USING DATA TO PERSONALISE B2B MARKETING

Mary Healy
Global Digital Lead – Media Management

Nov 2019
BUYERS EXPECTATIONS ARE SHIFTING

THE B2B MARKETING LANDSCAPE IS GROWING AND BUYERS EXPECTATIONS ARE SHIFTING FASTER THAN MARKETERS CAN KEEP UP

B2B cohort is made up of a greater percentage of **MILLENNIALS** than ever before

73% of millennials are involved in B2B purchase

58% of B2B buyers use **SOCIAL MEDIA** as a research channel

Most B2B buyers are **57%** of the way through the buying process **BEFORE THE FIRST MEETING**

More than **90%** of decision makers **NEVER RESPOND** to cold outreach

61% of B2B transactions are now **START ONLINE**

B2B buyers expect the same level of **PERSONALISATION** as B2C BUYERS

B2B buyers engage across a **VARIETY** of offline & online **TOUCHPOINTS**
CASE STUDY:
NEW STORYTELLING TRAINING

MH Training are a London based training company specialising in
- Account Management
- Sales
- HR

New trainer, Julie White joins from the National Theatre, with over 6 yrs of storytelling experience

Available marketing budget of £10,000 to promote their new Storytelling programme
MH TRAINING METHODOLOGY

**GOAL**
What are we trying to accomplish?

**DATA**
What data is needed for analysis and targeting?

**TARGETING & MESSAGING**
Who should we target and why would they buy?
What messages will they be receptive to?

**SALES**
How do ensure Sales & Marketing teams are aligned on strategy?

**MEASUREMENT**
How did we do and what can we improve?
WHAT ARE MH TRAINING TRYING TO ACCOMPLISH THROUGH THIS MARKETING ACTIVATION?

BUSINESS GOAL

Q1 MARKETING GOALS

LAUNCH NEW STORYTELLING TRAINING SESSIONS

- Grow our CRM database by 200
- Drive 1000 incremental interactions on Social media
- Drive 500 incremental visits to our website
- Send out 15 new proposals for Storytelling training
WHY SHOULD WE LOOK AT THE DATA?

COMPETITIVE ADVANTAGE:
Less than half of all B2B professionals are using data

REDUCES WASTAGE & IMPROVES ROI:
Provides specific/more refined targeting

MESSAGES LAND BETTER HELPING TO IMPROVE ROI: Personalised messaging ensures relevance to customer needs

PROVIDES LEARNINGS FROM FUTURE ACTIVITY: Create actionable data-driven insights

TARGETED ADS ARE TWICE AS EFFECTIVE
- CMO

LESS THAN HALF OF B2B MARKETERS HAVE COMPLETE ACCURATE DATA

Table: Data Areas in Which Their Company Is Performing Well According to B2B Professionals in Ireland, North America and the UK, March 2018

<table>
<thead>
<tr>
<th>Area</th>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have customer data that we fully trust to be complete and accurate</td>
<td>49%</td>
</tr>
<tr>
<td>Are effective at using customer data to activate marketing and sales initiatives at scale</td>
<td>46%</td>
</tr>
<tr>
<td>Data sources and insights are well integrated, understood, consistent, validated and shared across the organization</td>
<td>43%</td>
</tr>
<tr>
<td>Teams are leveraging the same quality data consistently across activities and technologies</td>
<td>43%</td>
</tr>
<tr>
<td>Can convert data into insights to quickly act on customers’ immediate needs, interest and behaviors</td>
<td>42%</td>
</tr>
</tbody>
</table>

Note: n=500; “very” and “extremely well”
GOAL

DATA

SALES

MEASUREMENT

TARGETING & MESSAGING
'YOU CAN'T BE A GOOD MARKETER IF YOU'VE STARTED WITH A TOOL. START WITH THE CUSTOMER AND THE STRATEGY AND THEN CHOOSE THE TOOLS.'

MARK RITSON (2016)
RESEARCH INSIGHTS: INTERNAL AND EXTERNAL DATA

"Sky Ad Sales Slump 5.6%" - Campaign July 2019

Peak inbound in Jan/Feb and Sept/Nov

POC on successful deals = 80% HR/training managers

"Our sales pitches have been transformed – and you can see it in this year’s sales figures as a result!" – Sales Manager, Oracle

"[Tech companies] must be meeting a need that customers will pay for" – Chicago Booth Review, 28th Oct 2019

"Organizations should look for... tools that have the most potential to engage decision makers by proving that... they’re a thought leader and have a unique solution that can provide substantial ROI" – Insivia
SO WITH **INSIGHT**, WHO DO WE WANT TO FOCUS ON?

