B2B Digital Marketing

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B2B Marketing Agenda

Morning – Theory and Thinking Tools to Clarify Your Strategy

9.30- 10.00	**Definitions and B2B Characteristics**
10:00-10:15	**Positioning and USP Development**
10:15-11:00	**Understand the Customer Journey**
	Developing your funnel
	Case Studies
11.30 – 12:00	**Marketing Plan Development**
	How to develop a marketing plan quickly & easily

Afternoon   Tools and Techniques to implement immediately

13:00 – 16:30	**Email**
	Copy and Content
	Social Selling: Linked In
	Marketing Automation: Pardot, Drip, Zapier
	Case Studies

- Smurfit MBA, undergraduate / post grad Marketing

- 25 years marketing experience in UK, Australia, Asia and Ireland

- Marketer of the Year, Ireland 2008

- Top 100 Marketer Ireland (Business + Finance)

- Top 100 Marketer UK – Vision 100 Marketing Week

- Founder / Content Programmer DMX Dublin – Ireland's largest digital marketing conference

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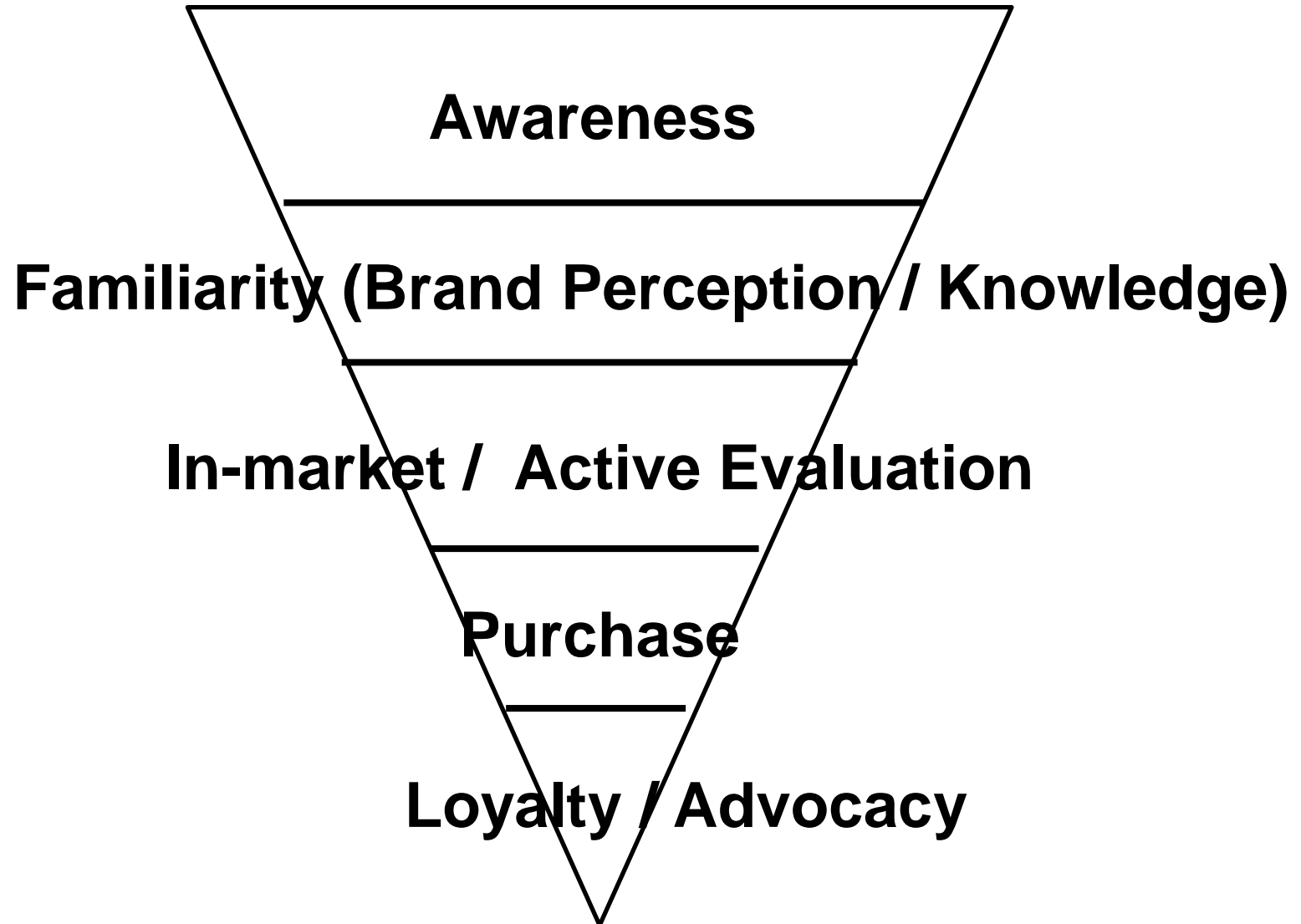www.marketingweek.com/author/smarketer/

https://ie.linkedin.com/in/colinlewis

Sample Content: Funnels

The decision making process

Awareness

Familiarity (Brand Perception / Knowledge)

In-market / Active Evaluation

Purchase

Loyalty / Advocacy

What is your brand's need at each stage?

