RECOMMENDATION MARKETING PLAYBOOK

Stop chasing what you can track. Start earning what actually wins.

The buying decision has already been shaped before your campaign lands. It's time for a B2B marketing strategy built around recommendation: the invisible force that fills your pipeline.

Velo //

INTRODUCTION

The rules have changed. Most B2B marketing hasn't.

Buyers are making decisions before you even know they're in the market. The brands that win are the ones being talked about – not the ones spending the most on ads.

There's a fundamental tension sitting at the heart of most B2B marketing strategies right now.

On one side: the pressure to measure everything, prove ROI on every pound spent, and justify every campaign through dashboards, MQLs and attribution models.

On the other: the reality of how buyers actually make decisions. This happens in private conversations, peer networks, Slack threads and buying committees where no tracking pixel has ever been – and never will be.

The uncomfortable truth is this: the channels we can measure are rarely where the real decision gets made. And the channels where it does get made – the WhatsApp group, the industry roundtable, the internal champion quietly forwarding your content to the CFO – leave almost no trace at all.

This playbook is not an argument against measurement. It's an argument for measuring the right things, and for building a strategy around the forces that genuinely drive B2B growth: trust, peer influence and recommendation.

At Velo, we call this **Recommendation Marketing**. It's the practice of influencing the people and tools that influence buying decisions. It is about building trust early, equipping advocates inside and outside your organisation, and creating the kind of momentum that makes your brand the one people talk about, choose, and recommend.

The following pages make the case for why this matters, what the research tells us, and how to act on it using our 6Rs framework: a practical model for building influence in the places you can't always see.

61%

of B2B buyer research now takes place in the dark funnel – before any vendor contact is made.

- 6Sense, 2025

"As marketers, we keep optimising for the signals we can see. What we didn't realise was that the decision had already been made in a room we were never in."

- Paul Crabtree | Managing Director, Velo

RECOMMENDATIONS MATTER

The most powerful force in B2B has no dashboard.

Word of mouth and peer recommendation don't just influence buying decisions. In most cases, they determine them.

In B2B, being recommended isn't a nice-to-have. It is the mechanism by which growth actually happens.

When buyers face risk, complexity, and intense internal scrutiny, they look for shortcuts to confidence. Nothing shortens that journey like a trusted endorsement. Not a campaign. Not a product demo. Not a carefully crafted email nurture sequence. A peer saying: we used them, they delivered, you should talk to them.

The scale of this is hard to ignore. Bain & Co. surveyed over 1,200 B2B customers and found that more than **80%** already have a shortlist in mind before they begin formally researching – and **90%** will ultimately select a vendor from that original list. In many cases, the race is over before the starting gun fires.

Forrester puts it even more starkly: "B2B buying today is a process of confirmation, not selection." Buyers are not approaching the market with an open mind. They arrive informed, opinionated and already influenced – by peers, by prior experience, by the conversations that have been happening for months in the spaces marketing teams rarely reach.

And the influence of those conversations compounds. Forrester's B2B Trust research shows that among buyers who express trust in a supplier, **85%** will recommend that supplier to others inside their organisation. A further **83%** will recommend them to peers and contacts outside it. Trust, once earned, doesn't stay still – it travels.

This is recommendation at scale – and most B2B marketing strategies aren't designed to generate it.

+80%

of B2B buyers have a shortlist in mind before they begin researching.

- Bain & Co.

90%

buy from that original list.

- Bain & Co.

73%

of B2B marketing executives rank word-of-mouth and peer recommendations as the most influential factor in deciding which vendors to consider.

- Wynter, 2024

WHY BUYERS TRUST RECOMMENDATIONS

It's not about the product. It's about the risk.

