

Articulate Marketing wins Investors In People 'Small Employer of the Year' Award

Thursday 24 November, 2022

London: [Articulate Marketing](#) was announced as the winner of Small Employer of the Year at The Investors in People Awards 2022. Articulate CEO, Matthew Stibbe, is incredibly proud of this win, and of the team. It recognises the amazing progress Articulate Marketing has made with learning, development, management and building a vision for the agency.

Mirela Mart, CFO said, "We are over the moon to win the award for the Small Employer of the Year. It is a significant milestone in our organisational evolution and our investment in people. We are grateful for all the support received from Investors in People and for the recognition for our efforts. I would like to take the opportunity to thank all our fantastic team, our trusted clients and the judging panel at the Awards and Investors in People."

As an organisation, Investors in People helped Articulate Marketing get its first certification, at Bronze, then a year later, Silver for We Invest In People. They helped the company figure out effective ways to support employees, such as:

- 12 training days per person per year, ring-fenced and bookable using our holiday tracking system.
- Multiple learning paths using resources like LinkedIn Learning, HubSpot Academy and Investors in People training.
- Two apprenticeships completed - data science and project management.
- Hired editor-in-chief to develop our writers' skills.
- Management KPI dashboards to track objective achievement.

The results were 40% revenue growth, improved productivity, higher quality work in the studio, improved management insights and faster progress towards business objectives.

Paul Devoy, CEO, Investors in People, said "The Investors in People Awards 2022 marks a new chapter for us. We came together again after three years in our biggest celebration of exemplary leaders and organisations who have transformed themselves into a force of good despite the challenges. I am proud of every organisation that entered this year, demonstrating the value in making work better and setting an example for other organisations to do the same."

About Articulate Marketing

[Articulate Marketing](#) has been a UK-based remote-working marketing agency since 2003. Founded by Matthew Stibbe, the business has grown to a mighty, multi-national, multi-certified 20-person team, offering strategic, copywriting, and website services for B2B tech clients. Plus, we're a proud B Corp, Investors in People certified, Real Living Wage, Climate Positive, HubSpot Diamond Partner and Impact Award winner.

Our mission is to build your 'Difference Engine'. Differentiation is at the heart of what we do as marketers. We believe every successful company has a difference engine. With it, you can stand out from the crowd, beat out competitors, attract customers and become a thought leader in your industry.

About Investors in People

Investors in People have been making work better for organisations across the world since 1991. We worked with over 11 million people and over 50,000 businesses. Because happy people are healthier people, and healthier people are more productive. Productive people are good for business, and in turn, society. See where we are going with this? If you'd like more information about Investors in People, what we do and who we are working with, visit www.investorsinpeople.com. For press and media enquiries contact marketing@investorsinpeople.com

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Articulate Marketing

T. 0203 141 7887

E. matthew@articulatemarketing.com

W. <https://www.articulatemarketing.com>

Additional Contact(s):

Press contact: Matthew Stibbe

View Online

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