

INTRODUCING B4

MEDIA PACK AUTUMN 2021



WHAT DO WE DO?

We provide fantastic platforms for the members of our business community to connect with each other and grow their profile.

HOW DO WE DO IT?

We connect members that share our beliefs at inspirational face to face events and through digital introductions. We help to raise their profile through our content rich website, high quality digital magazine, superbly produced webinars & videos and our growing social media presence.

WHY DO WE DO IT?

Time is precious and there are never enough hours to focus on growing our businesses. So, B4 has created a community of businesses and people that just want to do a good job, not waste your time or make decisions you'll live to regret.

B4 members make business enjoyable, accessible and help your business grow.

UNIPART

BLENHEIM

 **Stagecoach**

**OXFORD
BROOKES
UNIVERSITY**

 **OWEN MUMFORD**
Making a World of Difference

**FREETHS
SOLICITORS**

 **Grant Thornton**

**oxford
innovation**

**CHARLES
STANLEY**

Carter Jonas

 **UNIVERSITY OF
OXFORD**

wellers
business oxygen

**BLAKE
MORGAN**

**Wenn
Townsend**

Arlington

**RHODES
HOUSE**

 **UNIVERSITY OF
OXFORD**

 **PENNINGTONS
MANCHES
COOPER**

COURTYARD
BY MARRIOTT

**UK
RI** **UK Research
and Innovation**

emperor

first intuition
where people count

RSM

**oxford
bus company**

“B4 have enabled us to connect effectively with the local business community in Oxfordshire and are a key part of our business development activity.”

SARAH FOSTER, MANAGING PARTNER, FREETHS

OVERVIEW

THE AUDIENCE

- 68% Business Owners and Senior Management
- 46.1 / 53.9% Female / Male
- 64.56% aged 25-55
- Average earnings £32,000

WEBSITE

- 85,738 monthly pageviews
- 4,633 monthly unique visitors
- 37.5% / 42.3% Organic / Direct Traffic
- Average news item views 359
- Average article views 468

