

Corporate Overview



The Newbury Group is a new type of agency, 100% focused on the process of new business acquisition in B2B. Success for us is delivering to our clients continually improving ROI: by supplying a consistent flow of high quality leads, driving down cost per lead over time and supporting improved sales conversion rates.

In our experience New Business acquisition is most successful when it is carried out as a multi-channel programme based on Lead Nurturing methodology. Our goal is to deliver qualified new business opportunities by ensuring various channel activity is integrated into an effective lead nurturing programme, all focused on driving New Business acquisition.

Programmes to suit your Business

Whatever your starting point or the level that you wish to engage in digital and offline marketing activities, we will work with you build a blended programme that suits your current situation and your budget, and will deliver your new business targets.

Expertise

Multi-channel Expertise

Multi-channel programmes require a wide range of skills and experience. At our core we have expertise in Lead Nurturing, New Business and B2B programmes, and a highly trained and focused in-house team of telephone advisors, database analysts and researchers.

Additionally we harness specialist expertise in online, creative, copywriting and email through our small and tightly integrated partner network. Together this enables us to deliver true multi-channel lead nurturing programmes that deliver highly qualified new business opportunities to all of our clients.

Turning marketing investment into sales opportunity

Consistently for our clients we drive down the cost of opportunity acquisition – by up to 50% over a period of 12-24 months, while driving up the lead conversion rate from an industry standard of 5% – 10% to 20% - 40%+ over a similar time frame. Programmes become more and more effective, and ROI consistently improves.

Why New Business?

When our directors, who together bring decades of experience in B2B sales and marketing and telemarketing, started the business, they identified a gap in the market for an agency that specialised purely in new business acquisition.

Our belief is that finding and winning New Business presents distinctly different challenges to customer retention. This is our 100% focus.

Pure B2B focus

The Newbury Group works only with B2B companies. We've made it our business to become specialists at B2B lead nurturing and lead generation. Because it is all we do our whole team has an in-depth understanding of the techniques and strategies that are specific to B2B lead generation.

ACCELERATOR
New Business Generation Programmes

IGNITE NURTURE BOOST