



**B2B  
TECHNOLOGY  
SALES &  
MARKETING  
MANIFESTO**

# B2B MARKETING COMES OF AGE

As a career B2B marketer, with over 25 years' experience in Tech markets, I have seen significant changes in the discipline – and they seem to have accelerated in the last 10 years. The 'digital transformation' of marketing is all but complete, despite the skills gap this has created, and can be considered the true 'new normal' (I write this during Coronavirus conditions!).

B2B Marketing is different from B2C in many ways that are dictated by the complex buying cycles of businesses – and yet, it seems to me, we have been regarded as less creative, more traditional and, frankly, dull, by agencies and the media. No more!

I hope you will find this eBook helpful as a manifesto for B2B Marketing change. The 'always on', fragmented and non-linear world of B2B buying in a digital first world, has required a radical rethink of marketing strategy, marketing operations and performance in Marketing.

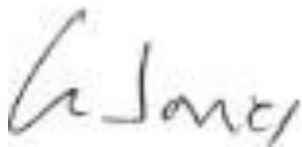
It is one that has touched every aspect of the function and challenged us all to reinvent our tactical execution, but



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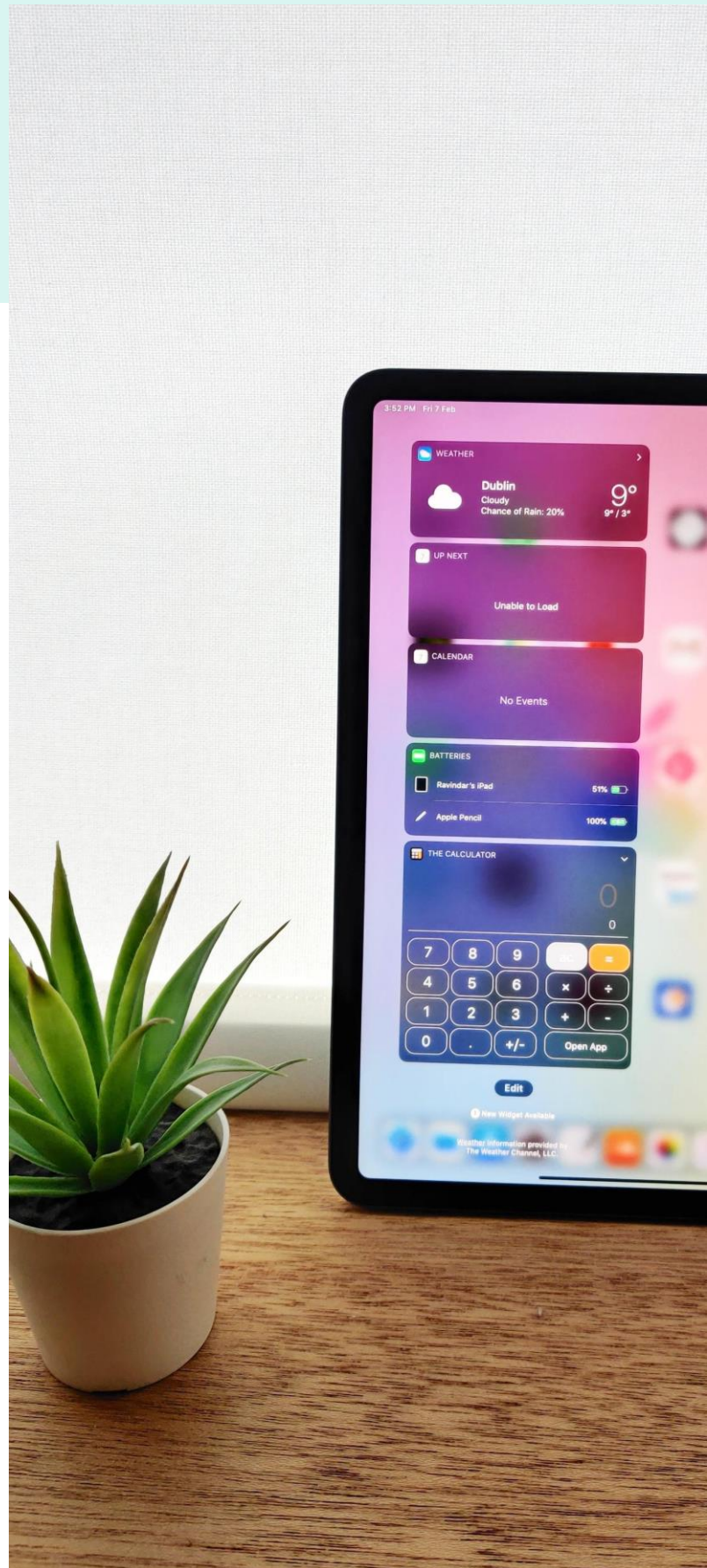
with a much clearer focus on the customer experience, the buyer's journey and our go-to-market strategy. Let's rise to the challenge!

