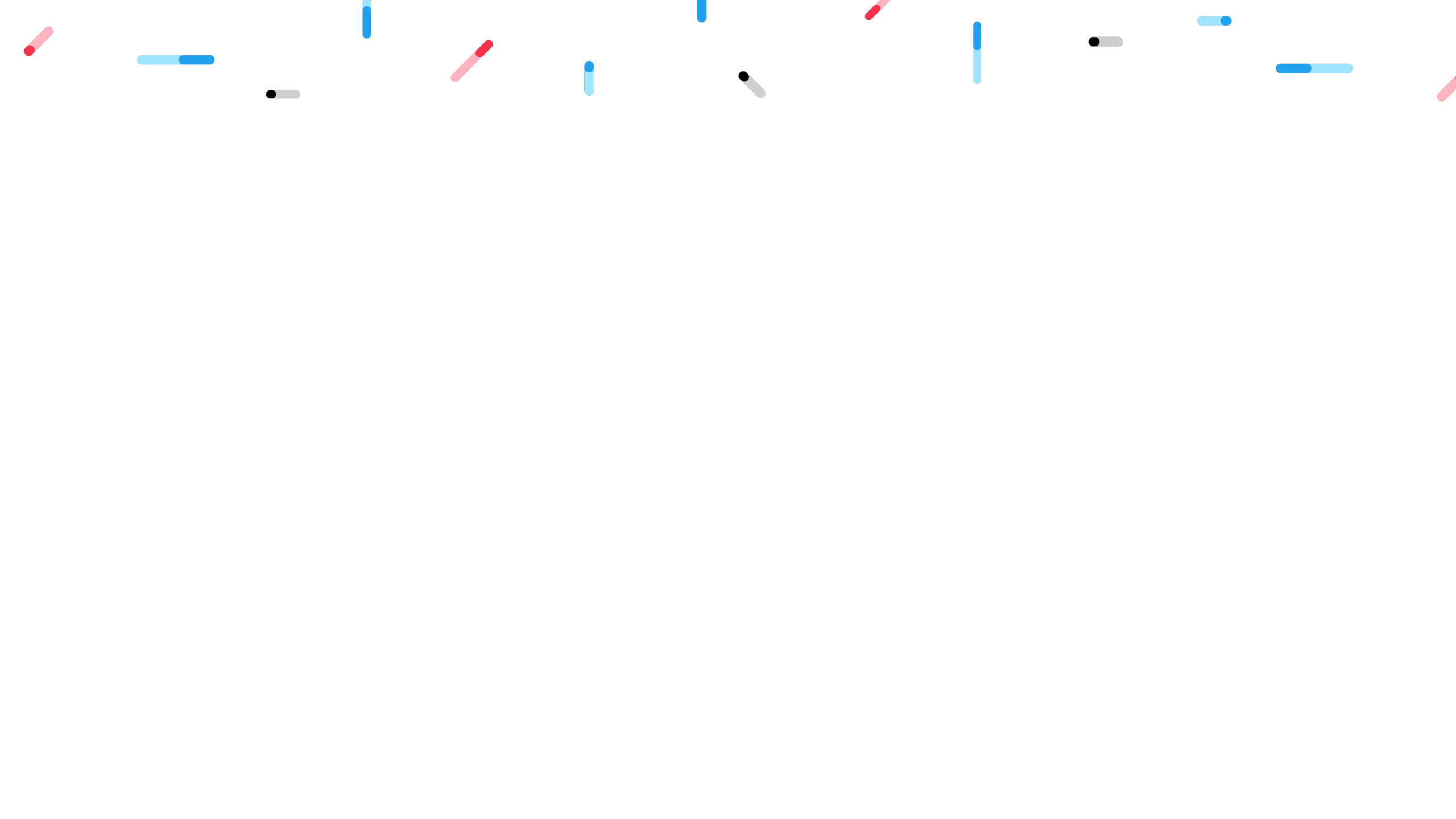


The background is white and decorated with various small, colorful geometric shapes scattered across the top and bottom edges. These shapes include short horizontal and vertical lines in shades of blue, red, and grey, as well as small black dots.

