Articulate Marketing awarded Investors in People Silver accreditation

Wednesday 8 September, 2021

Investors in People is delighted to award Articulate Marketing, a HubSpot Platinum Partner and remote-working marketing agency for B2B tech businesses, **We invest in people, silver accreditation**.

Silver is a fantastic achievement and something only 20% of the organisations we assess achieve.

It means that the right principles are in place but more than that, it means people and leaders are making active efforts to make sure that there's real consistency and everyone in the organisation are feeling the effects!

Articulate Marketing is also a B Corp – that is, a business that is striving to be a force for good. Investors in People is a big part of that effort. The Articulate purpose is to inform, connect and inspire, which applies both for the work they do with clients and for the supportive learning culture they've built for their team.

They even have a Chief Happiness Officer who helps to ensure the wellbeing of each individual. Everyone gets a monthly happiness account to spend on learning and development. And, Articulate has a culture of celebrating the work they do, with regular recognition awards, daily validations and fun get-togethers they call 'Happy Half Hours'.

Paul Devoy, CEO of Investors in People, said: *"We'd like to congratulate Articulate Marketing.* Silver accreditation on We invest in people is a remarkable effort for any organisation, and places *Articulate Marketing in fine company with a host of organisations that understand the value of people.*"

Commenting on the award, Matthew Stibbe, CEO of Articulate Marketing, said: "This is an amazing milestone for the company. Only a small percentage of Investors in People companies are certified at Silver or above so it's really the crème de la crème and a very high standard."

We believe that the success of your organisation begins and ends with people. If we make work better for everyone, we make work better for every organisation. And if we do that… we make society stronger, healthier and happier.

ENDS

About Articulate Marketing

Clever people. Clever tech. Specialising in helping ambitious B2B tech companies grow faster and look good doing it, Articulate Marketing is all substance and no guff. We take complicated topics and make them relevant for the people our clients are trying to reach. But, we don't do spin. Instead, we offer data-driven work to improve your inbound marketing strategy, SEO, content, social media, lead capture and website design. We also build our own apps, including Fizz+Ginger for HubSpot-specific search engine optimisation.

How do we do it? There's a disarming honesty and openness in how we work, which includes open-book project management, a points pricing system, a fully remote team and an honest attitude. We own what we do. Our culture is our proudest achievement (that and earning the repeat custom of big-name clients like Dell, HPE, Sony and Microsoft), and we like to think our clients prefer working with genuinely happy, well-supported folks. We certainly do.

About Investors in People

Most of us will spend around 80,000 hours at work in our lifetimes.

For something that takes up that much of our time, we think people deserve to get more out of it than just a regular paycheque. That's why we've already helped more than 11 million people across 75 countries to make work better. And you know what, we're just getting started…

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How are we doing that?

We’re a community interest company, which means we put our purpose before our profits. That means everything we do and every direction we take is done to make work better. Organisations that meet the We invest in our people framework are proud to display their accreditation to the world. Because they understand that it’s people that **make work better**.

Contact details

Got some questions about this press release? Then speak to a real person: contact Matthew Stibbe on this link to book some time in his calendar.

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