

Five marketing trends that *almost* no one is talking about

What fast growth companies need to know
about the marketplace of tomorrow



OPEN
VELOCITY 



Contributors



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A B2B marketer and entrepreneur, with over 12 years marketing experience leading to Marketing Director level. Bethan knows what it's like to start your own businesses, founding Open Velocity in 2022.

She's a regular speaker at international conferences and podcast host of 'The Brave'. She's been responsible for developing and implementing marketing strategies in highly competitive B2B SaaS and technology services environments.

Jon Paget

B2C & B2B marketer with close to 20 years of marketing experience. Jon's managed global marketing teams, has worked in large organisations and start-ups, and knows what it's like to be part of a founding team.

He's worked in-house across travel, tech and communications with some time spent agency side too. He's also an Associate Lecturer of Marketing at Falmouth University.



Lisa Wood

B2C and B2B marketer, with 30 years marketing experience, 10 years at Chief Marketing Officer / Director level. Lisa's worked in private equity, large corporates and start-ups across multiple sectors, including FinTech, Financial Services, Travel & Legal Services.

She's built brands from the ground up, grown businesses and optimised marketing performance, working in roles spanning the full spectrum of marketing disciplines.



Introduction

Ask any business owner or senior marketer and they'll tell you the same thing. Putting a name to a business, brand or product can be difficult. Often the best question to start with is *why are we doing what we're doing?* As with many business founders, my own experiences of working in other businesses gave me the answers I needed – so when I left to set up my own marketing consultancy, I was clear with my why and my how.

Transparency and accountability are fundamental to performance. So too is having the right attitude and a culture built around questioning conventional wisdom, and being prepared to take calculated risks. As a marketing consultancy looking to have a real impact on the companies we work with, it's essential we have an open approach and are prepared to have honest conversations about sales and marketing capability, resourcing and strategy.

At the same time, we want to root ourselves in technology; working with businesses adopting or developing the tech that would help shape the course of the future. Our experience of working in this space means we understand speed is nothing without direction, and fast growing businesses can't afford to run down too many blind alleys.

Two words summarise these core beliefs and underpin our approach, hence our own name was born: **Open Velocity**.

As we turn our attention to the key trends in this report, many businesses have been riding a Covid resurgence, only for that confidence to now be tempered by the cost of living crisis and near recessionary pressures enveloping the UK.

2022 was a very hard year for many businesses, with AIM's performance vs the FTSE 100 as evidence that small businesses are struggling most of all. According to Layoffs.fyi, the UK tech sector saw 2,000 people lose their jobs in 2022 as companies cut costs, following a trend inherited from the US.

And so we reach a familiar crossroads – one that sees strategic businesses turning one way, recognising the longer term opportunity as well as a need to deal with the imminent storms. These businesses are re-evaluating their strategies and business plans, whilst also planning for the recovery and ensuring they continue to meet a market need with a well positioned, well marketed product or service.

And in the other direction turn businesses unable or unwilling to look beyond the current quarter and who adopt scatter gun tactics, with little to no thought as to how the marketplace and the target audience is changing. And changing it most definitely is.

With chinks of light already emerging, we wanted to look beyond the here and now and address the trends that will impact businesses in 2024, 2025 and beyond.

To do so, we've lent on our own experience of working with future-focused businesses and combined this with emergent trends in both marketing and business growth. We've distilled this into just five key ideas that we believe will shape the playing field for businesses beyond the current economic climate.

We hope you find it a useful insight into the challenges and opportunities appearing on the horizon.

Bethan Vincent,
Founder and Managing Partner, Open Velocity



TREND 1:

The rise of the self-serve customer

B2B marketing is catching up. Historically labelled the less glamorous sibling (to B2C), B2B businesses have long been told that lead gen trumps brand building, buying cycles are long not short, and decision makers are less emotionally influenced and more value led.

This is changing. In fact it's already started, but we're nowhere near the end of the journey.

