

anicca webinar – 13<sup>th</sup> January 2023

# How to plan your creative in 2023

B2B edition



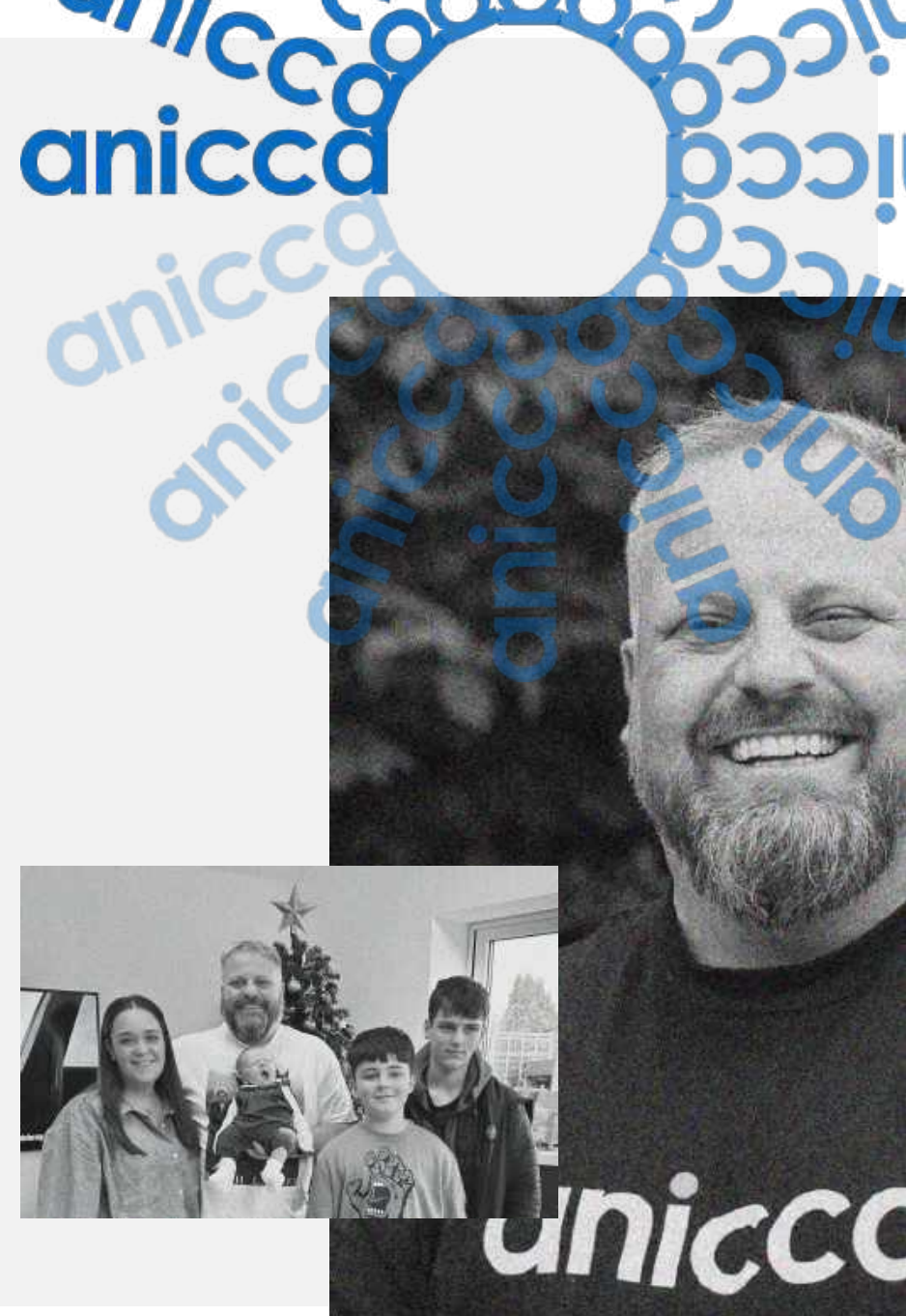
anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca

# Introductions

---

**Thom Shardlow**

Head of Creative & Client Strategy



# About Anicca

---

Supporting your digital ambitions.

We invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

Established  
**2007**

Staff  
**27**

Clients  
**46+**



# Our team

---



Ann Stanley  
Founder & CEO



Darren Wynn  
Managing Director

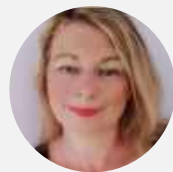


Angie Longman  
Operations Director

## Directors



Ange Padfield  
New business



Katie Downing-Howitt  
Marketing



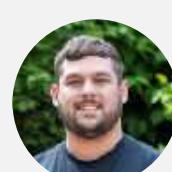
Holly Kelly  
Paid Media



Ed Truman  
Analytics & Data



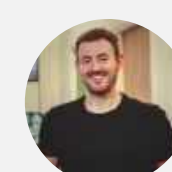
Thom Shardlow  
Creative



Brad Longman  
SEO



Emil Ougendal-Bolstad  
Social



Matt Cocking  
Client strategy

## Commercial & Strategy Team



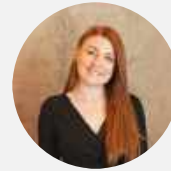
Gurpreet Purewal  
Marketing Exec



Rajal Prajapat  
Client Services



Mark Janes  
Client Account



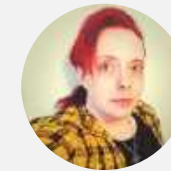
Katie Ford  
PR & Content



Amy Hayward-Paine  
PR & Content



Rachel Cryan  
Paid Media



James Allen  
Analyst & SEO



Jordan Munton  
Paid Media

## Technical & Support Team



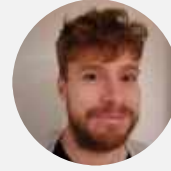
Pete Keyworth  
Senior PPC



Anna Lomax  
Senior Paid Media



Aaron Sangha  
Paid Media



Zak Averre  
Content



Andras Lorinczi  
Creative



Lucy Hammond  
Training & Events



Salema Khatun  
Recruitment



Aneta Kowacka  
Paid Media

# Strategy & Delivery

---

We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.

Whatever your brief, we can mix and match our services to best suit your needs. Our services tell you all you need to know when looking for a truly integrated agency.

## Services ↗

*Analytics*

*Creative*

*Paid Media*

*PR & Content*

*SEO*

*Social Media*

*Training*

## Outcomes ↗

*Consultancy*

*Strategy*

*Lead Generation*

*eCommerce*

*Technical Support*

*Reporting*

*Client Services*

# Our pedigree

---

We have vast experience of working with companies and organisations across many industries and parts of the UK

Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.



