



European Agency Awards 2024 Entry Form

Please complete this entry form and upload it via the online entry portal [here](#) along with any supporting files.

Please note all documents must be under 2MB.

- You can upload multiple entries via the online entry portal. You will need to fill out a separate entry form for each entry e.g., five entries = five individual entry forms
- If you are uploading the same entry into another category, you will need to edit your entry form appropriately to match the category criteria.
- Please make sure the correct category is checked in section B. If the correct category is not checked, your entry may be classed as void and therefore not judged.
- Entry questions are dependent on your chosen category, so please take care when filling out each entry. Please delete any sections of the entry form not required for your category.
- If your entry form does not match your online submission and category selection, your entry may be classed as a duplication error and may not be judged.
- **All entries must not exceed 1000 words.** The word count does not include the company information/summary in section A or the questions already within the form.
- All entries should relate to work carried out between **March 2023 - July 2024**
- Please follow the format and order of the criteria within this form. If you do not use the entry form below or miss information from your submission you may be penalized by the judges.
- All judges are bound by our terms and conditions and are required to acknowledge these prior to logging into their judging portals. Our judging T&C's can be found here: <https://europeanagencyawards.com/terms>
- For more information on how to enter, entry fees and the deadline date, visit <https://europeanagencyawards.com/how-to-enter>

ALL INFORMATION PROVIDED IN THIS FORM WILL REMAIN CONFIDENTIAL TO JUDGES

- Payment for all entries must be made at the time of submission.
- Please read the [Terms & Conditions](#) before submitting your entry.

SECTION A – YOUR DETAILS	
Organisation Name	Isoline Communications
Contact Name	Natalie Marshall

By submitting this form, you agree to the terms and conditions and declare that all facts and figures contained within are accurate and true, and that permission to enter has been given by all involved parties.

SECTION B – SELECT YOUR CATEGORY

Please select your category carefully and insert an X in the second column. Entry questions are dependent on chosen category – please complete section C, D, E or F as indicated.

24. B2B Agency of the Year

X

Please complete section E

SECTION E – AGENCY / TEAM / RISING AGENCY STAR AWARDS

Please complete the following sections providing details of the agency / team / individual that you are entering. Please note entries can be self-nominated or nominated by a third party and must not exceed a total word count of 1000 words.

All information provided will remain confidential to the judges before and after the event and will not be shared with anyone outside of the judging panel allocated to review your entry.

Name of Nominee - Agency / Team / Rising Agency Star

Please keep this concise as it will appear on the website if you are shortlisted.

Isoline Communications: The B2B Tech Specialists

Date of Birth (Rising Agency Star nominees only)

Please note that nominee must be under 30 on October 19, 2023

Contact email address of nominee (Rising Agency Star nominees only)

Contact phone number of nominee (Rising Agency Star nominees only)

Overview of the Agency / Team / Rising Agency Star nominee

Please include numbers, staff turnover, roles etc for agency and team nominations or current and previous job roles etc for Rising Star nominations

Independent agency Isoline Communications was founded by Anu Ramani 2015.

What gives us our edge? We stand head and shoulders above generalist agencies because we specialise in all aspects of content marketing, but ONLY for the B2B Tech sector.

Anyone can write, but great content marketing for B2B Tech is more than that. It's about devising then implementing channel neutral strategies that fit sales cycles to build awareness, create preference, and drive leads – from whitepapers to websites, employee advocacy programmes to videos, SEO/PPC to live events, and much more.

90% of our turnover comes from overseas clients and our 18 people (14 women/4 men) represent 10 countries across four continents – some work entirely remotely, others work hybridly out of our London office.

Agency / Team / Rising Agency Star objectives (1-10 points)

Tell us what you were looking to achieve and any targets that have been set within the agency or team to help achieve your goals. We recommend showing targets as quantifiable metrics e.g., 'Increase conversions from 150 to 300 a month' rather than 'Increase conversions by 10%'.

Our mission? Bring customer insight, creativity and best practice to everything we do to deliver client success. We also aim to always be honest, transparent and ethical with our own people, clients and vendors. Why? We want to be in it for the long-term with them all!

Our objectives for the financial year ending 31 July 2023 were ambitious – especially against the backdrop of a looming recession, a cash-strapped B2B Tech sector with fewer new business opportunities, potential budget cuts, and the threat of employee attrition:

- Grow turnover by 32% to £900,000.
- Maintain YoY profit levels despite the need to scale up to achieve turnover growth.
- Existing client relationships focus – to be worth 60% of total turnover.
- Empower team members at all levels of the business to help counter attrition.