Research by both Gartner and Forrester agree; the B2B sales and marketing fundamentals are changing, making way for a new, more digital arena in which to play.

These changes are being driven by an increasingly digital savvy workforce. Around 50% of the UK workforce is made up of millennials (born between 1980 and 1995), with a further 20% being 'Gen Z' (1995-2005).

These people represent digital natives; people that have grown up with mobile devices and social media. Their influences and motives are different; and so too are the ways in which they make decisions and gather information.

Above all, they represent the self-serve consumer – for both B2B and B2C – summarised by the desire for immediate access to relevant information and an ability to try it for themselves, often with little to no commitment. And no, they really don't want to talk to a sales team.

- ▶ The marketing mix will continue to shift for B2B, especially at the top of the funnel
- ▶ Digital marketing will become a more important in-house competency
- ▶ The importance of B2B brands is likely to grow significantly

Examples from the research include:

- ▶ **Transparent, self serve information on pricing and pricing options – this was voted the number one thing buyers wanted vendors to provide**
- ▶ **The ability to try a product for free (trials, demos or freemium products)**
- ▶ **Customer and user reviews are crucial – one in three millennials claim their buying journey starts with reviews**



Jon's perspective:

“This has a significant impact on how companies will market themselves and their products and services. It will place greater emphasis on the role of digital and content marketing in order to make a buyer’s short list whilst finding new and innovative ways to satisfy the value-oriented buying criteria that B2B buyers will remain focused on”.



“This trend has only just started and evidence points to older generations also wanting autonomy over buying decisions, in the wake of lockdown. We all want to make decisions independent of sales teams with greater influence from others like us (think G2.com or Capterra for peer to peer software reviews).”

Reviews and third-party endorsements can work at both the top and bottom of the funnel – with category-leading reviews or ratings driving product discovery as well as offering reassurance to buyers near the point of purchase.

We recently worked with our client Singlepoint on driving quality reviews to their Capterra profile. Not only has this directly increased lead generation, but the process of gathering reviews also acted as a positive touchpoint with existing customers.

“The rules of the game are changing. Traditional B2B marketing activity is being challenged and the signs indicate this is leading to diminishing effectiveness. Collaborative marketing activity is emerging as a growth driver, especially where contributors treat each other and their audience(s) as peers, versus the ‘sage on the stage’ thought leadership strategies of the past 30 years”.

B2B sales and marketing will remain distinct but the lines are going to become blurred, especially at the top of the funnel where B2B buyers are exploring the market for options, using many of the same channels and preferences they use in their personal buying decisions.

The bottom of the funnel will likely retain more separation, as the number of collaborators to the decision making process, buying criteria, RFPs, due diligence and others are all likely to remain in place.

How to exploit this trend...

At the top of the funnel, B2B leaders should be reviewing their marketing mix to identify new opportunities. Are there emergent sources of traffic or interest for the product / service? Are there new competitors entering the market speaking to new or different audiences and through different channels? Or perhaps there are new influences in the buying decision that need to be managed.

At the bottom of the funnel, now is also the time to review whether the customer buying process is understood in enough depth and whether marketing activities have the right blend of messaging, contents and formats to persuade and convince all the stakeholders in this process.



TREND 2

The digital advertising landscape will be forever changed

There is a big, big problem that marketers have known about for some time. Consumers like the concept of a free internet but don't understand that they are the product paying for it.

Google has twice postponed the depreciation of the third-party cookie – the bit of code that gets sold from online pillar to online post informing any willing bidder about a person's online browsing habits and identity. Google has done so because these small snippets of code – third-party cookies – have helped to underpin an industry estimated in the UK alone to be worth £41bn by 2027.

Third-party cookies are relied upon for a huge amount of online advertising, and whilst other browsers (e.g. Mozilla) and other tech giants (namely Apple) have already killed off these cookies, Google has delayed and delayed.

This really matters to marketers. Without third-party cookies, the entire industry, and its tech giants, are under threat and the ability to reach huge online audiences vastly diminishes. But nothing stands still.