NEWSLETTER

- 8,125 subscribers
- 12.8% open rate
- 11.1% click-through rate

SOCIAL

- 27,360 Twitter followers
- 7,759 LinkedIn followers

Figures accurate as of Autumn 2021

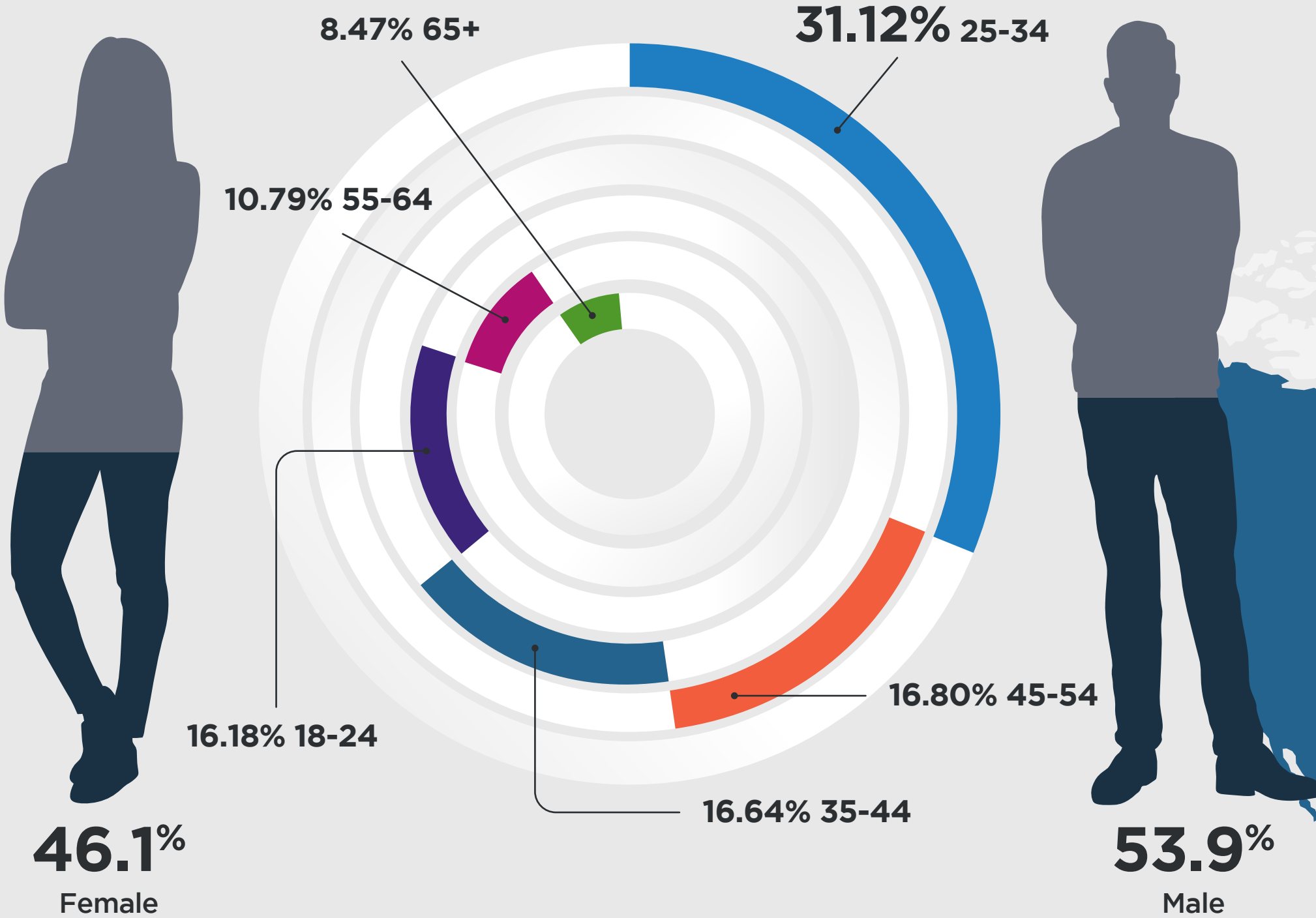


THE AUDIENCE

B4 website and social media content provides our audience with the latest business news across a wide range of sectors and geographical areas. Content includes news releases, articles, podcasts and videos recorded by B4 on B4TV.

