



Email

t.biedermann@the-b2b.com

Phone

+49 171 493 87 81

Thomas Biedermann

Co-Founder THE B2B

CASE STUDY

Building a B2B Media Unit inside a creative agency

Deeper client relationships. New revenue streams.
Stronger pitch positioning.

Strong client access. No media capability.

The agency had trust. But not the tools to grow with it.

What was there

- Deep relationships with B2B clients
- Strategy, ABM, and creative handled in-house
- High credibility at C-level, but no way to answer media-related questions
- Media budgets either untouched or handed off to external partners
- RFPs ignored because media was out of scope

What was missing

- A clear point of view on media
- The ability to plan, execute and report channel performance
- A way to cross-sell into existing clients with relevance
- Pitch readiness for full-service or integrated mandates



In two separate pitches, the agency declined to participate because media execution was not part of their setup.

We didn't build a new unit. We became it.

Two to three days a week. Remote. Fully integrated.

How we worked

- Joined as Media Strategy Lead on a 0.6 FTE basis
- Integrated into the agency's Slack, PM tools, and client calls
- Visible to clients where helpful. Whitelabel where needed
- No admin. No distraction. Just focus on clients and delivery

What we covered

- Media strategy for existing clients
- Planning, activation, and reporting for campaigns
- ABM integration with paid channels
- Support for pitches, client presentations, and upsell conversations



First client meeting within week one. Reviewed existing LinkedIn campaigns, restructured targeting, rewrote messaging with performance lift in less than 10 days.

From static offering to media-driven growth.

We added value where it mattered most: With existing clients.

With existing clients

- Audited paid campaigns for three B2B accounts
- Created media plans tailored to each funnel stage
- Developed clear messaging hierarchy per persona
- Defined MQL criteria and aligned handover to sales
- Rolled out reporting dashboards tied to real KPIs

For new business

- Created a media offering slide for pitch decks
- Participated in two RFPs as integrated media lead
- Developed test-and-learn plans for campaign sprints
- Supported pitch rehearsals and final presentations



In one ABM account, we mapped paid touchpoints to the sales cycle, built a retargeting funnel, and tracked impact to SQL level. Client extended the retainer by 6 months.

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We added value where it mattered most: With existing clients.

Client Impact

- 3 existing clients expanded their scope to include media
- Monthly budgets increased up to 40% (average 32%)
- Clients viewed the agency as more strategic, more complete

New Business

- Participated in 3 RFPs (previously not possible)
- Won 2 of them. Both cited media thinking as a key driver
- Media gave the agency a seat at the full-funnel table

Perception Shift

- Glint score increased from 7.2 to 8.3
- Biggest jumps in: “Strategy”, “Understanding”, “Proximity”, “Competence”
- Clients commented: “Now it all connects”



Media didn't dilute the agency's positioning. It sharpened it.

No hires. No overhead. Full delivery.

Two to three days a week. That's all it took.

Scope & Setup

- 0.4 to 0.6 FTE
- Remote integration into the agency's workflow
- Whitelabel or visible (depending on the client situation)
- Hands-on delivery: strategy, execution, reporting, enablement

How we worked

- Weekly syncs with strategy, ABM, and client teams
- Full access to PM tools, campaign data, and client feedback
- No admin. No middle layers. One person who made it move

Why it works

- No ramp-up time
- No fixed cost
- No friction
- But: All the credibility and competence the agency needed

You don't need a media department.

You just need media competence.

No structural change needed

- No internal resistance
- No politics
- No overhead
- Just results, visible to clients within weeks

Everything stays inside

- Clients see more value – and stay longer
- Pitches become more competitive
- Revenue per client increases
- Strategic relevance goes up

It's not a service. It's a lever.

- Media sharpened the agency's positioning
- Created entry points into new budgets
- Opened up room for cross-sell, upsell, and deeper client access



We didn't expand the agency. We made it more valuable.

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