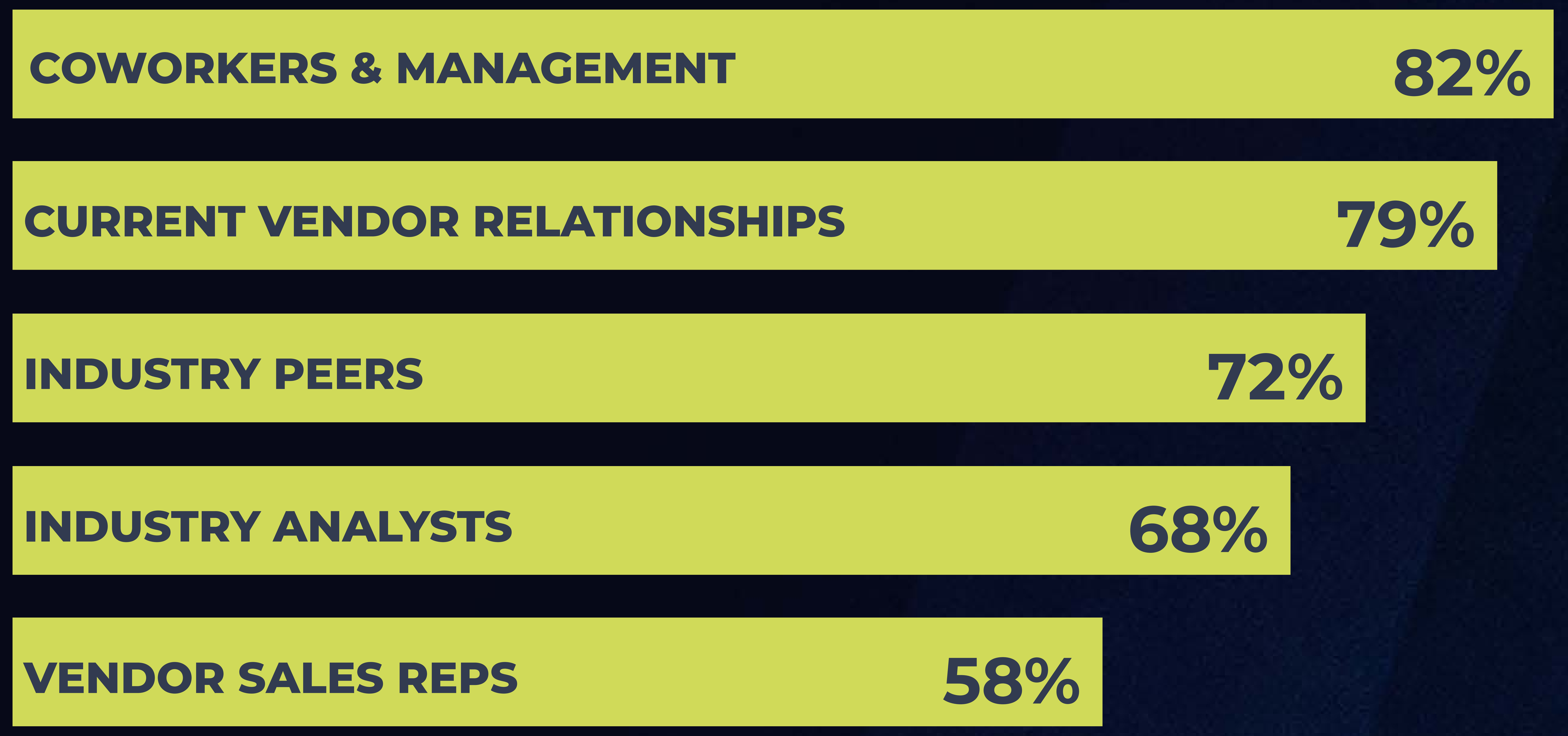
B2B purchase decisions are rarely just rational. They are reputational.

And when reputations are on the line, buyers reach for the safest signal available.

To understand why recommendations are so powerful in B2B, you have to understand what a B2B buyer is actually afraid of. It's not choosing the wrong software. It's being the person who chose the wrong software.
Careers, credibility, and internal standing are all on the line with every significant purchase decision. The financial cost of getting it wrong is real – but the personal cost can be worse. That's why so much B2B decision-making is driven not by who has the best product, but by who carries the least risk.

Now add complexity. Gartner's research shows that for complex B2B solutions, the typical buying group includes six to ten decision-makers – each arriving at the table with four to five pieces of independently gathered research. Forrester puts the average buying group even higher at 13 stakeholders, with nearly 89% of decisions spanning multiple departments. These are not individuals making rational choices in isolation. They are groups trying to reach a consensus under pressure, with different priorities, competing agendas, and varying levels of risk tolerance. In that environment, a recommendation does something no marketing asset can: it de-risks the decision at a social level. It gives the individual buyer confidence. It gives the group something to rally around. It is, effectively, an insurance policy – proof that others have made this choice and it worked. And in a world where **74%** of B2B buying teams experience unhealthy conflict during the decision process (Gartner, 2024), a shared external endorsement can be the thing that breaks the deadlock. This is why Forrester's trust hierarchy matters so much. Coworkers and management are trusted by **82%** of B2B buyers. Industry peers by **72%**. Vendor sales representatives? Seventh on the list, at **58%**. The people buyers trust most are not on your payroll. They are in the networks you need to activate.

FORRESTER TRUST HIERARCHY



> "Buying groups that reach consensus are 2.5x more likely to report a high-quality deal outcome."
>
> - Gartner, 2024

> "Nobody gets fired for recommending someone their peer already vouched for. That's the real psychology behind B2B recommendation – it's not just influence, it's cover."
>
> - Paul Crabtree | Managing Director, Velo

“The brands winning in B2B aren’t the loudest. They’re the most recommended. And those are very different things.”

- Lottie O’Donoghue | Strategy Director, Velo

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SEARCH & DISCOVERY

The algorithm has changed sides.

Recommendation doesn't just influence people – it's beginning to shape how AI tools and search engines decide who gets surfaced.