Uber  
for Business



PALLEX



e.on

What to focus your attention on

---

# Planning your B2B creative in 2023



# What do we mean by creative?

---

Your visual representation of your brand, service and product (digitally)

- Organic posts (day to day)
- Ads (paid for content)
- Websites
- Emailers
- Social Channels
- Landing pages
- Presentations
- Internal comms
- Press releases
- Case studies
- Affiliates / Partnerships



Ecosystems not Singular assets

---

# Cumulative Exposure

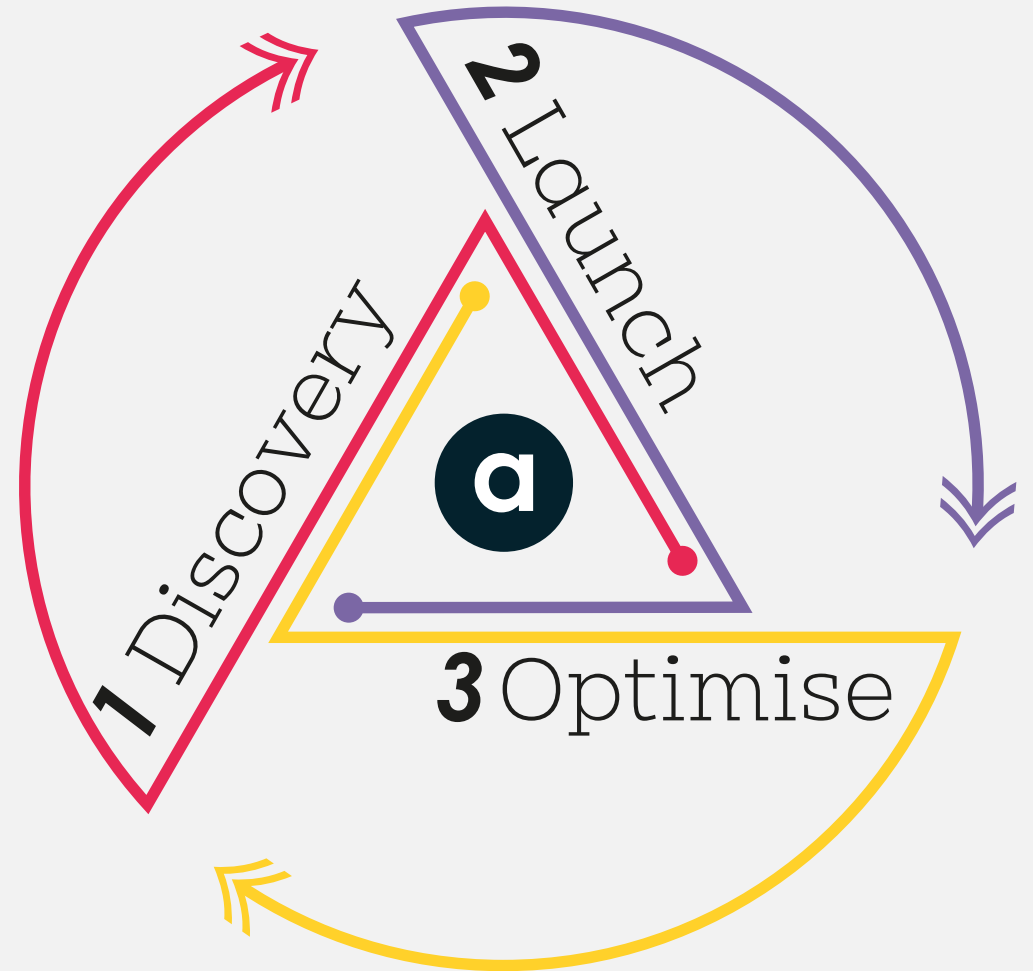
# Audience First

Fundamentally, we want to target the decision makers with digital content at all times, so we do that through all need states.

But your existing and prospective audience are at different points of the purchase journey.

No matter what part of this funnel your audience are in, we have planned the creative to meet their needs.

So we need to address cumulative exposure and design eco-systems instead of singular creatives (or assets)



# Time to absorb

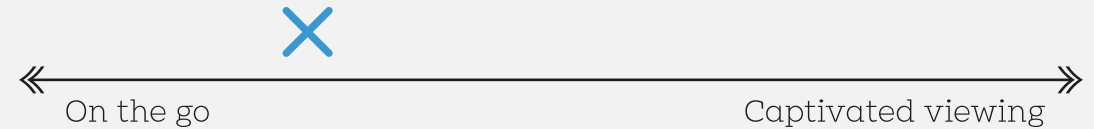
---

Depending on the time of day, location and target audience, will depend on the relevance of your creative.

Score your creative on where it will be seen.

Is it quick content that can be absorbed on a scroll of a social post whilst your audience are on their commute?

Or does it require a more concentrated view where the consumer needs to take in your message?



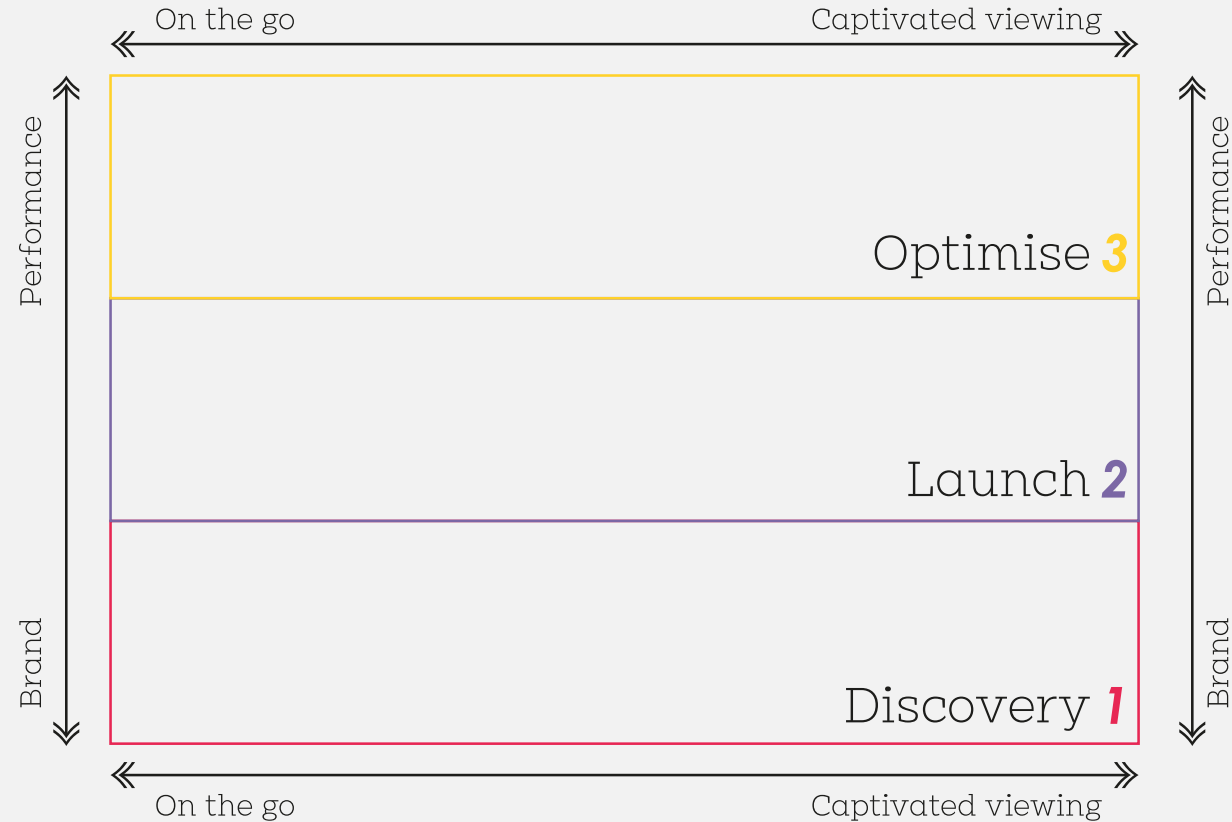
# Are you meeting their needs?