In the wake of this potential advertising armageddon, tech innovations are providing some of the answer.

Web-based retailers like Amazon and Tesco have woken up to the opportunity presented to them by their huge audiences they have. Both have created their own advertising networks, known as retail media, which provides highly relevant, consented marketing opportunities.

Walled gardens – platforms such as Meta (Facebook, WhatsApp and Instagram's owner) – aren't immune, with marketers having significantly less visibility of ad performance than they once did.

- ▶ A blend of technology is likely to replace the existing third-party cookie status quo
- ▶ Retail media, data clean rooms, partnership marketing and first-party mid-funnel activity will increase in importance
- ▶ Reaching audiences online will become increasingly difficult, with media fragmentation, new platforms and privacy-first consumers / buyers

There are many other solutions we could mention – Google's own Topics, Unified ID solutions, data clean rooms – which all have some potential to be part of the solution.

However, some things will change for good.

It will become increasingly important for B2C and B2B businesses to place greater value on long term relationships, where consumers and buyers are willing to share important information and data. Known as 'first-party data', the race has already begun for brands and businesses to develop the right strategies to deliver this consented data. The result means brands and businesses having a direct and potentially more engaged relationship with their audiences, which can in turn drive down marketing spend and reliance on third-party platforms.



Customer Relationship Management – CRM – will, as a result, become even more crucial for businesses of all sizes, as will the top and mid funnel marketing activities required to kick start these relationships and extract this data. It will also become increasingly important for a genuine value exchange to take place – where consumers and buyers feel like they’re getting something in return for their personal data.

Research points to Millennials being more wary of sharing personal information than their baby boomer counterparts, and Gen Z more wary still.

This underlines the challenges of tomorrow, impacting traditional brute force lead gen tactics in B2B and new customer acquisition in B2C.

And finally, there’s the role partnership marketing will play where non-competing brands who share an audience can work together to the benefit of both, or all, involved. Known as ‘second-party’ data, this is likely to become more important for smaller and challenger businesses, with prospects of better ROI vs more expensive first-party tactics or above the line activity.

Lisa’s perspective:

“Whilst the challenge is imminent, the abundance of third-party data in recent years has led to a proliferation of digital advertising, often poorly targeted, that people have been switching off to for some time. The move to first-party data is an opportunity for brands to invest in their data, seek partnerships with like-minded brands and look for ways to connect with customers that are more relevant and timely. Quality not quantity is the name of the game.”



How to exploit this trend...

Business leaders should be involved in setting first and second-party data strategies.

This starts with recognising if the key skills to develop and execute these strategies already sit within the business or whether outside help might be needed. It also means mapping out existing or new partnerships with businesses and brands that share similar audiences and data strategies and recognising them as strategic partners.

Second, businesses should be auditing both their existing CRM platform and the structure of its data. Do they provide the flexibility that’s going to be needed to better adapt to diverging and increasingly demanding customer preferences? Finally, questions need to be asked about how audiences are segmented and whether enough is known about privacy and data preferences and if these are reflected in the resulting messaging and marketing tactics.



TREND 3

The confluence of tech and new legislation

There are many, many factors affecting the playing field. From a technology perspective, the UK is competing in an increasingly complex and fragmented global market. The UK government is backing a UK wide 5G rollout and 6G could be with us before 2030.

This will revolutionise the way we work, communicate and experience entertainment. It will also provide the foundation for many generative AI, augmented reality and virtual reality experiences to evolve. Cryptocurrencies, whilst still in their infancy, will become regulated mainstream as the UK aims to become the first to provide 'crypto lending'. Cryptocurrency payments will become attractive due to their lower costs and ease of use across borders.

There's unlikely to be a sector unaffected by these changes but a general rule of thumb is likely to prevail; the more fragmented a market, the more disrupted it's likely to be, with the more established industries taking proactive steps to regulate and raise barriers to disruption.

