

Clarify

**More than just
marketing**



www.clarifymarketing.agency

WELCOME

At Clarify, our values shape how we work, communicate and show up for clients every day.

We work with B2B businesses who are under-supported when it comes to marketing. Some have no internal team. Some have overstretched teams. Some have worked with agencies and been left frustrated by poor communication, generic ideas and little commercial impact.

We work differently.

We believe marketing should feel clear, collaborative and accountable. Clients shouldn't have to chase updates, second guess strategy or wonder where their investment is going.

We care about delivering outstanding work. We care about people. We care about helping good businesses communicate - properly.

These values are not just statements hidden in a drawer, they guide how we think, how we create and how we partner with our clients.

They are what Clarify stands for.



#1 OUTSTANDING WORK



MAKING CLIENTS WISH THEY'D OUTSOURCED SOONER

We care deeply about the quality of what we deliver.

Our clients come to us because they are tired of inconsistent marketing, generic ideas and suppliers who need managing. We aim to be the opposite of that experience.

We believe outsourced marketing should feel like a relief, not another layer of stress.

THAT MEANS:

- ✔ thinking commercially, not just creatively
- ✔ delivering work we're proud to put our name to
- ✔ paying attention to the details
- ✔ moving quickly without compromising quality
- ✔ creating marketing that genuinely helps businesses grow

Great work builds trust. Consistency keeps it.

#2 CURIOUS + CHALLENGING

NEVER STAND STILL

Marketing changes constantly. Buyer behaviour changes fast. Technology changes even faster.

We stay curious because standing still is not an option.

We explore new tools, test new ideas and challenge ourselves to improve constantly. We embrace AI and automation where it genuinely improves efficiency and results - but never at the expense of strategic thinking, creativity or real human insight.

WE CHALLENGE:

- ✓ lazy marketing
- ✓ “this is how we’ve always done it”
- ✓ vanity metrics
- ✓ forgettable messaging
- ✓ processes that waste time
- ✓ marketing that looks busy - but achieves nothing

And we challenge ourselves too. Better thinking, better execution and better outcomes for our clients. Always.

#3 HUMAN FIRST



PEOPLE BEFORE PLATFORMS

Yes, we use AI.

Yes, we embrace technology.

But marketing is still about people.

Relationships matter. Trust matters. Understanding how real humans think, buy, communicate and make decisions matters.

We never want clients to feel like they're speaking to a ticketing system, a faceless supplier or an AI content machine.

WE BELIEVE THE BEST MARKETING COMBINES:

- ✓ strategy
- ✓ creativity
- ✓ technology
- ✓ emotional intelligence
- ✓ commercial understanding

Behind every enquiry, every campaign and every business decision there's a person. And for us, real people will always come first. Have you ever tried having a coffee with a robot?

#4 COMMUNICATION + COLLABORATION

WORK WITH US, NOT AROUND US

The best marketing happens when people work together properly.

We don't believe in disappearing after kickoff calls or hiding behind buzzwords and endless timelines. We get fully stuck in - and we stay that way for as long as we are part of your team.

We communicate clearly.

We collaborate openly.

We integrate with our clients like an extension of their business, not a third party supplier.

THAT MEANS:

- ✓ honest conversations
- ✓ proactive updates
- ✓ shared accountability
- ✓ constructive feedback
- ✓ solving problems together



Our clients should never feel left in the dark. Solid partnerships are built on communication, trust and consistency.

#5 OWN IT



DO THE RIGHT THING

We take responsibility for our work, our decisions and our impact.

If something can be improved, we say it.
If something is not working, we address it.
If there is a better way, we challenge the brief.

Because real partnership means caring enough to be honest.

OWNERSHIP MEANS:

- ✓ being proactive
- ✓ solving problems early
- ✓ taking accountability
- ✓ sticking to your word
- ✓ doing what's right for the client, not what's easiest for us

We don't wait to be chased.
We don't pass blame.
We don't hide behind excuses.

We own it - even when it might be a tricky conversation.

#6 THE EXTRAORDINARY



GO BEYOND EXPECTED

Most businesses don't need more marketing 'stuff'.

They need better thinking.
Better execution.
Better ideas.

We aim to go beyond "good enough" but that doesn't mean overcomplicating things. It means we care enough to push further, think deeper and raise the standard in every task we deliver.

IT MEANS CARING ENOUGH TO:

- ✓ push for stronger ideas
- ✓ improve the details
- ✓ spot opportunities others miss
- ✓ bring energy and initiative
- ✓ continuously raise the standard

Extraordinary rarely comes from one big moment.

It comes from consistently doing the small things exceptionally well.

ULTIMATELY



BE THE TEAM CLIENTS TRUST

Every one of these values come back to one thing - helping businesses feel confident in the marketing support beside them. Too many B2B companies feel overwhelmed by inconsistent delivery, disconnected suppliers and marketing that doesn't return the effort put in. We believe great partnership should feel different.

It should feel collaborative, commercially focused and supportive. It should feel like having a team that communicates clearly, takes ownership, thinks proactively and cares about the outcome as much as you do.

Showing up properly.
Thinking commercially.
Communicating clearly.
Doing great work.
Caring about people.
Taking ownership.
And helping good businesses grow with confidence.

Because marketing works best when clients feel supported, understood and confident in the people beside them.

That's Clarify.

www.clarifymarketing.agency

Clarify