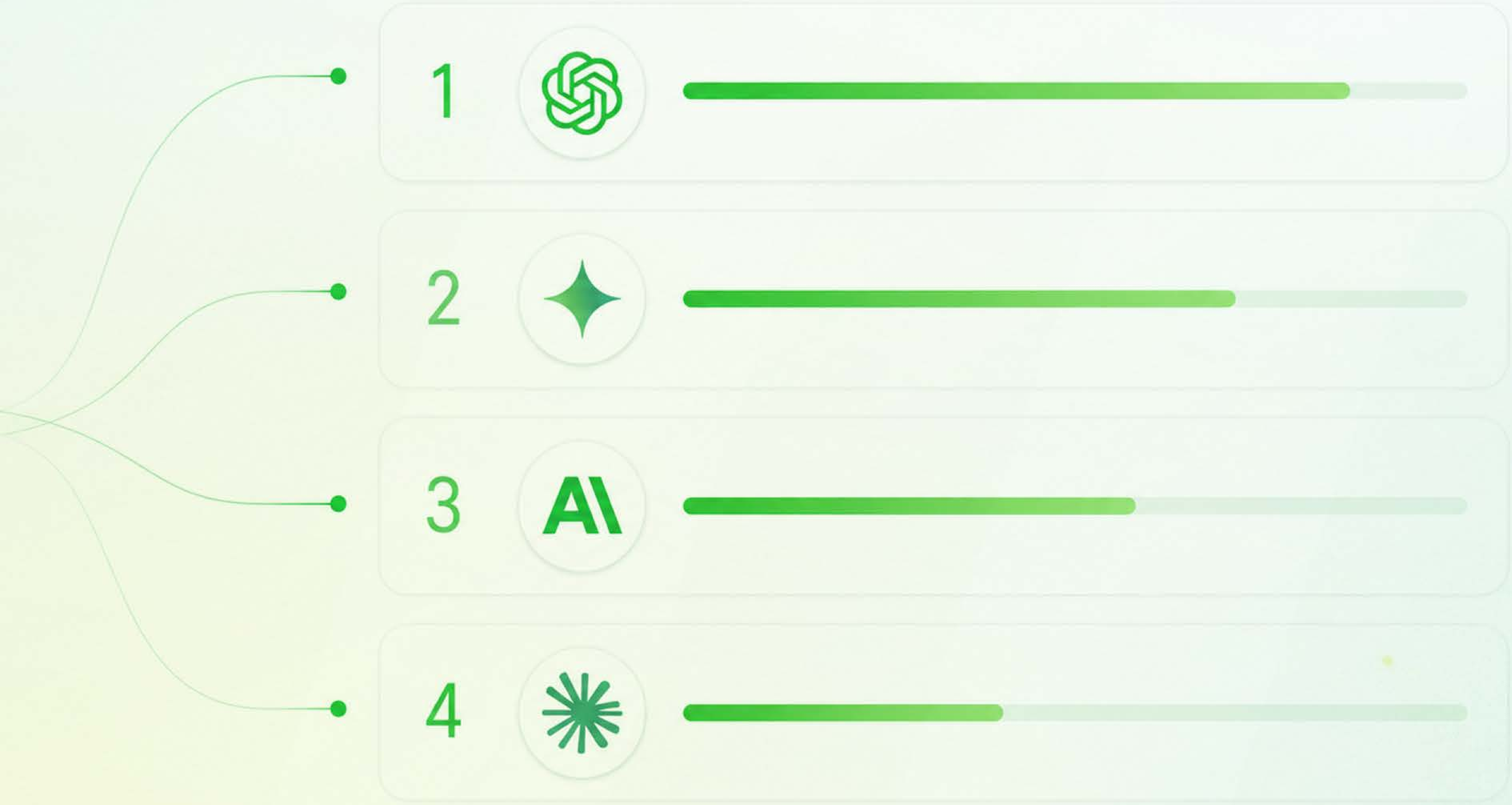
For years, SEO was a game of signals: keywords, backlinks, domain authority. Smart B2B marketers played it well, but the rules are shifting – and the new currency is trust. Specifically, the kind of trust that comes from being genuinely talked about, cited, and recommended.

Google's evolving algorithm continues to reward E-E-A-T: Experience, Expertise, Authoritativeness and Trustworthiness. In practice, this means brands that earn third-party mentions, genuine reviews and organic backlinks from trusted communities are pulling away from those that game keywords alone.

+80%

of B2B buyers have adopted generative AI as one of their top sources of self-guided information during the buying journey.

- Forrester, 2024



GENERATIVE ENGINE OPTIMISATION

Recommendation is now an algorithmic advantage.

Recommendation doesn't just influence people – it's beginning to shape how AI tools and search engines decide who gets surfaced.

As buyers increasingly turn to AI tools – ChatGPT, Gemini, Claude and others – the question is no longer just 'where do we rank on Google?'

