



 RADISH

The Tiny Book 

For Giant Ideas

10 WAYS TO **STAND OUT**

Tactics to unlock creativity



Helping our clients stand out and stand for something is embedded in our DNA. We pride ourselves on thinking differently, challenging expectations and pushing creative boundaries. That's why we're sharing our top ten tactics for standing out in today's B2B landscape.



These tactics will help you think more creatively and get your brand in front of buyers in new, exciting ways. They'll give you a head start over your competition and allow you to build meaningful, lasting relationships.

Go ahead, dive in.





1 Find that **lightbulb moment**



Research your audience so deeply that you know their **pain points**, **goals** and **behaviours**. You can achieve this by conducting deep-dive interviews with customers and potential buyers using tools like Pollfish and Respondent.io. This allows you to find the one key insight that shapes a campaign and sparks creative thinking.

Companies that take a customer-centric approach, with deep insights into their audience, are 60% more profitable than those that don't.

HARVARD BUSINESS REVIEW



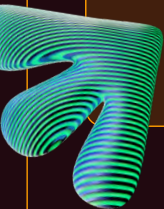
2 Tell a story



We are **hard-wired to remember stories over facts**. Take your buyer insights and company value proposition to create an **emotive, meaningful narrative for your campaign that can evolve over time**. Consider using a story framework to help, like The Hero's Journey, **the Three Act-Structure** or **Freytag's Pyramid**.

Facts are approximately **22 times more likely to be remembered** if they are part of a story

ACTUAL MINDS, POSSIBLE WORLDS, BRUNER.



3 Inspire curiosity with **contrast**



Playing it safe gets you nowhere in B2B. Try using paradoxes or wordplay in your messaging, or contrasting visuals to provoke a reaction. This approach will fuel creative thinking during campaign development and **help you differentiate your brand.**



**Creativity happens in
response to a problem,
not a solution**

LUKE SULLIVAN



4

Don't be afraid to use **humour**



Or any other emotion. Fear, humour, joy, nostalgia, irony... they all let you tap into the psychology of the buyer and form deep-rooted connections. It also **helps you break out of using B2B cliches** and **hard-sell messages**.

90% of people are more likely to remember ads that make them laugh but only **1/3** of ads include humour.

KANTAR



5



Test, test, test



Use platforms like Wynter to see how well your campaign visuals and messages land with your target audience before launch. The result might uncover a **nugget of insight** that takes your strategy and creativity to the next level. A/B testing can also help you understand your audience and **effectively scale up (or down) your creativity.**

Studies show that A/B testing can improve conversion rates by up to 49%.

B2B ROCKET



6 Bring content to life

It's never been easier to create immersive content that **encourages interaction**. For example, platforms like Folloze allow you to design dynamic, no-code landing pages which use **AI to personalise** experiences. You should also be using formats like reels, VR, gamification, benchmarking tools, podcasts, music playlists and apps to bring your campaign to life.

Interactive content garners
52.6% more engagement
than static content.

MEDIAFLY

7 Build an ecosystem

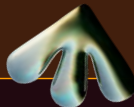


Accommodate for new buying behaviours by creating a **library of useful resources** that spans the buying journey. These hubs allow buyers to self-serve and break down limitations of having a linear GTM.

Plus, it'll differentiate you from the competition.

75% of B2B buyers
prefer a **rep-free**
sales experience

GARTNER



8

Meet buyers where they are at



Social-first content is the future. Encourage, train and provide content for sales teams to improve their social selling tactics and build rapport with buyers across LinkedIn. **You can also strengthen brand affinity** with Gen-Z buyers by creating channel-specific content for TikTok, Meta and X.



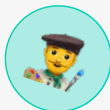
Social media ranks as the most effective channel for both top-of-funnel goals and bottom-of-funnel goals

WPROMOTE





Hyper-personalise each interaction



Don't rely on template messaging in your campaign. Research individual buyers in the decision making unit and tailor your comms, content and tactics to ensure your brand resonates. You can also use person-level advertising platforms like Influ2 to **target individual buyers.**

78% of B2B buyers strongly agree that outreach to them should be personalised.

LINKEDIN



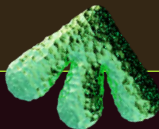
10 Co-create content



Work with respected industry influencers, key customers or individuals from target accounts to **produce and promote campaign experiences**. This can span from co-writing thought leadership pieces to hosting in-person panel discussions and LinkedIn Lives. It helps **create fresh perspectives** and **expand your sphere of influence**.

**Influencer Marketing
generates as much as
11X banner ad ROI.**

CONVINCE & CONVERT

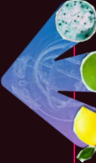
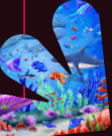




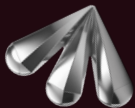
RADISH



Award-winning differentiation



See how we've helped our clients **cut through the noise** and win B2B Marketing awards with these stand out campaigns.





“Shape your data into something greater”

A high-precision ABM campaign that convinced innovators and decision makers of Neo4j’s **versatility and flexibility**.

SHAPE YOUR DATA INTO SOMETHING GREATER.

SHAPE YOUR DATA INTO SOMETHING GREATER.

SHAPE YOUR DATA INTO SOMETHING GREATER.

Awards



BEST CUSTOMER GROWTH OR RETENTION INITIATIVE
2023-24



BEST SALES ENABLEMENT INITIATIVE
2023-24

Results so far

\$7 million

pipeline revenue

200

new customer contacts

33:1

ROI

Scan the QR code or [click here](#) to see how we created the lightbulb moments that inspired Neo4j prospects to act.



ADDLESHAW GODDARD

“Redefining thought leadership through music”

A highly creative, music-led campaign that used **original in-house musical compositions** to present a key piece of thought-leadership in a way B2B has never seen before.



Awards



BEST USE OF
CREATIVE
2024



BEST ENTERPRISE-
TARGETED CAMPAIGN
2024

Results after 3 weeks

82,000

views

500,000+

impressions

20x

more contacts
engaged than target

Scan the QR code or [click here](#) to explore the science behind our songwriting and learn why we rewrote the B2B rulebook for Addleshaw Goddard.





RADISH

For the unforgettable

Feeling inspired?

For more creative inspo and insights
into our award-winning campaigns,
visit www.radishagency.co.uk

