SAIPR

MERGING ADVERTISING & PR

AMP UP YOUR B2B MARKETING

BUILDING A LONG-TERM RELATIONSHIP

If they don't know, you don't grow!

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GOAL: GIVE YOU STRATEGIES YOU CAN USE LATER TODAY!

If they don't know, you don't grow!

How B2B differs from B2C

	FOR B2B MARKETING	FOR B2C MARKETING
Goal	Customers are focused on ROI, efficiency, and expertise.	Customers are seeking deals and entertainment (which means marketing needs to be more fun).
Purchase	Customers are driven by logic and financial incentive.	Customers are driven by emotion.
Drivers	Customers want to be educated (which is where B2B content marketing comes in).	Customers appreciate education but don't always need it to make a purchase decision.
Purchase Process	Customers like (if not prefer) to work with account managers and salespeople.	Customers like to make purchases directly.
People Involved Purchase	Customers often have to confer with decision makers and other members of their chain of command before making a purchase decision.	Customers rarely need to confer with others before making a purchase decision.
Purchase Purpose	Customers make purchases for long-term solutions, resulting in a longer sales cycle, longer contracts, and longer relationships with companies.	Customers aren't necessarily looking for long-term solutions or long-term relationships.

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THESE ACTION ITEMS SHARE MANY ELEMENTS.

THEY ARE ALL INTER-RELATED.

TODAY WE'LL LEARN TO IMPROVE EFFECTIVENESS.

- EMAIL
- DIGITAL ADS
- WEBSITE
- LINKEDIN
- WORD-OF-MOUTH
- BONUS IDEAS

Action Item: Email

FACTS: Still Works
Great way to retain customers and get existing customers to spend more.

- Roughly 80% of marketers have reported an increase in email engagement over the past 12 months. (HubSpot, 2020)
- Email marketing has the highest return on investment for small businesses. (Campaign Monitor)
- Tuesdays see the highest email open but also email unsubscribe rates. (Campaign Monitor)
- In the U.S., 21% of email opens happens between 9 a.m. and noon. (Litmus)

Strategies for Improvement: Email

- Most important, Build your list:
  - Add more sign-up opportunities to your website
  - Offers on your website that require sign-ups
  - Offers through your digital ads that require sign-ups
  - Purchased B2B lists from brokers
  - Sign-ups at events

Strategies for Improvement: Email

- Content Matters: Inform – Inspire -Entertain
- Segmented email campaigns see 14.31% higher open rates and 74.53% higher click rates as compared to non-segmented email campaigns. (Mailchimp)
- Companies that A/B test every email see email marketing returns that are 37% higher than those of brands that never include A/B tests. (Litmus)
- Consumers open emails with personalized subject lines at a 50% higher rate compared to emails without personalized subject lines, yet only 2% of emails employ personalization. (Yes Marketing)

Strategies for Improvement: Email

- Focus on linking to pages on your website.
  - Share only part of your blog post and have a “read more” button linking to your full blog
- Place the social sharing button within the email body so that people can share without leaving their inbox.

Strategies for Improvement: Email

- Subject Lines are your first impression! 50 characters to persuade readers to continue learning.

  - **It's a glimpse into your email's message and tone**
  - **It's a platform to experiment with personalization**
  - **It sparks reader curiosity**
  - **It tells, not sells**