AI tools don't surface brands based on ad spend. They surface brands based on what they've learned from the web – including reviews, citations, editorial mentions, and the pattern of who gets talked about credibly and where.

The brands that build genuine reputation in peer spaces, earn authentic reviews, and generate organic third-party coverage are the brands that get recommended by the tools buyers now use to pre-screen their shortlists.

Recommendation has always mattered to humans. Now it matters to machines too.

> "GEO is the confronting conversation that needs to happen in B2B. If AI is now the first place buyers go to build a shortlist, being recommended is no longer just a brand goal. It's an organic search strategy."
>
> - Lottie O'Donoghue | Strategy Director, Velo

WHY MARKETERS CAN'T ADMIT THIS

We're measuring what's easier – not what's true.

The martech stack has made B2B marketers brilliant at counting things that don't matter – and blind to the things that do.

Here's the tension no one in B2B marketing wants to say out loud: the things that actually drive buying decisions are almost impossible to measure. And the things we can prove – clicks, opens, MQL volumes, intent spikes – rarely reflect what's truly driving pipeline.

This isn't a technology problem. It's an incentive problem. Marketers are measured on what they can report. Boards and CFOs ask for attribution. Dashboards demand certainty. And so, quite rationally, marketing teams optimise for the signals they can capture – even when those signals are a poor proxy for the influence that actually moves the market.

The result is a systematic under-investment in the forces that matter most. Les Binet and Peter Field's landmark research for the LinkedIn B2B Institute, drawn from the IPA Effectiveness Databank, shows that the optimal budget split between long-term brand building and short-term activation in B2B is approximately 50/50. In practice, most B2B organisations invert this – with the majority of spend going into activation: paid search, lead gen, retargeting, intent-driven outreach. All trackable. All optimisable. And all operating on the surface of a buying journey that is – for the most part – already decided before those campaigns launch.

Gartner's data confirms the scale of what's being missed. Buyers spend only **17%** of their total buying time with potential suppliers. If they're evaluating three vendors simultaneously, any single vendor may account for just **5% to 6%** of the buyer's calendar.

The other **94% to 95%**? It's happening in meetings, communities, peer conversations and internal deliberations that generate no trackable signal whatsoever. The Ehrenberg-Bass Institute's 95:5 Rule makes the problem even clearer. At any given moment, only 5% of your potential B2B buyers are actively in market. The other 95% are not buying – but they will be, eventually. Brands that ignore the 95% in favour of chasing the 5% are not being efficient. They are being invisible when it matters most.

Meanwhile, only **40%** of CMOs say the value of marketing is well understood by key decision-makers in their organisations (PwC, 2025). The attribution obsession, rather than solving this problem, may be deepening it. Replacing genuine business impact with a narrow set of metrics that look confident but tell an incomplete story. The brands winning in B2B have accepted an uncomfortable truth: you cannot track your way to recommendation. You have to earn it.

only **5%**

Of your potential B2B buyers are in market at any given time. Campaigns that only speak to the 5% are invisible to the 95% who will eventually decide.

- Ehrenberg-Bass Institute, 95:5 Rule

"Most B2B organisations spend the majority of their budget on short-term activation – the opposite of what the evidence says drives long-term growth."

- Binet & Field, LinkedIn B2B Institute / IPA Effectiveness Databank

“We built beautiful dashboards and called it strategy.
But buyers weren’t filling in forms to make decisions – they were calling each other.”

- Lottie O’Donoghue | Strategy Director, Velo

“Attribution models are a comfort blanket. They make us feel certain about things we’re not. The real question isn’t ‘what can we measure?’
It’s ‘what actually moves the deal?’”

- Paul Crabtree | Managing Director, Velo

INTRODUCING THE 6RS

A framework built for how B2B decisions are actually made.

The 6Rs of Recommendation Marketing is a practical model for building influence in the spaces that matter – including the ones you can't see.

B2B marketing strategy needs to evolve – because the way buyers make decisions has already changed. Influence no longer flows through neat, trackable funnels. It moves through conversations, communities, and moments that most marketing teams don't witness and can't measure.

The 6Rs framework is built for this reality. It shifts the focus from pushing messages through owned and paid channels to earning, equipping, and amplifying recommendation through a continuous cycle of activity. It is not a replacement for demand generation. It is the strategic layer that makes everything else work harder: giving campaigns something to land on, giving sales something to reference, and giving buyers the confidence they need to choose you – and to tell others they did.

