

What's New, and What's Working, in B2B Today



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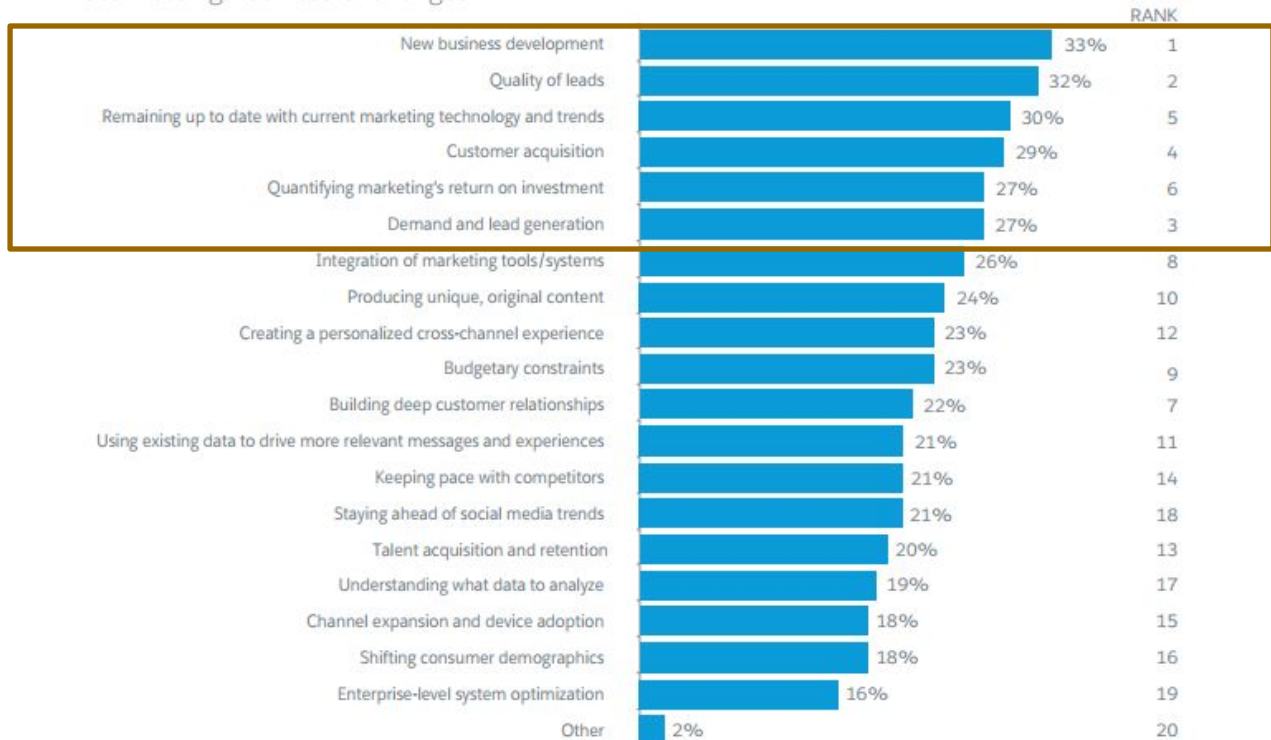
Our agenda for today

- How B2B is different from consumer marketing
- 3 great new technologies
- 5 productive new strategies
- Bonus: How to think about B2B branding