Depending on the time of day, location and target audience, will depend on the relevance of your creative.

Score your creative on where it will be seen.

Is it quick content that can be absorbed on a scroll of a social post whilst your audience are on their commute?

Or does it require a more concentrated view where the consumer needs to take in your message?



# B2C vs B2B

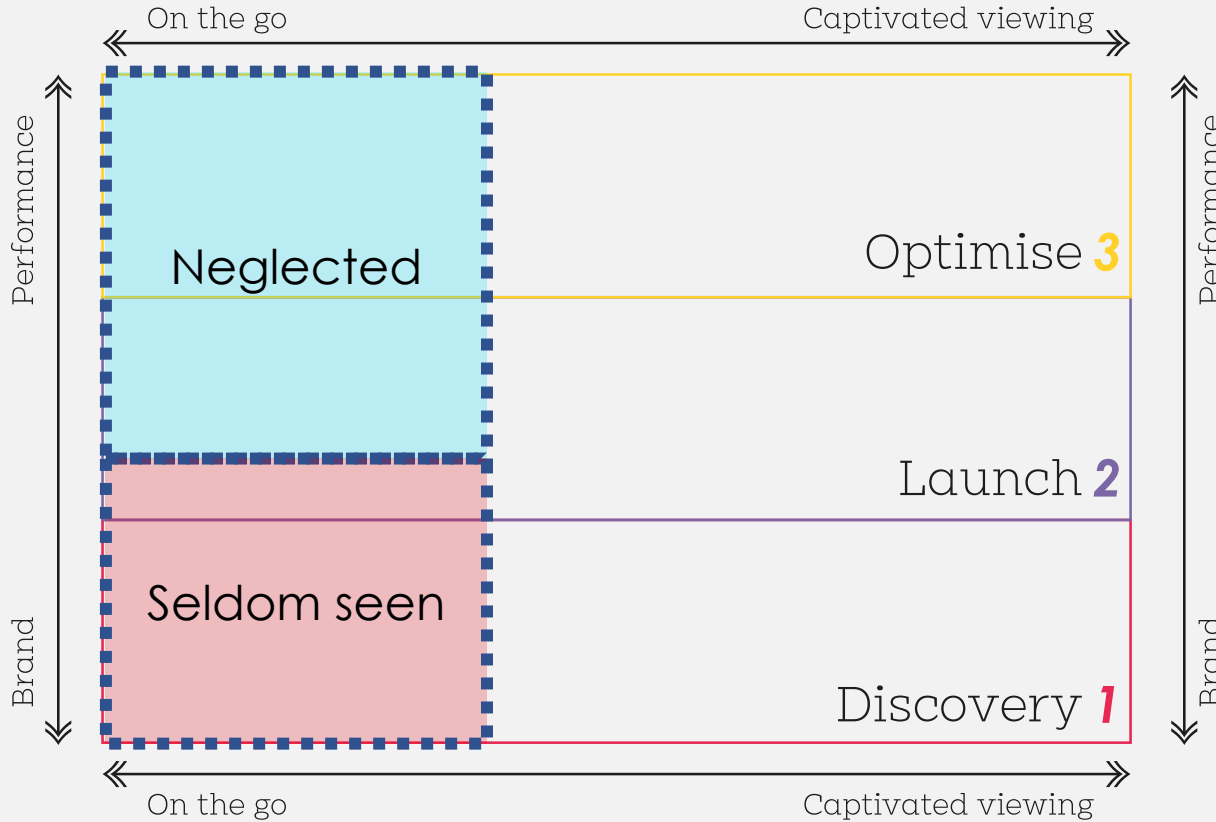
---

The main point of difference is that the B2B mindset of the audience is around the size and success of your business. The perception of working alongside you, mimics their own ambitions and targets.

Offers	<	Trust
Product	<	Reassurance
Company news	<	Repetition
Case Studies	<	Success
Design	<	Growth

# B2B neglect

The temptation to follow suit and reserve LinkedIn for deeper company coms is tempting, but remember to include acquisitional quick content too.



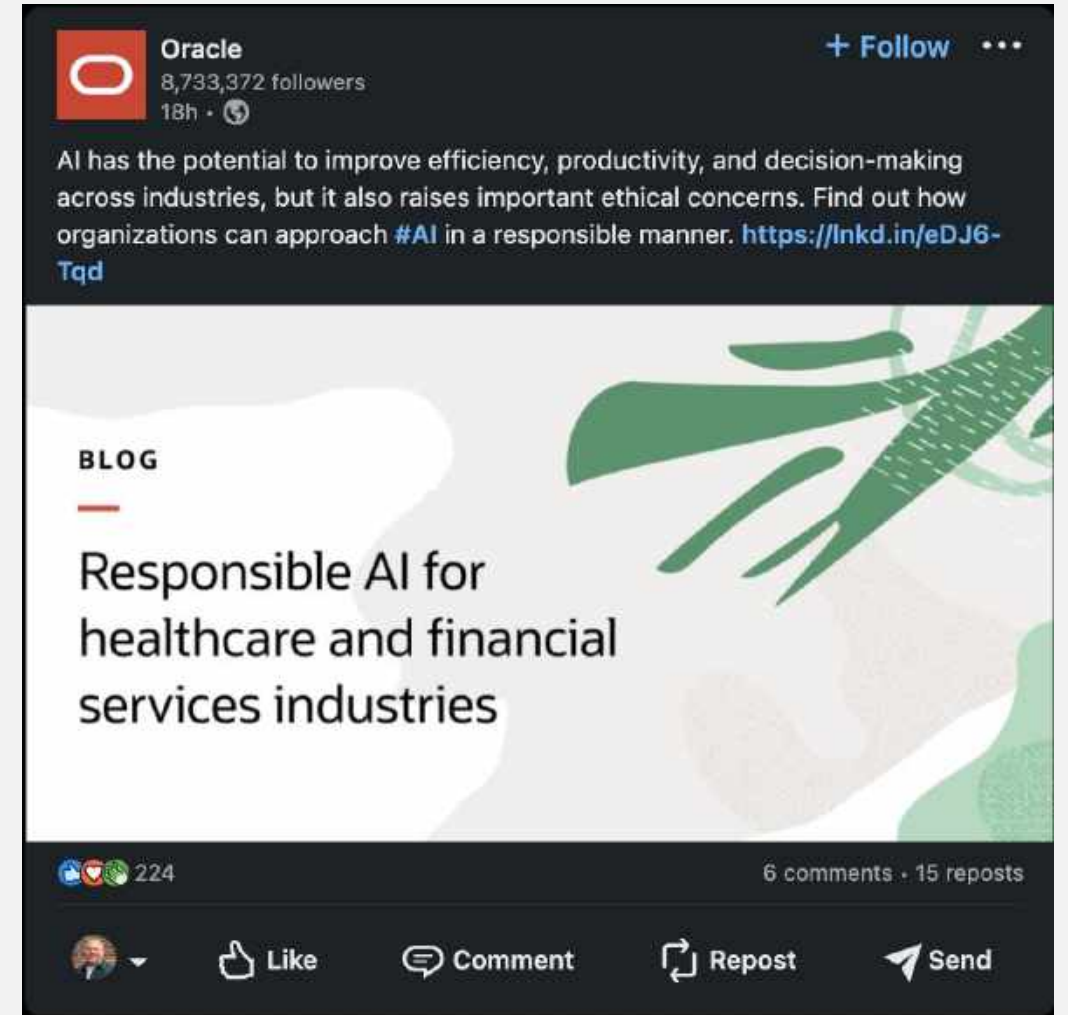
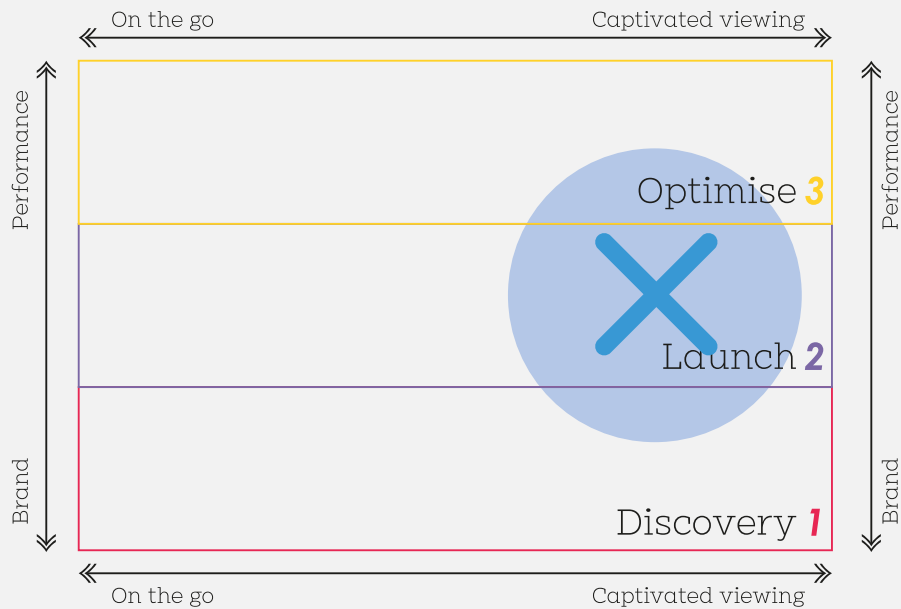
Where would you place this social media creative?