Each of the 6Rs addresses a distinct challenge in the recommendation journey:

Reveal
Understand where influence really happens inside your target accounts

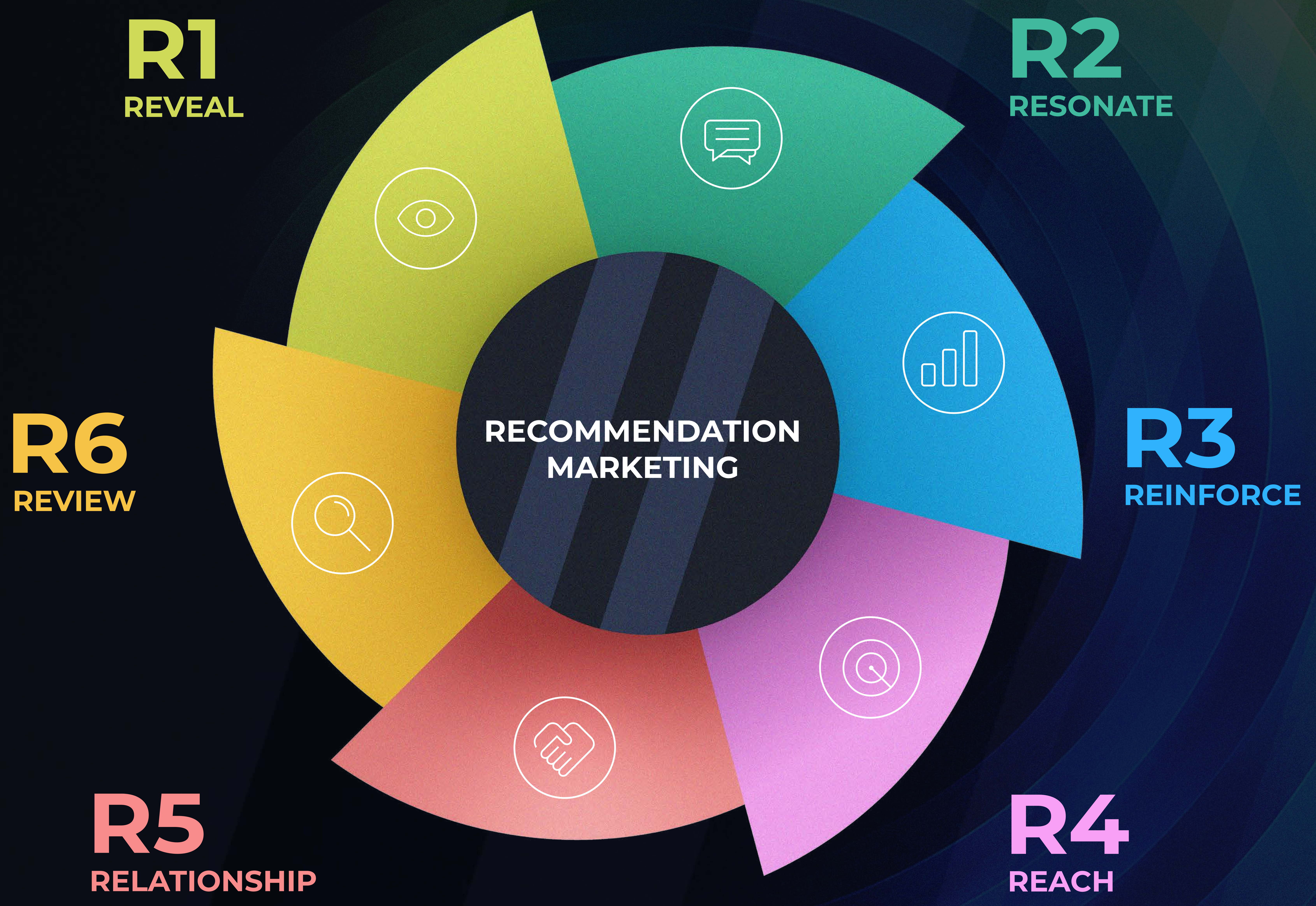
Resonate
Create messages and content that people actually want to repeat

Reinforce
Build credibility signals in the places buyers already look

Reach
Activate influence in the hidden spaces where decisions are shaped

Relationship
Build the human connections that turn awareness into advocacy

Review
Measure what actually moved the needle, not just what was easy to track.



Together, these six stages form a closed loop. Each stage feeds the next, and all of them oriented around a single goal: making your brand the one that gets recommended.

R1

REVEAL

Reveal: find the influence before you try to shape it.

Campaigns that don't know where influence lives are just noise. Reveal maps the invisible forces behind the buying decision.

Every B2B buying decision has an official version and a real version. The official version involves a structured RFP, a buying committee, formal evaluation criteria, and a rational selection process. The real version involves a champion quietly building the case for a preferred vendor, a sceptic who needs to be won over before the vote happens, and a series of corridor conversations that have already narrowed the field before the first vendor call is booked.

Reveal is the stage at which we map the gap between the two.

This means understanding who's in the buying group – and who's influencing it from the outside. It means identifying the internal champions who carry your message further than marketing ever can, the blockers who will raise doubts unless they're reached, and the peer networks outside the organisation where opinions are being formed.

Forrester's 2024 Buyers' Journey Survey found that **35%** of B2B buyers already consult external influencers during their journey, rising to an expected **50%** by the end of 2025. Those influencers are not in your CRM.