The net result will be the emergence of new markets and greater consumer and buyer choice as open source technology democratises industries and reduces costs of operation, opening up opportunities for small, agile startups, whilst the existing big tech firms will likely continue their dominance as they help shape the future direction of this technology (in much the same way as Microsoft are now doing with generative AI, and Meta are doing with virtual reality).

With these new opportunities will come big changes to the way businesses operate across every department: human resources, marketing, sales, product development, finance and logistics. And any prolonged economic headwinds are likely to speed up new tech adoption as businesses pursue lower costs.

- ▶ AI will quickly become commoditised and will not be a lasting point of differentiation
- ▶ Technology changes will quickly impact every area of business, especially as 5G and 6G are quickly rolled out in the UK and EU
- ▶ Legislation will struggle to keep up and UK/EU divergence will cause issues to businesses seeking international markets

The integration of AI into existing software feature sets, rather than acting as a point of differentiation, is becoming increasingly common due to the ubiquitous nature and broad potential applications of AI. This trend is driven by the fact that AI has proven itself to be a versatile tool for enhancing user experience, streamlining processes and improving efficiency across numerous industries. As we move further into the AI maturity curve, it is being seen less as a standalone, novelty feature and more as an essential, integrated part of a wider feature set. Essentially, the unique selling point is no longer simply "having AI", but rather how effectively AI is utilised within a system to provide value-added services. Much like how cloud functionality is now an expected standard in software, AI is progressively becoming a fundamental, intrinsic feature rather than a distinguishing factor.

As a society, we will become more reliant on tech than ever before and this will pose significant challenges to personal privacy. As a result, legislation will continue to play catch up.



The US, UK and EU all have user privacy legislation in progress. The UK's divergence from the EU's GDPR will likely ease, what some see as overly restrictive, marketing challenges around consent, while at the same time needing to react to new threats. For instance, the EU is progressing at pace with a whole new body of legislation to tackle the changing digital landscape – everything from the Data Act, the Cyber Security Act and AI Act. The latter is already out of date despite being drafted in 2022.

Everything from social media content and data storage to facial recognition and the Internet of Things will be scrutinised. And the rules will change.

In the face of post-Brexit legal divergence, domestic political changes are likely to impact this complexity. Whilst the UK may make it easier for business to operate domestically, and remove

some of the inherited red-tape from EU legislation, divergent regulation will mean cross-border digital trade will become significantly more complex.

One example is the Unitary Patent Agreement, which introduces a single patent award to work across all EU member countries. The UK will sit outside of this agreement posing questions of how the UK and EU systems will work in tandem.

It is inevitable that as businesses take even more of their operations online and invest in new technology, all sizes of business will face growing security concerns. Penalties will grow in severity as regulators and legislation have greater power, clarity and ability to act, driven by wider awareness of the personal importance of personal data.

Bethan's perspective:

"There are a number of longer term implications around technology and legislation. For example, businesses will need to re-think their resourcing and in-house skills. Businesses will likely become more cautious about tech investment and will be especially keen to avoid getting stuck with legacy systems that cause competitive disadvantage.



"PESTLE analysis and business planning will become even more important as entering new markets becomes more involved and nuanced. Lastly, businesses will need to be wary of using AI assets that are a derivative of existing works while the copyright issues are being hammered out in the courts".

How to exploit this trend...

Forward thinking businesses will need to keep a close eye on emerging legislation, especially with the divergent changes being made to UK law post Brexit and in light of emergent technology. We recommend an annual audit, performed for all relevant territories and markets.

Next businesses will need to consider their own stance with regards to artificial intelligence, machine learning, crypto and other tech. The values that many businesses have been built on will be challenged, as will the fundamental process of, and resources required in, getting a product to market. Smart businesses will be developing their own stance, with policies guiding use and adoption. Communication to clients and stakeholders will be the final, and most important, consideration on this journey – staying close to what matters most to your target market will remain crucial.



