The Ongoing Journey to Thought Leadership
By: spotONvision

FINALIST 2013
B2B AWARDS

Category number: 11

Category name: Best use of thought leadership

Programme/initiative name: Thought leadership

Agency: spotONvision

Brand or client:

URL or microsite: www.spotonvision.com & www.b2bmarketingforum.nl

[Summary page]

We, Ingrid Archer en Shimon Ben Ayoun, founded spotONvision in 2006, a marketing and communications agency dedicated to B2B Marketing. We felt, however, there was no (Benelux) B2B Marketing knowledge, research, network, inspiring events or exchange of case studies. Therefore we executed a survey (in 2009) among B2B marketers, mostly our customers, and they could not agree more. Time for change.

So we took the opportunity to create a B2B community and used this to show our own B2B thought leadership and create demand for our marketing services. The main vehicle to create thought leadership was a first high quality event for B2B marketing and communication managers in the Amsterdam in 2010 “the B2B Marketing Forum”. This year (2013) we have organized the 4th edition!

We integrated the event in spotONvision’s content marketing strategy, from which we generate quality content to fill our year marketing calendar. We believe thought leadership is an ongoing process, which we have put in motion 4 years ago by organizing the B2B Marketing community.

Our objectives were:

1. Create online and offline platforms for the newly created B2B Marketing community,

2. Position spotONvision as a thought leader in B2B,

3. Generate inbound leads and

4. Grow our marketing business.

In all of these areas we succeeded and reached our goals.

[215 words] **[Main submission]**

About the client company

1000 words

spotONvision is an agency dedicated to B2B Marketing. We help our clients, B2B marketers, with hands-on strategic B2B marketing. Our services include, buyer personas, content marketing, lead management and marketing automation. Our motto is “From Lead to Customer in B2B”.

In 2006, Shimon Ben Ayoun and Ingrid Archer founded the company. There was a business plan and there were zero customers. We started from scratch offering marketing advice and creating and executing marketing plans in B2B. In 2010 spotONvision, with a 2-person team only, organized a series of webinars, master class and a first paid event for top level B2B marketers in the Benelux. We hired our first employees in 2011. Right now, 2013, we have a team of 7.

We have served 81 customers in the past 7 years. The sectors we are most active in are IT, finance and services. Currently our biggest customers are Bruynzeel, TomTom, Reed Elsevier, UNIT4, Vodafone and Schiphol.

Strategy – broader business issues the company is facing

The Issue:

B2B Marketing in the Benelux was an undeveloped area of expertise until 2010. A Google search of the term 'B2B Marketing' or 'business to business marketing', would show only US and UK based organizations. Within the Netherlands and Belgium there were no channels and platforms for B2B marketing and communication managers, dealing with B2B Marketing issues on a daily basis.

We felt that the Benelux B2B marketers were lacking:
- Local knowledge and research
- A local network/community of B2B Marketers
- Inspirational B2B events
- Exchange of B2B marketing cases

So we asked some B2B marketers in our country (mostly our customers) and we found out that they couldn't agree more. Time for change!

The strategy

We used the opportunity of the information gap of B2B marketers to create demand for spotONvision B2B marketing services. We decided to create a B2B community to show thought leadership.

One of the main vehicles to achieve this, was a yearly event. We organized the first high quality event for B2B marketing and communication managers in 2010 "the B2B Marketing Forum". This year we have organized the 4th edition.

