



**Radix
Communications**

B2B technology copywriters

Five words that will ruin your **tech marketing** content.

David McGuire

A word cloud featuring various business and technology-related terms. The words are arranged in a circular pattern, with some being significantly larger than others. The colors of the words include shades of teal, orange, grey, and purple. The largest words are 'disruption', 'innovative', 'synergy', and 'dynamic'. Other prominent words include 'agile', 'ideation', 'reaching', 'inspirational', 'strategist', 'data-driven', 'evolving', 'technologies', 'organisation', 'ROI', 'martech', 'reach', 'stakeholder', 'BAU', 'top-down', 'blue-sky', 'relevance', 'catalyst', 'inclusive', 'edtech', 'paradigm', 'rationalisation', 'transformational', 'omnichannel', and 'inspirational'.

disruption
innovative
synergy
dynamic
agile
ideation
reaching
inspirational
strategist
data-driven
evolving
technologies
organisation
ROI
martech
reach
stakeholder
BAU
top-down
blue-sky
relevance
catalyst
inclusive
edtech
paradigm
rationalisation
transformational
omnichannel

Formerly explosive




Radix Communications

presents

The periodic table of B2B marketing clichés

Inert

Formerly explosive																						Inert								
											Down to Earth																			
1 Ds dark social																											2 Td top-down thinking			
3 Zm zero moment of truth	4 M mega																													
											Sounded interesting once																			
11 Bg battleground	12 S super																													
19 Tw the war for	20 H hyper	21 Tr transformational	22 G guru	23 Fi five	24 K killer	25 A actionable	26 Ts tips and tricks	27 R roadmap	28 Ke key	29 Nt nimble entrant	30 Ef efficiency	31 Wc world-class	32 Iv innovative	33 Lb live and breathe	34 Ur unrivalled	35 DI deliver	36 TI thought-leadership													
37 As at the speed of	38 U ultra	39 Gc game-changing	40 Sh superhero	41 Te ten	42 Aw awesome	43 Dn data-driven	44 Ha hacks	45 J journey	46 Cm can't-miss	47 Di disruptor	48 Py productivity	49 Bc best in class	50 Fp future-proof	51 Id in our DNA	52 Ed end-to-end	53 Op optimise	54 V visionary													
55 Fu fucking	56 T turbo	57 Ps paradigm shift	58 N ninja	59 Fn fifteen	60 E epic	61 Ne (near) real-time	62 In insights	63 St story	64 Mu must-see	65 Cb challenger-brand	66 In innovation	67 Ag award-winning	68 Fr future-ready	69 Pf professional	70 Ty turnkey	71 Tm transform	72 Lp leading-provider													
73 Po powerful	74 Ub uber	75 Mi mindshare	76 Rs rockstar	77 Fy fifty	78 Ks kickass	79 I impactful	80 Tk takeaways	81 Na narrative	82 Mh must-have	83 Fu future-unicorn	84 Ta talent	85 Pv proven	86 Tt tomorrow's x today's	87 Tu trusted	88 B bespoke	89 Dc discover	90 E engagement													

91 Se sensei	92 Bk bare-knuckle	93  emoji	94 Gr game breaker	95 Do dope	96 Br bro	99 R raw	100 Sp seraphi	101 Ba badass	102 Dr dramaturgy	103 C cut-throat	104 Be big-ise	105 F fierce
---------------------------	---------------------------------	--	---------------------------------	-------------------------	------------------------	-----------------------	-----------------------------	----------------------------	--------------------------------	-------------------------------	-----------------------------	---------------------------

Not yet clichés a.k.a. the future

professional

enterprise-grade

insights

market-leading

epic

hacks

trusted

we

are

ultra

future unicorn

uber

talent

world-class

visionary

is

transform

live and breathe





The Digital Workplace of the Future

We are passionate people on a mission to create the workplace of the future and give control back to the business, empowering people and teams to engage with customers in a simplified and responsive way.





The Digital Workplace of the Future

We are passionate people on a mission to create the
workplace of the future and give control back to the business,
empowering people and teams to engage with customers in a
simplified and responsive way.





**Radix
Communications**

B2B technology copywriters

See also:

Committed

Innovative

Expert

Iconic





Whilst big data may represent a step forward in business additional value in linking and exploiting big data for business data sources to provide a single reference point can we stop creating new data silos.





Whilst big data may represent a step forward in business
additional value in linking and exploiting big data for busi
data sources to provide a single reference point can we sta
creating new data silos.





**Radix
Communications**

B2B technology copywriters

See also:

Utilise

Plethora

Enhance

Engage





**Radix
Communications**

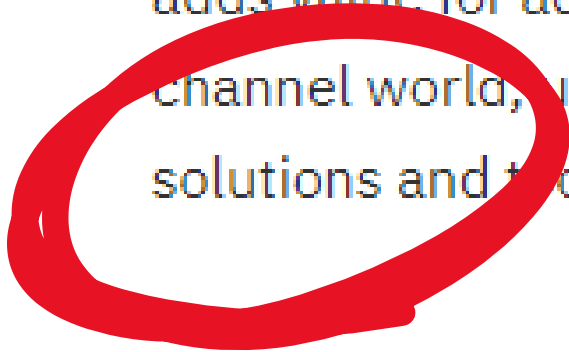
B2B technology copywriters

Learn how a cable TV networks company captures new viewers, predicts ratings and adds value for advertisers in a multi-channel world, using IBM Analytics solutions and tools.





Learn how a cable TV networks company captures new viewers, predicts ratings and adds value for advertisers in a multi-channel world, using IBM Analytics solutions and tools.





**Radix
Communications**

B2B technology copywriters

See also:

Transformation

Sustainability

Productivity





**Radix
Communications**

B2B technology copywriters

Technology recruitment

Whether you're a start-up or a multinational, we understand your technology recruitment needs. We've placed specialists — including 900 contractors — in nearly 600 organisations since 2008.





Radix
Communications

B2B technology copywriters

Technology recruitment

Whether you're a start-up or a multinational, we understand your technology recruitment needs. We've placed specialists — including 900 contractors — in nearly 600 organisations since 2008.





**Radix
Communications**

B2B technology copywriters

See also:

From... to...

Regardless

Wide-ranging

Comprehensive





**Radix
Communications**

B2B technology copywriters

Mobility

Check Out the Cisco Flexible Radio Assignment Whitepaper!



Wes Purvis - February 23, 2017 - 0 Comments





Radix
Communications

B2B technology copywriters

Mobility

Check Out the Cisco Flexible
Radio Assignment Whitepaper!



Wes Purvis - February 23, 2017 - 0 Comments





Mobility

Check Out the Cisco Flexible
Radio Assignment Whitepaper!



Wes Purvis - February 23, 2017 - 0 Comments







**Radix
Communications**

B2B technology copywriters

See also:

Cool

Fab

Awesome

All sector-related puns







**Radix
Communications**

B2B technology copywriters

Let's connect...

@radixcom

radix-communications.com

01326 373592