TREND 4

The product challenges of tomorrow will confront the sustainable brands of today

Over the last 200 years, there have been three great energy revolutions. First came UK, French and German dominance through coal. Next, the US, Russia and Saudi-Arabia benefited from huge oil reserves. Now is the time of green energy, with a technology arms race to deliver clean, renewable power.

There is an inconvenient truth powering this third wave of power generation; the hidden supply chain of rare earth minerals that are integral raw materials. Nickel, cobalt, lithium, and a dozen or so others, are often found in remote areas deep beneath the sea bed or in countries with little to no governance on environmental standards or health and safety.

These rare earth minerals are vital for the impending fourth industrial revolution – AI, 5 and 6G, robotics and renewable power – being core components for smart phones, GPS, solar panels, robotics and rechargeable batteries.

There are geopolitical forces at play here too. The west has been caught sleeping while China has made great inroads to mining and processing of these rare earth minerals; both through their ‘Belt and Road’ initiative and their own extensive processing facilities. For every lithium factory the US plans to build, China is already building 16.

Supply chains are already being hit – the price of nickel doubled in the immediate aftermath of the Russian invasion of Ukraine – and the knock on impacts affect everyone from Amazon’s speakers and Lonovo’s laptops to Tesla’s EV cars (which resulted in a price increase).

- ▶ Meeting the UK’s sustainable power demands relies on rare earth minerals, as will future supply chains and many B2C and B2B products
- ▶ Increasing pressure to tackle climate change will square up against the need for increased mining of rare earth minerals
- ▶ These inevitabilities will drastically change and shape the way brands and businesses communicate their green credentials and increase the need for transparency to both businesses and consumers



China currently dominates the race for rare earth minerals, with 60% of global production and 85% of global processing. The UK, US, Sweden, Finland and others are now all pursuing strategies to explore their own mineral supplies, seeking mineral sovereignty from China.

Global demand for these minerals is forecast to grow 6x in the next 15 years.

From a marketing perspective challenges abound. The most crucial element of the marketing mix;

the product, faces huge uncertainty in the coming ten years with domestic and global supply of key raw materials in question. On the one hand, demand from B2C and B2B products are driven by greater connectivity, powered by the technologies of the fourth industrial revolution, and yet on the other, the world's governments, businesses and consumers are waking up to the existential environmental challenges that lie ahead.

The race to provide transparency regarding where and how products are made is already underway. These challenges will become greater as it becomes increasingly difficult to distinguish between sustainable global production processes and greenwashing.

For example, we are seeing clients directly respond to the climate crisis and NetZero push by developing new products and technologies such as carbon calculators and energy monitoring solutions that meet the needs of businesses looking to understand and reduce their impact across their full supply chain.

In the UK, we face a number of challenging hurdles, with the very idea of mining carrying a lot of baggage. And yet it is these rare earth minerals, often hidden at great depths under the Earth's surface, that are required to transition away from coal, oil and natural gas. This is a problem with cultural, political, technological and social challenges.

These challenges will hit brands and businesses hard, as many are starting to build sustainable credentials into their proposition and messaging. For some the very definition of what it means to be sustainable will come into question, with many others realising it's not quite as simple as weaning our economy off oil and gas.

We're already seeing these challenges emerge, with one of our clients pursuing business growth in the clean tech space and coming up against the moral dilemma of working with mining companies and consortiums who are controlling the extraction and processing of rare earth minerals.



Jon's perspective:

“These challenges are likely to evolve quickly as the wider debate around climate change intensifies. Brands and businesses should be reviewing their current and future product (and service) roadmaps and re-assessing the costs of their sustainable supply chains. Recent decisions and assumptions should be revisited and viewed through this lens.



For those working in or directly reliant on electronics, technology or renewable power, research and scenario planning should start now to identify the risks that shortage of supply and price increases will have.