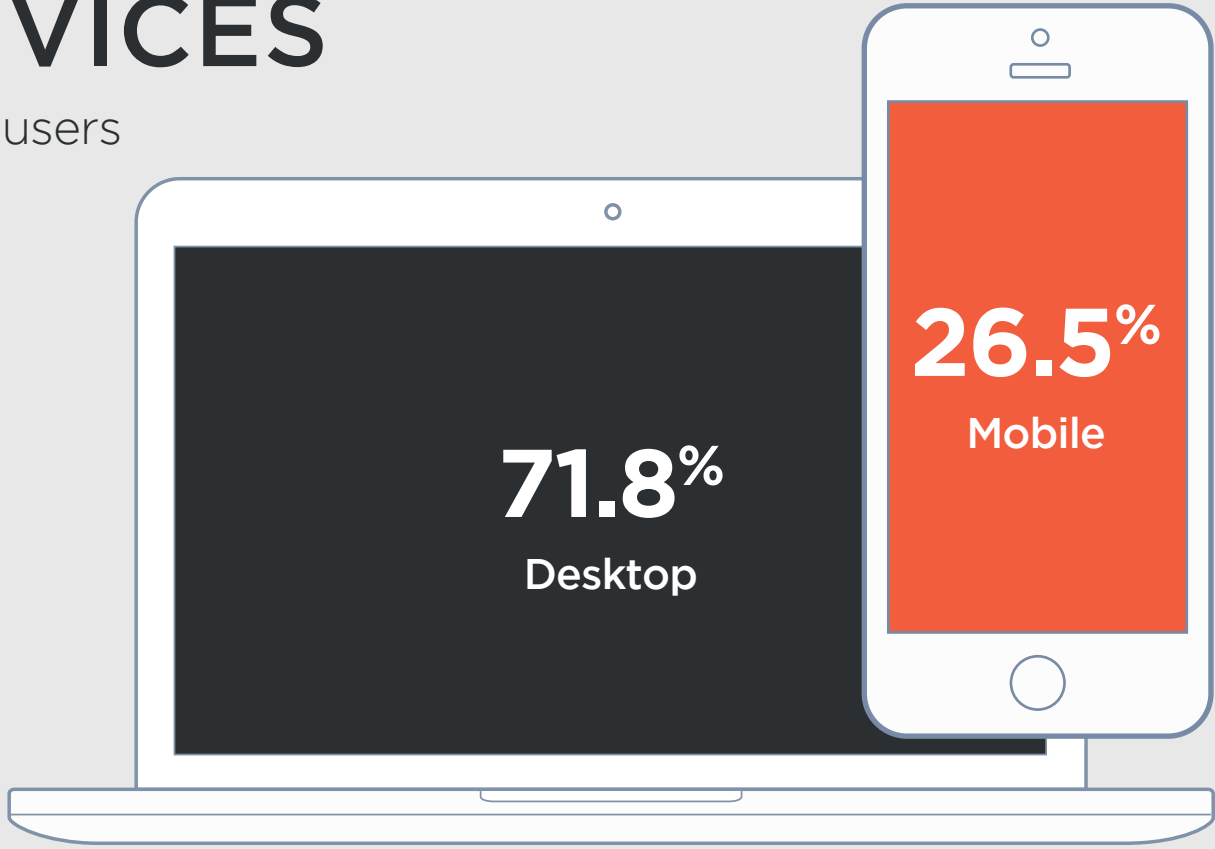
AGE & GENDER

Of all users



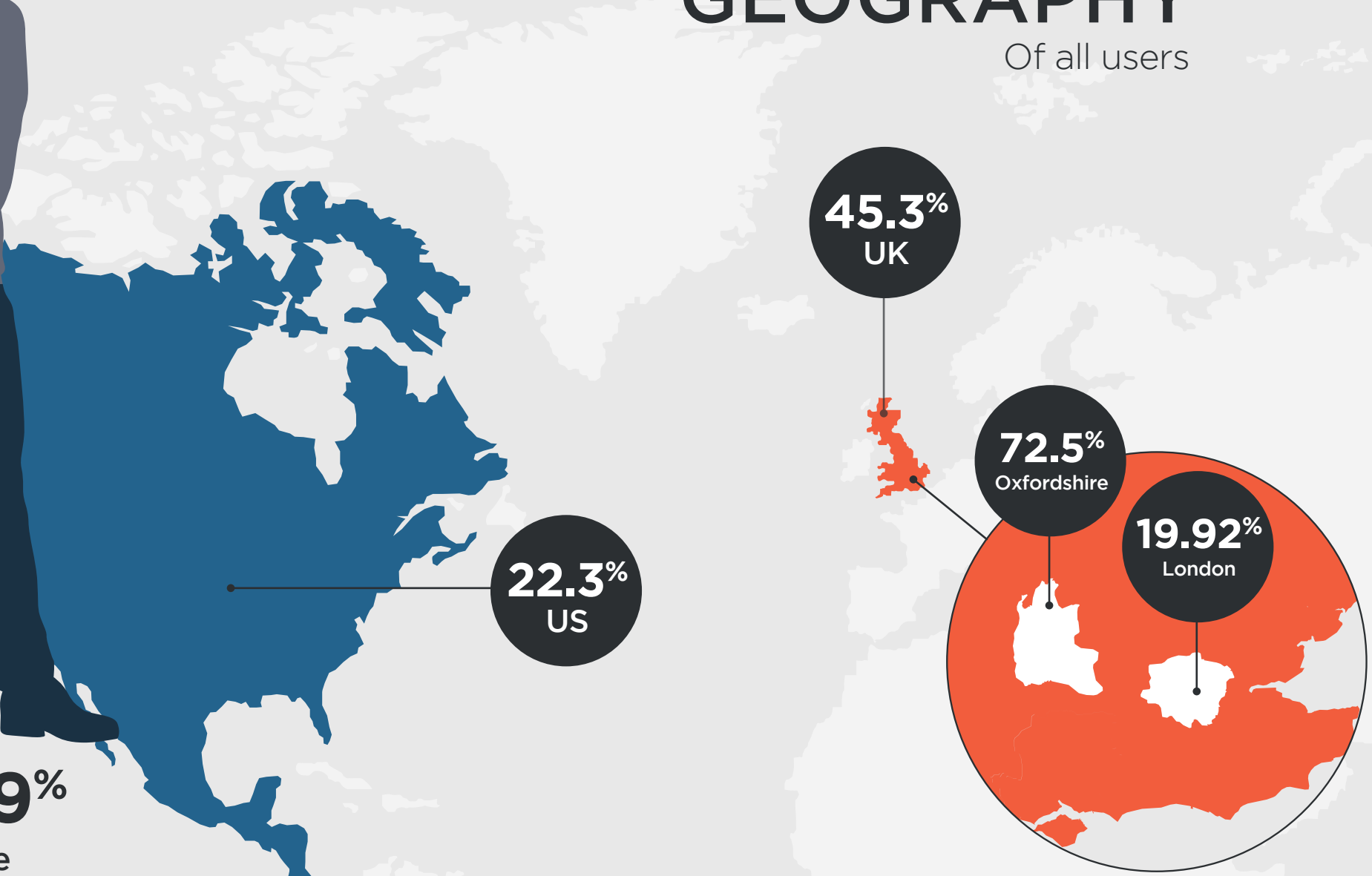
DEVICES

Of all users



GEOGRAPHY

Of all users



LIFESTYLE

BUSINESS NEEDS

43.25%
Business / Financial services

31.87%
Recruitment / Employment

14.88%
Property

PERSONAL INTERESTS

1. **Wellness & Fitness Buffs**
2. **Shoppers**
3. **Travel**
4. **News & Politics**
5. **Green Living**
6. **Movies**
7. **Sports**

Figures accurate as of Autumn 2021

“B4 have been a huge support for Oxford Business Park with editorial, video and engagement with the wider business community in Oxfordshire.”

DAN WILLIAMS, DEVELOPMENT DIRECTOR, OXFORD BUSINESS PARK

TRAFFIC & REACH

With over 175,000 monthly impressions of B4 content on the B4 website and our social media platforms and +107.7% year on year website traffic growth, uploading content to the B4 website is a great way to amplify your latest news.