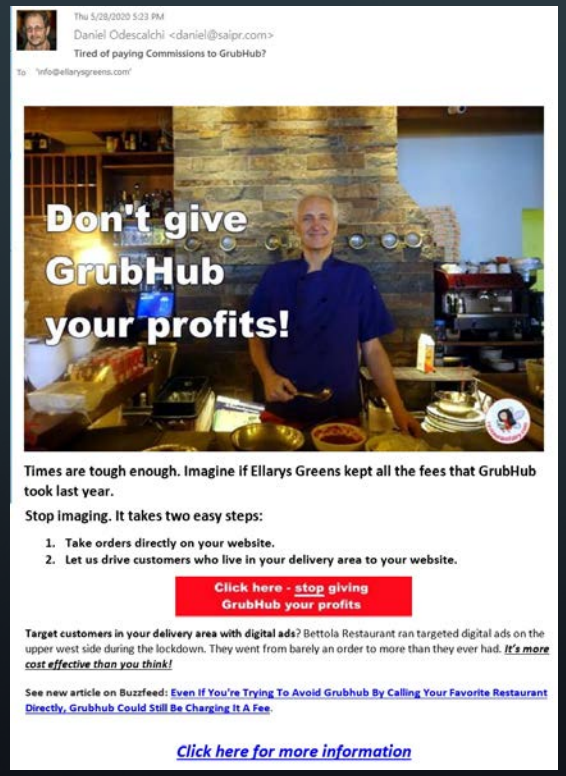
People more likely to open an email with a subject like "3 ways to improve your marketing today" than "We can help with your marketing today."

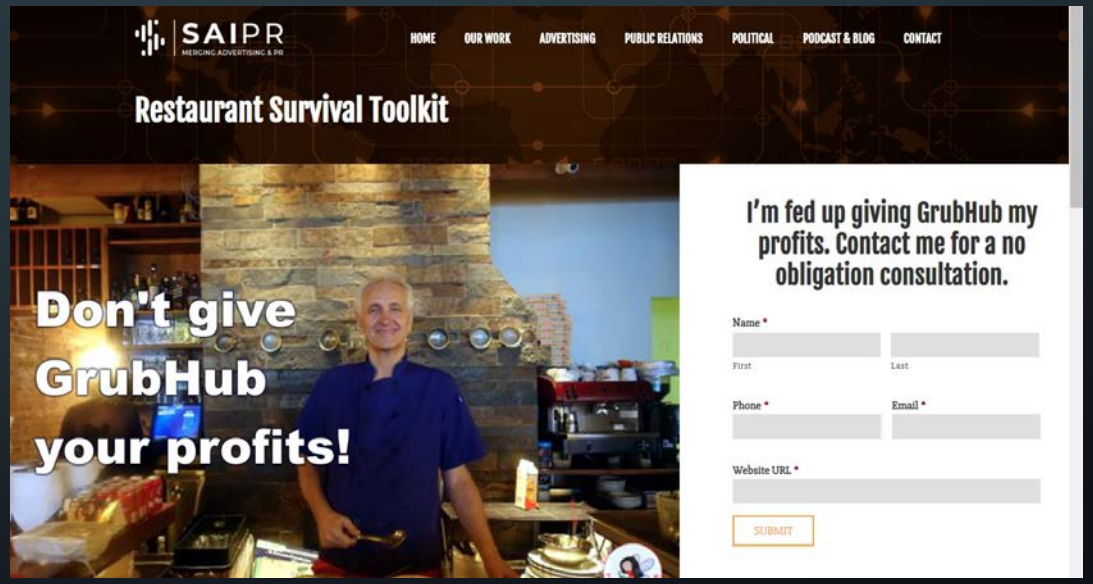
Strategies for Improvement: Email

- Better Call-to-Action buttons (for email, social media, digital ads and websites!)
  - “Request Pricing” generated a 95% increase in conversion initiation over “Request a Quote.”
  - “Join the conversation” generated a 34% higher conversion rate than “Submit comment”
  - “Get Started Now” generated a 22% conversion rate while “Try Now” had a 14% conversion rate