---

Quiz time

# Quiz

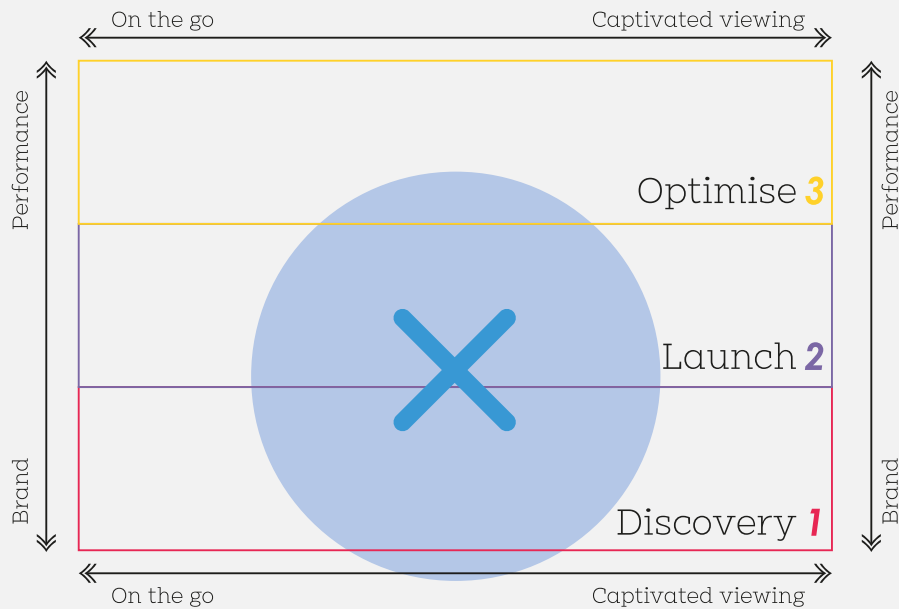
## Oracle – Thought Leadership blogs





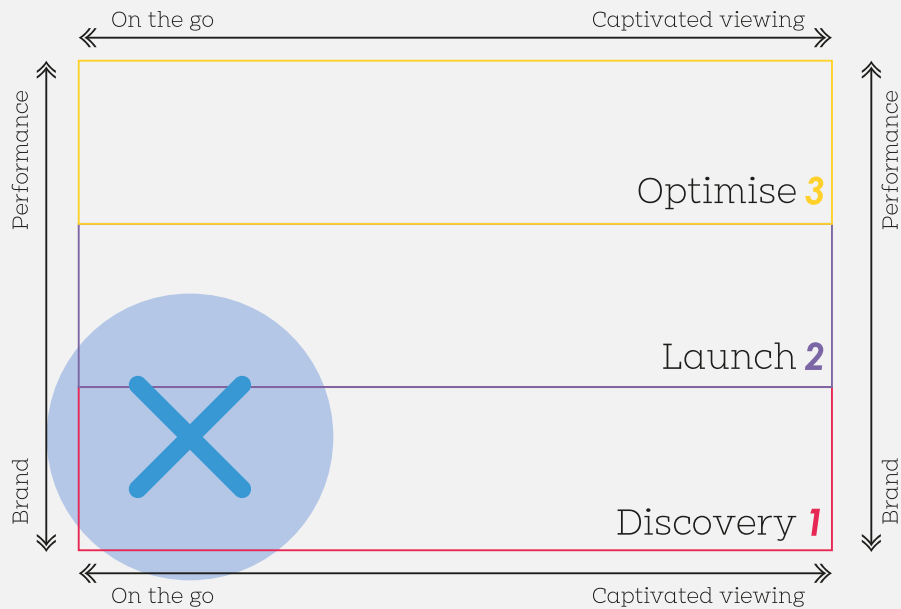
# Quiz

Sage – Business Start up templates



# Quiz

## Sunbelt (A-Plant) – Product heating



**Sunbelt Rentals UK & Ireland** 38,636 followers 2mo · 🌐

With temperatures dropping across the UK and Ireland, there are easier ways to stay warm this winter.

Whether you're heating a single site cabin or an entire office, we have a heating or drying solution for you: <https://lnkd.in/eQyc5szE>

#HeatingSolutions #HeatingEquipment #ConstructionSector

There are easier ways to warm up this winter

Heaters | Sunbelt Rentals

27 5 reposts

Like Comment Repost Send

Are you standing out for the right reasons?

---

# Visual Representation

anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca  
anicca

# What is Visual Representation?

---

More than just your logo.