WEB IMPRESSIONS

85,738

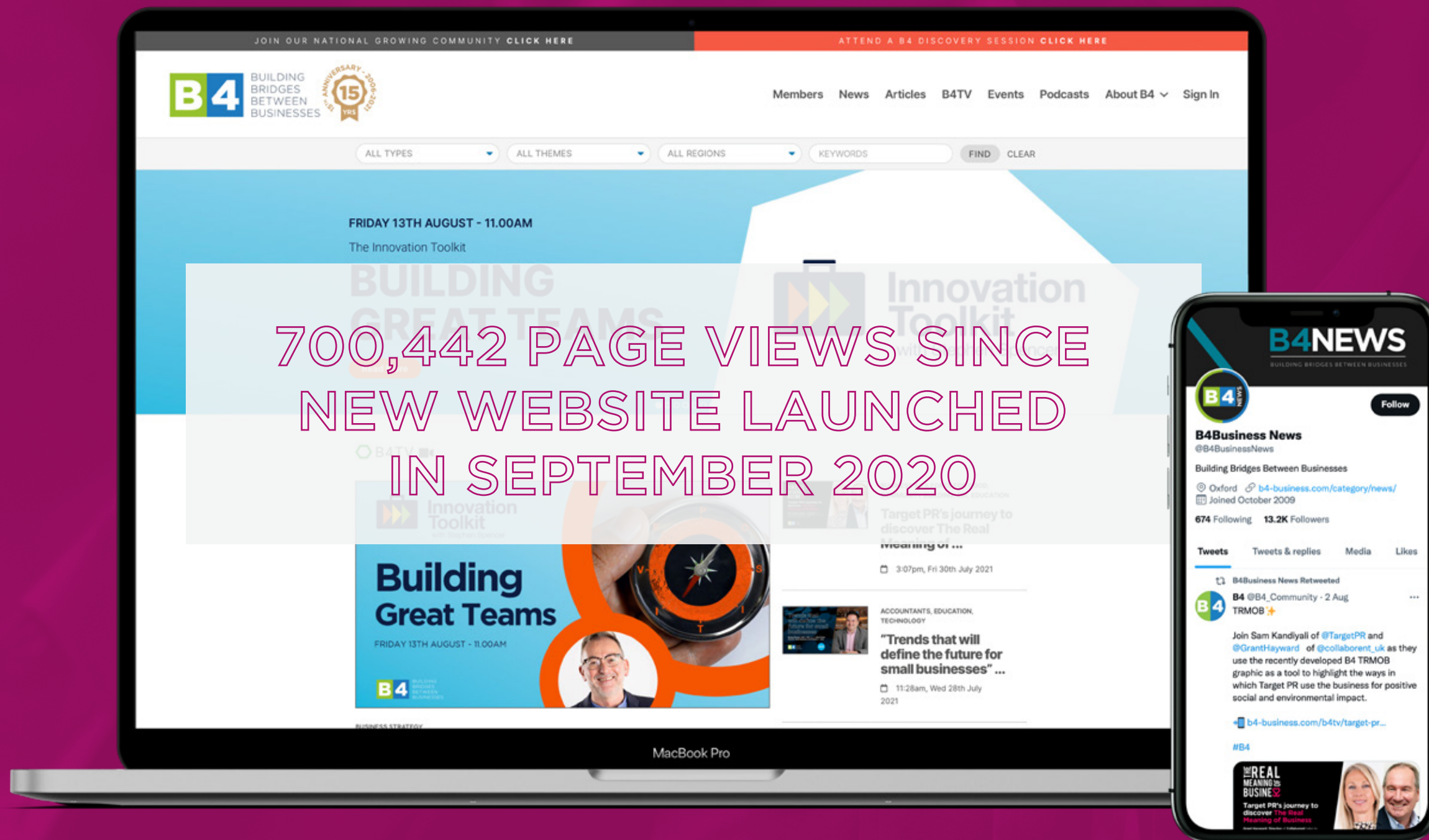
Monthly Pageviews

4,633

Monthly Unique Visitors

44,967

Monthly Article & News Views



NEWSLETTER

8,125

Subscribers

12.8%

Open Rate

11.1%

Click-Through Rate

Figures accurate as of Autumn 2021



SOCIAL

25,000

Average Monthly LinkedIn impressions

35,000

Average B4 Main Twitter impressions

30,000

Average B4 News Twitter impressions

*total of all Twitter accounts

“We have been working with B4 for the past ten years and B4 has undoubtedly helped us to develop our business model beyond our region and provide us with excellent exposure online. A truly trusted partner.”

