



# WHAT GRABS A B2B BUYER'S ATTENTION IN 7 SECONDS?



## **A real voice.**

They hear tone, intent, relevance.  
Not just text.



## **A tailored message.**

Hi, I saw you're focusing on X  
here's something useful.  
Not a blanket script.



## **A direct ask.**

Would this content be valuable  
to your team?  
Not a sales pitch.



## **An actual conversation.**

Not a click. Not a form. A two-way moment.

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