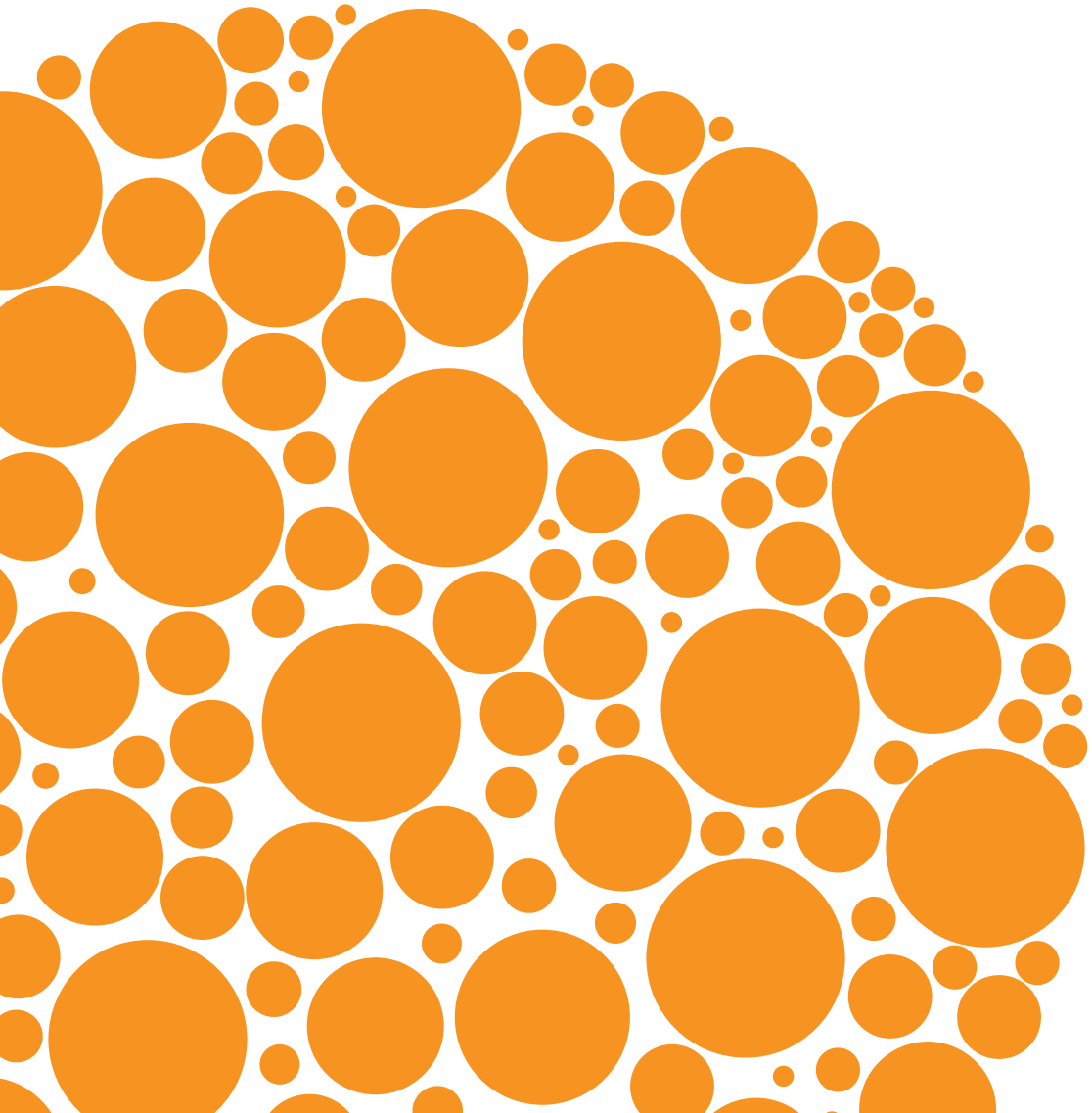
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B2B Marketing Summit 2013: Key Learnings & Takeaways

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About this document

The second annual B2B Marketing Summit was held at The Brewery, London, on 18 June 2013. Designed to help B2B marketers improve their skillsets and expertise in one day, the event featured four compelling content streams, focusing on best practice sessions and case studies. These streams were:

1. **Social media**
2. **Demand generation**
3. **Inbound marketing**
4. **Multichannel marketing**

Delegates could create their own tailored agendas at the multistream event to find the sessions that best suited their needs. All four content streams were presented by a collection of high caliber B2B marketing experts who shared their expertise, insight and knowledge on key aspects of critical marketing subjects.

Over the next few pages, we've captured the top takeouts from the day.

Social media

1. **Seventy-nine per cent of sales individuals are more likely to meet their quota if equipped with social intelligence.** The concept of social selling and full real-time automation is the future.