Strategies for Improvement: Email

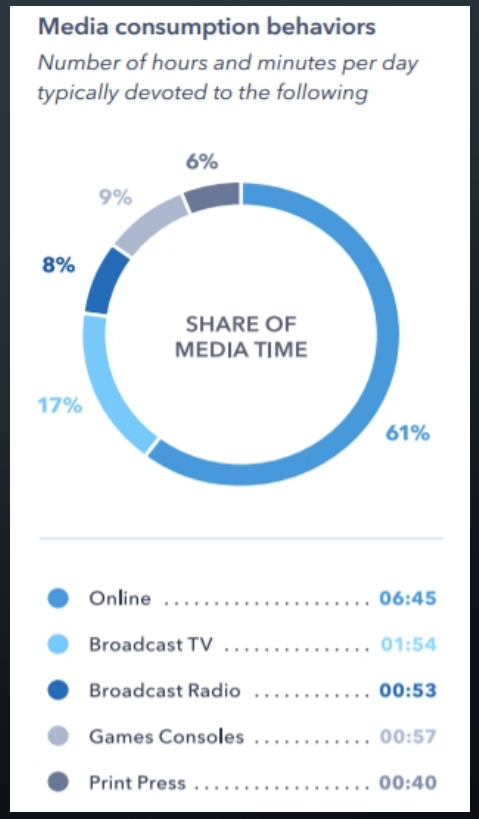
- Landing Pages Matter:
  - Conversion doesn't take place inside the email; it actually takes place on your website.





Action Item: Digital Ads

FACT: Online advertising is now larger than TV, and the gap is growing. You can now target B2B with the power of television, and the precision of direct mail.



Action Item: Digital Ads

- Digital Ads target the right prospects, improving response rates and ROI.
- The results are accurately and instantly measured.
- Whether you use digital advertising or not, your competitors are, and they are reaching an entire generation that you won't be.

Action Item: Digital Ads

- Include Google ads, Facebook ads, Linkedin and other social platforms.

- Banner and Pre-Roll video now compete with TV to move polling number. Benefits: follows target around no matter where they go.

Strategies for Improvement: Digital Ads

- Personalize message to target audience. Don't try to be everything to all people – ex: contractors

Strategies for Improvement: Digital Ads

- Remember, B2B marketing involves building long-term relationships/ like to be educated – so offer value-add content – (use in email/blogs too)
  - If targeting the C-suite, offer White papers and research
  - If targeting managers and entrepreneurs offer "how to" papers
  - Offers get people to sign-up and join your email list and position you as an expert.

- Find creative ways to target your group. Lawyer and Architect – have state license, can track on personal devices!

Strategies for Improvement: Digital Ads

- Ad should work like a subject line or a call to action. Just like button, the ad matters.
- Just like email, build custom landing pages for each ad.
- Test numerous ads, eliminate the least performing ones