<table>
<thead>
<tr>
<th><strong>Who?</strong></th>
<th>Forward thinking tech orgs, with new innovative projects</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Why?</strong></td>
<td>Need for industry knowledge on selling products “in the new” effectively, especially tech companies investing heavily in R&amp;D</td>
</tr>
<tr>
<td></td>
<td>Success with Oracle Case study</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Who?</strong></th>
<th>Specialist professionals, in companies of 300+ and London offices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Why?</strong></td>
<td>Large growth in sales recruitment, decision making power, predictable timing for sales</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Who?</strong></th>
<th>High growth industry: Media</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Why?</strong></td>
<td>Growth in industry, but many vendors make for a competitive landscape. Well suited to storytelling content</td>
</tr>
</tbody>
</table>

**BUSINESS DISRUPTERS**

**HR/TRAINING PROFS.**

**MEDIA INDUSTRY**
COMMUNICATION STRATEGY

IN ORDER TO TARGET OUR SEGMENTS, MH TRAINING WILL FURTHER DIVIDE CAMPAIGNS INTO THREE OBJECTIVES:

- **THOUGHT LEADERSHIP**
  Establish credibility and authority through storytelling

- **LEAD GENERATION**
  Promote interest in the product to drive an action

- **REACTIVATION**
  Reengage with lapsed clients
WHAT CHANNELS & CONTENT WILL BE MOST EFFECTIVE?

An advertiser’s choice of channel directly impacts the ROI on their message

49% of B2B buyers engage with **video** content during the purchase journey*

71% of B2B buyers engage with **blogs** during the buying process*

48% value **webinars** most highly during the middle stage of buying process*

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**What Channels Produce the Highest ROI Leads for US B2B Marketers?**

<table>
<thead>
<tr>
<th>Channel</th>
<th>% of respondents, Aug 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>49%</td>
</tr>
<tr>
<td>Search</td>
<td>46%</td>
</tr>
<tr>
<td>Live events</td>
<td>42%</td>
</tr>
<tr>
<td>Content marketing</td>
<td>36%</td>
</tr>
<tr>
<td>Social</td>
<td>19%</td>
</tr>
<tr>
<td>Retargeting</td>
<td>15%</td>
</tr>
<tr>
<td>Telemarketing</td>
<td>13%</td>
</tr>
<tr>
<td>PPC/display</td>
<td>10%</td>
</tr>
<tr>
<td>Print</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
</tr>
</tbody>
</table>

*Note: respondents asked to choose top 3; primarily from US
Source: Chief Marketer, "2019 B2B Marketing Outlook" Aug 2018

*LinkedIn, 2016
WHY FOCUS ON THOUGHT LEADERSHIP?

75% of would-be-buyers claim thought leadership helps them determine which vendor to put on their short list*

*LinkedIn, 2016
IF YOU WANT TO REMAIN ‘TOP-OF-MIND’ IN YOUR INDUSTRY, YOU MUST REGULARLY PROVIDE RELEVANT CONTENT TO A NICHE AUDIENCE

MICHAEL A. STELZNER
CEO AND FOUNDER, SOCIAL MEDIA EXAMINER
AUTHOR, LAUNCH
IN ORDER TO BUILD AWARENESS EFFECTIVELY WITH NEW CUSTOMERS, WE MUST CREATE CONTENT CAREFULLY

The Blooms Group’s 8 Criteria for thought-leading content*:

1. Relevance
2. Novelty
3. Depth
4. Validity
5. Practicality
6. Rigor
7. Clarity
8. Coherence

*Blooms Group, 2014
WHAT CONTENT AND TOOLS CAN BE USED TO PROMOTE THOUGHT LEADERSHIP?

TWEAK MESSAGING FOR EACH TARGET:

<table>
<thead>
<tr>
<th>BUSINESS DISRUPTERS</th>
<th>HR/ TRAINING PROFS.</th>
<th>MEDIA INDUSTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highlight quote from Oracle</td>
<td>Address issues and challenges</td>
<td>Trainer credentials and successes</td>
</tr>
<tr>
<td>Focus on industry challenges</td>
<td>Focus on functional challenges</td>
<td>Focus on industry professionals</td>
</tr>
<tr>
<td>Target high growth companies with 200+ employees in London</td>
<td>Target HR &amp; training professionals, companies with turnover over £5M</td>
<td>Target industry professionals in sales or HR. Senior positions</td>
</tr>
<tr>
<td></td>
<td>Sponsored content in trade press</td>
<td></td>
</tr>
</tbody>
</table>
FOCUSING ON LEAD GENERATION?

