



B2B Has Changed. Has Your Marketing Strategy Kept Up?

“Nearly 80% of B2B interactions between suppliers and buyers now take place in digital channels.”

GARTNER RESEARCH

Today’s buyers are digital-first and short on patience. Relationships still matter but they now develop and grow online.

Marketing for B2B isn’t about promotion anymore. It’s how you shape perception, build trust, and drive growth.

HYPHEN

Strategy. Digital. Impact.







Make the Shift from Safe to Strategic

Business growth takes courage. It means rethinking what’s always worked and asking what could work better.

At **Hyphen**, we partner with B2B and professional services firms to modernize your marketing and move the business forward.

Marketing That Leads – Never Follows

We immerse ourselves in your business, aligning business strategy with ambition to drive real impact through:

-  Sales Enablement
-  LinkedIn Enablement
-  B2B Marketing Strategy
-  Client Attraction
-  Website Development
-  Rebranding

What Could Unlock Your Next Win?

Clarifying your brand

Reaching new buyers

Aligning marketing
strategy with business goals

Creating content that converts

Creating seamless
digital experiences

Driving qualified interest

Supporting sales to
accelerate growth

Hyphen is a values-led B2B marketing firm helping professional service companies grow with purpose. We specialize in marketing strategy, sales and LinkedIn enablement, rebranding, and websites designed to connect you with the right ideal buyers, amplify your influence, and drive meaningful results.



Growth is Intentional. So is Our Work.

Our flexible and transparent engagements, whether retainer or project-based, blend strategy, execution, and enablement through our B2B BASE marketing methodology and a proven process:



Powered by Purpose. Driven by Impact.

We do great work, the right way, with purpose and measurable impact. As a result of this, we cultivate a team that's committed, fresh, and always thinking of new ways to help you win.



We guarantee
our work.



We're a responsible
business partner.



We donate 1% of
sales to the planet.



86% Year-Over-Year Client Retention

Specializing in B2B digital marketing and creative, we deliver results that keep clients coming back.



83% Net Promoter Score

Our high satisfaction score reflects a culture of continuous improvement and client-first thinking.

Expertise in **Complex B2B Industries**
where trust and clarity are essential.

Award-Winning **Strategic Thinking**
with proven results across sectors.

Partnership for the Long Haul that
integrates with your team to drive results.

Designed for Long-Term Impact



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Thinking Bigger?

Elevate your business with a strategic marketing partner.