2. **Think about LinkedIn Groups as trade magazines.** Do you want to own one? Do you want to join one? Do you want to get mentioned? Or do you want to advertise in one?

3. **Social media will kill email.** Enterprise social networks, such as Yammer, will become the primary comms channels in the not too distant future.

4. **Social CRM is a philosophy and business strategy in a trusted and transparent business environment.**

5. **Brands' social face is often poorly executed.** Make sure you implement a set of social rules to all staff to ensure brand consistency.

6. **You've got to work out your social processes before you build your social presences.**

7. **Six years on from the social explosion and only a third of businesses are fully committed to it.**

8. **Use social as a customer service channel.** It's not just a service mitigation channel.

9. **If content is king then social sharing is queen.** Use social channels to build brand awareness and distribute your content. Connect with influential individuals online who are willing to share your content and insight to influence your prospects.

10. **The whole web is social.** Set your objectives, listen, ask questions and engage for successful targeted delivery.

"Six years on from the social explosion and only a third of businesses are fully committed"

Demand generation

1. **Seventy per cent of buyers want to talk to sales during the awareness stage of the funnel.** But they don't want to hear a pitch, they want sales teams to be informed about their challenges.

2. **When focusing on demand generation B2B marketers can be guilty of doing too many things in not enough depth.** Using less than three channels is not enough to raise awareness of your brand or service and more than six could mean you're watering your message down.

3. **In order to generate a lead, the organisation needs to be 'touched' approximately eight times.**

4. **Telemarketing is five times as effective if your prospects know your brand.**

5. **Take lessons from PR, your messages shouldn't be self-serving, journalists will see right through it.**

6. **Content has five main functions:** to educate and inform; prove the capability and status of your service offering, evidence that you can solve the problems your customers have, differentiate your brand, and create confidence in your solution.

7. **Content production should include the following steps:** generate ideas; finalise a plan, use a trusted writer/content producer, share it internally first to amend and develop, and ensure you use creative design to present the information in an interesting way.

8. **The best performing content assets are:** best practice pieces, future trend predictions and lists (top 10 reasons to do...).

9. **Experiment with your content, make it an art as much as a science.**

10. **Be aware of customer expectations.** Make sure you give the experience you're used to getting when you're the customer.

"In order to generate a lead, the organisation needs to be 'touched' approximately eight times"

Inbound marketing

1. **Have a strategy.** Those producing, sharing and analysing the success of content will find much greater success if they have a content strategy in place. Ad-hoc content does not work.

2. **Make customer-centric content.** If the content you produce isn't of interest to the people you're hoping to target, it's very unlikely to achieve the cut-through you're hoping for.

3. **Create a content culture.** One of the biggest challenges to inbound success is generating decent content ideas. Overcome this by inspiring a culture of content creation within your organisation.

4. **Align business objectives.** Inbound marketing activities will deliver greater returns for the business if marketers include input and content from departments across the organisation, including sales.

5. **Address weaknesses.** The arrival of inbound marketing has created a skills gap in some marketing departments. Work to address these instead of sticking your head in the sand.

6. **Research before acting.** Just like with any marketing activity, inbound activities should start with comprehensive research. Develop personae, research the market and don't be afraid to test the water and implement change.

7. **Don't pass on poor leads.** Inbound techniques should help deliver more qualified leads. But others can still slip through the net, so make sure you're not passing leads to sales until they are really ready.

8. **Make the most of your content.** Content is expensive, so make sure you're getting the most out of your investments. Re-use, repurpose and integrate your content to maximise ROI.

9. **Embrace change.** Digital marketing requires the ability to adapt continually to change. Embrace new ideas, new platforms and new ways of working, and you will reap the rewards.

10. **Don't expect overnight success.** If you're not an inbound mastertoday, you can't expect to reach Nirvana tomorrow. Inbound marketing techniques take time to implement. You're playing the long game.

"Inbound marketing techniques take time to implement. You're playing the long game"

Multichannel marketing

1. **Use the appropriate channels to get the right content to the right people.** It's essential B2B marketers define and understand their audience in order to engage in a meaningful way.

2. **Cultivate a brand persona.** Understanding your brand's persona will allow you to promote the true human voice behind the company. This voice should be one that prospects can believe in and relate to.

3. **One size doesn't fit all.** Observe, watch trends and engage your audience through the channels they already use and produce content they want and need.

4. **If you don't say it down the pub don't say it on Twitter.** This point sparked a debate on Twitter as other marketers agreed it was useful but might be relative.

5. **It's the small things that make a big difference.** A personalised browsing experience is a great way to connect with a specific section of your audience.

6. **Collaborate with other departments.** Marketers should team up with their PR and sales departments to tie in releases, pitching, bylines and briefings.