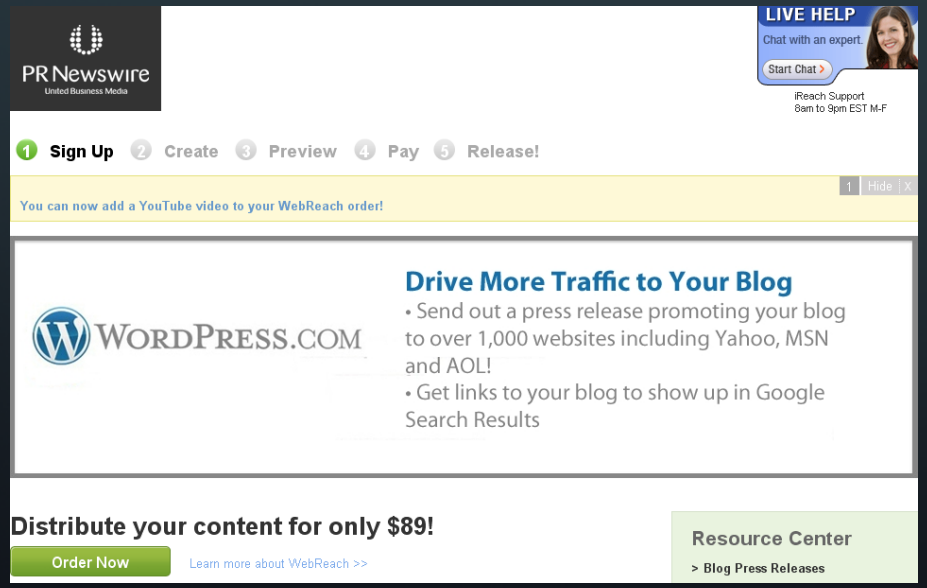
Action Item: Website

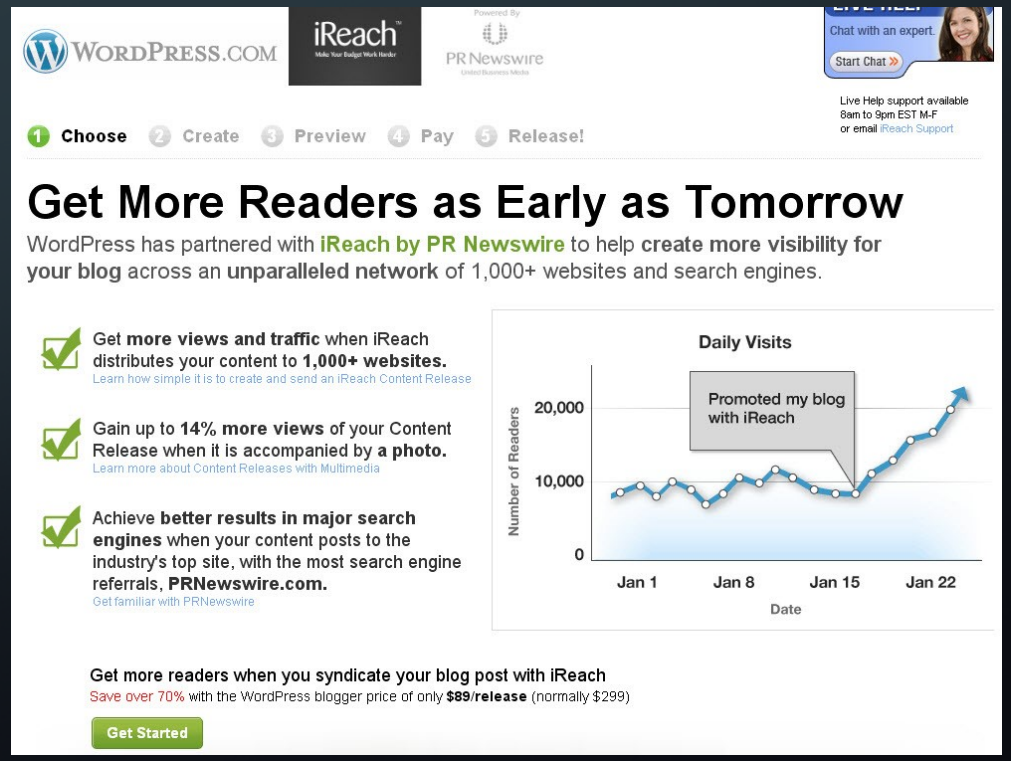
FACT:

- The first thing potential customers do is check your online presence
- It's your #1 conversion tool!!!!
- Small businesses with blogs get 126% more lead growth than small businesses without. A whopping 77% of internet users read blogs.
- Content marketing rakes in conversion rates six times higher than other methods.

Strategies for Improvement: Website

- Headings should work like a subject line or a call to action. Just like button, headlines matter.
  - This headline and copy change increased conversions by 321% by creating sense of urgency.





