

There's launching late. And there's late late. We're seriously late late.
But at least we come with news. Can you open?

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EQ 01

EARNEST • QUARTERLY

OK, hands up: we haven't exactly flown out of the blocks, sending out our first newsletter nine years after we opened.

Which begs the question: why now?

Well, we realised there's something to be said for drawing back the curtain. For giving you a better feel for what we're about as an agency. And for revealing some of the cool things we've got in store (check out the Earnest 10% - it's gonna be big).

We're quietly confident EQ is worth the clicks. We really hope you think so too.

Let us know what you think!

Chris Wilson
Managing Director

PS. Our sincere thanks to all who voted us B2B Marketing Communications Agency of the Year at this year's *International B2B Marketing Awards*, and both Agency of the Year and the Grand Prix winner at *The Drum Agency Business Awards*. The many lovely messages from clients and even other agencies reminds us yet again what a remarkable industry we belong to.



Just for once, we're playing it safe

Forgive us for telling you something you already know, but no one ever shone in B2B doing the same thing as everyone else.

But it's daunting, taking a leap of faith on something new.

We get that.

Introducing the Earnest 10% - a safe way for clients to invest in innovation. In the kind of things their competitors will really wish they'd thought of.

[Find out more](#)



Revealed: the subtle art of marketing to small businesses

The small-business market. It's a minefield. One misstep and you're more likely to make the blacklist than the shortlist.

But help's at hand.

Our new booklet's all about building stronger rapports and dodging relationship-ending pitfalls. (Campaign about to go live? Beware the '10 Instant Fails'.)

Take a look, it's a really quick read - ten minutes tops.

[Find out more](#)



How business people *really* buy

We want to help brands understand how buyers behave. So we bundle up all the stats that matter in a video series - *Vital Statistics for B2B Marketers*.

We're proud to present *Vital Stats 3*.

Bigger. Better. Vitaler. More vital.

[Watch the video](#)



Earnest hires a princess and two bushy eyebrows

Not to mention someone who *really* knows his cannons, a successful(ish) songwriter and a guy who likes colouring in.

Never let it be said there's a 'typical Earnie'.

[Meet the recruits](#)



Why it's time to show the podcast a little love

Pity the poor podcast – turns out only 17% of marketers use it for content campaigns.

That's a missed opportunity.

Why? Because 44% of senior decision-makers listen to podcasts.

Not to mention they're *effective*, when done right – Earnest client, ADP, has been scoring five-star reviews on iTunes with its version.

And so could you.



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