JAMES WHITE, JAMES WHITE SALES SUCCESS

A PICTURE PAINTS A THOUSAND WORDS



8,483
Photos Taken

805,828
Total Views



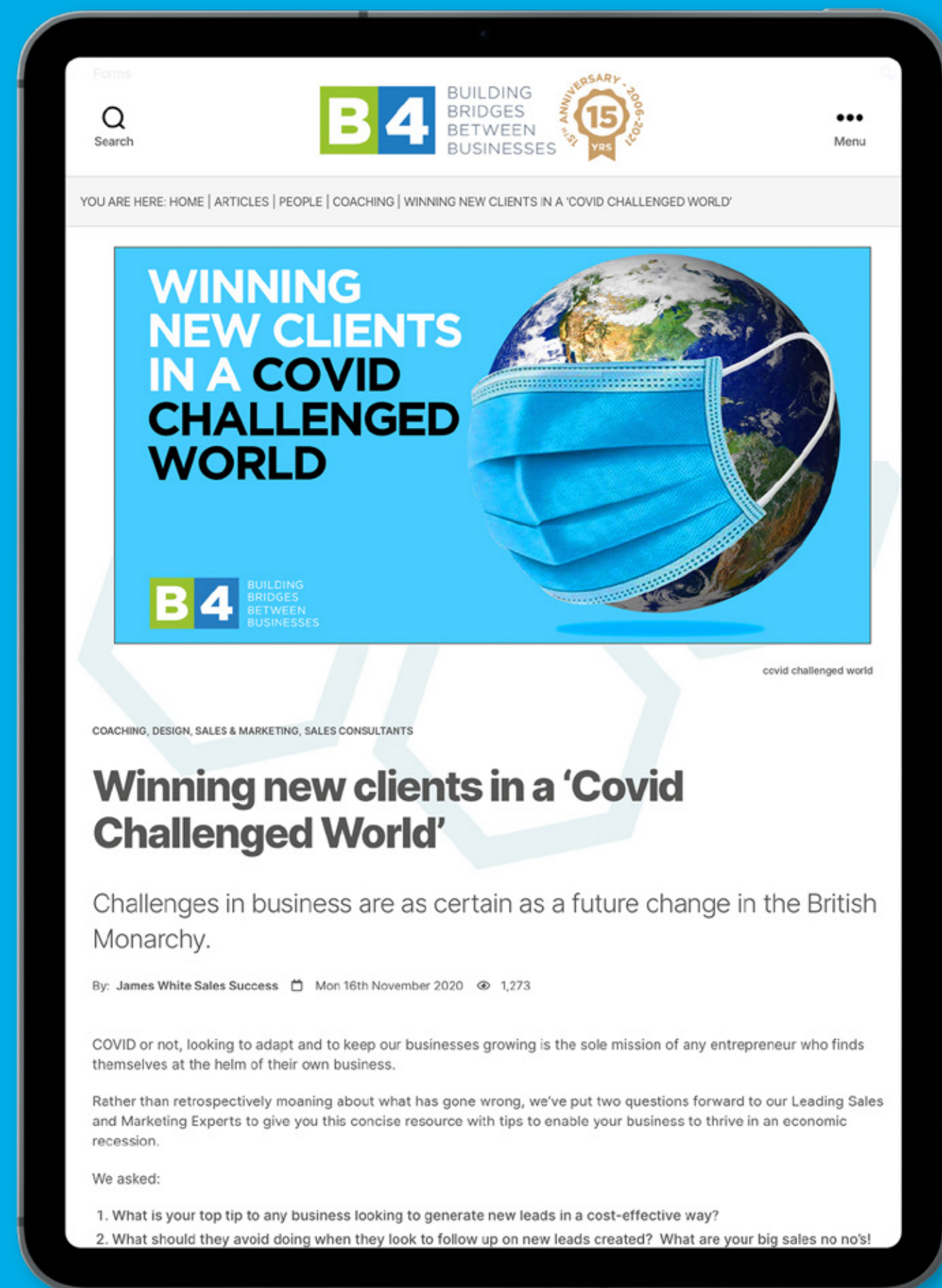
With the number of events we've held over the years and now with a fully functioning photo studio, it's no surprise that we've amassed quite a library of photos over the years. With free access to view and download the photos, this is a valuable resource for many members who use our professionally taken shots for their own promotion. One of the unsung B4 Membership benefits.



www.flickr.com/photos/b4magazine/



CASE STUDY 1: WEBSITE ARTICLE REACH



ARTICLE Winning new clients in a 'Covid Challenged World'