60% Increased ROI with personalised marketing*

48% consumers expect specialized treatment for being a good customer*

59% Personalised marketing increased lead generation*

*Evergage, “2019 Trends in Personalization”, April 25, 2019
**WHAT CONTENT AND TOOLS CAN BE USED TO DRIVE LEAD GENERATION?**

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>CONTENT</th>
<th>VIDEO CONTENT</th>
<th>PRICING / OFFER</th>
<th>SEARCH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
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**TWEAK MESSAGING FOR EACH TARGET:**

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<th>MEDIA INDUSTRY</th>
</tr>
</thead>
<tbody>
<tr>
<td>A client talking about their successful session</td>
<td>Snippets of an actual training day</td>
<td>New trainer talking about her credentials</td>
</tr>
<tr>
<td>Be the first to try</td>
<td>Introductory offer</td>
<td>Highlight peers who have also used the training</td>
</tr>
<tr>
<td>Target high growth companies with 200+ employees in London</td>
<td>Target HR &amp; training professionals, companies with turnover over £5M</td>
<td>Target industry professionals in sales or HR. Senior positions</td>
</tr>
<tr>
<td>Highlight the competitive advantage of being first</td>
<td>Focus on relevant challenges for HR professionals – link to pricing</td>
<td>Promote photos and video from past events - links to training overview</td>
</tr>
<tr>
<td>Keywords &amp; audience targeting around the tech industry</td>
<td>Keywords &amp; audience targeting for HR professionals</td>
<td>Keywords &amp; audience targeting for media industry</td>
</tr>
</tbody>
</table>
WHY FOCUS ON REACTIVATION?

5x
As cost effective to re-engaging a lapsed customer vs. attracting new customers*

7x
More likely for Loyal current customers to try new services*

*Outbound Engine, 2019
### WHAT CONTENT AND TOOLS CAN BE USED TO REACTIVATE LAPSED CLIENTS?

**CONTENT**
- WHITE PAPER
- VIDEO CONTENT

**CHANNEL**
- CRM EMAIL DISTRIBUTION
- EVENT

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**PERSONALISED BASED ON CLIENT BASE: INDUSTRY, ROLE, HISTORY, CONTENT PREFERENCE**

- Consider what messaging will work with each segment

- Consider what messaging will work with each segment

- Reference that you have not spoken for a while but have a new offering you would like to showcase

- Event invitation to qualified leads to meet the new Trainer.
GOAL
DATA
SALES
MEASUREMENT
TARGETING & MESSAGING
ALL TOO OFTEN, ORGANIZATIONS FIND THAT THEY HAVE A MARKETING FUNCTION INSIDE SALES, AND A SALES FUNCTION INSIDE MARKETING

PHILIP KOTLER, NEIL RACKHAM, SUJ KRISHNASWAMY
HARVARD BUSINESS REVIEW, AUG 2006
THE SALES TEAM SHOULD BE YOUR RIGHT HAND

MH TRAINING’S SALES TEAM MUST WORK WITH MARKETING TO COLLECTIVELY ACHIEVE THE BUSINESS GOAL FOR THIS NEW PRODUCT

"When Sales and Marketing work well together, sales cycles are shorter, market-entry costs go down, and the cost of sales is lower,” - HBR, 2006

SALES & MARKETING

- Align on strategy
- Maintain CRM
- Follow up on leads

Marketing and Sales teams notoriously describe each other with 87% negative words – HBR, 2011
GOAL

DATA

SALES

MEASUREMENT

TARGETING & MESSAGING
AT EACH STAGE OF THE FUNNEL THERE ARE DIFFERENT TACTICS AND METRICS TO BE MEASURED

<table>
<thead>
<tr>
<th>CAMPAIGN OBJECTIVE</th>
<th>CHANNELS AND TACTICS</th>
<th>METRICS</th>
<th>MARKETING GOALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>THOUGHT LEADERSHIP</td>
<td>White Paper/case study</td>
<td>Cost per engagement</td>
<td>CRM growth</td>
</tr>
<tr>
<td></td>
<td>Social outreach</td>
<td>Cost per download</td>
<td>Social engagement</td>
</tr>
<tr>
<td></td>
<td>Website</td>
<td>Web traffic – dwell time, no. pages,</td>
<td></td>
</tr>
<tr>
<td>LEAD GENERATION</td>
<td>Targeted social - video</td>
<td>Cost per click/view</td>
<td>Web traffic</td>
</tr>
<tr>
<td></td>
<td>search</td>
<td>cost per registration</td>
<td>New leads</td>
</tr>
<tr>
<td></td>
<td>Email &amp; meetings</td>
<td>Cost per lead</td>
<td></td>
</tr>
<tr>
<td>REACTIVATION</td>
<td>Personal emails</td>
<td>New proposals</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Event</td>
<td>Number meetings</td>
<td></td>
</tr>
<tr>
<td>ADVOCACY</td>
<td>Customer quotes/case studies</td>
<td>Reach &amp; engagement of social</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Earned social</td>
<td>New Content</td>
<td></td>
</tr>
</tbody>
</table>
## SUCCESS METRICS FROM ORIGINAL GOALS

