and hopefully soon, on their business (we're already getting more traffic on LinkedIn!)
- Cornwall, baby.

# WHAT RADIX ARE SAYING:

---

*“Irene is a joy to work with. It felt so natural to bring her into our business to do this work – Irene’s experience as a writer, her B2B tech expertise, her time spent in agencies and in-house marketing teams, gave her a unique position of understanding.*

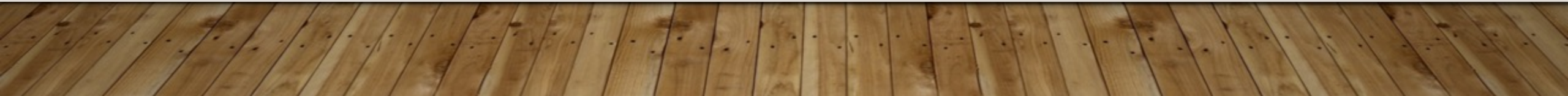
*Her strategic insight and approach were exactly what we needed. Irene has nurtured us, challenged us, and continues to work with us in an incredibly supportive and genuine way. We’ve found a partner in Irene, and I look forward to reflecting on our progress together a year from now.”*

**Sophie Reynolds, Managing Director**

*"Radix needed someone we could trust to immerse themselves in our business, and design an evergreen marketing strategy with its roots in our team's values and strengths.*

*Irene has done all this and more - through her strategic expertise, but also her readiness to challenge and cheer-lead, and to shape her service to perfectly match our needs.”*

**Kieran Haynes, Head of Copy**



# IF YOU LIKED THIS CASE STUDY AND NEED...

---

## ...B2B Tech content writing

Hire Radix.

They'll understand your business, they'll interview your SMEs, they'll get it done quickly and, most importantly, they'll knock it out of the park.

So if you're a tech marketer who needs to look good, they'll make it happen, I promise.

Email [sarah@radix-communications.com](mailto:sarah@radix-communications.com)

<https://radix-communications.com/>

## ...B2B Tech marketing strategy

Work with me.

I understand the world of enterprise tech, the buying dynamics in large organisations, and I know which questions to ask to position your product and brand.

I can help you figure out your strengths and build a story that makes your audience lean forward – then show you how to translate it into content, thought leadership, and a voice.

Email [irene@say-what.org](mailto:irene@say-what.org)

<https://say-what.org>