VIEWS

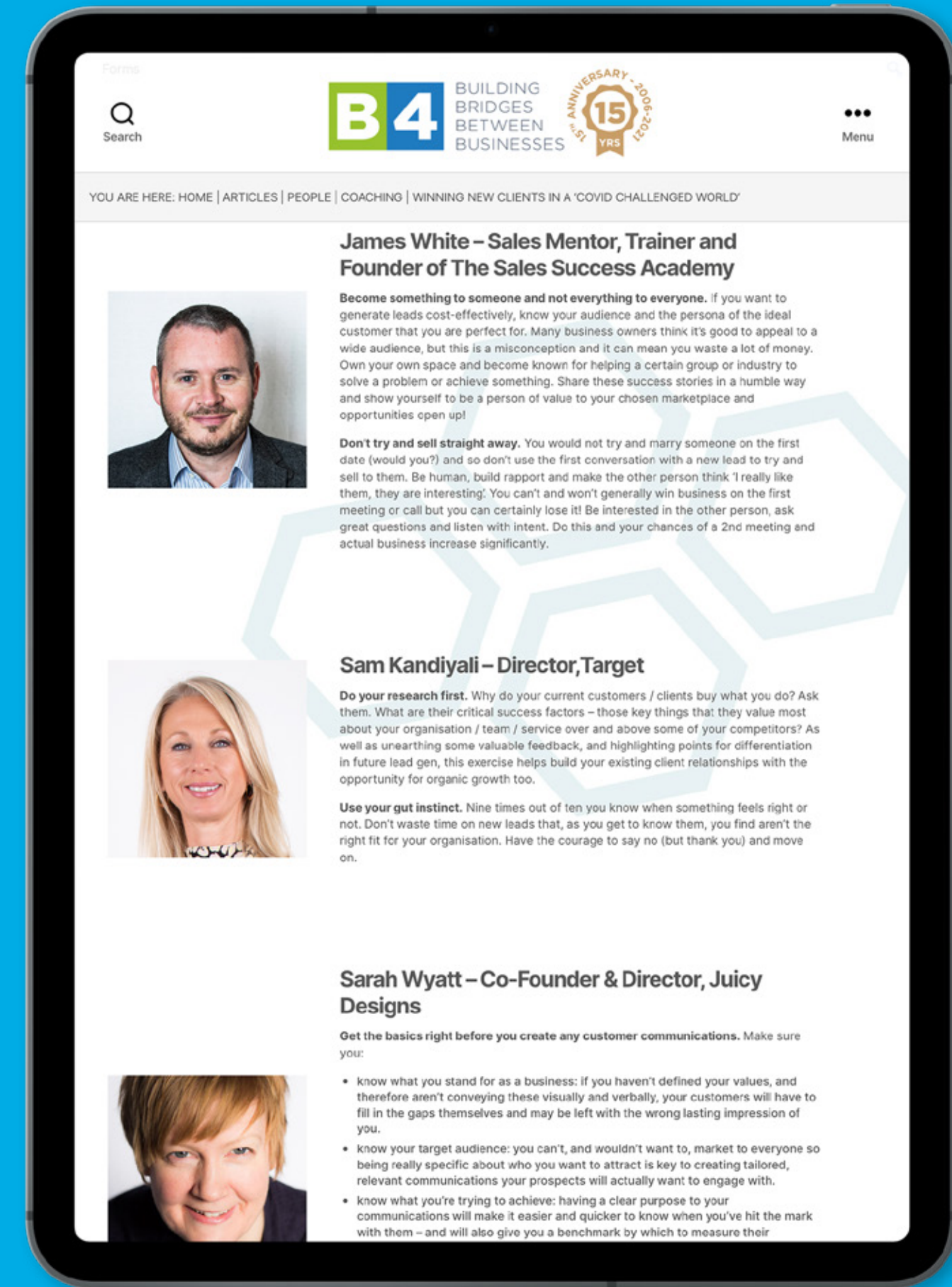
1,273
Website

2,783
LinkedIn

1,944
Twitter

B4 Members regularly work together to create content and this was an excellent example. Working with 10 B4 members, James White initially recorded a webinar which was converted to video and podcast.

Not only did the resulting article on the B4 website receive excellent exposure as noted above, but this was also a great opportunity for our members to work together, build their relationships and share their expertise at a time when they business community was thirsty for expert advice and guidance.



CASE STUDY 2: SUCCESS STORIES



ESTIMATED VALUE OF WORK

£10K+

As part of Stagecoach Oxfordshire's Depot improvement plan, Robert Betterton, Stagecoach's Fleet Engineer needed a local reputable firm to assist with the design and production of new signage for depots in Oxford, Banbury and Witney. As B4 members, Robert looked to the B4 community for support and found Carbon Colour and Managing Director, Nigel Allen.

Within days Nigel had visited Robert and provided a competitive quote to design, produce and install signage at the Oxford depot. Robert was so impressed with Carbon Colour's service that he introduced Nigel to Clive Thomas who looks after the Banbury and Witney depots so that Nigel could provide a similar service for Clive. The result? A very happy customer in Stagecoach and another great partnership within the B4 community.

CASE STUDY 3: ON-LINE CONFERENCE



EVENT BUSINESS IN OXFORDSHIRE 2020

VIEWS

17,265
Website

7,189
LinkedIn

5,723
Twitter

BIO is an annual live conference that B4 had organised and managed for 5 years prior to the pandemic. With June 2020's event cancelled as a physical event, we moved online and hosted 102 live talks over three days. This was a fantastic opportunity for the business community to come together at a time when contact was at its lowest. The B4 team took a huge amount of credit for adapting to an online conference on a, then, little known and untested platform. The results were incredible in terms of on-line engagement, information disseminated and the overall 'feel good' factor that BIO2020 generated.

BIO2020
LIVE

TESTIMONIALS



“These sentiments are exactly why we love being part of the B4 community. Teamwork; relationships and collaborations developed over time; #makingmemories and keeping connected.”

WENDY BALL, HEAD OF EVENTS, ASHMOLEAN MUSEUM



“I can’t think of many other networks where you can contact senior leaders of large organisations so easily and they respond! B4 has helped open doors for us.... if I had gone through more traditional channels, this could have failed or taken months and months. Good work B4.”

ALEX SAYERS, DIRECTOR, DIGITAL MARKETING STRATEGIST, XIST2



“I’m a member and I love it - so for any business owners or professionals in my network or contacts either locally or nationally that are not, but who are curious, please contact B4 for more info!”

ROWAN WALLER, OWNER, WALLERS ESTATE AGENTS



“A great deal of thought goes into the work B4 carry out for their members and it’s all done extremely well and with a suitable level of humour and self deprecation.”