HOW B2B IS DIFFERENT

The typical goals of B2B marketers

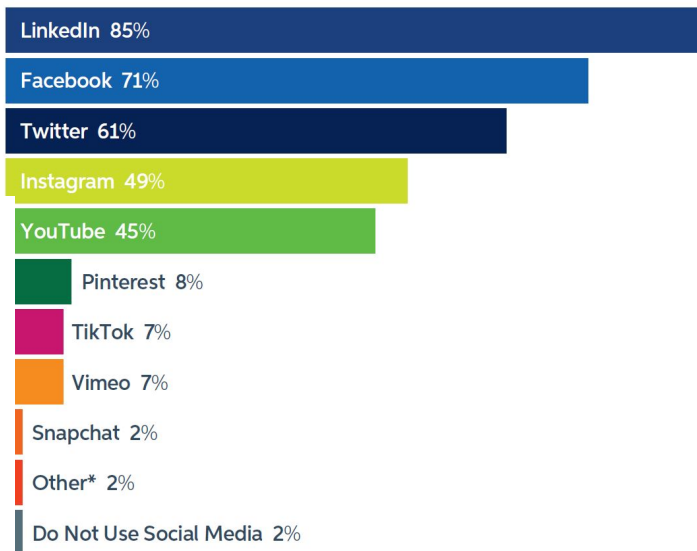
Most Pressing Business Challenges



Communications media usage



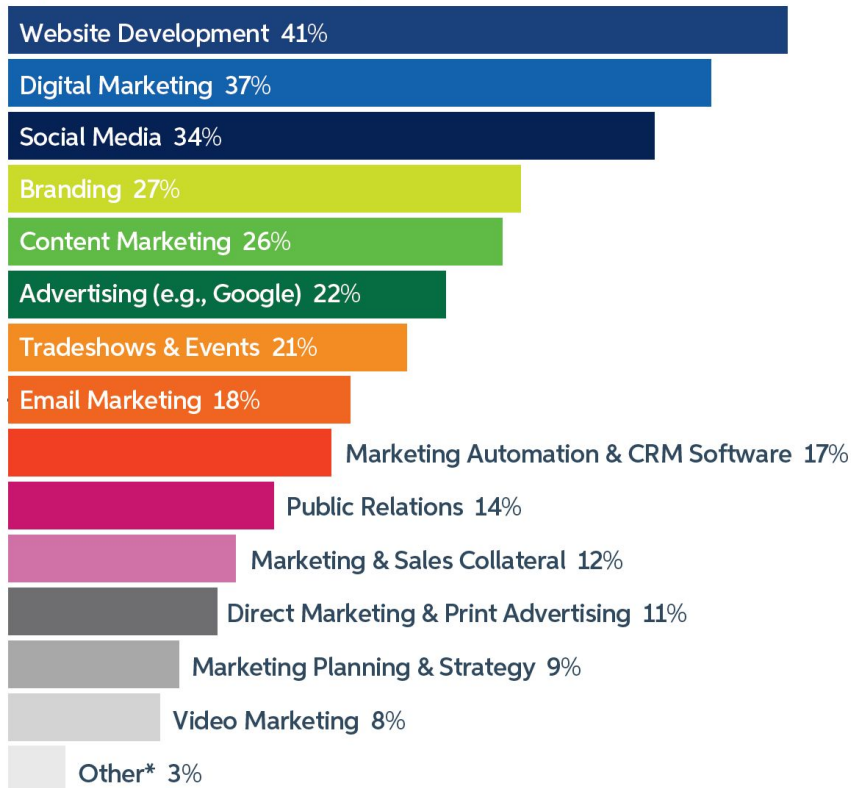
Most Used Social Media Channels



WeChat

Where B2B budgets are spent

Top Areas of Marketing Spend



*Networking Events

Sagefrog B2B Media Mix Report 2022

3 points about B2B buyers when planning marketing communications



1. They are buying for the company.

- Have business problems to solve, often highly technical.
- Need plenty of facts.
- Seek a long-term relationship with suppliers.

