# Innovative B2B Marketing

New models, processes and theory

Simon Hall



# CONTENTS

List of figures and tables xiv
About the author xvi
Preface xvii
About this book xviii

#### 01 Introduction to business marketing 1

The changing business landscape 1 What is B2B marketing? 1 Business market segmentation and size 5 The digital economy 7 Core trends and this book 7 References and further reading 9

#### **PART ONE** Developing your marketing strategy 11

#### **O2** The new marketing mix 13

The marketing mix defined 13
Is the marketing mix still relevant? 13
The shift away from the four Ps 14
The new B2B marketing mix 15
Marketing mix and trade-offs 18
Reference 21

#### **03** B2B marketing strategy and planning 22

Introduction 22
The traditional and new B2B marketing planning process 23
B2B marketing audits 25
Marketing strategy formulation 26
The marketing funnel and beyond 28
B2B marketing strategies 29

# **PART TWO** Improve B2B customer-centric marketing 33

#### 04 Business customers and buying behaviours 35

The importance of business buying behaviours 35 Identifying business buying behaviours 37 Business buying influencers 38 Buyer types 39
Types of buying situation 40
Changes to business buying behaviour 41
Buyer triggers 42
Further reading 43

#### 05 Acquisition marketing 44

Customer acquisition and customer lifecycle 44
The REAP model 45
Acquisition marketing and types of acquisition customer 47
The acquisition marketing process 47
Re-acquisition marketing process 51
Acquisition marketing strategies and tactics 54
Measuring acquisition 55
Further reading 57

#### O6 Retention and loyalty marketing 58

The REAP model and retention/loyalty marketing 58
Customer loyalty 60
The communication factor 63
How to increase customer loyalty 63
Customer satisfaction and marketing 65
Customer lifecycle communication 66
Customer loyalty measurement 67
References and further reading 69

#### **07** C-suite marketing 70

C-suite and C-suite marketing 70 The importance of C-suite 72 C-suite marketing challenges 73 C-suite persona and persona creation 74 Key success factors in C-suite marketing 74 C-suite contact strategies and tactics 76 C-suite loyalty 79 Measuring C-suite marketing 80 Reference and further reading 81

#### 80 From product to solutions marketing 82

Product and portfolio marketing 82 Product marketing: hardware, software and services 83 The shift away from 'products' 84 Building effective value propositions 85 Towards solutions marketing 87

#### 09 **B2B** influencer marketing 94

What is influencer marketing? 94 Types of influencer marketing 95 Why use influencer marketing? 95 Influencer types 96 The influencer marketing process 97 Influencer marketing for the long term 103 References 104

## PART THREE Transform through content and digital marketing 105

#### 10 Digital and content marketing 107

The digital marketing evolution 107 Changing B2B digital marketing channels 108 Driving forces 109 The changing face of B2B 111 Digital and sales 112 References and further reading 113

#### 11 Digital marketing strategy and planning 115

Digital marketing strategy objectives 115 Digital challenges and opportunities 120 Digital marketing value chain 122

Paid, earned and owned 123
Digital marketing measurement 123
Attribution models 125
Digital tools and technologies 126
Reference 127

#### 12 B2B digital marketing channels 128

What is a digital channel? 128
The business website: the top priority 130
SEO and search 131
B2B e-mail 131
Mobile marketing 133
Online PR 134
Digital advertising 135
Webinars and webcasts 136
Digital video 137
Communication channel integration 138
References and further reading 139

#### 13 Content marketing 140

Content and content marketing 140
The benefits of B2B content marketing 140
Types of content 141
What is great content? 142
Content creation 142
References 151

### 14 B2B social media marketing 153

Social media evolution 153
Benefits of social media for business 153
Social media channels 154
Social sales and marketing 155
The social media marketing process 156
Social media marketing enablers 157
Social and the customer cycle 158
Implementing a B2B social media advocacy programme 162

Social listening and monitoring 163 Social media channel selection 163 Reference and further reading 165

#### 15 B2B brand building 166

Introduction 166
B2B brand touch points 167
Brand building obstacles 168
B2B brand building goals and programmes 169
Brand loyalty 170
Importance of brand consistency 171
Brand building stages 171
Reference 177

# **PART FOUR** Collaborating with channel partners 179

#### 16 The modern B2B channel landscape 181

B2B channel partner marketing 181
Benefits of channel partners and channel partner marketing 182
Channel partner types 183
The changing channel landscape 184
Channel selection 185
Channel partner and marketing alignment 187

## 17 Marketing to channel partners and enabling them 190

Marketing to channel partners 190
Digital communication 191
Offline communication 193
Selecting channel marketing communications 194
Channel partner enablement 195
New approaches: social for marketing to channel partners 197
Marketing to channel partners: challenges and solutions 197
Digital applications 199
Creating one marketing team: vendor and channel partner 199

#### 18 Marketing through channel partners 201

Definition 201

Types of marketing through channel partners 202
Selecting and sharing marketing 203
Marketing through channel partners: lead generation 204
Gaining channel partner mindshare 207
Social media and channel partner marketing 209
Through-partner marketing applications 209

Reference 211

#### 19 Channel marketing strategy and control 212

Channel marketing strategy 212
B2B channel marketing goals and objectives 213
Channel partner lifecycle marketing 215
Acquisition channel partner marketing 216
Channel partner for customer acquisition 218
Channel contact strategy 220
Channel planning and control 220
Channel marketing budgets 222

#### PART FIVE Optimizing marketing execution 225

#### 20 Sales and marketing alignment 227

The importance of alignment 227
Benefits of sales and marketing alignment 228
Organizational obstacles to alignment 229
Establishing sales and marketing alignment 230
Alignment areas 231
Alignment initiative: sales integration 232
References and further reading 235

#### 21 Account-based marketing 236

Definition 236
Benefits of ABM 237
ABM types 237
The ABM process 238
ABM methods 240

Is ABM right for you? 242
Measuring ABM 242
References and further reading 244

#### 22 Lead generation 245

Introduction 245
Challenges impacting lead generation 246
Types of leads 247
Lead generation and the customer buying cycle 248
The lead generation process 248
Lead generation tactics and strategies 252
Lead generation agencies 252
Lead nurturing 254
Further reading 255

#### 23 Modern B2B events marketing 256

B2B events marketing 256
B2B event types and segmentation 257
Events marketing goals 258
Events marketing and busines buying stages 259
Events marketing problems and success factors 261
New events technologies 264
Social media and events marketing 264
Maximizing event lead capture 265
Reference and further reading 266

#### 24 Modern marketing operations 267

Marketing operations 267
Marketing data management 268
Marketing budget management 271
Reporting and analytics 275
References and further reading 277

Index 279