I hope you will find something here to help you on your way.



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FOUNDER  
B2B TECHMARKETING



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# CHAPTER 1 : B2B MARKETING HAS CHANGED.

## A Clear Marketing Strategy is Even More Important

Marketing is the guardians of [customer](#) value and needs to evangelise customer-centricity within their businesses.

A customer-centric way of doing business is a way that provides a positive [customer experience](#) before and after the sale in order to drive repeat business, enhance customer loyalty, and improve business growth.

"Client [customer]-centricity is the most important factor in a successful business digitalisation, since client-centric companies are 60% more profitable compared to companies not focused on the customer" -

**Deloitte, July 2017.**



But, a customer-centric company is more than a company that offers good customer service.

Both [Amazon](#) and [Zappos](#) are prime examples of brands that are customer-centric and have spent years creating a culture around the customer and their needs. Their commitment to delivering customer value is genuine. In fact, Zappos is happy to fire employees if they do not fit within their customer-centric culture!

During the last 10 years, another game-changer took place - social media. Social media marketing (and social selling) exploded onto the scene and mobile became a major part of the customer journey. Customers can now compare products and services in real-time and across multiple devices, which has presented a huge challenge for many brands.

### **Buyer behaviour has changed**

In the B2B sales process, the balance of power has shifted. Approaching companies for an estimate used to be one of the first stages of sourcing. Today, B2B buyers are 57% of the way through the purchasing decision before they [talk to sales teams](#) – if they do at all. 59% of B2B buyers preferred not to have [to interact with salespeople at all](#).

Buyers today have huge amounts of information at their fingertips, wherever and whenever they choose to search. That information doesn't just come from vendors: customers voice their opinions on review sites, blogs, and social media. And depending on what field you're in, you may find government bodies, scientists, researchers, and industry associations contributing user-generated content.

### **Digital Channels have driven a proliferation of Marketing Technology (MarTech)**

Digital media has increased the complexity of B2B marketing, by significantly increasing the number of channels across which content and messaging needs to be managed. Programmatic platforms promise to put the right message in front of the right person, but the reality is rarely that simple.

And as the number of social media channels has grown, all with a '[walled garden](#)' approach to data, marketers are challenged to piece together the buyer's journey in an effective way to make channel optimisation decisions.



Although martech can increase productivity, B2B marketers often underestimate the implementation and training these tools require. To make the most of automation tools like Pardot or Marketo, marketers need at least one full-time data person to analyze all of the data points properly to determine campaign performance.

Effective martech integration – for example, of a marketing automation platform (MAP) with customer relationship management (CRM) - requires cross-functional organizational commitment, not just buy-in from a few select team members.

## **Bring B2B Campaigns Back to What Matters**

B2B marketing may never be an easy discipline, but the fundamentals remain the same.

By following a few best practices, marketers can reclaim their niche and start getting more from their time, budgets, and teams.

### **1. Get on the same page about your brand story**

A brand story is a two-way street. The story a customer hears isn't necessarily the same one a company tells. IndustrialMarketer.com [defines a brand](#) as “the expression of the essential truth or value of an organization, product, or service.”

*It communicates the characteristics, values, and attributes that clarify what the particular entity in question is and is not."*

## **2. Establish and stick to a brand voice**

Employees, customers, and prospects need a solid sense of the company's personality. If there isn't consistency within and between the content a company puts out, stakeholders start to wonder how well they really know the firm.

## **3. Measuring the things that matter**

How marketing performance is measured matters. Rather than present executives with dozens of different metrics on every stakeholder group, keep things simple by measuring the things that matter—revenues and orders, not clicks, and follows.

## **4. Focus on the right targets**

Too many marketing personas can create unnecessary confusion, but the problem isn't with the personas themselves. Marketers need a clear definition of who their audience is – both the segments and the personas they serve - and what their needs are.

## **Digital, Martech, Content will continue to drive the B2B Marketing agenda**

New tools and platforms will continue to muddy the waters of B2B marketing.

Marketing leaders need to choose carefully. By starting with their brand purpose, the value to the customer, and working from that foundation, marketers can do more with less. And that's a change employees, customers, prospects, and executives can all appreciate.

To address this, it is worth examining the fundamental building blocks of B2B marketing in this digital age, and how they are embedded in the company strategy, so that Marketing can then do what it does best, in a predictable fashion to serve the needs of customers and deliver a return to the business using the age-old marketing mantra: 'The right message, to the right person, at the right time, in the right place, to drive the right action'.