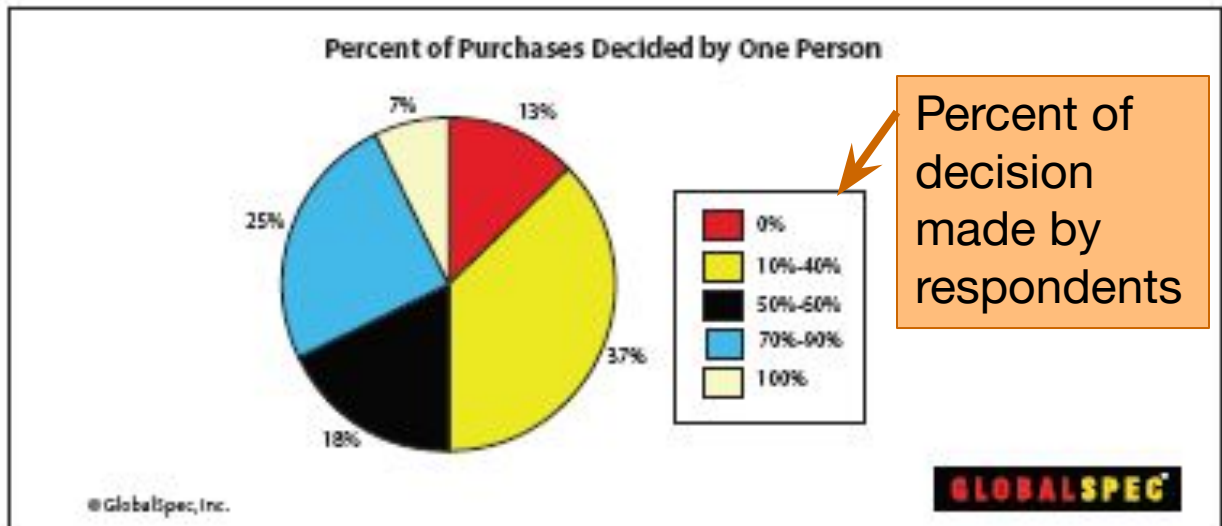
2. They are still human.

- Respond to personal benefits and emotion.

3. They are only part of the process.

- Many others are involved.
- The buying process is the key.

Only 7% of industrial purchases are made by one person alone



The decision-making unit

- Specifiers
- Influencers
- Users
- Decision makers
- Gatekeepers
- Purchasing agents

Also known as:
Buying Center
Buying Committee
Buying Group
Buying Circle

Job roles involved

Finance VP
IT manager
CEO
Engineer
Plant manager
Purchasing agent
House counsel



What's on the minds of the buyers?

Specifiers	How is this thing better than the competition?
Influencers	Make my job easier.
Users	Easy to install and use.
Decision makers	Bottom line results.
Gatekeepers	Protect the executive from sales people.
Purchasing agents	Save money.

Talking their language

Technical buyer	Easy to install. No downtime. End-users won't complain. I can look like a hero. "Spend less."
Line-of-business buyer	Easy to use. Will save us time and money. Help me get the job done. I can look smart. "Sell more."

Example: Messaging segmentation

Technical buyer

A MAJOR DISASTER HITS YOUR AREA AND YOUR TEAMS ARE RESPONDING BEFORE THE STORY HITS THE NEWS.

THAT'S INTELLIGENT.
THAT'S AVAYA COMMUNICATIONS CONTINUITY.

AVAYA INTELLIGENT COMMUNICATIONS. ANYTHING LESS COULD BE A DISASTER.

Disasters happen. And when they do, nothing is more important than maintaining your communications. Avaya experts have been providing business communications consulting for years, bringing together vast experience in planning, recovery and implementation. Let us help you evaluate your current risk and provide the Intelligent Communications that will prepare you for the unexpected. Because the best solution to any problem, is to avoid it.

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Line-of-business

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Source: The Kern Organization

Chatbots

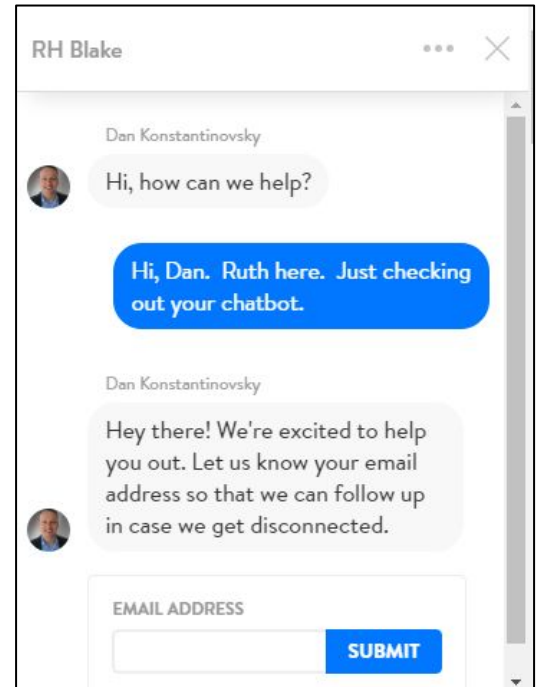
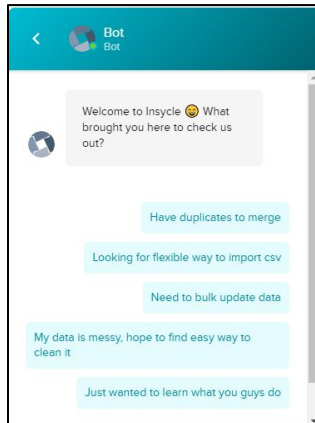
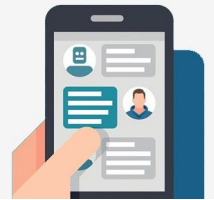
Data linkage