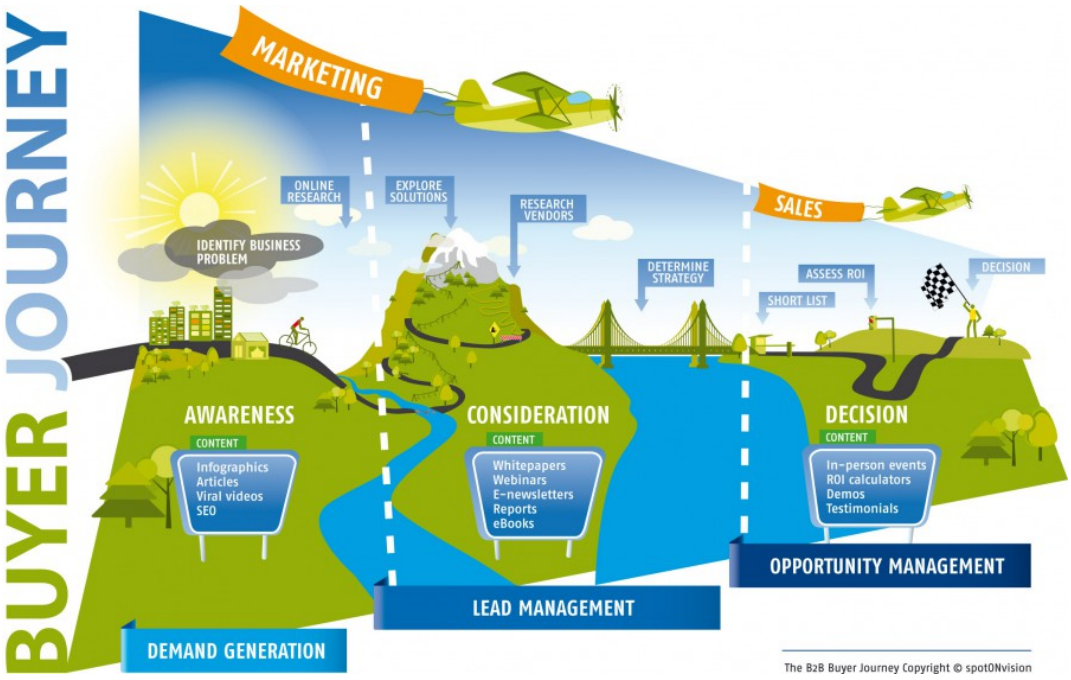
We integrated the event in spotONvision's content marketing strategy in order to create brand awareness and position ourselves as a thought leader. We use the event to create high quality content all year (blogs, interviews with our upcoming speakers, video interviews, webinars, a master class, speaker's presentations and videos during event and blogs by attendees) on our own websites. We

execute an annual research together with research institute, TNS NIPO, resulting in the business buyer insights report in 2013. We also introduced the B2B Marketing Award to push B2B Marketing in the Benelux to a higher level.

We achieved thought leadership by creating and sharing content ourselves (own and partner websites). But we also share knowledge of other B2B experts by inviting leaders in the field, such as Seth Godin, Scott Stratten, Josh Bernoff, Mike Volpe, Meta Karagianni. We are creating and adding value to the B2B marketing community on an ongoing basis





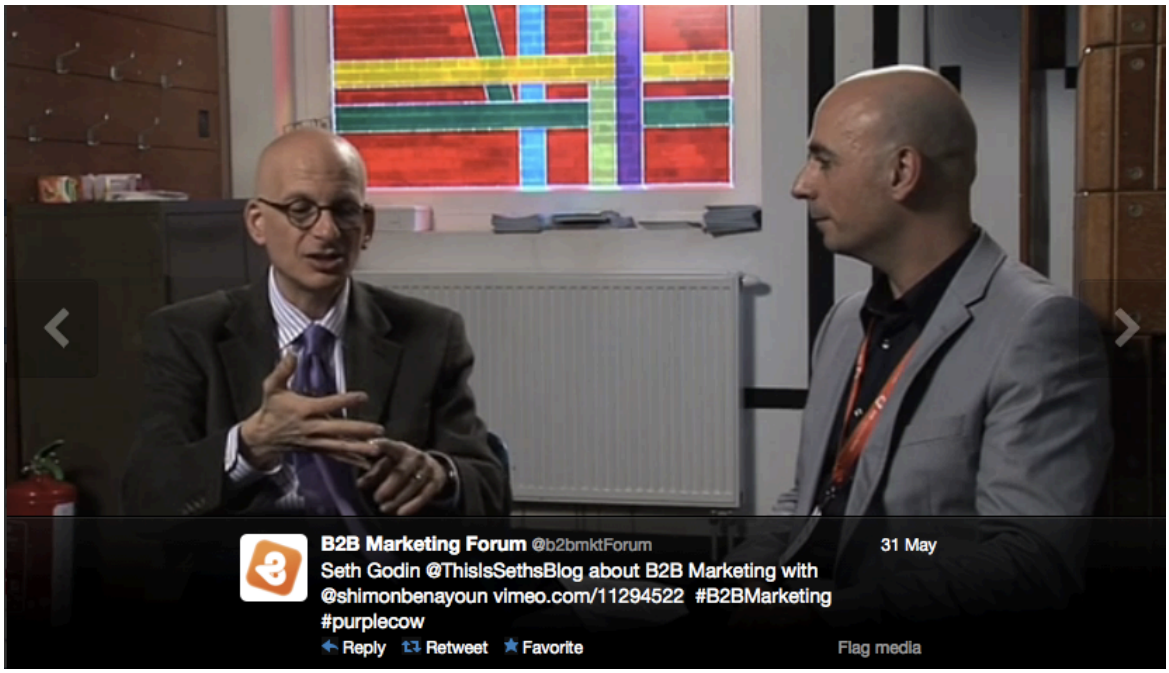


Objectives of the campaign

We believe thought leadership cannot be achieved through one campaign. Building thought leadership is an ongoing process, which we have put in motion 4 years ago by organizing a B2B Marketing community.

