



Best Influential Woman in Inbound Marketing – London & Best Tech Inbound Marketing Agency - UK

Incisive Edge is a marketing agency specialising in inbound marketing for B2B Tech companies, driving awareness, turning visitors into leads and then onto conversions. Julia Payne gives us a breakdown of the company as well as discussing her own success.

Incisive Edge works with businesses who are just about to receive Series A investment. Its main goal is to ensure that these companies have maximum opportunities to secure their Series B investment at the best valuation and to really move the dial over this crucial stage of their growth. In essence, the team help businesses succeed by changing the way they market themselves online. Julia discusses her previous roles and how her experience has helped her to achieve her current position as CEO, and how she draws on this experience when making the tough decisions.

"Throughout any career, people learn and develop in every role and I think, take something with them into the next. My previous role was as CEO of an international consultancy specialising in sales and marketing leadership and this provided the foundation to my passion for the integration and alignment of marketing, to really drive sales and revenues, and crucially, to provide a return on investment."

Regarding the business techniques that Incisive Edge uses in order to make it successful, Julia alludes to the company's recruitment structure. She also discusses her

own business strategy, which helps to explain how she gets the best out of her team, important in her role as CEO.

"Here at Incisive Edge, we always recruit on culture. Of course, our team has to have the necessary expertise, but for us it's important that we have a like-minded team that shares the agency's core values. There are no rain makers, no individual superstars or glory hunters. We have a one team mentality, with everyone supporting each other and our clients. Wherever possible, our team is involved in the recruitment process of new team members, so our culture is self-perpetuating, rather than simply being driven from the top. We are big exponents of peer to peer learning and development and self-responsibility.

"For us, it is not just a case of undertaking a series of marketing activities. We are strategic specialists and we invest heavily in creating the right strategy for where our clients are in their growth trajectory, taking into account their resources, their in-house capabilities and of course, their budgets. We view each business as unique and create the strategy to match and meet their ambitions.

"Providing the company and its staff with room to grow,

management are very open on our vision and our strategy to achieve it. Our strategy is shared with everyone in the agency and crucially, people understand the role they play in achieving that strategy. Additionally, we drive that strategy from the top, through behaviour, work ethic and practicing what we preach."

In order to be a successful company, as mentioned earlier, a CEO must be a leader who is able to get the best out of their team. Being open and honest is a trademark of any good leader, however, being versatile can also help a CEO bring out the best in their team. Julia describes her approach to staff, ensuring she sticks to her own principles which she knows can be successful.

"Leadership style is a very personal thing. I favour being transparent and all-inclusive, but I am also a firm believer in playing to your own strengths. It is very easy to be swayed by different leadership styles, but keeping your core values at the heart of your own style is key.

"Furthermore, I am also a firm believer in direct talking, whether that's with team members or clients. Now, over the years I have found that can be a double-edged sword. However, on the whole, I have found that people welcome

being told the truth without tip-toeing around a subject. Of course, your feedback has to be fair and balanced, but I have a distinct preference for getting straight to the point.

Looking further afield, there are many changes that Julia would like to see implemented within the corporate landscape which will make it easier for women to succeed, as she concludes.

"With regard to women, I think the corporate landscape has now accepted that flexibility is becoming the new norm and I think this is key for women, especially those with families. But it's far more than just a change in the landscape that is required. I am a firm believer in putting a plan in place and making your time count. Working life is full of stuff that acts as a time sap and drains your emotional energy. I try and reduce this wherever possible and focus on what is key to driving the business whilst achieving a balanced life."

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