SHARPER

B2B MARKETING

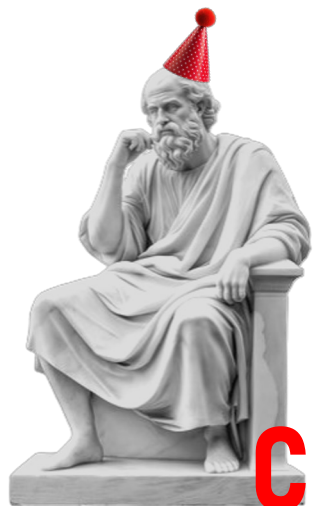


Fresh Ideas & FirepowerTM

to make **you** and your
B2B marketing
sharper.



Which **you** are you?



CMO

You get the Fresh Ideas & Firepower to:

- Make your B2B tech brand distinct, desirable, and meaningfully different to your target audience (who else?)
- Find creative solutions to your biggest marketing challenges – that you won't get from anywhere else
- Secure your (and marketing's) seat at the strategic table now and for the future.



Head of

You get the Fresh Ideas & Firepower to:

- Deliver the results and ROI your business actually cares about (not vanity metrics and fluff)
- Pinpoint opportunities for growth and then nail them, first time (to put you well ahead of your competition)
- Do more with less. Swiftly, efficiently, and creatively (with our B2B tech expertise to back you up)



Channel Champion

You get the Fresh Ideas & Firepower to:

- Drive growth with, for, and through your entire channel ecosystem (no matter who you work with and how)
- Maximise MDF, pump up partnerships, and ramp up ROI – together
- Reduce complexity, increase creativity, and deliver marketing that makes a measurable, meaningful difference



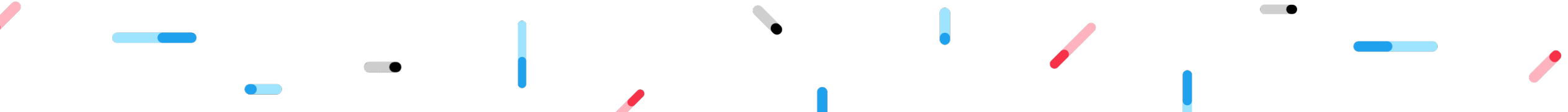
Founder

You get the Fresh Ideas & Firepower to:

- De-risk growth with proven programs and proper, grown-up marketing (that actually works)
- Capture attention, cause a ruckus, create some noise, and own your category
- Perfectly position your company for your next funding round (and the one after that too)

The Sharper Difference

What you can only get working with Sharper:



Research & Intelligence

Giving you the firmest foundations for your B2B tech marketing whilst pinpointing the opportunities for you to exploit (before anyone else).

No more dodgy data.

No more stabs in the dark.

No more guess work and “gut feel”.

Just the intelligence, insights, and impetus you need to succeed.



Research & Intelligence

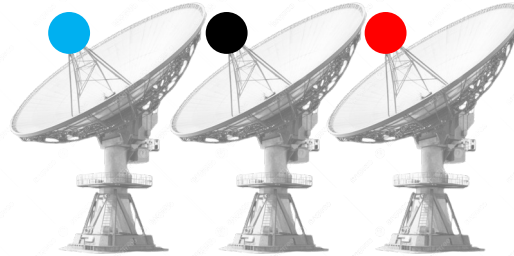


Telematic Research

Like normal research, just much better

Like the telematics in a car (or whatever your preferred mode of transport is), we use real-time data and intelligence to give you the clear, concise, and carefully considered plan for unlocking growth and delivering game-changing marketing.

Thanks to our deep and varied B2B tech experience, strategic skill, and the fact we're actual humans who understand relevance and context, we give you the information, data, and plan of attack you REALLY need from your research.



“Triple I” Feeds

Intelligence. Insights. Impetus.

A continual and consistent flow of useful and usable intelligence and insights. But that's only the first 2 I's.

We then layer on a detailed view of the “so what?” that teases out the opportunities for you hiding in plain sight, giving you the impetus to make the most of them.

You get a better, more effective ability to react to market shifts, and quickly outpace and outperform your competition as a result. You'll move first. You'll move fast. You'll win.