Recent work example(s) (1-10 points)

Please include details of recent client or campaign work. How does your recent work display creativity and make your team or agency stand out amongst others?

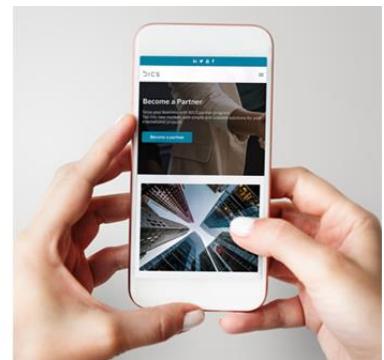
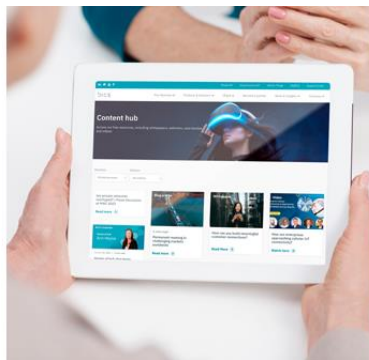
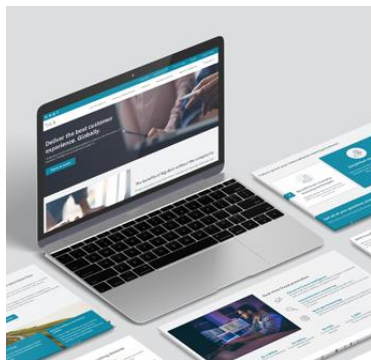
1. BICS: From Telco to TechCo

Moving from a product-led to a solution-led offer, nothing about BICS' pre-existing website was fit for purpose. Our website evolution strategy fits the new narrative, supports the company's business objectives and drives leads.

A lack of stakeholder buy-in at the outset could have meant total failure, but our tactics to gain consensus worked – even the most die-hard sceptics quickly evolved their ways of thinking.

Winning four awards, BICS saw an ROI that quintupled every Euro spent and a 278% increase in won deals. Almost 100% of the marketing qualified leads went on to become sales qualified leads,

compared to only 60% the previous year – proving that the new website content attracted serious buyers.



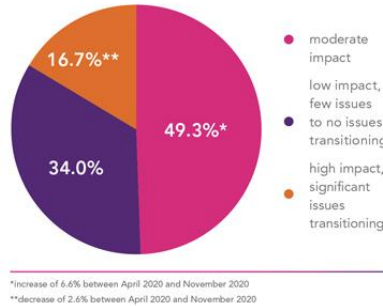
2. HB Reavis: The Future of Work

International workspace provider HB Reavis faced major disruption due to post-pandemic changes in workspace use. Cue to "The future of work" report, cornerstone of lead generation/outreach campaign targeting notoriously tricky C-Suite audiences to help them: navigate through difficult times, support the role offices play in a post-pandemic world, and provide solutions to workplace challenges people and businesses face – whether from the office or home.

Also winning four awards, insight-driven research/intelligence led to valued content:

- +100% qualified leads versus objective.

- +3,893% more leads than a similar (pre-pandemic) content campaign.
- Cost per lead: 5x less than target and less than half vs industry benchmark.
- Impressions across social media channels outperform objective by 83%.
- ROI better target by 93%.



3. Global Digital Transformation Company (confidential new client won in mid-2023)

Having lost senior marketing team members in quick succession, this business' remaining mid-level managers were doing the best they could, with no marketing strategy or reporting mechanisms, an outdated website, and a disparate group of ad-hoc freelancers.

The result of a referral, their CEO reached out to us for help and we've quickly become an external extension to their in-house team by:

- Laying the foundations for a strategic, considered approach to marketing with quantifiable business leads/sales goals across business units.
- Making recommendations on positioning, and how to integrate a major new acquisition.
- Identifying candidates to recruit their new marketing head.
- Selecting a new PR firm for them.

By implementing transparent budgeting, account management and a self-sustaining content creation engine, we've freed up their marketing team's time, so they can take a more strategic role, and our new creative campaigns to be launched soon...

Details of any recent achievements (1-10 points)

What makes your team or agency stand out? Please include details of any achievements you feel make your agency, team or rising star award worthy. What are you proud of?