RICHARD DOREY, ENERGY SOLUTIONS OXFORDSHIRE



“We are proud members of B4, a platform for a growing and diverse community of members to connect, raise their profile, inspire, and be inspired to become better businesses. Utilising B4 for Urban Element has enabled us to showcase our work, build strong connections, and discover the real true meaning of business.”

NATASHA ELLARD, MANAGING DIRECTOR, URBAN ELEMENT



“I would like to thank you personally, as well as the B4 team, for being not just a bright spot in a challenging year but also a genuinely helpful, caring, committed and passionate, blast of pragmatic optimism!”

STEPHEN SPENCER, CHIEF NAVIGATION OFFICER, STEPHEN SPENCER + ASSOCIATES

CLASSIC MEMBERSHIP

The lifeblood of business is connections and that's the fundamental role of B4...to build bridges between businesses. But connections aren't just made through events - both face to face and virtual in today's changing world - they are also made by telling stories, sharing expertise and providing information that can help your business be seen by others, but also help other businesses learn, overcome challenges and grow.

For over 15 years B4 has helped hundreds of our members to connect at high quality events and secure excellent profile through a range of digital platforms. We invite you to join our growing community of members to help your business connect, raise its profile and work with B4 members who can help to make business more accessible, easier and fun. What helps us do that is that all of our members agree to our 5 Point B4 Code (**see page 17**) which helps to make sure we're all on the same page.

For charities, social enterprises and other not for profit organisations, select our **NEXUS** rate to enjoy the same benefits as our Members.

Membership Rate	£495+VAT
NEXUS Rate	£295+VAT
Includes seats for	2 named individuals
Additional seats available at	£75+VAT per seat

Please see our B4 Rates brochure for more information about Membership Benefits, B4 Magazine, studio rates and more.

“B4 demonstrated its core expertise and values in spades during the pandemic and its new digital model offer unlimited value to members locally and beyond.”

STEPHEN SPENCER, STEPHEN SPENCER + ASSOCIATES

CLASSIC MEMBER BENEFITS

EVENTS

Register for B4 Classic Events at stunning venues & meet B4 members whilst enjoying tours, speeches, fine wine & canapés. B4 Breakfasts and Lunches are held in superb venues, restaurants and Oxford colleges.

Separate fees apply for Breakfasts and Lunches.

CONNECTIONS

Each B4 Member is assigned to a **House** containing B4 members from other sectors & areas. Each seat holder will receive a digital introduction to a different House every week so they can build their networks and make great connections in their own time.

HUBS

Hubs are themed groups that meet to discuss specific subjects including Workplace Wellbeing, Sustainability, the Visitor Economy, Responsible Business and more. Run by Members for the Members, Hubs can be quarterly virtual meetings or live get togethers, it's up to those involved. Members can join Hubs that interest them and if you'd like to lead a Hub, please do get in touch to find out what's involved.

NEWS

Not only do we follow our members on social media (LinkedIn, Twitter and Instagram) but we also provide them with the opportunity to post unlimited news to the B4 website which we in turn share through B4's social media channels. Members can also take space in B4's new digital magazine...why not feature on the cover?

VIDEO & PHOTOGRAPHY

Up your digital content game with a promotional video recording in the B4 studio or perhaps a webinar discussion converted to video for you to share on your platforms. B4 can help members radically improve the quality of their digital output with the added benefit of being able to amplify this content through B4's digital channels.

PROFILE

Members receive a company profile & individual profiles for seat holders so they can build a library of content for other members and the wider business community to see. All Members also receive invaluable backlinks to their website and with the B4 website pulling in over 5,000 page views a day, that's a valuable benefit in itself. Members also receive a weekly Members' Newsletter keeping them updated on community news.

CLUB PLATINUM

Over 15 years, many of our members have benefited from an invisible ‘inside track’ of benefits and services. Some have asked for introductions to other members, others have benefited from ad hoc special rates for services and many have asked us to do a ‘quick’ post on our social platforms to help them promote some news, an event or a special offer.

Club Platinum provides these benefits and more to help you get the very best out of B4 to help make your business life a little bit easier. Think of Club Platinum as an extension of your team, a pair of eyes and ears that can help you navigate the often (especially since COVID) stormy waters of business and benefit from over 15 years of experience that we have accumulated since B4 was launched in 2006.

We’ve invited an initial group of over 100 B4 Members into Club Platinum who can also introduce their trusted contacts to join them, in fact ... it’s the only way in! There is no cost for Club Platinum membership - B4 members are invited to join at B4’s discretion. The number of invitations per organisation varies but, if you would like additional memberships, these are available as per the information below.

Criteria	B4 invite B4 Members to join Club Platinum at their discretion but, essentially, we invite Members that have clearly demonstrated their support for B4 over a sustained period and it’s therefore one way we can say thank you for that support. A number of Club Platinum benefits can be enjoyed by the individual but some can benefit the company that individual works for such as preferential rates for B4 Magazine and studio shoots. Please see full benefits listed on page 15-16 .
Recommend	Club Platinum members can recommend colleagues to join but an additional charge of £495+VAT will be made for colleagues. When recommending an individual outside of B4, a charge of £990+VAT will be made for their company to join B4 as a Classic Member and one individual to join Club Platinum.