Channel Health Check

Your quickest route to partner “win-wins”

First off, you get an objective, unbiased analysis of the health of your partner ecosystem and activity. But then comes the REALLY good bit...

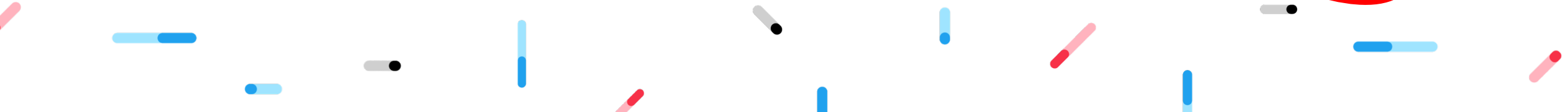
You'll then get an actionable roadmap giving you clarity on what to do now, next, and in the near-future to deliver measurable, meaningful success to, through, with, and for your partner ecosystem.

More revenue, more opportunities, and an ecosystem in perfect alignment. What's not to love about that?

Creativity Strategy & Answers



Direct, on-tap access to the brightest minds in B2B tech marketing. Giving you the ideas you want and the answers you need to lighten your mental load.





Dark Mode Day™

Creative solutions to your biggest problems

A **Dark Mode Day™** is a highly focused workshop process that we (on your behalf) use to tackle your creative, strategic, and most pressing marketing challenges head on.

It's called a Dark Mode Day because we go dark to everything else. We focus on your brief and your brief alone to come up with a range of different, inventive, exciting answers and ideas.

[And it comes in 3 customisable varieties...]



Strategic Support

“On-Tap” access to the brightest minds in B2B

When you're feeling stressed-out, stretched-thin and in need of some strategic support (so, all the time, right?), we've got your back (and front, top, bottom, and the sides too).

You get direct, consistent, on-tap access to the brightest minds in B2B. (That's us BTW). Questions answered. Headaches cured. Frustrations relieved.

It's all to help you lighten your strategic load, find the answers you need quicker, and have an experienced gang of top-notch marketing brains you can always rely on.

The Bench

Gaps in your team?

Struggling to get it all done?

Not got what (or who) you need to deliver results?

Don't sweat. Just bring on a star player (or two) from The Bench.

Quick, easy, hassle-free access to the dedicated hands-on support and B2B tech expertise you need for as long as you need it.



The Bench



When resourcing is a headache or you're lacking some specific expertise, we're on hand with the hands-on marketing support and B2B tech knowledge you need.

That means more resource (with less faff), lower capex, and dedicated, experienced marketers working shoulder-to-shoulder with you and your team - whatever shape, size, or style of support you need. We can scope things exactly how you need them, but here's some examples of where others like you have already used The Bench:

	"The Bridge"	"The Powerhouse"	"The Channel Champ"
What was the need?	A super sub to bridge the gap between strategy and execution (relieving pressure on a stretched-thin CMO whilst supporting a junior team)	An experienced head with deep campaign knowledge to make sense of ongoing activity (following some big gaps opening in the internal team)	A knowledgeable channel marketer to make sense of and drive deeper engagement with the partner ecosystem
Who came off The Bench?	A senior-level B2B tech marketer (with VERY strong strategic and executional experience)	A campaign powerhouse (with first-hand experience delivering highly successful multi-channel programs)	A channel champ (with top-tier experience of building partner programs from both vendor and partner perspectives)
What was the outcome?	A CMO better able to do the job they needed to (and not be sucked into delivery) and a junior team better equipped and supported to deliver campaigns (and ROI)	Knowledge and capability gaps successfully plugged, and more sophisticated and higher-impact campaigns being delivered as a result	A more refined and considered approach to ecosystem marketing which opened up additional MDF budgets, and built stronger and more profitable relationships



Campaign C.O.L.A.

Whatever your tastes, we've got the C.O.L.A. (Creative Outcome-Led Activity) to match.

Whether you need to make your brand truly pop, add serious fizz to your demand, lead gen, or ABM campaigns, or boost your pipeline, Sharper's C.O.L.A. refreshes the parts others can't reach.

And because everything is outcome-led, there's satisfaction with every sip as you know every drop will hit that ROI spot.