It also means understanding the hidden moments where influence is amplified – the QBR where a new vendor gets mentioned, the industry event where a peer's endorsement lands, the LinkedIn post that gets forwarded into a buying group's internal chat. These are the category entry points that Ehrenberg-Bass Institute's research identifies as the critical trigger moments for brand recall – the situations in which being thought of is the difference between making the shortlist and not.

Reveal turns this invisible landscape into an actionable map. Who shapes the decision? Where do they get their information? What does the path to advocacy look like for this account? That map becomes the foundation for everything that follows.

Output: The Influence Map A clear picture of who shapes decisions behind the scenes – and how to reach them.

> "Gartner reports buyers spend only 17% of their buying time with suppliers. If they're considering three vendors, you may get just 5% of the calendar. The other 95% is happening without you."
>
> - Gartner, 2024

> "Before you think about what to say, you need to know who's in the room. Not the official room – the real one. That's what Reveal gives you."
>
> - Lottie O'Donoghue | Strategy Director, Velo

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R2: RESONATE

Resonate: build messages that travel without you.

Most B2B content is made to be read. The best content is made to be shared, repeated, and defended inside organisations you'll never enter.

There is a specific challenge in B2B content that most brands never solve: most content is built to satisfy the person who commissioned it, not the person who needs to share it.

Content that resonates in the recommendation era has to work at two levels simultaneously. It needs to earn personal trust: the individual who reads it should feel that it understands their world, their pressures and their stakes. And it needs to stand up to organisational scrutiny when that individual forwards it, shares it in a meeting, or uses it to make an argument internally. It needs to hold water under challenge from a CFO, a legal team or a sceptical CTO.

Most content does neither particularly well. The 2024 Edelman–LinkedIn B2B Thought Leadership Impact Report found that **73%** of B2B decision-makers regard thought leadership content as a more trustworthy basis for assessing a vendor than its marketing materials. Yet less than half of buyers rate the overall quality of thought leadership they consume as good. The bar for credibility is high. The bar for quality is being cleared by very few.

The formats matter too. Content designed to travel inside organisations looks different from content designed to rank on Google. Slides, short visual documents, clear frameworks, quotable statistics, sharp one-page summaries – these are the formats that get forwarded, shared on calls, and dropped into buying committee conversations. Long-form gated whitepapers are not.

Resonate is the stage at which we engineer messages that spread. Not just messages that are clear – messages that are sticky, shareable, easy to repeat, and designed to give the buyer's internal champion the tools to win the argument on your behalf.

Output: The Messaging Arsenal Strategic messaging designed to spread peer-to-peer – inside and outside the buying committee.

75%

of B2B decision-makers say thought leadership has led them to research a product they hadn't previously considered.

- Edelman–LinkedIn, 2024

"The question we should ask about every piece of content is: 'would someone forward this to their boss?' If the answer is no, we haven't done our job."

- Paul Crabtree | Managing Director, Velo

R3
REINFORCE

Reinforce: build credibility in the places buyers already look.

People don't share what they don't trust. Reinforce makes sure that when your brand shows up in a conversation, it's backed by proof that feels familiar – not marketing.

By the time a B2B buyer is considering your brand, they have already done significant research – and much of it hasn't involved you at all. They've checked review platforms. They've asked peers. They've looked at industry analyst placements and third-party awards. They've searched for case studies from companies that look like theirs.

And they've formed a view on whether you're the kind of vendor that gets vouched for, or the kind that gets quietly ruled out.

Reinforce is the stage at which we build the credibility layer that makes your brand recommendation-ready. Forrester's trust research is instructive here. Industry analysts are trusted by **68%** of B2B buyers. Peer reviews and third-party validation are fundamental to the due diligence process. The 2024 Edelman–LinkedIn report found that **70%** of C-suite executives said a competitor's thought leadership had led them to question whether their current supplier was still the right one. The implication is clear: credibility signals are not just about winning new business.

They're a competitive defence.

Building the trust layer means investing in customer voice – authentic testimonials, detailed case studies, independently verified reviews. It means earning third-party endorsement through awards, analyst relationships and community standing. It means activating employees as credible voices in the professional spaces where buyers form opinions. And it means ensuring that the content your brand produces is of a quality that makes people more willing – not less – to share it under their own name.

The Ehrenberg-Bass Institute's research on mental availability is relevant here: brands that build consistent, credible signals across multiple buying contexts are more likely to be recalled when the category need arises – particularly among the **95%** of potential buyers who are not in market right now, but will be.

Output: The Trust Layer A programme of credibility-building content and signals designed to make your brand recommendation-ready at every touchpoint.

70%

of C-suite executives said a competitor's thought leadership led them to question their current supplier relationship.

- Edelman–LinkedIn, 2024

"Credibility isn't something you claim. It's something others confirm. Reinforce is about systematically building the proof points that make recommendation feel safe – for the person giving it as much as the person receiving it."