CTV

3 TECHNOLOGIES WITH GREAT PROMISE

1. Chatbots speed up the buy cycle

- Global business runs round-the-clock.
- Chatbot AI has improved dramatically.
- Fast, accurate, cheap customer service.



Chatbots are getting better every day



1 Visitor lands on website.

What brought you here to check out Drift?



2 Bot captures & qualifies.

LeadBot

Hey there!

What is the name of your company?



Acme Corp

LeadBot

Got it!

What is your role at Acme Corp?



Marketing

Sales

Support

Other

3 Bot books meeting.

LeadBot

You can grab a time on Alex's calendar here 📅



Schedule a Meeting 30 minutes



Alex Maas

Select a day

Eastern Time

Monday

January 29

Tuesday

January 30

Use cases for chatbots

1. Demo/trial conversions

2. Contact us pages

3. ABM

4. Lead nurturing

5. Driving subscriptions

6. Event registrations

7. Progressive profiling

8. Retargeting

<https://spearmarketing.com/blog/use-cases-for-chatbots/>

2. Data linkage: Get to know the person behind the business buyer

- B2B buyers have their company interests in mind.
 - They need to make a business case for the purchase.
 - They are members of a group, with different needs and agendas,.
- But they are still human.
- When they are working from home, it's even more critical to know them and how to reach them.
- Tactics:
 - Append the personal record to the business record, and vice versa.
 - Use identity graph technology to find buyers across devices and locations.

STIRISTALINK:
Connecting B2B and B2C data

Case example: Weight Watchers corporate benefit program

Response rates were declining for Weight Watchers campaigns to HR directors for its group packages. These packages are offered as a free benefit to companies, and employees receive a discounted rate when they join through their firms.

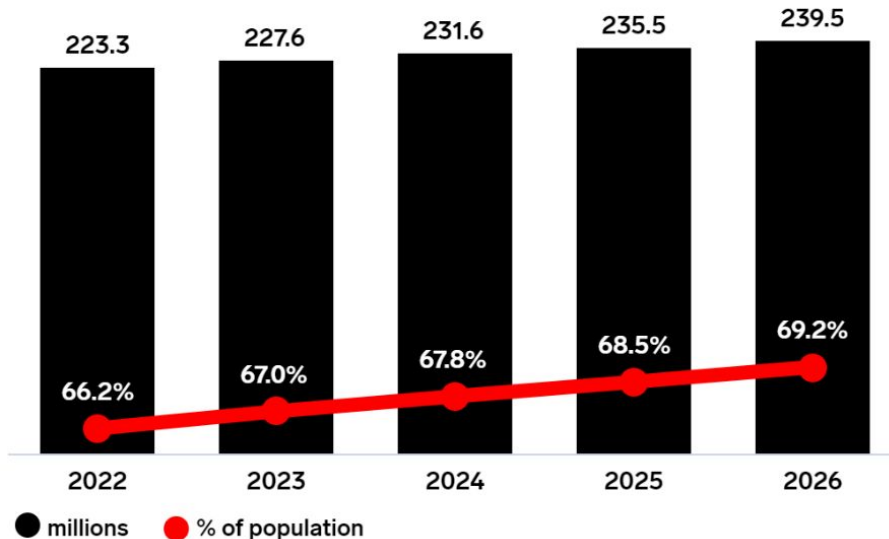
Weight Watchers used StiristaLINK's 360-degree profiles to identify HR professionals who were interested in fitness and health. They changed the copy to stress the role of weight in employee health and productivity. Response rates shot up.