Turnover

- 48% YoY growth smashes the 32% goal (£1,014,000 for 2023 vs £682,000 for 2022).
- For the first time ever, we breached the £1M mark, exceeding our £900,000 objective by 13% – and we're currently on track to deliver against our 2024 forecast.

Profit & people

We increased YoY head count by 50% (18 in 2023 vs 12 in 2022) – a direct result of scaling up to meet our huge turnover increase. Despite this, we met our objective to maintain YoY profitability (£173,115 for 2023 vs £170,360 in 2022).

Client relationships focus

Client servicing excellence and empowering our people (see next section), combined with our deep B2B Tech sector expertise, led to existing client relationships at 64% of our total turnover in 2023 (vs 60% benchmark). Jumping to 100% in the first 5 months of our current financial year, we continue to thrive despite a significant slow-down in the B2B Tech sector.

Details of any challenges faced and how these were overcome (1-10 points)

What challenges were unique to you and how have you overcome them. What was the end result of overcoming these challenges?

Growth challenge

In an era of increasingly tight budgets, new business opportunities slowing down, and the rise of client in-housing, we believe that client servicing excellence to retain and grow existing client relationships is all-important. That's why we're laser-focused on:

- Budget transparency process innovation: We customised project management platform Notion, so clients can now see their budget spend in near real-time. And unlike most agencies who operate a "use it or lose it" retainer policy, we always carry over any unspent budget.
- High flexibility in campaign structure and delivery: Based on their evolving circumstances and linked to our budget transparency, clients can easily allocate/reallocate budgets.
- Senior level strategic engagement: As part of our service assurance, our MD speaks with all clients on a monthly basis.

Shifting client needs & new service offers

Client content needs can shift, based on budget, purchase funnel, and target audience channel consumption. We adapt our services to meet this, adopting a 'test & learn' approach for new offers.

For example, a client asked us for ideas to improve social engagement and develop multimedia content while on a tight budget. Cue to the introduction of our democratised video creation offer. We record 'on the fly' videos on our phones that can quickly/easily be used on social channels at a very accessible price point.

Attrition & power to our people

All agencies face a post-Covid attrition challenge. That's why empowering our people to take ownership of our culture is now at the heart of our credo. Our non-traditional flat structure gives team members autonomy and purpose. And it worked – no one left the business.

Every week, someone new takes on the 'social team leader' role, responsible for designing/leading innovative and fun activities. They've become so popular that clients are now asking to be involved! For example, we did finger/hand exercises to stimulate the brain one day. Then there's our weekly Friday Flex Social Quizzes, where the 'social team leader' drives the happiness/laughter vibe by designing a quiz from a completely random subject. Like the person that recorded herself sleep talking and everyone had to guess what she was saying.

Other grass roots initiatives include:

- A number of CSR initiatives – retired greyhound walking day voted most popular.
- Weekly wellness challenges – from drinking more water to taking a picture of spring flowers.
- Finding a new permanent office, moving us out of WeWork.
- Employee satisfaction survey introduction.



Why should your Agency / Team / Rising Agency Star win? (1-10 points)

Please detail what you feel makes you stand out amongst others and why you feel your entry is award winning. What makes you unique? What gives you the competitive edge?

We've delivered profitable top-line growth every single year since we started in 2015. The numbers don't lie, nor do the results of our Client Satisfaction and Employee Satisfaction surveys, where satisfaction, loyalty, and engagement rates all got consistently high scores.

Our conviction to specialise in the B2B Tech sector runs strong – to the point that we had the courage to decline several new business opportunities with household name brands last year because they weren't in this sector.

An unswerving focus on existing client relationships and organic growth is the key driver for the past year's success and stability, with clients benefiting from our depth and breadth of B2B Tech sector over time. For example, our BICS partnership grew from a £1,500/month retainer in 2015 to £20,000/month today. It's outlasted three client-side marketing leads, and we probably know more about BICS' marketing than almost anyone there! This focus also led to over £1M in revenue over the past few years, because former clients came back to us after they moved to new companies.

URLs

Isoline Communications website: <https://www.isolinecomms.com/>

BICS case study: <https://www.isolinecomms.com/content-hub/bics-case-study/>

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Please detail any supporting documents you are including as part of your submission
Optional – please upload to online entry portal when submitting this entry form

n/a