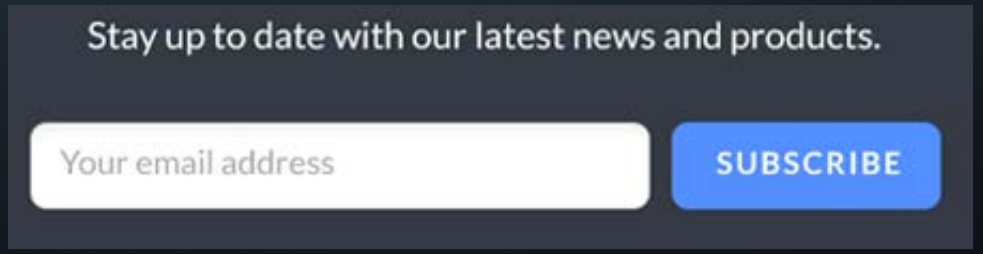
Strategies for Improvement: Website

- Another example of headlines:
  - Create Urgency - Irreverent Gent's original headline read "Out-Dress the Other Guys: Enter your email address to discover nine details you need to nail to look sharp and stand out from the crowd." After they changed the headline "Don't Let the Other Guys Out-Dress You: Enter your email address to discover nine details you need to nail to look sharp and stand out from the crowd," email newsletter signup increased 17%.

Strategies for Improvement: Website

- Create reasons for people to sign-up (get those email addresses!)
  - Offer Newsletters
  - Offer Downloadable “White paper” or “How to Guide” or “3 Reason why to…”

- **Include as few fields as possible in sign-up form!**
  - When asking for information in an email opt-in form, ask for as little information as possible. Using one additional form field decreased conversions by 11 percent.



Strategies for Improvement: Website

- Remember to build custom landing pages for each email and ad campaign.

- Add a chat bot to your site. 92% of customers say they're satisfied with their live chat experiences – a higher proportion than any other communications channel. Visitors who use web chat are 2.8 times more likely to convert than those that don't.

Action Item: Linkedin

FACT:

- 50% of B2B buyers use LinkedIn as a source for making purchase decisions.
- 91% of executives say LinkedIn is their first choice for finding professionally-relevant content.

Strategies for Improvement: Linkedin

- Post content that is "value add" to your target customer
  - Do NOT post links to other websites!!!
- Use your blog to house your posts so you drive traffic to your site – after each blog, provide chance to sign-up!
- Instead of posting other articles to Linkedin, write a synopsis of the article with your thoughts on your blog and include a link to the original article there. Then post your blog story to Linkedin.
- Offer white papers and other value-add pieces to position yourself as an expert.

Strategies for Improvement: BONUS IDEAS

Add images and video to content. According to studies, visual recall is stronger than audio or text. When people hear information, they remember 10% of it three days later. But dd pictures, they remember 65% of it after three days.

Since business owners and department heads are now using their mobile devices to research business solutions, make your website accessible through any device and optimize it for the biggest screens down to the smallest gadgets.

Strategies for Improvement: BONUS IDEAS

Up to 70% of B2B content goes unused. Create high-value pieces that contribute to your sales efforts. Case studies, webinars, product demos, anything that targets the pain points of prospects. The average buyer views five or more pieces from the winning vendor before deciding to purchase.

Video is now the most common format in content marketing, overtaking blogs and infographics. Promotional videos and brand storytelling are the most common video types. 87% of video marketers say that video has increased traffic to their website. 80% of video marketers claim it directly increased sales. Master Craftsman