- Typefaces
- Colour Palette
- Imagery
- Tone of Voice
- Culture
- Product / Service
- Staff
- Audience

# Are you well represented?

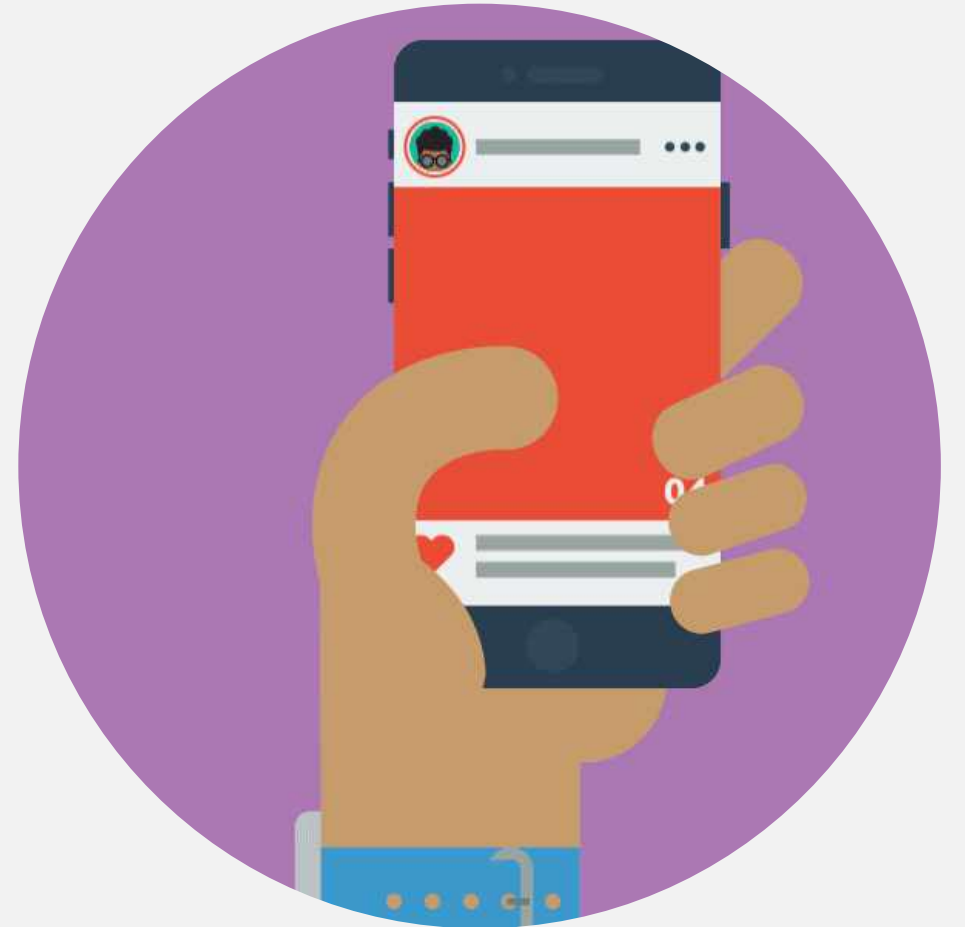
---

When planning the exposure you require for your creative, you need to be well represented within the asset.

If you don't brand your own content then you will be giving consideration to your competitors.

You have just **0.25 seconds** to grab the attention of the audience, so make your point quickly.

**B2B Always make the mistake of posting long hand content on thought leadership. Don't forget to sell on LinkedIn with quick launch and product content**



# Right first time

---



## 1 Branding

Showcase your brand up front. Flaunt yourself so your audience don't consider your competition.



## 2 Timing

Where will this asset be seen?  
what time of day will your audience be engaging?  
Make sure you hit the mark.



## 3 Sound

Video first is the order of today. 85% of video is still seen without sound. So design with no sound, but delight with sound.



## 4 Format

Make sure it's fit for purpose.  
Design for platform and suit the native best practices.



## 5 Attention

Keep the balance right.  
re-engage the audience if it's long. Keep them engaged with movement & colour



## 6 Explore

Don't churn out the same thing. Have fun, and push the limits of your brand and expertise. We are all rookies.

Break out of immediate competitor review and over the counter mentality

---

# Old habits



# Old habits in marketing

---

The perception of traditional metrics don't work as well as they used to. B2B has the reputation of 'Over The Counter' or 'On the Golf Course' mentality.

We are ALL users of the platforms and digest information in the same way as any active audience. Perception has shifted and the pandemic forced a more digital B2B strategy.

But here's the advantage...SMEs have struggled to stand out because they aren't necessarily owning their own experience and creating trust.



Good and bad examples of what we see in organic social

---

# Standing out

# A great example

---

Diagonal shapes  
to stand out

On brand  
typography

Clean and  
white space



Brand clear in  
image asset

Related  
believable  
imagery

All feels well designed  
and owned by FedEx

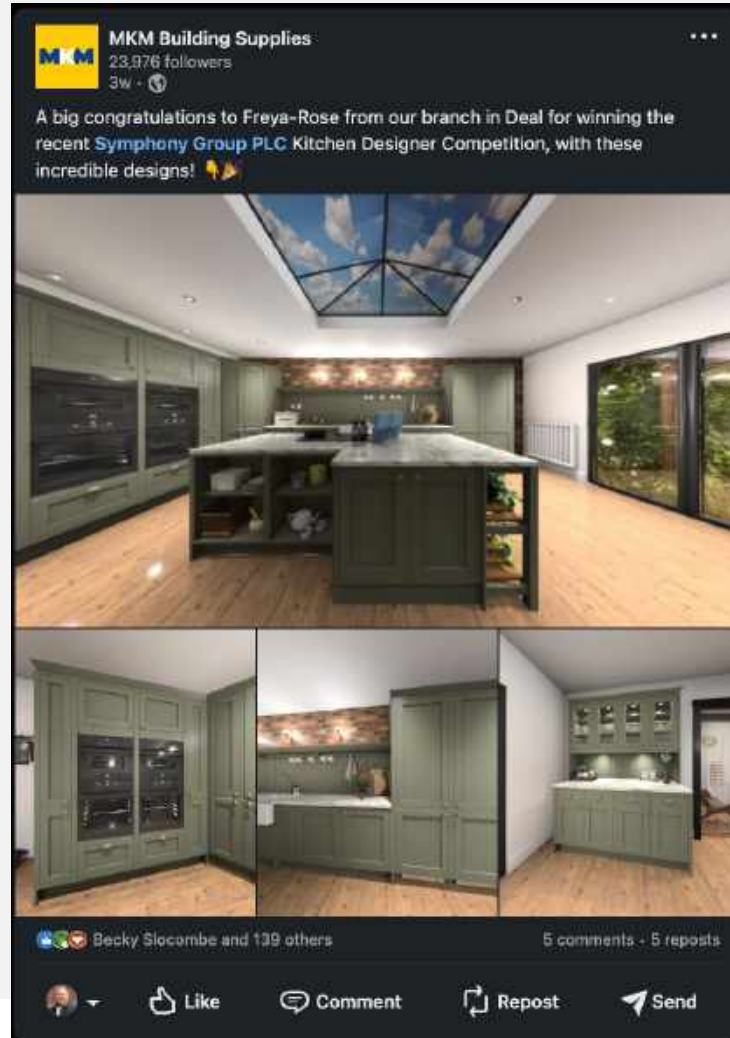
# Good not great

---

Nice imagery

Well written

Relevant to the business



Zero ownership and branding.