- Lottie O'Donoghue | Strategy Director, Velo

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R4
REACH

Velo //

Reach: activate influence in the hidden spaces.

The most important B2B conversations are rarely public. Reach is the art of getting into rooms you're not in – without forcing the door.

The instinct in B2B marketing is to reach buyers directly through your own channels, your own campaigns, and your own brand voice. But in a world where **61%** of B2B buyer research takes place in the dark funnel before any vendor contact is made, direct reach is a fraction of the picture.

In the Recommendation Marketing model, reach is about activating the people and channels that carry your message into the spaces you can't enter directly.

That starts with champions. Inside every target account, there are individuals who are predisposed to advocate for your brand – if you give them the tools to do it. Internal content seeding means equipping those champions with materials they can genuinely use: a one-pager that answers the CFO's question, a framework that helps them frame the case to their board, a reference customer they can call. Not content to consume – content to deploy.

It extends into community strategy. B2B buyers are increasingly active in industry groups, professional networks, curated roundtables, and private online communities. These are the spaces where vendor decisions get informally stress-tested, where a peer's offhand recommendation can carry more weight than a six-month nurture sequence. Wynter's 2026 research found that 65% of CMOs begin vendor searches inside peer communities – before Google, before review sites, before any vendor-produced content.

And it involves rethinking how paid media works. Rather than targeting leads, smart amplification targets the influencers – the industry voices, the peer network connectors, the community leaders whose recommendation carries weight far beyond their follower count.

Reach is not about interruption. It's about enabling the people who are already willing to carry your message to do so – and to do so with confidence, with the right tools, and in the right spaces.

Output: The Influence Activation Plan A campaign approach that prioritises hidden reach over visible clicks – built around champions, communities and peer-first amplification.

65%

of CMOs begin vendor searches inside peer communities – before Google, before review sites, before any vendor content.

- Wynter, January 2026

"Reach used to mean impressions. In recommendation marketing, it means getting your message into the conversations that actually matter – and these are almost always the ones you can't see."

- Lottie O'Donoghue | Strategy Director, Velo

R5
RELATIONSHIP

Relationship: turn conversations into compounding advocacy.

Content creates awareness. Relationships create advocates. And in B2B, an advocate inside an account is worth more than any campaign you can run outside it.

The dark funnel runs on relationships. Not transactions, not touchpoints – relationships. The kind that mean someone forwards your article without being asked, speaks up for your brand in a buying committee they're not formally representing, or puts your name forward when a peer asks for a recommendation in a private Slack group.

This kind of advocacy doesn't happen by accident, and it doesn't happen because you ran a well-targeted paid campaign. It happens because someone inside your orbit has been given consistent value, has had a real conversation, and has arrived at the conviction that your brand is genuinely worth recommending.

Forrester's trust data makes the commercial case clearly. Among buyers who express trust in a supplier, **85%** will recommend that supplier to others in their organisation, **83%** will recommend them to peers outside it, and **74%** will continue to purchase additional products – even ones unrelated to the original purchase. Trust, sustained through relationship, doesn't just retain customers – it multiplies them.

Building the Relationship stage of the model means equipping sales teams not just with messaging, but with the insight into influence dynamics that allows them to have genuinely useful conversations. It means creating moments of connection – workshops, personalised follow-ups, invitations to exclusive communities – that give relationships room to grow beyond the transaction. It means identifying and nurturing champions inside accounts, not just tracking the official buyer. And it means producing relationship content, that maintain momentum after the handshake: tailored stakeholder toolkits, internal pitch decks, post-sale case stories that give customers the language to talk about the value they're receiving.

Relationships are the channel through which recommendation flows. Invest in them accordingly.

Output: The Relationship Readiness Toolkit Assets, guidance and playbooks to help your teams build lasting trust – not just close short-term deals.

> "Among buyers who trust their supplier:
>
> **| 85% recommend them internally.**
>
> **| 83% recommend them to outside peers.**
>
> **| 74% buy additional products – even unrelated ones."**
>
> - Forrester

> "An advocate inside an account is the highest-value asset in B2B marketing. They're in the meetings you're not invited to, and they're saying things about your brand that no campaign could ever replicate."
>
> - Lottie O'Donoghue | Strategy Director, Velo

Velo //

R6
REVIEW

Velo //

Review: measure the influence, not just the activity.

You can't track every conversation that shaped the deal. But you can learn to recognise when your message is spreading – and when it isn't.

Here is the hardest truth in Recommendation Marketing: the most important things it achieves will never appear in your attribution model.

The conversation in which your champion made the case for you in a buying committee meeting. The peer recommendation that put you on the shortlist in the first place. The third-party review that settled the CFO's doubts at 11pm before the board meeting. These things happened. They drove the deal. And they left no trace in your CRM.

