

B2B International launches business consultancy division

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Market research agency B2B International has launched a new business-to-business (b2b) advice and consultancy division as the firm looks to accelerate its expansion plans.

B2B Advisory draws on the company's 17 years' experience in the market research field to provide consultancy and practical advice across all aspects of marketing to help global firms strengthen their product offerings and grow their businesses.

The launch follows a period of significant growth for B2B International. Annual turnover reached Â£7.5 million in year-end 2014, with the firm named the fifth fastest-growing agency by the Market Research Society in their most recent Annual League Table.

The new service will see B2B Advisory's marketing specialists provide expert mentoring and consultancy across all aspects of a client's marketing strategy, from brand audits, customer journey mapping and ideas workshops to customer service development and marketing intelligence training.

Paul Hague, founder of B2B International and principal consultant of B2B Advisory, said: "Since the company's foundation, our teams have examined almost every marketing subject there is and have worked closely with the world's largest b2b businesses to help them understand their customers' needs and experiences.

"We've seen a growing demand for external expertise from firms to help make improvements across their marketing activities, and B2B Advisory is the natural next step in that journey. Drawing on our strong experience in b2b markets, our new service will challenge current processes and empower companies to make the right changes to their marketing strategies."

B2B International was launched as a family business in 1998 and has grown to employ a team of 120 people across its global network. Headquartered in Stockport, Greater Manchester, the firm provides comprehensive business-to-business and consumer research services to a wide range of sectors, from traditional heavy industry through to financial and business services. It counts 600 of the world's largest 1,500 companies among its client base.