Does everyone know they supply kitchens?

May be giving consideration to the competition

The hard work has been done. All that was needed was a quick overlay of the branding.

# An SME example

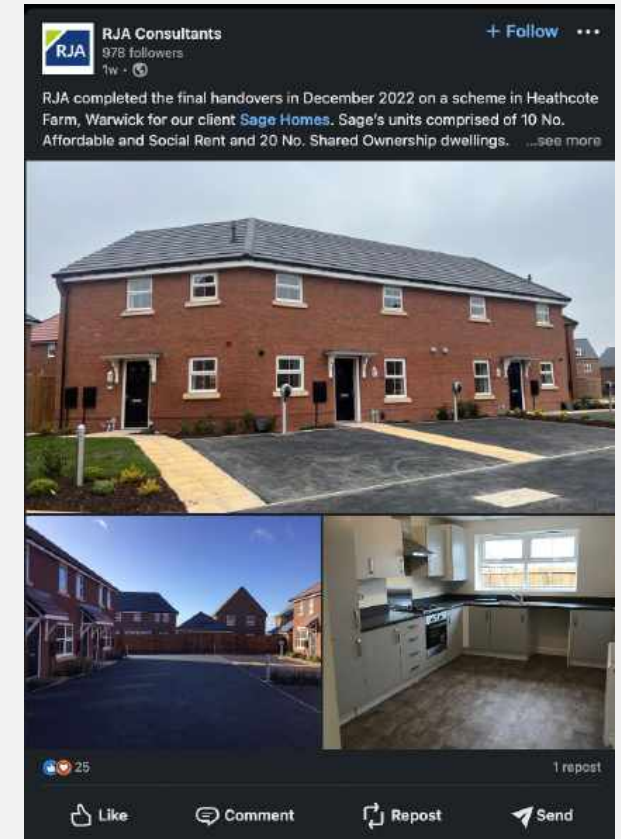
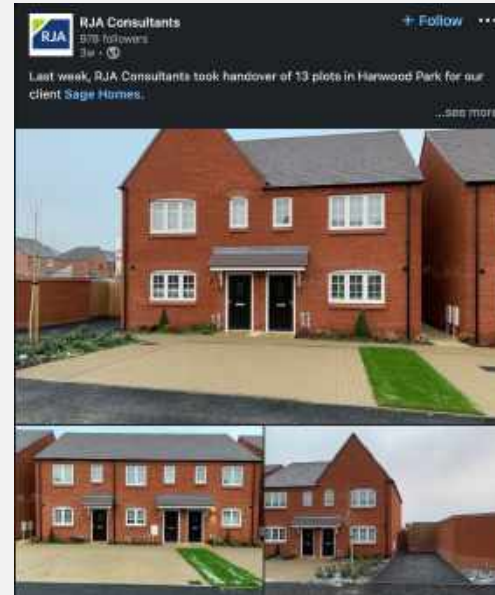
Imagery with zero branding across any of the content.

None optimised imagery straight from mobile

Could be anyone, no ownership

Inconsistent

No clear messaging or reason behind the post



# Good not great

---

Don't be afraid to obstruct with block colour

Use the shard shape taken from the logo on your brand

Add information and reason as to why you are posting

Highlight brand in bolder colour to Stand out and own asset



Own your own content so it cannot be mistaken for competitor content.

Add the right amount of copy to tell the audience what the point of the post is

Break the shape with cutouts and add additional patterns to stand out

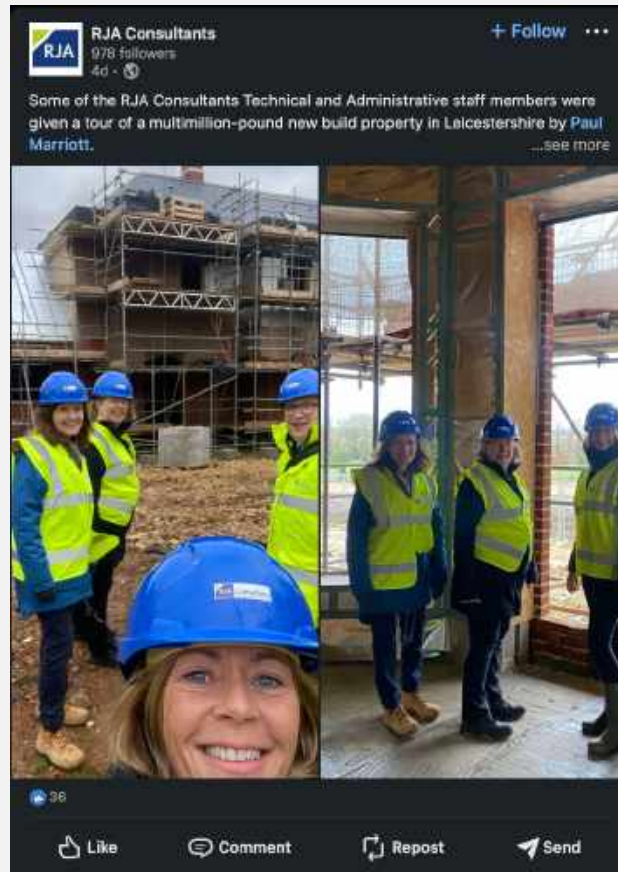
# An SME example

Applying a language to social assets will make major differences in engagement from minor changes in platform best practices and persona based data.