3. CTV: Reach business buyers on their living room sofas

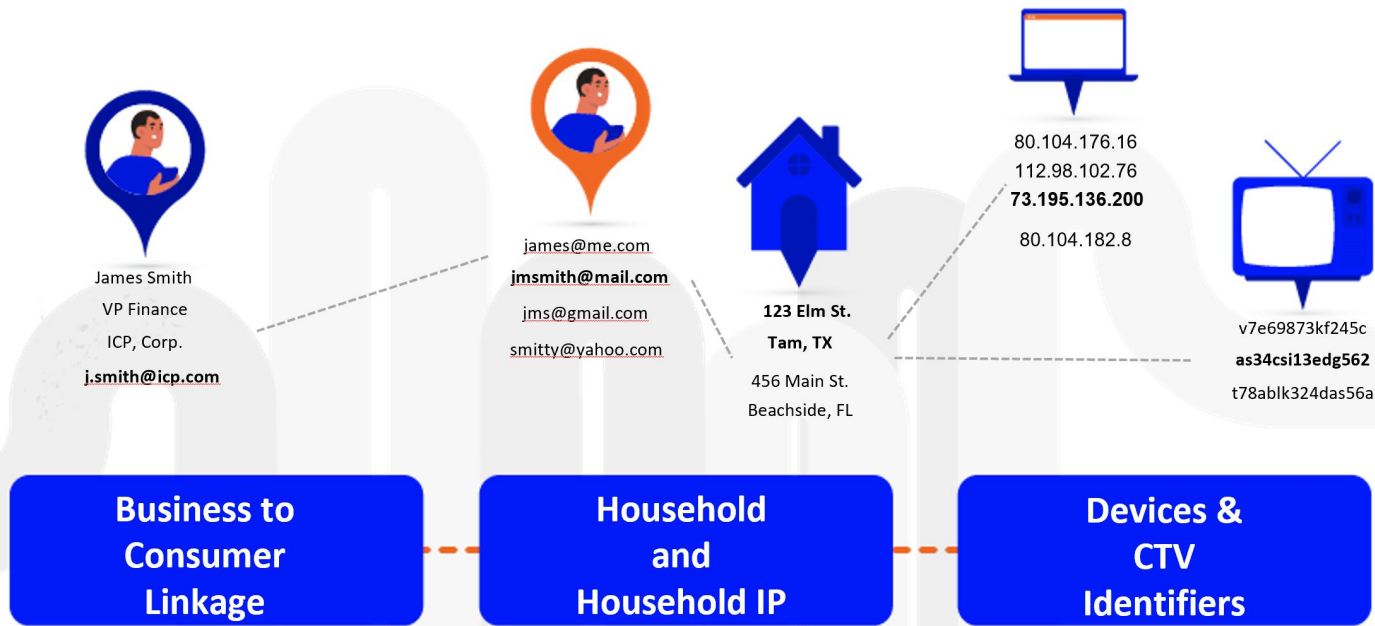
Connected TV Users

US, 2022-2026



Source: eMarketer, February 2022

How CTV gives access to specific, individual business buyers as they watch on any device



Ecommerce

ABM (Account-based marketing)

Retention marketing

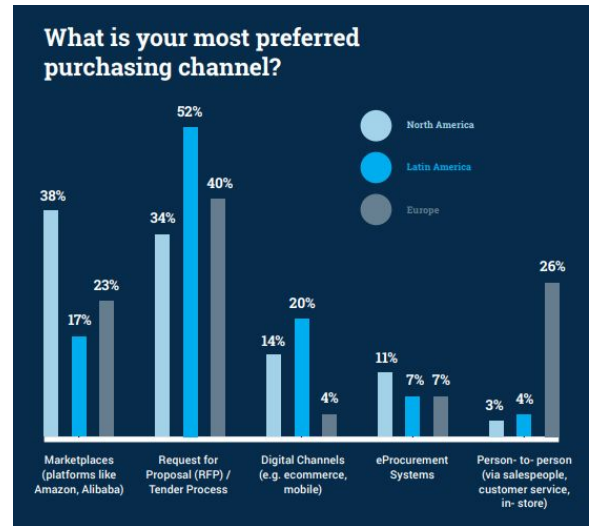
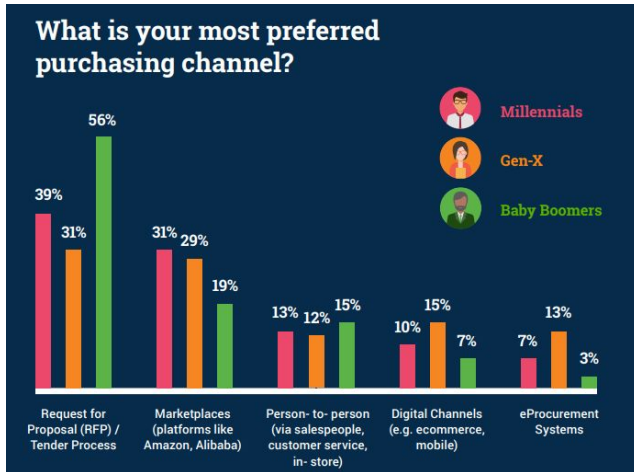
Hybrid events