Campaign C.O.L.A.



Every C.O.L.A. flavour is packed with the outcomes you need and way more than your RDA of ROI. Perfectly blending fearlessly creative ideas, unmatched delivery firepower, clever strategic thinking, and advanced data science, we serve you the B2B marketing that delivers exactly what YOU need - from the first sip to the last drop. **Sharper's B2B Marketing C.O.L.A: a refreshing approach to B2B marketing.**



B2B Brand Building

Tastes like:

- Making your brand famous (for all the right reasons)
- Truly connecting with your target audiences
- Creative, inventive, and innovative ideas that tap into what makes people tick



B2B Demand Gen.

Tastes Like:

- Grabbing your target market's attention (and not letting go)
- Building a community of buyers who know what you're all about and how you can add value for them
- Getting lodged in buyer's brains so when the time comes, they come to you



B2B Sales Acceleration

Tastes Like:

- Hyper-focused campaigns that kick off conversations
- Provable pipeline, opportunities, and revenue-based ROI
- Having your marketing and sales teams aligned and inspired (finally)



B2B True-ABM

Tastes Like:

- Unique campaigns solely for your target accounts (none of that 1-to-many nonsense)
- Creative approaches to pinpointing decision makers and deals
- High-ROI goodness

Partner Channel & Ecosystem

Maximise MDF, pump up partnerships, amplify alliances, and ramp up ROI.

We give your entire ecosystem - Vendors, Distis, Hyperscalers, VARs, OEMs, MSPs, SIs, GSIs (and every other channel-relevant TLA) - the Fresh Ideas & Firepower™ to deliver marketing that makes a true, measurable, and meaningful difference, **together**.



Partner, Channel & Ecosystem



This isn't like the rest of B2B marketing. You can't just take a direct campaign, slap a few extra logos on it, and think it will do the trick. **It won't.** There's nuance to navigate, context to consider, and more relationships than you can shake a stick at, at stake.

You need to take a far more considered approach. And what that approach looks like depends on where you sit in the ecosystem...

Vendors



Capture (and keep) partner attention, reduce complexity/nonsense, and deliver full ecosystem ROI. And do it all in a far more creative, inventive, stand out way. How?

By nailing (and injecting some Fresh Ideas & Firepower™) into your version of "The 4 shuns": **Communication, Education, Motivation, & Activation.**

Lean on our deep and varied channel expertise to get your partners properly brought in, give them EVERYTHING they need to succeed, make it fully worth their while, and launch high-impact, high-ROI campaigns and programs together. (But don't think you can just skip straight to activation without doing the rest. That helps no one, trust us!)

Partners always have a choice. Are you sure they'll always choose you?

Partners

Whatever shape, size, or style of partner organisation yours is (we know ALL the acronyms) we'll give you the Fresh Ideas & Firepower™ to become a champion of the channel.

Whether you need to maximise your MDF (and secure some more), inject some much-needed creativity into your market-facing activity or you just want some expert guidance and support to make sense of everything being chucked your way, we've got your back.

We've been there, done that, and got the co-branded T-shirt with our channel partner clients - and done it all while delivering an average campaign ROI of 1:63 along the way.

Done right, channel marketing is THE game changer for growth for B2B tech businesses. Are you getting it right or are you leaving money on the table?

End-to-end campaigns and GTM. Proven programs and creative approaches. High-impact alliances. Ecosystem-driven ROI. Welcome to the place where the champions of channel marketing are made:

For Vendors

For Everyone

For Partners



Channel/Partner Ecosystem Mapping

Need to change your channel approach or reprioritise your partnerships? We'll show you where, when, and how to place your channel/partner bets for best ROI.



Partner Acquisition

Quality > Quantity. We'll help you find and cherry pick the perfect partners, get them brought into your vision, and then bring them onboard.



Marketing Excellence Programs (M.E.P.)

An M.E.P. gamifies your partner marketing activity, incentivising and rewarding partner marketers for executing activity and delivering the goods. Why should sales get all the glory?



To, Through, & With Partner Campaigns

Everything you need (from kit campaigns to program overhauls) to communicate with, educate, activate, and motivate your ecosystem and deliver high-ROI activity in the process.



