



CASE STUDY

Aligning a Specialist B2B Marketing Agency for Its
Next Stage



OVERVIEW

“Aligning a Specialist B2B Marketing Agency for Its Next Stage”



The Client

A specialist B2B marketing agency with a reputation for delivering high-quality digital campaigns, video production, and strategic marketing services.

The business had grown steadily, working with a wide range of clients across multiple industries, but was reaching a pivotal moment in its evolution.

The Challenge

Despite their strong client relationships and respected market position, the agency's leadership faced three interconnected challenges:



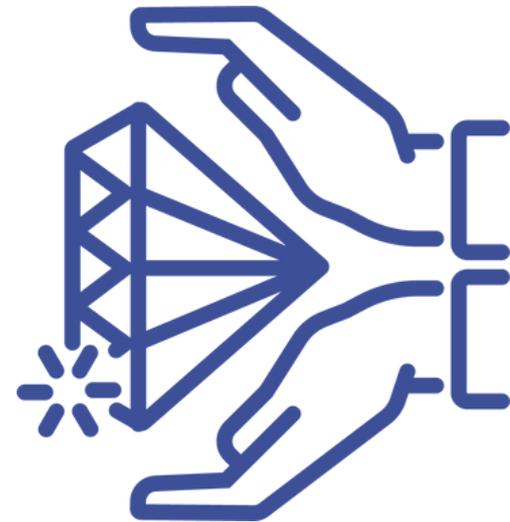
1. **Shareholder Alignment:** The two equal shareholders had differing personal goals for the long-term direction of the business.
2. **Unfocused Strategy:** Growth efforts were spread across too many opportunities, diluting resources and impact.
3. **Execution Gaps:** While the team delivered excellent work for clients, internal decision-making and planning lacked cohesion.

These issues were creating uncertainty in both day-to-day operations and long-term planning, with the risk of slowing momentum in a competitive market.

The Approach

Crystalliq was engaged to facilitate a structured process to align stakeholders and sharpen the agency's strategic focus. The work included:

- Conducting in-depth shareholder workshops to identify individual objectives and reconcile them into a shared vision.
- Reviewing the agency's service mix, client base, and market positioning to define clear strategic priorities.
- Establishing a practical business plan with agreed performance measures and timelines.
- Mapping operational responsibilities to ensure that strategy translated into consistent execution.



Throughout the process, Crystalliq acted as an independent facilitator, ensuring all voices were heard while guiding the group towards pragmatic, agreed outcomes.

Key Outcomes

The engagement resulted in:

Clearer Strategic Direction

- A focused plan that prioritises the most profitable and scalable opportunities.

Stakeholder Alignment

- Both shareholders committed to a shared vision and business plan.

Coordinated Execution

- Internal roles clarified so that all stakeholders are working towards common goals.

Result



The agency is now positioned for its next stage – with the clarity, alignment, and momentum needed to grow with purpose.

The Impact

When a specialist B2B marketing agency found its growth stalling, Crystalliq helped its leadership align on a shared vision, sharpen strategy, and focus on the most profitable opportunities. The result? A unified team, a clear plan, and the momentum to take on the next stage with confidence.