Objectives:

- To create a leading place online and offline to service marketing and communication managers in the B2B marketing field
- To position spotONvision as a thought leader in B2B
- To generate inbound leads for spotONvision
- To grow our business by 20% on a yearly basis (number of A-customers, client database, revenue, average budget of projects)




MARKETING NEEDS TO FIX
ITS LOVABILITY PROBLEM.
marketers
YOU
Less Lovable
More Lovable


REAT JOURNEY
rom le l to customer

The target audience

B2B marketing and communications professionals, mainly decision makers, in The Netherlands and Belgium (see the 4 bullets at “the issue”)



Media, channels or techniques used

To reach our target audience we used a mix of online and offline sources. We created strong media partnerships with (guest blogging or partners blog or write):

- influential marketing blog websites, such as www.molblog.nl, www.marketingfacts.nl, www.frankwatching.nl and www.MT.nl

- all mainstream marketing and management (print) magazines (Tijdschrift for Marketing, Management Team, Sales Magazine, Sales management) for in-depth articles

- Netherlands Institute of Marketing, NIMA.

- Beeckestijn Business School as partner for a yearly B2B Marketing Award

- TNS NIPO as a research partner for a yearly survey for B2B marketers

- Hubspot and MarketingProfs as media partner

- We integrated social media platforms to distribute information, LinkedIn, Youtube, Slideshare, Twitter & Flickr. Especially the Youtube video interviews and webinars with our speakers and expert contacts are very successful.

- A bi-weekly newsletter to the community database of 2500 marketers.B2B marketing and communications professionals, mainly decision makers, in

The Netherlands and Belgium (see the 4 bullets at “the issue”)To reach our target audience:
We created strong partnerships with:

- influential marketing blog websites, such as www.molblog.nl, www.marketingfacts.nl, www.frankwatching.nl and www.MT.nl
- most large marketing and management magazines
- Netherlands Institute of Marketing, NIMA.

We guest blogged or used the bloggers or journalists to interview one of the speakers. Our partners created banners.



Timescales of the campaign

October 2012 – plans and yearly thematic programme ready / website live – start blog

Beginning February 2013 – Increase frequency blog, social media

14 March 2013 – “B2B Marketing Forum - Amsterdam

End of April - Evaluation

Budgets

Marketing: 0 euros

Partnerships: 0 euros (based on barter deals)

spotONvision: 1 FTE works on this ongoing campaign

Results

(see graphs):

spotONvision business growth

- Increase number of A-customers (Large Dutch Companies in NL (500+) or international companies with substantial local operations (from 3 in 2010 to 15 in 2013)

- Average project budget (from 3000 euros in 2010 to 25000 euros

- Growth client database (from 400 in 2010 to 2500 in 2013)

- Qualified leads (from 10 in 2010 to 40 in 2013)

Note: Even when the crisis hit, our business kept growing

Thought leadership results and community growth

- No. 1 ranking on B2B marketing in Google search in 2013 (Netherlands).

- More than 280 decision makers in B2B marketing at yearly B2B Marketing Forum

- 30 CMO's at yearly exclusive B2B CMO Dinner, organized by spotONvision

- Valuable online source of B2B marketing information on both our websites; approached by the 3 main marketing publishing houses to start B2B Marketing

Magazine and/ or take over our forum and community (Tijdschrift for Marketing, Emerce and Marketing Tribune)

- Increase of web visitors both spotONvision and B2B Marketing Forum 5000-6000 unique visitors per month, 60% looked at 3 or more pages. Web traffic increased for B2B Marketing Forum by 300% in 2012.

