


WE ARE AXE DIGITAL B2B

We're a team of funnel-obsessed B2B marketing experts, passionate about driving consistent sales and company growth. We deliver unparalleled business results by creating strategies that identify, attract, and compel your customers to take action and buy.



Axe Digital's B2B division is made up of team members who specialize in developing digital marketing strategies that align with business objectives. We focus on deeply understanding who your target personas and ICP are and implementing multi-channel strategies that allow us to reach them at every stage of their buyer's journey. With a unique ability to optimise across the funnel and let data deliver our decisions, We help improve efficiencies and grow revenue at scale.

We develop cohesive digital marketing strategies that drive the results that matter to your business.

- **Full-funnel Approach**

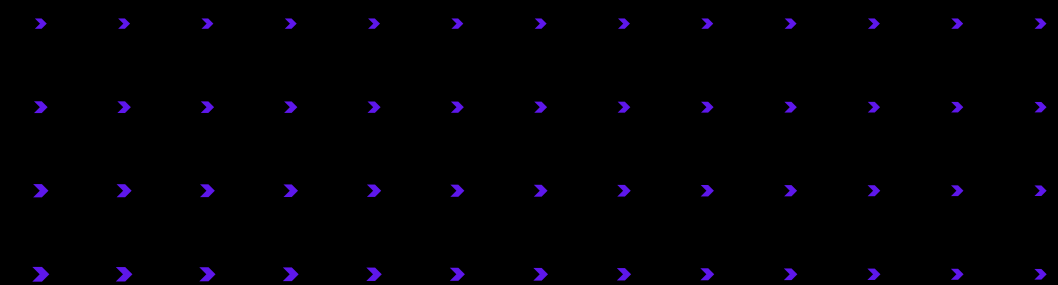
Drive performance at every stage of the buyer's journey

- **Growth and Efficiency**

Strive for outcomes aligned with business objectives

- **Data-backed**

Let insights inform marketing strategy



**Companies that work with
Axe Digital grow 2.4x faster than
the industry average.**

Case Studies

IoT Solutions
provider cuts cost
per MQL by 40%

By restructuring paid media
accounts and refining our
persona targeting, we doubled
MQL volume while simultaneously
getting more efficient

Full-funnel
approach yields 40x
increase in revenue

Axe Digital revamped their
creative messaging and
outreach campaigns by
funnel stage, resulting in
incremental results.

Grew the LinkedIn
followers from 700
to 8000

We aided GelatoGeace
Studios, our client, increase
their LinkedIn followers by
10 times.



Service Offering

CRO

Convert the traffic you've invested in by driving quality leads

Public Relations

Enhance your reputation, visibility and relationships among your target audience

SEO

Increase your visibility and ranking to drive high-quality traffic

Content Marketing

Create, Distribute and optimize content that drives lead generation, nurtures customer relationships and drives business growth.

Email/ Nurture Marketing

Strategically deliver relevant content and communications to nurture leads, guiding them through the buying journey

Paid Search

Reach a highly targeted audience of prospects who are actively searching for your products and services to deliver high-quality traffic and leads.

Service Offering

Organic Social

Create and share valuable, informative content to engage and nurture relationships with potential clients within the social media ecosystem

Marketing Operations

Enhance the efficiency and effectiveness of your marketing efforts to drive better results

Programmatic

Efficiently reach and engage potential clients across a multitude of digital channels leveraging data-driven technology

Creative

Craft engaging materials that resonate with potential clients, convey complex information clearly and reinforce your brand's messaging and value proposition

Web Development

Build an online experience that provides a user-friendly experience, effectively communicating your company's offerings and facilitating lead generation and conversion

Very few understand B2B Marketing the way we do

WE CO-CREATE SUCCESS

Collaborative approach to identify your marketing goals. Analyze your website & lead acquisition channels for actionable insights & low hanging opportunities

WE PLAY TO YOUR STRENGTHS

Competition analysis to determine a unique value proposition. A content strategy that helps you stand out in the crowded market

WE ARE RESEARCH DRIVEN

User & market research to understand the deep pain points of your target customers

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WE ARE DATA-DRIVEN

Segmented dashboards by leadership level & a hawk-eye view of engagement & lead metrics form the base of our strategy

WE CREATE KICK-ASS CONTENT

Develop unique content & use content marketing services to engage your customers. Monitor and report website performance on a regular basis

WE MEASURE PERFORMANCE REAL-TIME

Use site performance data to fine tune strategy to keep improving metrics across the revenue funnel

Get In Touch

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