Video

5 STRATEGIES THAT ARE WORKING GREAT

1. Ecommerce goes B2B

A \$1.8 trillion category by 2023 in the U.S., growing 10% per year.



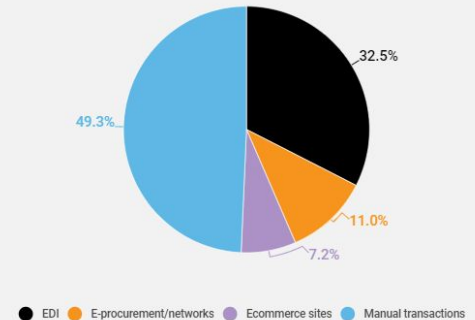
Buyer preferences are moving online, by age group and by geography.

Ecommerce can be applied widely across the B2B buying process

1. Self-serve transactions, like consumer ecommerce.
2. Enabling sections of the buying process, like RFPs, presentations, negotiations, purchase order placement.
3. Marketplaces, like Amazon for Business, or Alibaba.
4. Business-to-government procurement.

75% of manufacturers and wholesalers planned to launch ecommerce within two years.

Electronic transactions account for a majority of B2B sales
(Percentage of 2018 U.S. B2B sales by purchasing method)



Source: B2BecNews

2. ABM, Account-based Marketing

- A strategy that targets high-value accounts.
- To engage an entire organization, or key people across multiple functions in the buying process.

Benefit:

- Focus resources on high-value targets.
- Engage all members of the buying group.

How ABM differs from the sales funnel



Traditional Sales and
Marketing Funnel



Account-Based
Marketing Funnel

Digital tactics supporting an ABM strategy



Data-related tactics

- Data append.
- Data discovery.
- Specialized 3rd-party databases.

Communications tactics

- Addressable media, with real personalization.
- Banner advertising, and retargeting, by account.
- Account-based responsive web design.

3. Focus on retention

Pop Quiz

What percentage of B2B marketing effort is devoted to retention?

- 10%
- 15%
- 25%
- 50%

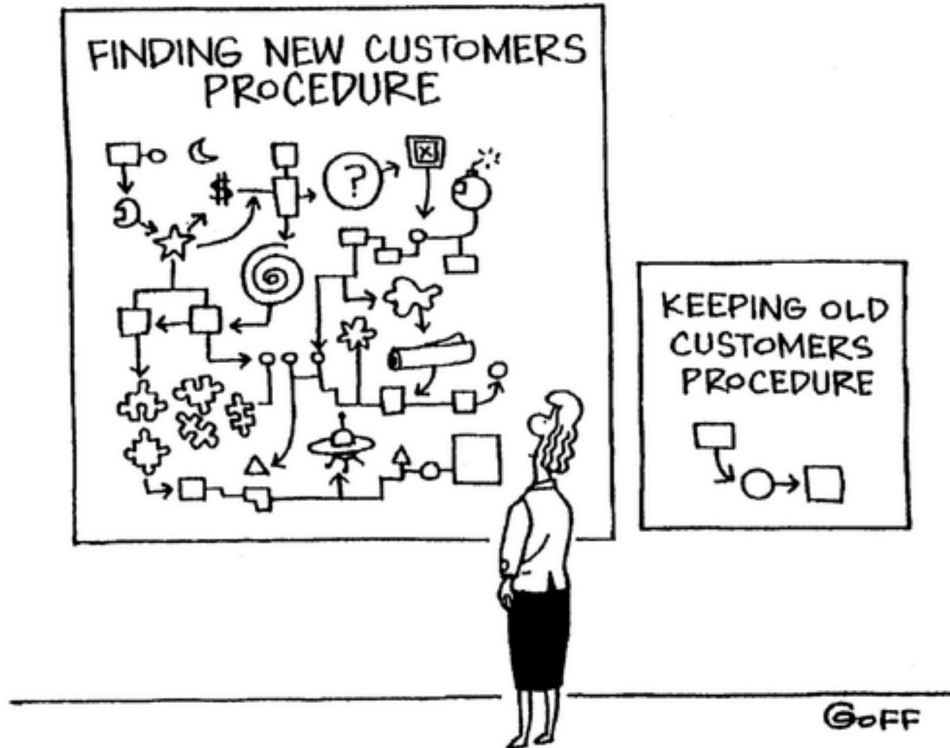
Answer:

15%

Top Marketing Objectives for 2022

- 1 Increasing Brand Awareness
- 2 Increasing Sales Leads
- 3 Increasing Website Traffic
- 4 Converting Leads to Customers
- 5 Producing Thought Leadership

Covid-era motto: “Retention is the New Acquisition”



The essence of B2B retention marketing strategy

Nurture the customer relationship the way a good salesman would.

- Get to know them and their needs.
- Make them feel good about doing business with you.
- Spend time and money according to how much they are worth to you.
- Sell to them the way they want to be sold.
- Keep an eye on your competitors and deliver equal or greater value.

For B2B reactivation tips:

<https://biznology.com/2017/06/ten-tips-customer-reactivation/>



4. Hybrid event marketing is the new normal



Better tools, platforms and formats.
Omni-channel content delivery.

The new trend: Own the event

1. Create your own proprietary virtual events, conferences, webinars, podcasts.
2. Deploy small-group meetings, for real, engaging conversation and relationship development. Invitation-only, peer-to-peer.
3. Build an online community--whether peers, customers/users, prospects--where relationships can grow and flourish.

5. Video everywhere

Average Watchtime of B2B-Related Videos



Video use cases

Product demo.

Customer case study.

Talking head.

Interviews with employees, customers, executives.

Technical training.

Plant or company tour.