From a communication perspective, it's clear brands will need to stay close to this fast moving issue. Recent UK government guidance via the [Green Claims Code](#) should already have provoked greater caution around sustainability messaging and brand positioning. These challenges should serve as another warning to brands wanting to appeal to consumers' desire to make more sustainable choices at a time when what it means to be sustainable is itself being challenged. Initiatives like the Global Battery Alliance and the Fair Cobalt Alliance are examples of organisations that will help combat some of these direct challenges.”

How to exploit this trend...

Get ahead of the curve as quickly as possible. Once there, businesses will need to keep redefining what sustainability means to them and be guided by the market and their customers.

What was considered acceptable environmental policy for businesses five years ago already looks prehistoric. The goal posts have moved and businesses need to adapt or risk losing out. Business leaders need to recognise that the pace of change is likely to further increase as pressure intensifies on wider society to tackle climate change.

Businesses should be considering holding themselves accountable to third-party accreditation (e.g. bCorp, Cradle to Cradle or EPEAT) and periodically reviewing new product or service decisions. The question is not where a business wants to be today regarding the sustainability agenda, but where it will need to be in two to three years' time.



TREND 5

Gaining and protecting trust will enter boardroom discussions

Research by GWI and Edelman has indicated how trust is a commodity in increasingly short supply. Governments, banks, big brands, news organisations and social media companies all saw their trustworthiness take a significant hit in 2022.

Immediate challenges, such as the issues of rising prices and political upheaval in the UK and across Europe, are themselves significantly undermining trust. However, it's the issues that are likely to endure over the long term – misinformation and fake news, data leaks, ambiguous operations, opaque communication, and misleading environmental claims – which will most impact brands' and businesses' ability to grow.

As trend two explored, personal data will become one of the primary fuels for business growth in the future and trust is the key that will unlock a brand's access to it. Without it, driving volume for top of funnel activity will become increasingly difficult. At the other end, consumers and businesses will use trust as a North Star to help guide increasingly complex decision making. After all, through periods of significant change – and the fourth industrial revolution will certainly be that – consumers and businesses alike seek reassurance and reliability while becoming more risk averse.

Take the rise of wearable technology – everything from Garmin smart watches to Freestyle's blood glucose monitors. The utility and value of these products are highly dependent on the use of personal data. Trust underpins this relationship and value exchange.

- ▶ Trust is in diminishing supply across the UK and Europe
- ▶ The next decade will involve significant technology advances. These changes will undermine business and consumer confidence making trusted sources and brands more valuable than ever.
- ▶ The quality of a product or service is the single best way to establish or grow trust in a brand or business

Another example is Uber's partnership with town planners in Boston, US, where ride pattern data is being shared to optimise traffic routing, road layouts and schedule maintenance.

This partnership has huge potential to improve efficiency for the city of Boston but is based on Uber's customers being aware of, and happy with, how their personal data is being used. That in turn is based on how much the individual trusts Uber to be transparent and fair with its use, its ability to provide something valuable in return, and store and manage it safely.



To again return to the theme of trend two, who businesses and brands choose to share data with will become an increasingly important consideration, and represents significant risk as well as big opportunity.

Another recent consumer research study by Salesforce found three critical takeaways:

- ▶ **88% of people believe trust is more important in times of change**
- ▶ **74% say transparent communication is more important now than pre-pandemic**
- ▶ **68% say they trust companies acting with society's best interests in mind**

Insights like these have led some to dub 2023 as the year of trust.

It isn't; trust has always been vital to long term business success. We see it more as the year to re-evaluate how brands and businesses are managing the trust of their many audiences: customers, stakeholders and suppliers.

The speed of change in the next decade will intensify, exacerbating this existing direction of travel.

The rise of machine learning, artificial intelligence and an increased reliance on technology for our day to day personal and business lives, will increase existing concerns and mistrust over how these technologies work, whilst at the same time increase our dependence on them with ever greater amounts of personal data being collected to drive efficiencies and improved personalised experiences. It is to a large degree self-fulfilling.