Partner Playbooks

Ramping up ecosystem GTM (and giving partners zero excuse for leaving MDF unspent). Pre-built and proven campaigns, creative activities, and strategic support are all accessed via a partner playbook play (or two).



Campaign Concierge

Levelling the playing field for the long-tail of the partner ecosystem. Lending the helping hand needed to execute campaigns (and make more meaningful use of MDF).



MDF Maximisation

All that MDF and no idea what to do? Before you plough it all into some branded merch and another call out day, open your mind to a plethora of other, far more creative options...



Proactive Pitching

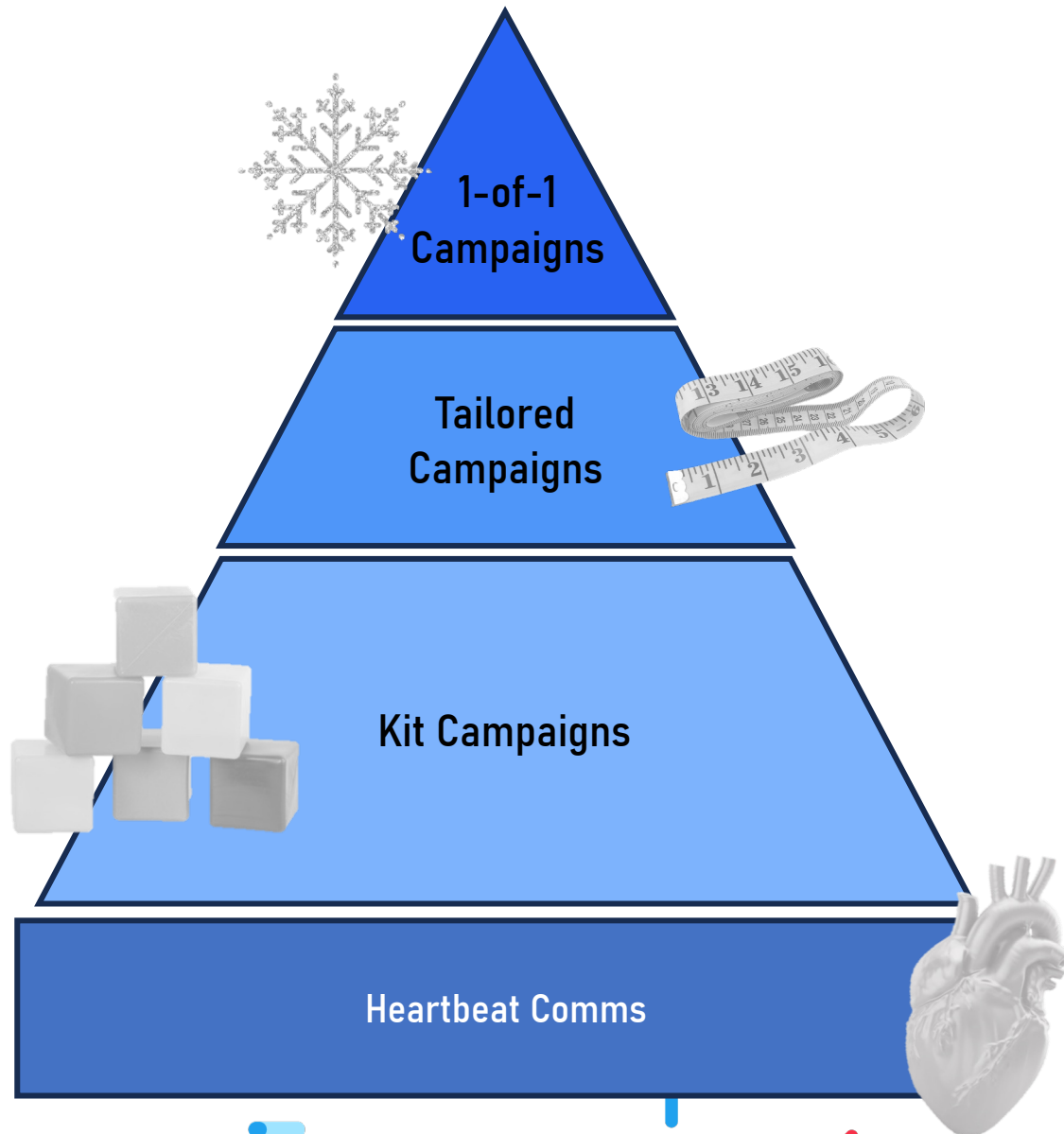
Got a vendor you need to grab the attention of? Want to secure more, and more consistent, MDF? Don't wait to be asked, go on the charm offensive and proactively pitch in ideas (with our help).