Matthew Biggar 1st - 2nd

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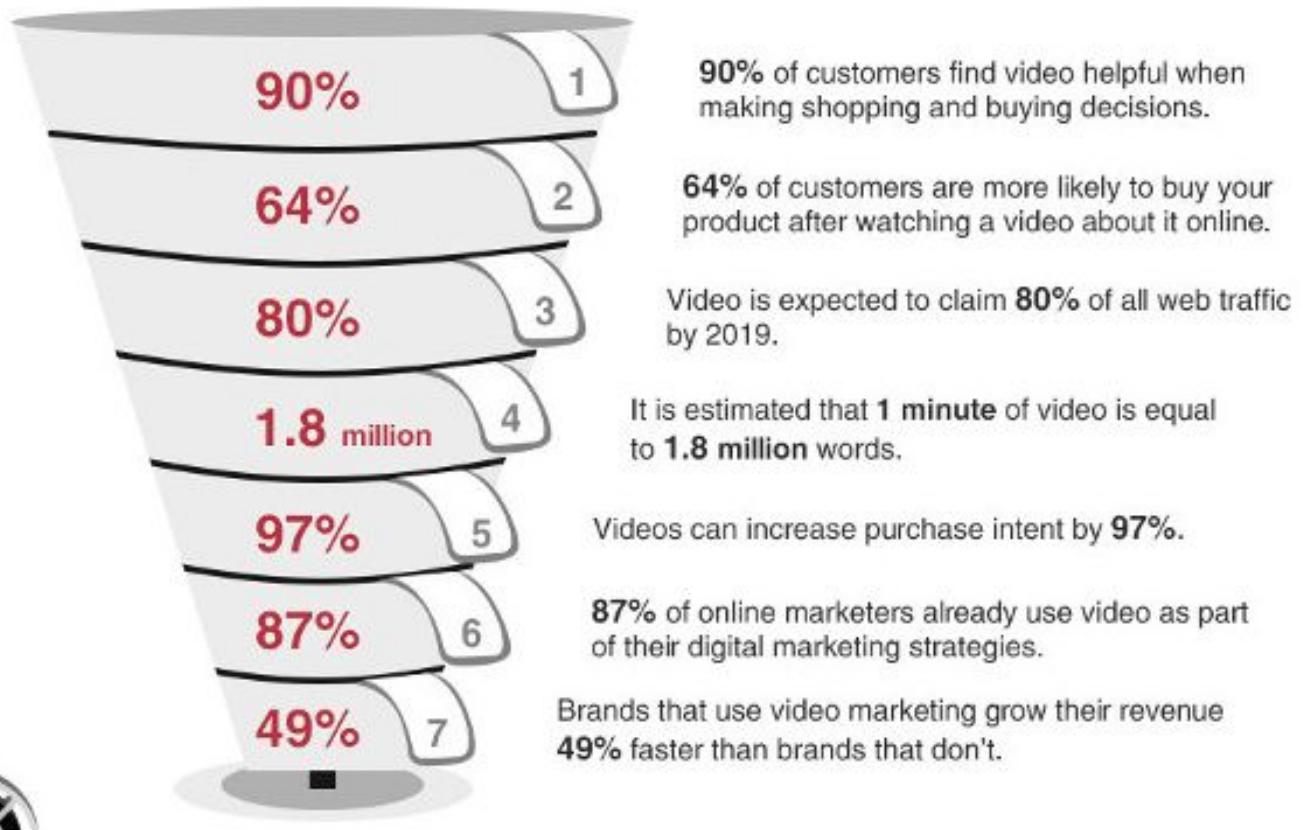
3,079 followers · 500+ connections

Matthew Biggar Southern Alberta Institute of Technology

LinkedIn
profile video
via Creator
Mode

Format	Usage
Product videos	63%
Demos	59%
Explainer videos	54%
Webinars	45%

Video can be used across the buy cycle



It's OK to have fun. Cheeky Adobe Marketing Cloud video



https://www.youtube.com/watch?time_continue=2&v=N1ltwg2nTK4

BONUS: HOW BRANDING IS DIFFERENT IN B2B

How to think about B2B branding

1. Brand awareness is a door-opener for sales.
2. Buyers are still human. Emotion attitudes, preferences.
3. Business relationships are built on trust.



*"I don't know who you are.
I don't know your company.
I don't know your company's product.
I don't know what your company stands for.
I don't know your company's customers.
I don't know your company's record.
I don't know your company's reputation.
Now—what was it you wanted to sell me?"*



MORAL: Sales start **before** your salesman calls—with business publication advertising.

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Looking for more on B2B marketing?

My favorite resources

- B2B Marketing.net (UK) <https://www.b2bmarketing.net/en>
- Content Marketing Institute <http://contentmarketinginstitute.com/>
- MarketingProfs www.marketingprofs.com
- Fusion Marketing Partners
<https://fusionmarketingpartners.com/resources/>
- Heinz Marketing <https://www.heinzmarketing.com/resources/>
- Spear Marketing <http://www.spearmarketing.com/resources/>
- Demand Gen Report <https://demandgenreport.com/>
- **Me!** <https://biznology.com/author/ruthstevens/>

I wish you a great career in Marketing

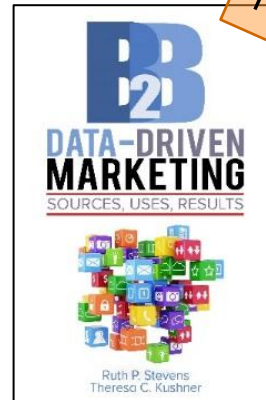
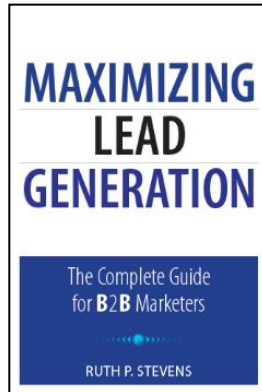


Thank you

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