



Email

t.biedermann@the-b2b.com

Phone

+49 171 493 87 81

Thomas Biedermann

Co-Founder THE B2B

CASE STUDY

How a mid-sized B2B company scaled its marketing

Strategy. Structure. Performance. Independence.

Marketing was stuck. Growth was at risk.

No direction, no system, no capacity to change.

1. Internal snapshot: What was in place

- No head of marketing, no leadership, no prioritization
- Team buried in daily work, no time to step back
- Budgets existed, but no plan to use them effectively
- Agencies operated in silos, no coordination or accountability
- Campaigns and content existed, but not aligned to any funnel or goal

2. External Pressure: What triggered the shift

- No reliable lead pipeline
- No visibility into what worked and what didn't
- No consistent presence in social, no PR strategy
- No tracking, no learning, no growth
- Leadership expected growth, but marketing couldn't deliver

3. Strategic conclusion: What was really missing

- A marketing strategy that served business objectives
- Senior leadership to bring structure, control and execution
- A performance funnel that tracks, optimizes and converts
- A team that knows what to do, and why
- A plan to build internal marketing that actually works

The setup was there. But not connected.

We walked in. We listened. We mapped everything out.

1. Where the company really stood

- There was a CRM, but no segmentation.
- There were campaigns, but no funnel.
- There was content, but no plan.
- There were meetings, but no priorities.
- There were people, but no leadership.

And most importantly: There was pressure from the top. Growth targets. But no system to get there.

2. What was missing

- A marketing strategy that connected to business goals
- Clear messaging, defined audiences, working conversion paths
- Someone who could make decisions. Daily. Weekly. Quarterly.
- A funnel with real numbers. Not guesses
- Content with purpose. Not content for content's sake
- Coordination between agencies, freelancers, internal teams

3. What we did

- We structured.
- We translated the company goals into measurable marketing activities
- We put all running activities on the table.
- We matched them against the customer journey.
- We cut what didn't help.
- We focused on what moved the funnel forward.

We talked to the CEO. Then to sales. Then to the team. We built a plan. Clear, lean, executable.

We stepped out. The system stayed.

Everything we built was made to be handed over.

1. Transition planned from day one

- Our goal was not to stay. It was to build something that works without us
- From the start, every process, every structure was built for handover
- Weekly sessions turned into ownership. By month four, the team ran campaigns on their own

2. Internal ownership enabled

- Junior marketing manager took over campaign planning and reporting
- CEO had full visibility into funnel performance
- Agencies were managed in-house, without friction or drift
- Content production ran on time, across channels, without external reminders

3. Our role, redefined

- Strategic sparring, once a month
- Quarterly reviews on performance and roadmap
- Available when needed, not as a dependency, but as backup

Outcome:

We didn't leave behind slides. We left behind a working marketing system.

Clear structure. Measurable growth.

The marketing function went from reactive to revenue-driven.

1. Lead generation & pipeline

- **+62 % more qualified leads** through focused funnel campaigns
- **Two new MQL streams** built and activated
- Over **€300,000** in **new pipeline** generated across two quarters

2. Efficiency & speed

- **Campaign launch time cut by 50 %**
- **Content production increased by 200 %** without adding headcount
- **-40 % media waste** through tighter targeting and better planning

3. Team & independence

- Internal team now plans and executes independently
- Junior marketing manager fully operational within 8 weeks
- Playbook, tools and workflows all owned in-house

4. Executive visibility

- CEO and sales leads have full transparency on funnel performance
- Reporting logic now drives decisions, not just gut feeling

Marketing is no longer a black box. It's part of the growth engine.

Not a consultant. Not an agency.

Strategy, structure, and execution, built for the real world.

1. One person. One mandate. Zero noise.

- No bloated team. No hand-offs. One lead from start to finish
- No slides-for-the-sake-of-slides. Just weekly progress, real results

2. No dependency. Full enablement.

- Everything built was handed over
- Playbook incl. campaign templates, funnel logic, KPI targets: All owned by the team
- We didn't build a service model. We built independence

3. Built for the mid-market

- Fits companies that are too big to wing it, too lean to build a full team
- Clear scope. Clear speed. Full focus on outcomes
- No long-term contracts. No agency layers. Just impact

Marketing leadership doesn't need to be a hire. It just needs to happen.

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