ROOSTER PUNK

Human After All

10-MINUTE TOOL

How to stay human in an online world

Inspire your marketing team to take a human approach in B2B

FROM FEATURES TO FEELINGS

B2B is in a dilemma. Even though it has come a long way, there is still so much work to be done. Thankfully, the corporate messaging that has dominated B2B for decades doesn't wash anymore and yet so often, B2B continues to compete on products and features ignoring what really motivates and compels the human beings on the receiving end of the marketing. In a digital world, where many see the destiny of B2B marketing as tactical, we're making the case that 'brand is demand' and calling for the industry to refocus its attention on adopting a human-to-human philosophy. It's never been so exhilarating to work in the B2B space where embedding emotion, feelings and a sense of purpose into your organisation can lead to transformational engagement and growth. This worksheet will provide you with some inspiration and practical tips to make your B2B marketing more human, to unite and excite your team in a digital, remote-first world.



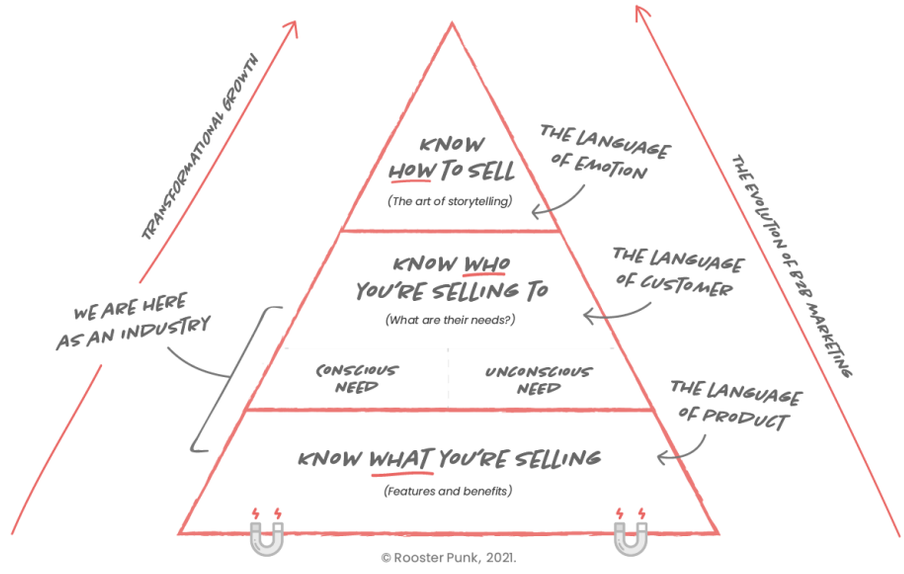
> ***"Customers don't want to buy from you anymore. They want to buy into you."***
>
> ***Paul Cash, Founder at Rooster Punk***

THE GOLDEN TRIANGLE

Being more human, starts with learning a new language.

You're probably already speaking the language of product and customer, but there is a third language you need to master that will change everything; the language of emotion.

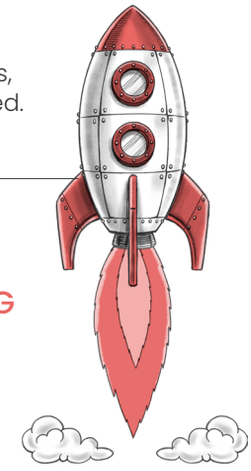
1. The language of product shows that you know what you're selling.
2. The language of the customer shows that you know who you're selling to.
3. The language of emotion shows that you know how to sell.



The five principles of humanizing B2B

1
PEOPLE
To move products, you need to move minds.

2
PURPOSE
Purpose is useless, unless it's actioned.



3
EMOTION
People don't want to buy from you, they want to buy into you.

4
LIKEABILITY
Earn the right to talk about your products and services

5
STORYTELLING
Storytelling is story selling.

WHAT HUMAN ELEMENTS ARE YOU MISSING?

- ○ EMPATHY
- ○ AUTHENTICITY
- ○ GENEROSITY
- ○ PASSION
- ○ INSPIRATION
- ○ HELPFULNESS
- ○ COURAGE
- ○ SUPPORT
- ○ LIKEABILITY
- ○ WISDOM

How does your marketing rate against these human characteristics?

HOW COULD YOU BENEFIT FROM TAKING A HUMAN APPROACH?

Ideas for action

1 Review your marketing strategy against the 5 principles of Humanizing B2B. How do you stack up? Where are the gaps?

2 Does your business have a purpose or cause to rally behind? If so, is it alive and kicking? Is it actionable in the day-to-day habits and behaviours of your wider team?

3 Is emotion at the core of your B2B marketing? Have you seen the data that shows it can double marketing performance? For your next campaign, why not brief your agency to unlock its potential.

4 Are you leading with your product/service/solution or leading people to it? This subtle nuance is at the heart of intelligent storytelling. Are you making the most of a story-first approach to your brand and lead gen activities?

Recommended resources

Humanizing B2B by Paul Cash and James Trezona

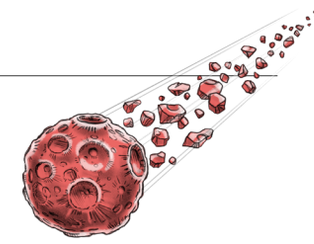
humanizingb2b.com

Like always, change is easy to talk about, but incredibly challenging to process, manage and execute. And let's face it, we've been speaking about a more humanized view of B2B marketing for over a decade, but for some reason the competing forces of lead generation, automation, digital and ABM have caught the attention of practitioners everywhere. This is now changing as many are recognising that the real crux of marketing in this decade is about moving minds, not just products.

This is B2B's time to rise up and embrace a human philosophy to drive growth. In doing so marketing teams will educate themselves and find new levels of enjoyment and meaning in their work.

We've only gone and written a book!





"Don't read this book! It will make you a better B2B marketer. Which makes it infinitely harder for the rest of us."

Darryl Bowman,
CMO at Dext (formerly Receipt Bank)

Take advantage of your exclusive 35% discount by entering 'HUMANIZING35' at the checkout here.

How to make your marketing more human

The Humanizing B2B workshop

BOOK TODAY

In their latest book, B2B evangelists, Paul Cash and James Trezona advocate that in order for B2B marketing to evolve and grow, a new, more human mindset and philosophy needs to become part of the DNA of B2B.

Why not give your team a new perspective and freshen up their thinking by inviting Paul and James to speak at your next internal marketing event or act as keynote speaker for your next customer event?

Get in touch today: hello@roosterpunk.com