P.A.C.E. Platform

The future of partner campaign delivery, now. The Partner AI Campaign Execution platform speeds up and streamlines partner campaign delivery. Higher-impact partner marketing, delivered at scale, and driving quicker ROI. Win, win, win.

The Partner Marketing Mountain



1-Of-1 Campaigns (Strategic, High-Value Partners)

- Bespoke creative campaign created for and executed alongside strategic partner and you (co-branded)
- Partner-led but underpinned by your messaging and product/solution details (and MDF funding?)
- Can run in one region/territory and then be replicated for other partners in different regions/territories

Tailored Campaigns (High-Potential Partners)

- Specially tweaked/updated versions of kit campaigns made specific to individual partners and their relationship with you
- Helps ramp up effectiveness and impact of kit campaigns whilst reducing heavy lifting for partners
- Can be localised/translated as needed for different regions and languages

Kit Campaigns (Wider Ecosystem Partners)

- Ready-to-go campaigns focused on specific product/solution that can easily be picked up and executed by partners to drive activity at scale
- Assets can include: email, social posts, webinar kits, physical event kits, ads, blogs, content pieces, video, etc
- Can be localised/translated as needed
- Execution and activation support can also be provided via Sharper and Campaign Concierge...

Heartbeat Comms (Entire Partner Ecosystem)

- Ensuring regular, consistent engagement with entire partner ecosystem
- Builds mind-share and salience with partners (who may have many vendor options on the table)

Capsule

For Scale Ups Only

**De-risk your growth.
Dominate your category.
Deliver your next funding round.**

How?
With Capsule.
That's how.

Proven, potent, and high-impact campaigns and programs engineered specifically for scale ups, their founders (you!), and your unique marketing needs.



Capsule

Specifically created for Scale Up founders (“Capsule” is an anagram of “Scale Up”. That’s clever, isn’t it? Thanks very much!), Capsule gives you everything you need from and for your marketing to **de-risk growth, own your category, and secure your next funding round.**



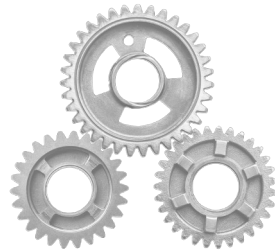
Founder-led marketing will only get you so far. (Which is well short of where you need to be). Step back, stop being a bottle neck, and let marketing do what it needs to help you unlock your series C and beyond. Just pick and mix your prescription from the following options:



Brand & Positioning

Ensure that EVERYONE – prospects, clients, investors, competitors – knows exactly who your brand is, what you do, and why you do it.

Step away from the technical jargon and bring your business’s value front and centre to capture attention, drive demand, and perfectly position your brand.



Proven Processes

Spreadsheets, a G-mail account, and hope aren’t exactly a solid or scalable foundation for your marketing.

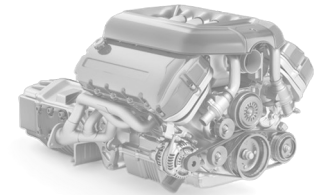
Get the right systems, processes, and solutions in place to support your growth NOW (rather than face the headache of retro-fitting everything down the line).



Authority Builder

If you want to dominate a category (which you do, right?), you need to own conversations and ensure your brand’s name is the first on everyone’s lips.

Build unarguable authority with clear, consistent, and coherent content and campaigns – that give everyone a reason (or two) to believe.



Growth Engine

There’s no such thing as “Build it and they will come”. Sorry. You need to meet your target market where they are and do it in different, inventive, and creative ways.

Turbo charge growth with high-impact, multi-channel GTM activity that will get your pipeline firing on all cylinders, fast.

Let's go...

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