# An SME example

---



# An SME example

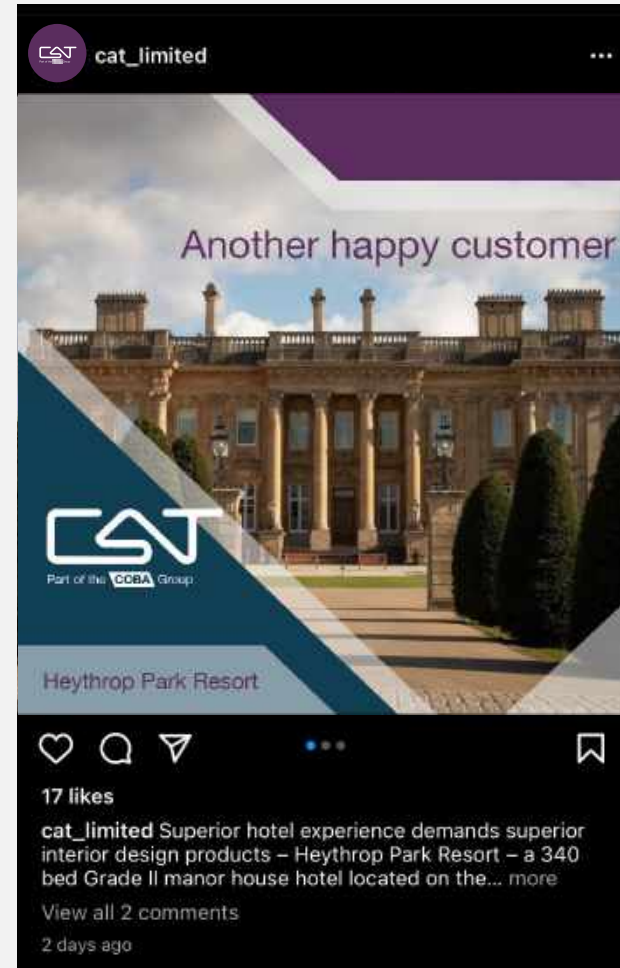
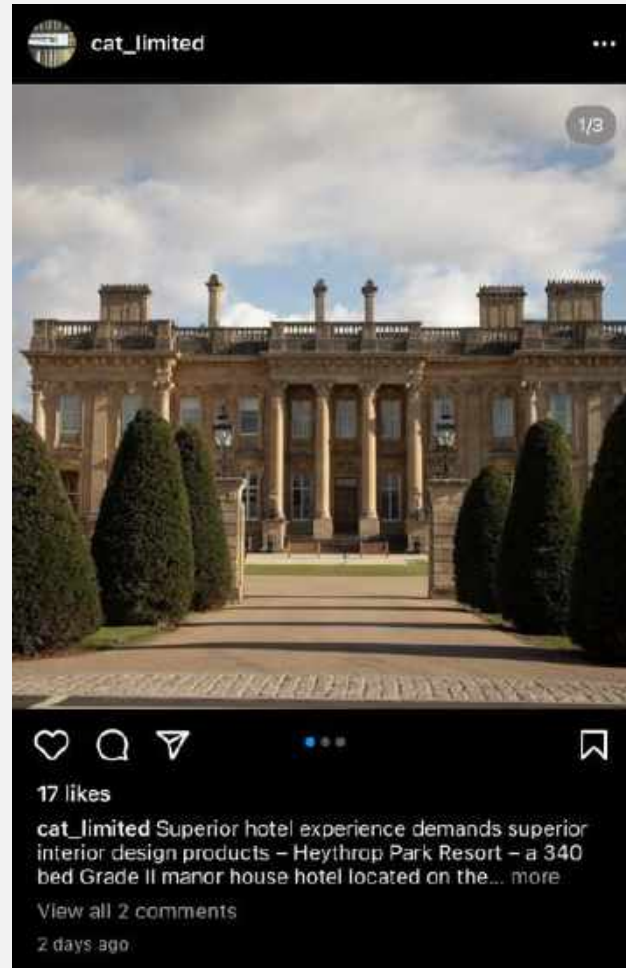
---






# An SME example

---




# An SME example


---

 **Ecoscape UK**  
Sponsored  
ID: 752950322490609


[www.ecoscapeuk.co.uk](http://www.ecoscapeuk.co.uk)  
Long Lasting, Low Maintenance, Environmentally Friendly Composite  
Decking, Cladding and Fencing



ECOSCAPEUK.CO.UK  
**Composite Cladding**  
Ecoscape UK are the UK's leading provider of low maintenance composites such as decking, cladding an... [Learn more](#)

 **Ecoscape UK**  
Sponsored  
ID: 752950322490609

[www.ecoscapeuk.co.uk](http://www.ecoscapeuk.co.uk)  
Long Lasting, Low Maintenance, Environmentally Friendly Composite  
Decking, Cladding and Fencing



**Decking,  
Cladding  
& Fencing**

Low maintenance & Eco friendly

ECOSCAPEUK.CO.UK  
**Composite Cladding**  
Ecoscape UK are the UK's leading provider of low maintenance composites such as decking, cladding an... [Learn more](#)

Plan plan plan

---

To wrap it up



# In summary

---

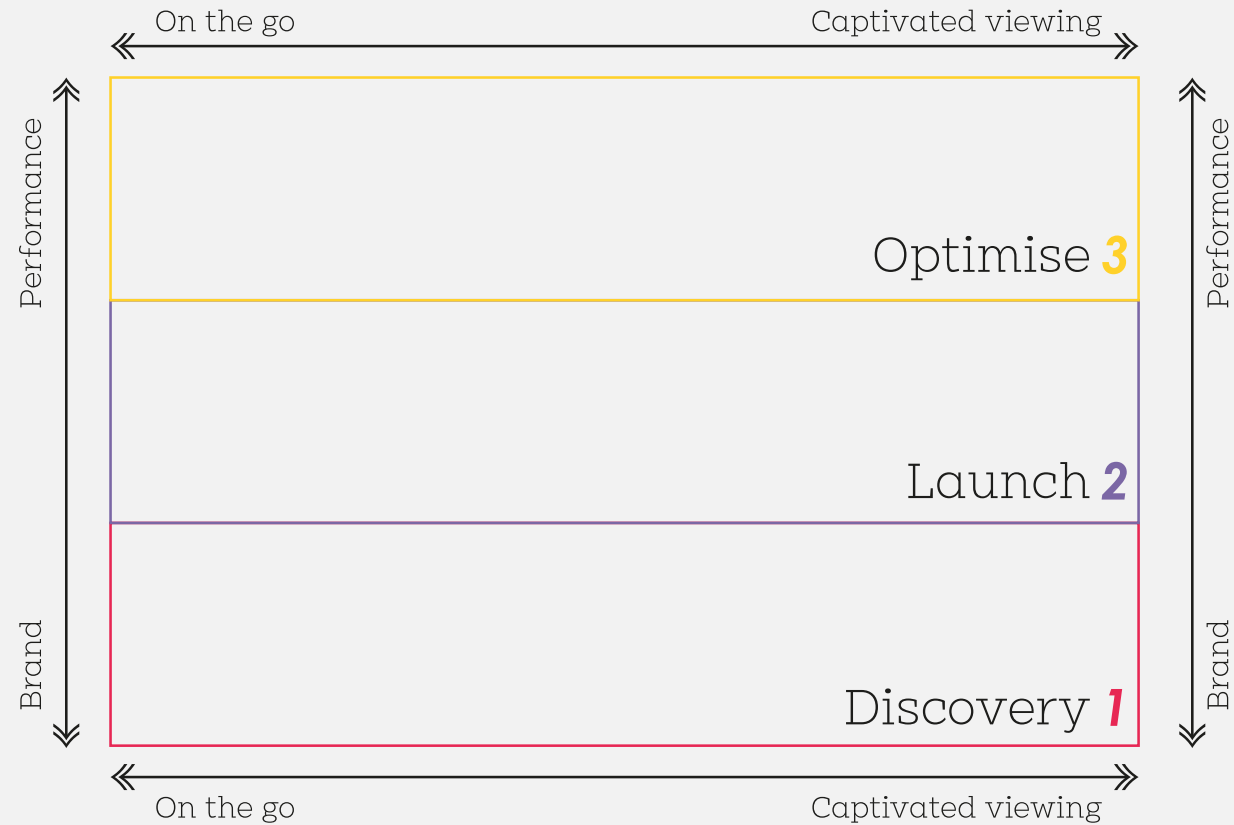
If you take anything from this Webinar...