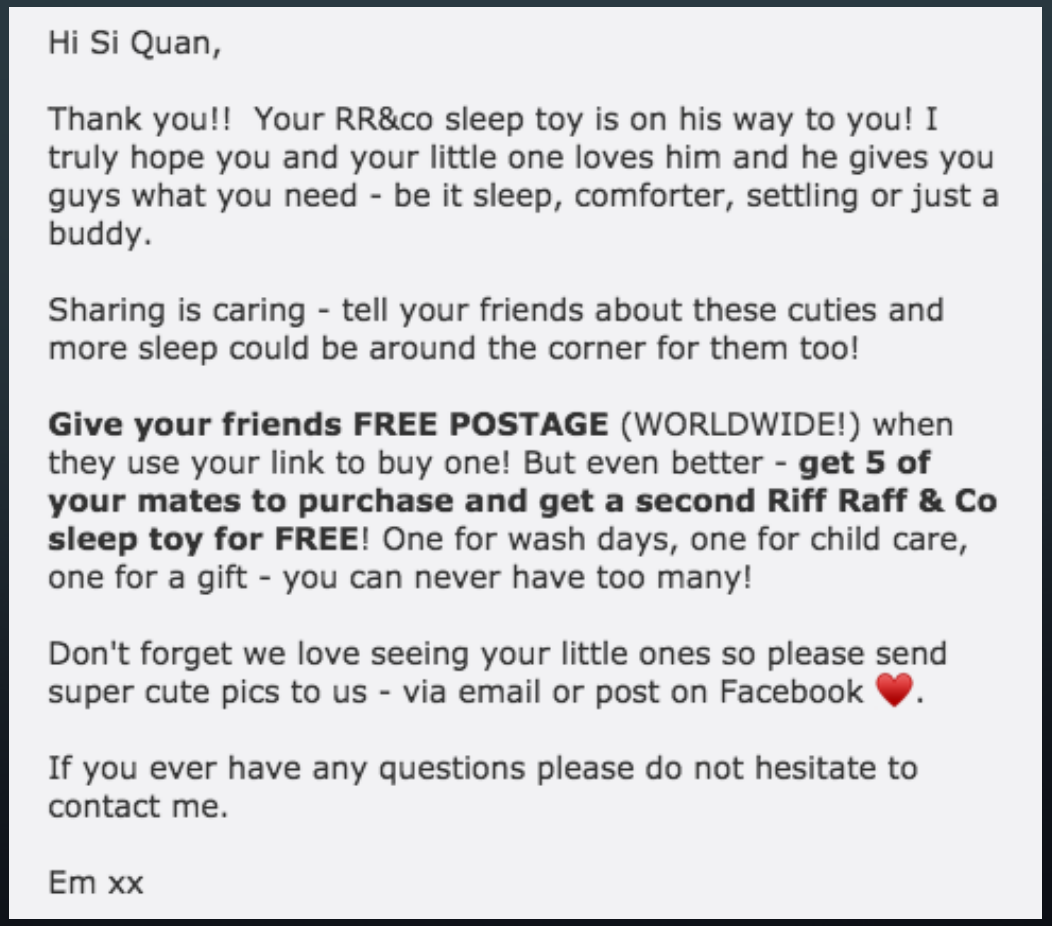
Strategies for Improvement: BONUS IDEAS

Word-of-mouth: research shows that a high-impact recommendation—from a trusted friend, —is up to 50 times more likely to trigger a purchase than is a low-impact recommendation.

- You need a plan, whether it's rewarding referring customers or providing a email template that makes it easy for them to recommend you.

Strategies for Improvement: BONUS IDEAS

Riff Raff & Co. went from a simple home business, to a million-dollar business with word-of-Mum



Hi Si Quan,

Thank you!! Your RR&co sleep toy is on his way to you! I truly hope you and your little one loves him and he gives you guys what you need - be it sleep, comforter, settling or just a buddy.

Sharing is caring - tell your friends about these cuties and more sleep could be around the corner for them too!

Give your friends FREE POSTAGE (WORLDWIDE!) when they use your link to buy one! But even better - **get 5 of your mates to purchase and get a second Riff Raff & Co sleep toy for FREE**! One for wash days, one for child care, one for a gift - you can never have too many!

Don't forget we love seeing your little ones so please send super cute pics to us - via email or post on Facebook ❤️.

If you ever have any questions please do not hesitate to contact me.

Em xx

McKinsey Study Results

Take-Aways:

1. Early stage: Advertising and word-of-mouth help inform
2. Evaluation: Internet presence is key, as is word-of-mouth.
3. Purchase: Website and digital game is critical and confirms decision!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Happy Marketing!
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