Awareness
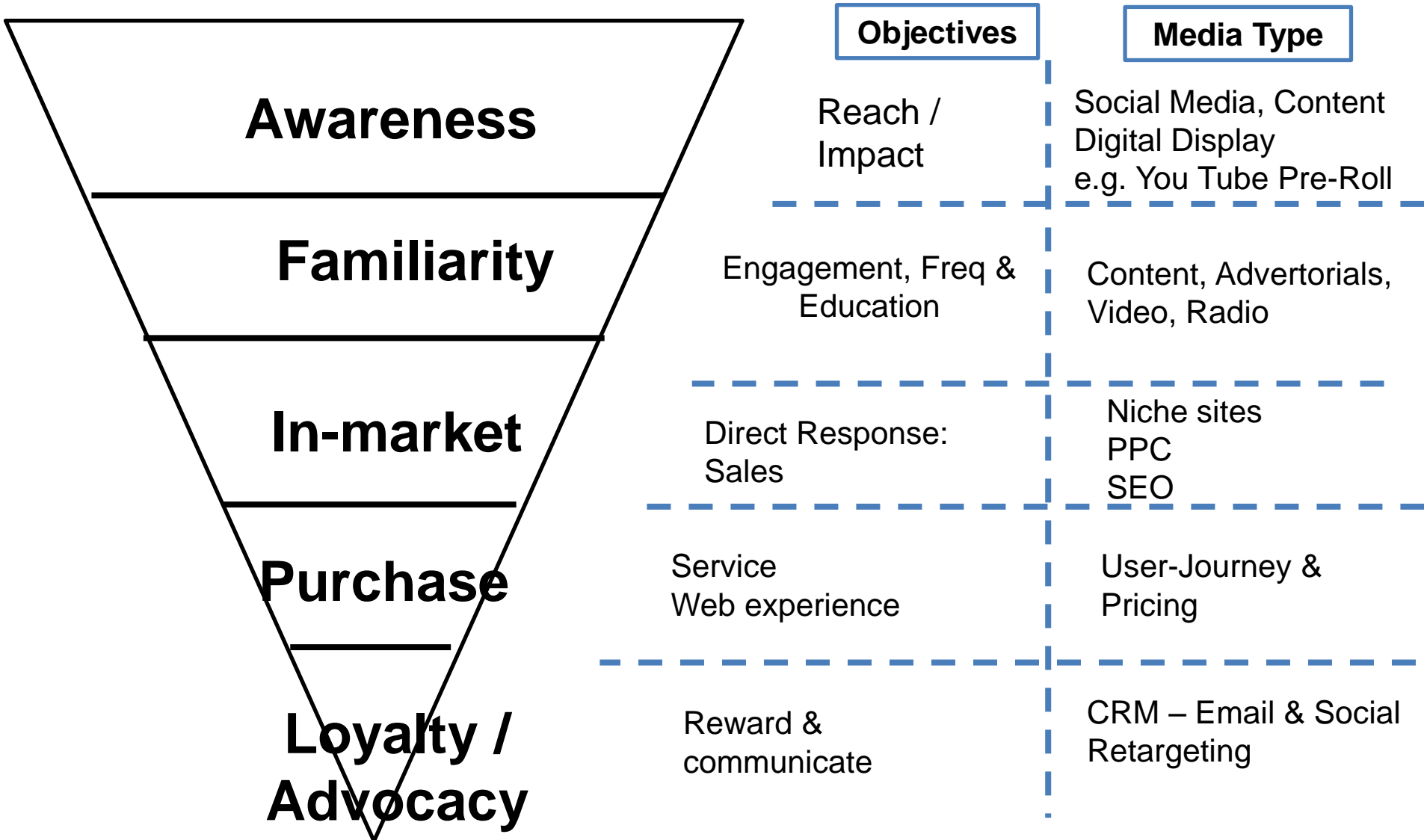
Familiarity

In-market

Purchase

Loyalty / Advocacy

- **Build brand awareness**
- **Maintain share of voice**
- **Convey brand features & benefits**

- **Generate response / leads**
- **Capture consumer data**

- **Improve brand perception / credibility**
- **Improve brand favourability**
- **Improve purchase intent**

- **Stimulate direct / indirect sales**

- **Improve brand loyalty & advocacy**
- **Build brand word-of-mouth buzz**

What works at each stage?

Funnel Stage	Objectives	Media Type
Awareness	Reach / Impact	Social Media, Content Digital Display e.g. You Tube Pre-Roll
Familiarity	Engagement, Freq & Education	Content, Advertorials, Video, Radio
In-market	Direct Response: Sales	Niche sites PPC SEO
Purchase	Service Web experience	User-Journey & Pricing
Loyalty / Advocacy	Reward & communicate	CRM – Email & Social Retargeting

Or from a customer perspective..?

Awareness

Search, buzz, blogs, metasearch

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Familiarity

Online research, user reviews, meta

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In-market

Social networks, Youtube, Search

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Purchase

Purchase instore, eCommerce / IM / instore / mobile

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Loyalty / Advocacy

FB / Twitter / Email / Writing Reviews, Likes, Buzz

Defining Measurement Objectives

Awareness

Familiarity

In-market

Purchase

Loyalty / Advocacy

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What to measure?

Awareness	• Ad impressions • Frequency • Unique users • Video views • % Reach • Ad awareness
Familiarity	• Clicks • Impressions / Views • CTR • Conversions • Visitors / Visits
In-market	• Ad Interactions • Conversions • Page interactions • Uploads / downloads • Time spent • Buzz / sentiment
Purchase	• Online sale • Offline sales
Loyalty / Advocacy	• Repeat visits / views • Buzz volume • Content distribution • Buzz sentiment • Brand eccommendation • Influencers / fans