



Telos B2B

— CLEAR STRATEGY. PURPOSEFUL GROWTH. —

B2B MARKETING SERVICES

Marketing with an end goal.

SEO, PPC, paid social and AI search optimisation for B2B companies that measure marketing by pipeline and revenue.

We start with the outcome and work back.

Telos is ancient Greek for the end goal: the purpose everything works towards. That is how we run every account. We agree the commercial result you need, then build the marketing that gets you there.

Built for B2B

B2B buying is slow, considered and involves several decision-makers. Consumer-style tactics rarely work. We plan for long sales cycles, buying committees and technical products, and we measure what your sales team actually cares about.

An in-house specialist team

Your campaigns are run by our own agency team, not handed to outsourced freelancers. Everyone on your account is well versed in B2B search, paid media and content, and in the new discipline of AI search.

HOW WE WORK

1. Learn

We learn your market, buyers, competitors, sales process and targets before we spend a pound.

2. Plan

A clear, written strategy linking every channel to a commercial goal, in plain English.

3. Deliver

Our in-house specialists run the work across search, paid media and AI platforms.

4. Measure

Reporting on leads, pipeline and revenue, with clear actions for what happens next.

Your buyers are asking AI first.

For twenty years, B2B marketing meant ranking on page one of Google. That is no longer enough. Google now answers many questions itself with AI Overviews and AI Mode, and buyers increasingly research suppliers in ChatGPT, Microsoft Copilot, Gemini and Perplexity.

These tools read the web, pick the sources they trust, and write a single answer. Your buyer may never see a list of ten blue links. They see a summary, a shortlist, and perhaps a handful of cited sources. If your business is one of those sources, you are in the conversation. If not, you are invisible at the moment it matters most.

94%

of business buyers use AI somewhere in their purchasing process, up from 89% the year before.

Forrester, 2025 [1]

900M

people use ChatGPT every week, as announced by OpenAI in February 2026.

OpenAI, Feb 2026 [2]

58%

lower average click-through rate for top-ranking pages when a Google AI Overview appears.

Ahrefs, May 2026 [3]

8% vs 15%

Users clicked a traditional result on 8% of Google visits with an AI summary, versus 15% without. Only 1% clicked a link inside the summary.

Pew Research Center, 2025 [4]

When AI cites your competitor, not you.

Being ranked is no longer the same as being seen. In AI search the answer itself is the shop window, and only a few businesses get named in it.

What happens if you're not cited

- **Your competitor becomes the answer.** When a buyer asks "who are the best suppliers of...", the AI names them, not you.
- **Shortlists form without you.** Buyers arrive at sales conversations with a list already made. If you weren't on it, you never get the call.
- **Page-one rankings lose value.** Even a top position gets far fewer clicks when an AI answer sits above it.
- **Trust shifts.** Being cited by AI reads as a third-party endorsement. Absence reads as irrelevance.
- **The gap compounds.** Brands that are mentioned and linked across the web get cited more, which earns them more mentions.

What AI tools look for

- Clear, factual pages that answer real buyer questions directly
- Well-structured content with headings, lists, data and schema markup
- Consistent information about your business everywhere it appears
- Mentions and reviews on trusted third-party sites and industry media
- Genuine expertise: named authors, case studies, original data
- Pages that are fast, crawlable and kept up to date

The good news: most B2B markets are early. Few competitors have optimised for AI search yet, so the businesses that act now can become the default answer in their niche before the space gets crowded.

Five services, one goal.

SEO

Search engine optimisation

Getting your website found by buyers searching Google and Bing for what you sell.

Why it matters for B2B: organic search is still where most B2B research starts, and strong SEO is also the foundation AI tools draw on.

- Technical audits: speed, crawlability, site structure
 - Keyword research built around buyer intent, not vanity terms
 - Content that answers the questions your buyers ask
 - Link building through industry media and partners
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PPC

Pay-per-click advertising

Google and Microsoft Ads that put you in front of buyers the moment they search.

Why it matters for B2B: you pay only for clicks from people actively looking, and you can target by industry, job role and intent.

- Campaigns structured around high-value B2B keywords
 - Landing pages built to convert decision-makers
 - Conversion tracking tied to leads and CRM data
 - Ongoing bid, budget and negative-keyword management
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PAID SOCIAL

Social media advertising

LinkedIn, Meta and YouTube campaigns that reach decision-makers before they start searching.

Why it matters for B2B: LinkedIn lets you target by company, sector, seniority and job title, so budget reaches the buying committee.

- Account-based campaigns aimed at target companies
- Lead-generation forms and gated content
- Retargeting that follows buyers through long sales cycles
- Creative and copy written for B2B audiences

AIO

AI optimisation

Making your content eligible to appear in Google's AI Overviews and AI Mode, the AI answers now shown above traditional results.

Why it matters for B2B: if an AI Overview answers your buyer's question, the businesses it cites win the attention and the click.

- Audit of which buyer questions trigger AI Overviews in your market
- Restructuring key pages into clear, citable answers
- Schema markup and structured data
- Tracking where you appear, and where competitors do

GEO

Generative engine optimisation

Getting your business recommended by ChatGPT, Copilot, Gemini, Perplexity and other AI assistants.

Why it matters for B2B: buyers now ask these tools to compare and shortlist suppliers. GEO makes sure your name is in the answer.

- Prompt research: what buyers ask AI about your category
- Brand visibility tracking across the major AI assistants
- Building the third-party mentions and reviews AI relies on
- Consistent, authoritative information about your business online

HOW IT FITS TOGETHER

SEO builds the authority. PPC and paid social capture and create demand. AIO and GEO make sure that authority turns into citations and recommendations in AI search. Run separately, each channel helps. Run to one strategy and one goal, they compound.

What working with us looks like.

Clear strategy first

You get a written plan that shows how each channel links to your commercial goals, before any budget is spent.

We learn your business

Your market, products, buyers and sales process. The better we understand them, the better the marketing performs.

Ready for AI search

AIO and GEO are built into our approach, not bolted on, so you are visible wherever your buyers research.

Results you can take to the board

We report on enquiries, qualified leads, pipeline and revenue, not just impressions and clicks.

B2B specialists in-house

A dedicated team that knows B2B, working directly on your account, with no outsourcing.

Straight talking

We tell you what is working, what isn't, and what we will change. No jargon, no hype.

NEXT STEP

Let's start with your outcome.

Book a free strategy call. We'll talk through your goals, check how visible you are in Google and AI search today, and show you where the quickest gains are.

telosb2b.com

SOURCES

1. Forrester, "B2B Buyers Make Zero-Click Buying Number One" (2025). forrester.com
2. OpenAI announcement, 27 February 2026, reported by ALM Corp. almcorp.com
3. Ahrefs research on AI Overviews and CTR, 300,000 keywords, published 18 May 2026 (Business Wire).
4. Pew Research Center, "Google users are less likely to click on links when an AI summary appears in the results", 22 July 2025.

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