There are many definitions for "trust" – we recommend adopting the following:

'something committed or entrusted to one to be used or cared for in the interest of another'.

This definition of trust reminds us that we have a duty of care to our customers – whoever they may be. The old adage of "hard to earn and easy to burn" will apply to many who don't take that duty seriously.



Lisa's perspective:

“The challenges of building a sustainable future and navigating social and political global complexities are significant. And yet with advancements in technology, the pace of change is relentless. Change is inevitable, it brings benefits, but we’re human and a very natural instinct is to be wary. To counter our feelings of unease, we turn to trusted sources for information, support and advice. We’re looking for comfort, someone to guide and reassure. Brands and businesses that take time to build trust with their customers will increasingly win in an environment where change is a constant and information is prolific.”



How to exploit this trend...

Trust is one of the few weapons brands and businesses have in their arsenal to reassure their customers and to create a source of competitive advantage.

We suggest a four step approach:

First, focus on your customer. These markets and lifestyle shifts will require businesses and brands to stay close to what their customers want. Their problems and issues will evolve, as will the demands placed on the products and services they consume. What is considered relevant will shift and brands must remain meaningful to thrive.

Second, make trust a core part of your strategy and board level decision making, especially when related to the product or service itself. Research indicates that the quality of your product or service is the single best driver of building trust. Apple is a good example – whilst they’re highly innovative and have one of the world’s most powerful brands, it’s the quality of their products that’s underpinned their long term success. For critical decisions, ask yourself how it would look if that decision was made public. Would it undermine trust? If so, rethink the decision.

Third, build a process for managing the risks that undermine trust. This includes auditing how you handle data and consent - everything from the transparency of communication regarding what you’ll do with it, to who and how you’ll share and use it – and establishing guidance on handling misinformation and your sustainability claims.

Finally, brands and businesses should be reviewing their values and ensuring they’re embodied in their work – they should reflect the culture and demonstrably help inform decision making. They also say a lot about the brand or business to wider audiences, who are increasingly interested in what a business stands for.



Unsure if your marketing is proving effective?

Open Velocity can help.

We're problem solvers, pointing business leaders in the right direction for success. We work with Founders, CEOs, Boards and Investment firms, and we thrive in complexity. Our clients believe in their business and want results, but don't always know how to get there. That's where we come in – get the strategy right and the rest follows.

Marketing Advice

Get expert advice on demand. Call on us as a sounding board on strategy, for advice on key marketing and budgetary decisions, or have us sitting on your Exec Team or Board to keep your growth plans on track.

We're flexible and easy to work with and you'll have access to our entire team, so you can tap into decades of experience and industry specific knowledge.

Marketing Solutions

If you have a specific challenge or strategic question you need to solve, our marketing solutions deliver the rigor and insight required.

From evaluating current activity and developing brand positioning to helping a team execute, we'll customise our solutions and make sure each business we work with is headed in the right direction.

Stay in touch

Contact us at hello@openvelocity.co.uk, or you can drop one of our partners a note:

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Food for thought

If this report has piqued your interest in what we have to say, why not [follow us on LinkedIn](#) and take a look at the other content we've published on our website. Our team's insights are a shortcut into the challenges of tomorrow.



What our clients say

“Over the past 9 months Open Velocity has been an integral part of translating our growth ambitions into a tangible long term plan and has worked closely with our senior team to define and validate an exciting new direction for the business.”

Andy Longhurst, MD, Lead Tech

“Open Velocity provided vital marketing support at a pivotal time in YorkTest’s ongoing journey to build on our UK market presence and expand into the US. Their support has contributed to a record year for our company in 2022 and helped us lay solid foundations for future growth”

Richard Dawson, CEO, YorkTest

“Working with Open Velocity has been a huge success for our business and I personally can’t recommend them enough. They worked with our marketing function and in a short few months, completely reset our strategy and vision for the growth of the agency.”

Mikey Emery, Commercial Director, Impression



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