<table>
<thead>
<tr>
<th></th>
<th>GROW CRM DATABASE BY 200</th>
<th>1000 ENGAGEMENTS ON SOCIAL</th>
<th>DRIVE 500 INCREMENTAL WE VISITS</th>
<th>15 PROPOSALS FOR TRAINING</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSINESS DISRUPTERS</td>
<td>20</td>
<td>750</td>
<td>100</td>
<td>1</td>
</tr>
<tr>
<td>HR PROFESSIONALS</td>
<td>50</td>
<td>400</td>
<td>400</td>
<td>10</td>
</tr>
<tr>
<td>MEDIA INDUSTRY</td>
<td>90</td>
<td>75</td>
<td>250</td>
<td>7</td>
</tr>
<tr>
<td>TOTAL</td>
<td><strong>100</strong></td>
<td><strong>1225</strong></td>
<td><strong>650</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>

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## THE DEVIL IS IN THE DETAIL

<table>
<thead>
<tr>
<th></th>
<th>SEARCH</th>
<th>LINKED IN</th>
<th>TWITTER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Budget</strong></td>
<td>£1000</td>
<td>£1000</td>
<td>£1000</td>
</tr>
<tr>
<td><strong>Clicks</strong></td>
<td>350</td>
<td>200</td>
<td>150</td>
</tr>
<tr>
<td><strong>COST PER CLICK</strong></td>
<td>£2.85</td>
<td>£5</td>
<td>£7</td>
</tr>
<tr>
<td><strong>Registrations</strong></td>
<td>100</td>
<td>75</td>
<td>125</td>
</tr>
<tr>
<td><strong>COST PER LEAD</strong></td>
<td>£10</td>
<td>£13</td>
<td>£8</td>
</tr>
<tr>
<td><strong>Sales Qualified Lead</strong></td>
<td>40</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td><strong>COST PER SQL</strong></td>
<td>£25</td>
<td>£20</td>
<td>£40</td>
</tr>
</tbody>
</table>

**BREAK EVERYTHING DOWN DEEPER**

- Firmographics
- Role / Function
- Demographics
- Creatives & messages
- Timing
- Geography
LEARNING FOR THE FUTURE

LOOKING AT THE DETAILS CAN HELP SET THE STRATEGY FOR THE FUTURE

THE AVERAGE SALES CYCLE FROM INITIAL ENGAGEMENT TO CLOSING THE SALE

ENSURE COMMUNICATIONS START IN MID JAN FOR Q1 TARGETS

THE AVERAGE SALES CYCLE FROM INITIAL ENGAGEMENT TO CLOSING THE SALE

ENSURE COMMUNICATIONS START IN MID JAN FOR Q1 TARGETS

OF WEB TRAFFIC CAME FROM THE FINANCIAL SECTOR

DEVELOP A FINANCE CASE STUDY

OF WEB TRAFFIC CAME FROM THE FINANCIAL SECTOR

DEVELOP A FINANCE CASE STUDY

20% VIDEO CONTENT DROVE TWICE AS MUCH ENGAGEMENT ON SOCIAL THAN STATIC CONTENT

CREATE MORE VIDEO CONTENT

20% VIDEO CONTENT DROVE TWICE AS MUCH ENGAGEMENT ON SOCIAL THAN STATIC CONTENT

CREATE MORE VIDEO CONTENT

50 DAYS

50 DAYS

OF CRM CONTACTS WERE OUT OF DATE AND WASTED SALES TIME AND EFFORT

MAKE SURE ALL CRM IS UP TO DATE

OF CRM CONTACTS WERE OUT OF DATE AND WASTED SALES TIME AND EFFORT

MAKE SURE ALL CRM IS UP TO DATE

15% OF CRM CONTACTS WERE OUT OF DATE AND WASTED SALES TIME AND EFFORT

MAKE SURE ALL CRM IS UP TO DATE
SUMMARY AND TAKE AWAYS

**GOAL**
Set clear measurable goals

**DATA**
Use data to identify your audience
This will put you ahead of the competition

**TARGETING & MESSAGING**
Personalize messages based on audience and purpose
Don’t lump everything into one category

**SALES**
Sales & marketing must work closely together to ensure efficiency and qualification of leads

**MEASUREMENT**
The devil is in the detail.
Look for trends & learnings to be incorporated into the next campaign

Additional resources:
www.business.linkedin.com
www.business.twitter.com
www.ads.google.com

Social Media Examiner
eMarketer
WHAT DATA SOURCES HAVE YOU USED TO DEVELOP YOUR MARKETING STRATEGY?

WHAT HAS WORKED WELL?

WHAT ELSE COULD YOU USE TO IMPROVE THE SEGMENTATION?
THANK YOU