This does not mean measurement is impossible. It means measurement has to change. Review is the stage at which we build a richer, more honest picture of influence – one that combines the quantitative signals you can capture with the qualitative intelligence that lives in your sales team's conversations, your customers' language and the feedback loops that most marketing teams never formalise. What are sales teams consistently hearing in discovery calls? What language are prospects using that mirrors your messaging? Which deals arrived already warm – and why?

How much of your pipeline is being driven by referral, advocacy, or word of mouth rather than outbound campaign activity?

These are the signals that tell you whether Recommendation Marketing is working – not as a precise attribution model, but as a directional compass. Binet and Field's research for the LinkedIn B2B Institute is instructive: Share of Voice predicts Share of Market. When the conversations about your brand – in peer networks, in communities, in the dark funnel – are growing, the commercial results follow. The measurement challenge is learning to see that volume of conversation – even when you can't capture every individual instance of it.

A new KPI worth building: Recommendation Rate. What proportion of your pipeline can be traced – even loosely – to advocacy, referral, or peer recommendation?

Track it. It will tell you more about the health of your market position than your MQL count ever will.

Output: The Influence Dashboard A measurement framework that tracks what actually moved decisions – not just what was easy to count.

> "Share of Voice predicts Share of Market – in B2B as in B2C. The brands being talked about in the dark funnel are building the pipeline that attribution models will never fully explain."
>
> - Binet & Field, LinkedIn B2B Institute

> "We introduced one question into every sales debrief: 'How did they first hear of us?' The answers changed how we thought about the whole marketing strategy. Nothing we were attributing in the dashboard was what was actually bringing people in."
>
> - Paul Crabtree | Managing Director, Velo

READY TO BUILD?

Think again. The buying decision has moved. Has your strategy?

The most powerful force in your pipeline is the one you're not measuring. It's time to stop optimising for the signals you can see, and start building for the influence that actually wins.

The evidence is consistent, well-sourced and, frankly, impossible to argue with.

Buyers arrive with shortlists already formed. Those shortlists are shaped by peer recommendation, trusted voices and the credibility signals that accumulate long before a campaign lands, or a sales rep picks up the phone. Gartner tells us buyers spend just **17%** of their time with vendors.

Bain tells us **90%** buy from the list they had before they started looking. Forrester tells us the process is one of confirmation, not selection.

And Ehrenberg-Bass reminds us that **95%** of potential buyers aren't even in market – which means brand and reputation built through recommendation is the only thing reaching them at all.

The response from most B2B marketing strategies? Optimise the demand gen. Tighten the nurture sequence. Add another intent data layer. Build a better attribution model. In other words: get better at measuring the surface of a buying journey that has already been decided beneath it.

Recommendation Marketing is not a radical departure from good B2B marketing practice. It is what good B2B marketing has always been about: earning trust, building reputation and making your brand the safe, obvious choice. The 6Rs framework simply makes it deliberate, structured, and measurable in ways that are honest about what can and cannot be tracked.

The brands that will win the next decade of B2B are not the ones with the biggest marketing budgets or the most sophisticated martech stacks. They are the ones that are trusted, talked about, and recommended in the conversations that happen without them, by the people their buyers trust most.

The question is not whether Recommendation Marketing works. The evidence says it does.

The question is whether you're ready to build a strategy around it.

> "The brands that get chosen are the ones that get talked about. Recommendation isn't a marketing channel. It's the outcome of doing everything else right."
>
> - Paul Crabtree | Managing Director, Velo

> "Every B2B marketer knows in their gut that recommendation is what really drives the pipeline. Most strategies just aren't built to create it. That's the gap we're here to close."
>
> - Lottie O'Donoghue | Strategy Director

ABOUT VELO

We’re the B2B agency built for Recommendation Marketing.

Velo works with niche B2B brands that operate in complex buying environments.

Where decisions are made by committees, influenced by peers, and shaped by conversations that happen long before any campaign can reach them. We built our model around a simple conviction: the most important thing a B2B brand can do is earn the trust that makes it the recommended choice. Not just among active buyers – but across the full market, including the 95% who aren’t buying yet but will eventually decide.

Recommendation Marketing is not a single tactic. It’s a strategic orientation – one that shapes how you build your brand, structure your content, equip your champions, engage your communities, and measure your impact. The 6Rs framework is how we make that practical, consistent, and accountable for the clients we work with.

We help B2B brands:

| Map the invisible influence networks inside target accounts

| Build messages and content designed to spread inside buying committees

| Create the credibility signals that make recommendation feel safe

| Activate peer networks, champions and communities as marketing channels

| Measure influence – honestly and directionally – rather than falsely precisely

We are not a volume agency. We work with a focused number of clients in the sectors where we can make the biggest difference – and where the buying environment rewards the kind of trust-led, recommendation-driven approach that our model is built around.

If your pipeline depends on being the recommended choice in your category, let’s talk.

Get in touch

Talk to Velo about Recommendation Marketing.

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info@velo-b2b.com

Velo B2B