Use this:

# In summary

---

If you take anything from this Webinar...  
Use this:



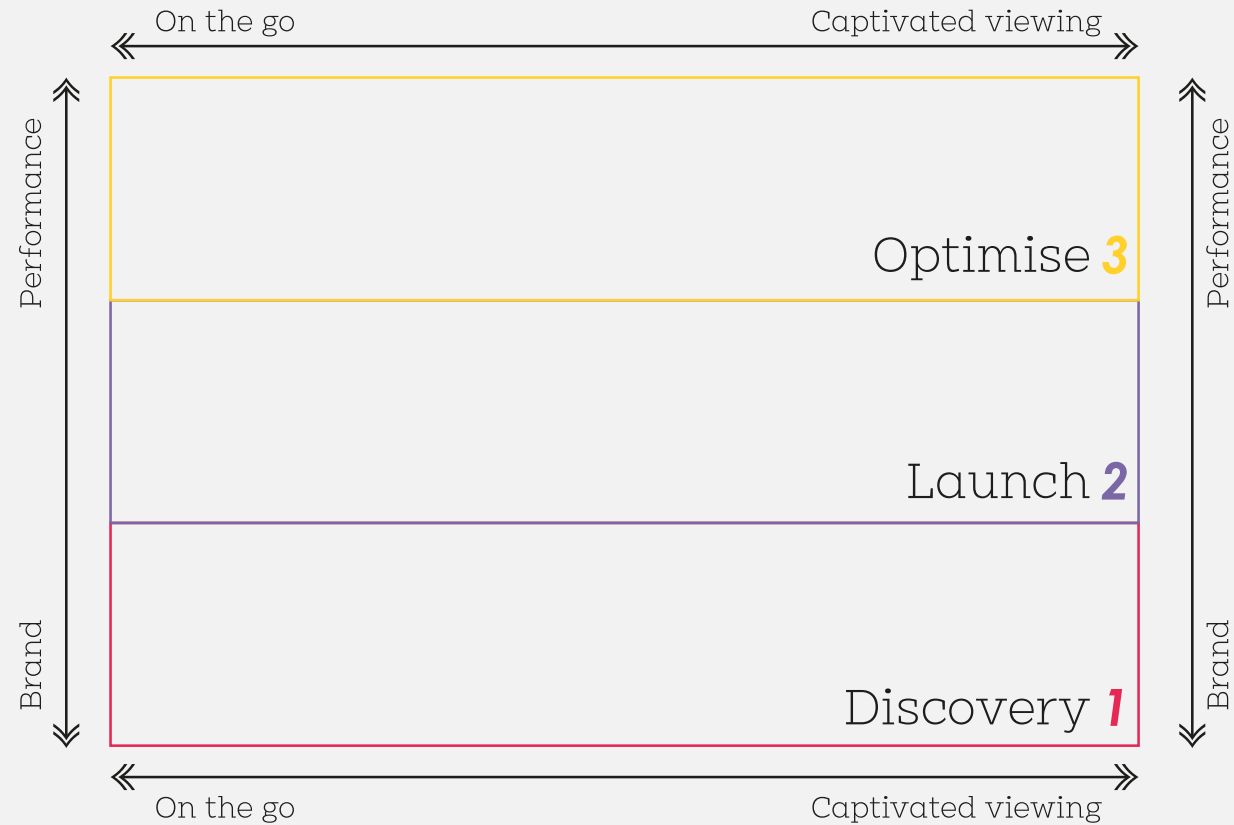
# In summary

---

If you take anything from this Webinar...

Use this:

But remember:



# In summary

---



## 1 Branding

Showcase your brand up front. Flaunt yourself so your audience don't consider your competition.



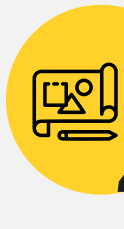
## 2 Timing

Where will this asset be seen?  
what time of day will your audience be engaging?  
Make sure you hit the mark.



## 3 Sound

Video first is the order of today. 85% of video is still seen without sound. So design with no sound, but delight with sound.



## 4 Format

Make sure it's fit for purpose.  
Design for platform and suit the native best practices.



## 5 Attention

Keep the balance right.  
re-engage the audience if it's long. Keep them engaged with movement & colour



## 6 Explore

Don't churn out the same thing. Have fun, and push the limits of your brand and expertise. We are all rookies.

thom@anicca.co.uk

---

Disclaimer

The materials set out in this document are concepts only (the "Concepts") and, in addition to any rights vesting in Anicca Digital Limited ("Anicca"), may be the subject of existing third party intellectual property rights.

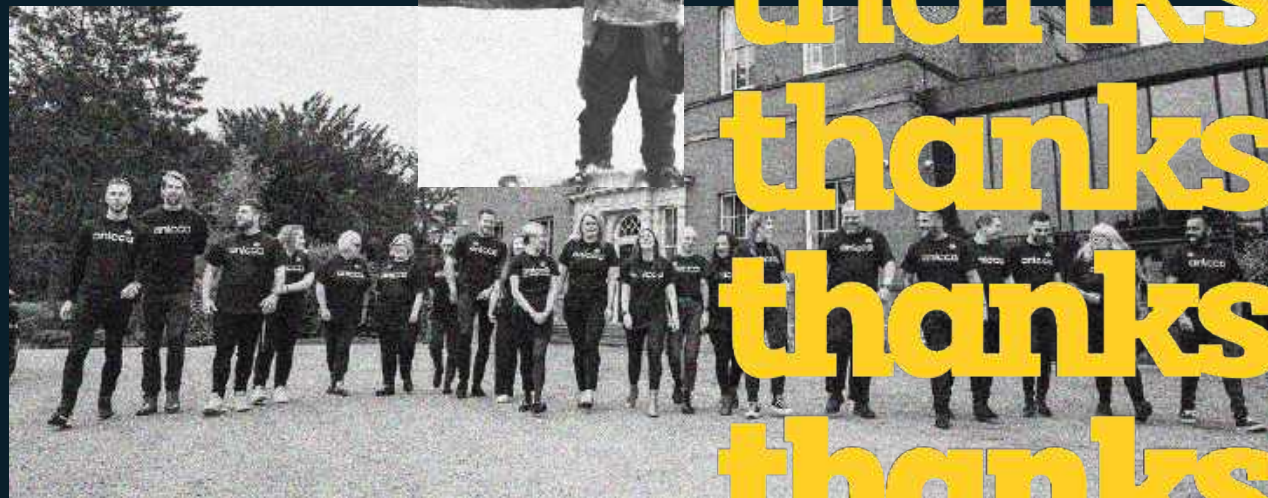
If the client wishes to utilise any of the Concepts, it should notify Anicca in writing and Anicca will then put in place the appropriate intellectual property searches (the "Searches"). The use of the Concepts is therefore subject to the results of the Searches.

Anicca shall not be liable for any damages, costs or losses whether direct or indirect (and including, without limitation, loss of profits, loss of business and loss of goodwill) arising out of any claim by any third party relating to the Concepts proposed by Anicca where the client uses a Concept:

prior to Anicca confirming whether or not the Concept is subject to existing third party intellectual property rights; and/or

in breach of existing third party intellectual property rights following the Searches.

All Anicca rights to proposed technical, content and creative concepts belong to Anicca unless paid for by the client. Should the client subsequently use any concepts without payment to Anicca (unless agreed otherwise by both parties in writing), Anicca reserves the right to take action to recoup, without limitation, damages for breach of intellectual property rights and/or any lost costs associated with the development of such concepts from the client.



thanks  
thanks  
thanks  
thanks  
thanks  
thanks  
thanks  
thanks  
thanks  
thanks