Please see our B4 Rates brochure for more information about Membership Benefits, B4 Magazine, studio rates and more.



“The team at B4 seem to know everyone in Oxfordshire! They never fail to put you in contact with the right person. It’s the individual service that really makes the difference to build our network.”

ELAINE MCKECHNIE, BUSINESS DEVELOPMENT DIRECTOR, OXFORD INNOVATION

“B4’s pivot to a digital platform has been nothing short of remarkable and should be a Harvard Business School case study. We’re proud to be part of B4 and fully supportive of their exciting new model.”

DOMINIC HARE, CEO, BLENHEIM PALACE



CLUB PLATINUM BENEFITS

The following benefits can be enjoyed by the Club Platinum Member only

EVENTS

Priority access and discounted rates to B4 Events. Exclusive access to B4 Club Platinum Dinners.

Also receive invites from other B4 members to their events.

INTRODUCTIONS

We can introduce you to anyone else in Club Platinum and introduce you to other Club Platinum members looking for your services or products. We can also help you to find another Member who can help you solve a particular problem or challenge you are having in your business.

OFFERS

Offer* and receive regular offers from other Club Platinum Members via regular Club Platinum communications.

***This is a benefit for the Members' company also as any offer made to other Club Platinum Members will be a Company not Individual offer.**

A NETWORK OF WORKING SPACES

Free access to the B4 Meeting Room for a change of location, a meeting or even your own webinar. We're also growing the number of B4 working spaces in the B4 community to offer you some great venues at preferential rates.

INTRODUCE YOUR NETWORKS

Entry to Club Platinum is only through existing Club Platinum Members so they can help us to maintain the quality and integrity of our community.

SUPPORT

Each Club Platinum Member can invite one up and coming business to join B4 as a Classic Member at no additional charge.*

A PROBLEM SHARED

Regular opportunities for Club Platinum members to share their challenges and opportunities with other members on line.

REGULAR UPDATES

Receive the Club Platinum Member Newsletter including offers, events and advanced notice about who will be joining Club Platinum discussions PLUS prompts to get in touch with other Members.

*subject to approval by B4

CLUB PLATINUM BENEFITS

The following benefits can be enjoyed by all seat holders who are colleagues of the Club Platinum Member

PROFILE

Priority booking access and discounted rates to feature in B4 Magazine.

NEWS

We upload and promote your news, events and offers through the B4 website and social media channels.

VIDEO & PHOTOGRAPHY

Priority booking opportunities to book Promotional Studio Videos, Branded Webinars and Photo Shoots at discounted rates.

RECOMMEND

Send B4 your testimonials / recommendations for any other B4 Members and we'll post on the B4 website and through our social media channels.

THE 5 POINT B4 CODE

All B4 Members have signed our 5 Point B4 Code and agree as follows that they...

1. Understand that sharing, collaborating and supporting each other will always outweigh the hard sell.
2. Make contact with each other in a courteous manner, never spam & are encouraged to respond politely, even if it's to say 'thanks, but no thanks'.
3. Can upload as much content as they want to the B4 site but understand not to exploit this opportunity.
4. Can reinforce the integrity of the B4 community by introducing new members that they themselves know and trust.
5. Recognise that B4 has built a community over 15 years and that upholding the B4 Code is fundamental if B4 is to continue to function effectively for its members.

“An amazing business supporting a professional group of people with great insights within a supportive, inclusive and progressive atmosphere!”

MEGAN CARTER, HEAD OF HR, BLENHEIM PALACE

GOODWILL DAYS

Goodwill Days provide our members with the chance to visit the B4 Studios for the following opportunities, with the compliments of the B4 team:

1. RECORD A B4 MEMBER TESTIMONIAL

It's nice to say 'well done' or 'thank you' for a job well done so use this opportunity to thank another B4 member for something special they've done to help you.

OPEN TO: All B4 Members

2. STUDENT MEDIA TRAINING

An opportunity for 4 students to learn the fundamentals of speaking in front of a camera in the presence of the experienced B4 crew who will provide excellent advice to ensure you leave the B4 studio with more confidence and less nerves!

OPEN TO: Students only (where necessary accompanied by an adult representative)

3. NEXUS PROMOTIONAL VIDEOS

Benefit from the expertise of the B4 crew and record a 30 second promotional video to use in your marketing and promotional activity.

OPEN TO: NEXUS members only

“B4 has provided us with an excellent platform to promote the responsible business agenda to Oxfordshire companies.”

FRANK NIGRIELLO, DIRECTOR OF CORPORATE AFFAIRS, UNIPART GROUP

CONTACTS



SPONSORSHIP & SALES QUERIES

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INVESTMENT QUERIES

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PRODUCTION, COPY & EVENT QUERIES

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VIDEOGRAPHY & PHOTOGRAPHY

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WE LOOK FORWARD TO WELCOMING
YOU TO OUR COMMUNITY



WWW.B4-BUSINESS.COM



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