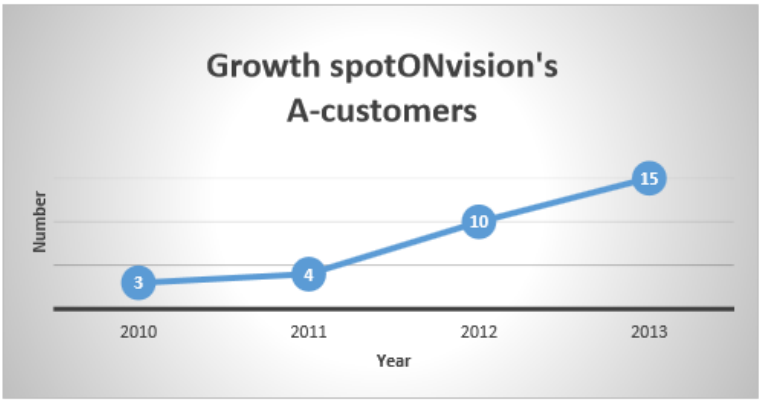
- Creation of content ->Content marketing programme filled for a year (video interviews, created series of 5 B2B Marketing Pockets, bi-weekly blogs before the Forum, 19 post event blogs created by visitors and professional marketing bloggers/journalists.

- Increase LinkedIn: B2B Marketing Forum Benelux (Open group: currently 521 Members) Passion for B2B Marketing NL (Closed: 409 members)

- Youtube (87 videos posted) http://www.youtube.com/watch?v=kkMca6YxfuU

- Slideshare channel – all presentations of speakers available online

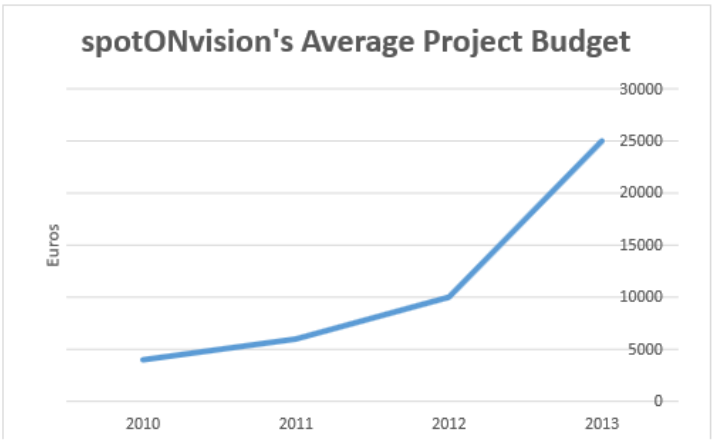
- Increase Twitter followers and engagement (currently 1722 followers @b2bmktforum #b2bnl)