7. **Mix up content vehicles and mediums.** Only produce high quality content and think outside the box.

8. **B2B marketers need to stop utilising small data and look to big data.** Listen with big data, looking through social media to get results.

9. **Digital success is hard to quantify and even harder to track.** Invest in a professional tool that really allows you to track success, otherwise you could be missing out on potential leads and sales.

10. **Brands must have a purpose bigger than themselves and think beyond pushing content.** Cultivating a following requires continuous effort across all channels, not just social.

"Cultivating a following requires continuous effort across all channels, not just social"

About B2B Marketing

B2B Marketing is the comprehensive information resource for B2B marketers. Its mission is to provide practitioners with the information they need to perform better and achieve more, whatever sector of the B2B space they are operating in.

Launched in 2004 as *B2B Marketing* magazine, it has since evolved into a multi-faceted resource, delivering a broad range of content in a variety of different forms and formats.

Its key products are:

Community: B2B Marketing is a community where you can learn, share and connect with other marketers to help better achieve your objectives.The site also holds a huge archive of content focusing on every conceivable aspect of B2B marketing and includes various opportunities for online interaction and learning, such as a best practice webcast programme and an interactive online directory for supplier sourcing.

Magazine: The essential monthly guide to B2B marketing, with a focus on thought-leading features and comment, plus the latest research and best practice advice.

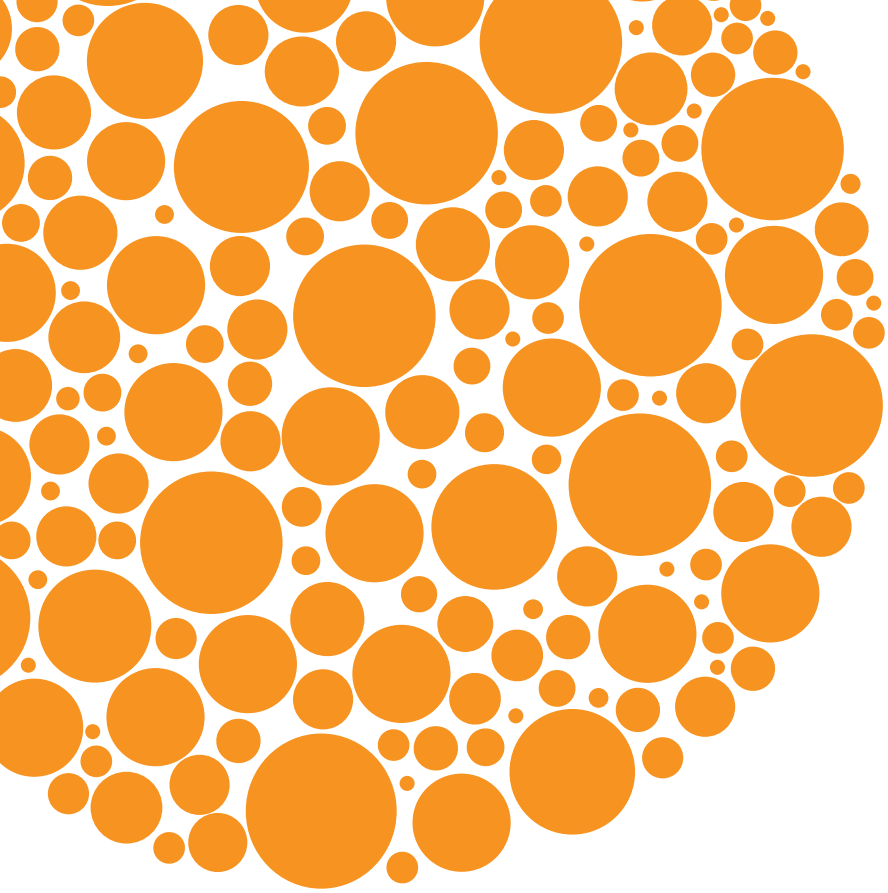
Awards: The showpiece event for brands and practitioners, attracting over 700 people. Former winners include a host of top-tier B2B brands, including Amex, Barclays, Cisco, Dell, Fujitsu, IBM, KPMG, Nokia, O2, Oracle, Orange, SAP, Thomson Reuters, Vauxhall UK, and many more.

Research and reports: A library housing the best in B2B practice, in-depth practical guidance and research into specific channels or industry issues.

Training and events: Highly focused seminars and training sessions aimed at helping marketers hear and learn first hand from the experts in order to hone their skills.

Membership: Become a member and receive all research and reports for free. You will also receive exclusive invites to members-only networking events, get discounts on training seminars, workshops and conferences and receive a subscription to the monthly magazine. There are different levels of membership available so please call +44 (0) 20 7269 6592 to find out more.

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