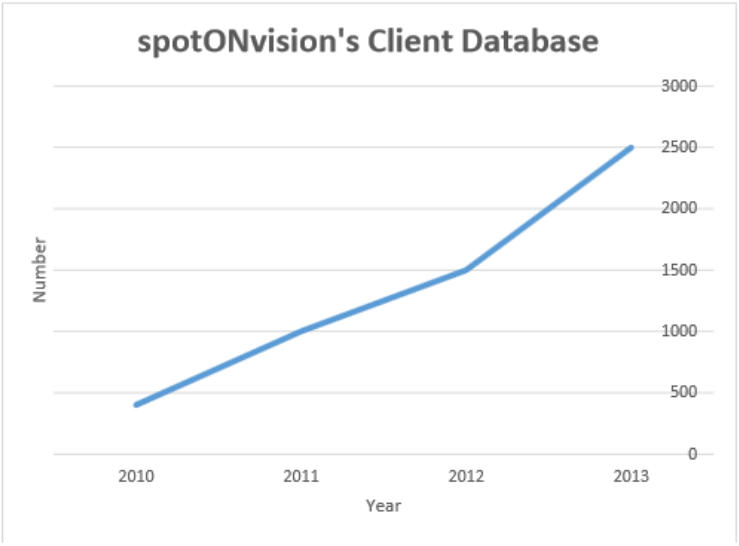


vodafone TOMTOM achmea

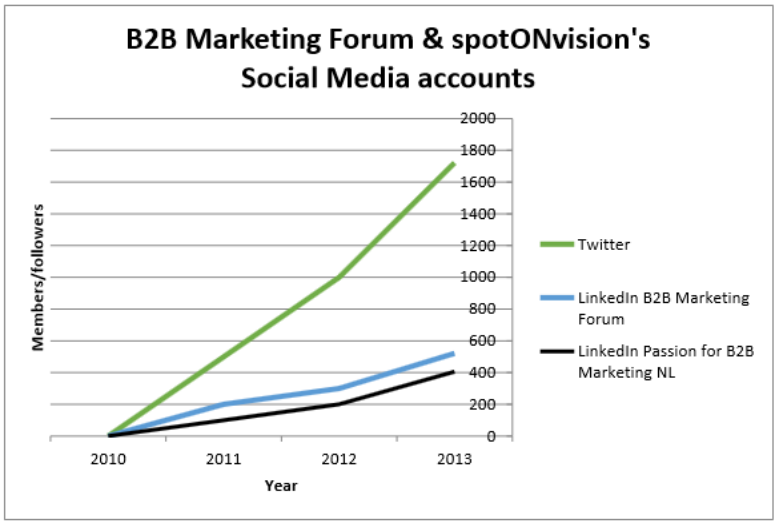
Amsterdam Airport Schiphol bruynzeel

New customers 2013

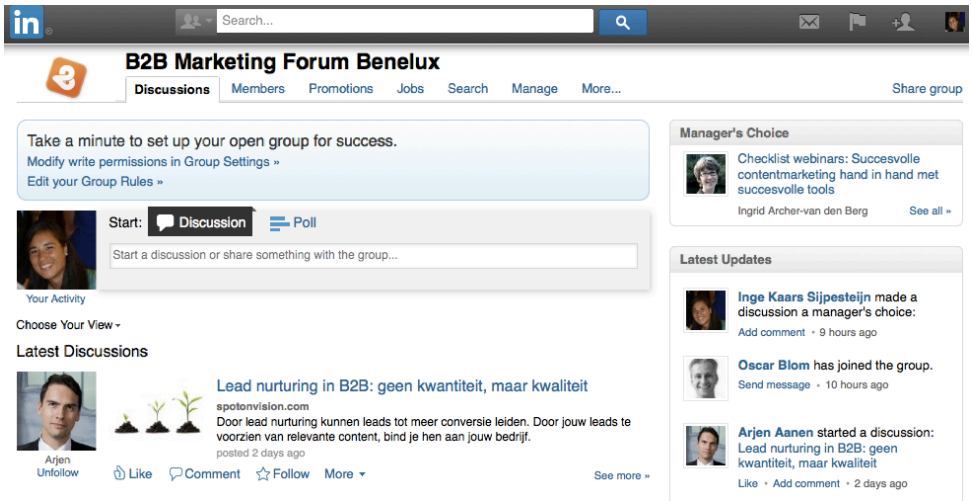

spotONvision's Average Project Budget
30000
25000
20000
15000
10000
5000
0
Euros
2010
2011
2012
2013


spotONvision's Client Database
3000
2500
2000
1500
1000
500
0
Number
2010
2011
2012
2013
Year

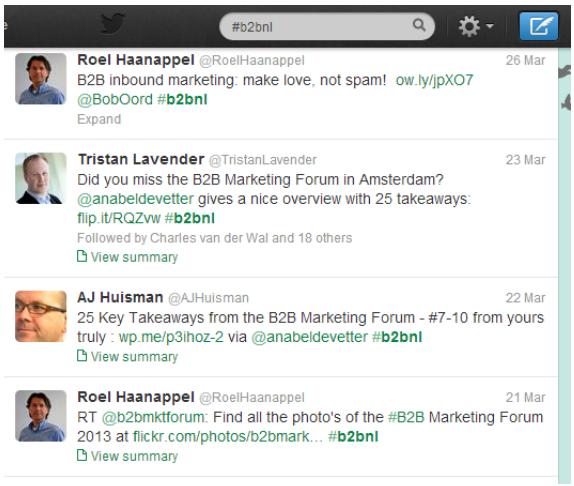

spotONvision's Qualified Leads
45
40
35
30
25
20
15
10
5
0
Number
2010
2011
2012
2013
Year


B2B Marketing Forum & spotONvision's Social Media accounts
Members/followers
2000
1800
1600
1400
1200
1000
800
600
400
200
0
2010
2011
2012
2013
Year
Twitter
LinkedIn B2B Marketing Forum
LinkedIn Passion for B2B Marketing NL


B2B marketing forum
waar kennis en inspiratie samenkomen
search within this website
HOME
PROGRAMME 2013
CMO TALKS
SPONSORING
BLOG
CONTACT
B2B Marketing Forum 2013
the GREAT JOURNEY from lead to customer
Looking back at 'The Great Journey'
We would like to thank you for your participation and enthusiasm at the B2B Marketing Forum on March 14th. We look back at a great day with many marketers, sales & communications professionals, journalists, bloggers and other supporters!
Click on the image above to view the video.
Founders Shimon Ben Ayoun and Ingrid Archer made a short [...]
22.03.13 / Charles van der Wal / Geen categorie
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Looking back at 'The Great Journey'
Issued today: Business Buyer Insights 2013
The end of segmentation in B2B
Bizzabo: attending an event has never been this easy
The Rise of Relevance
BUSINESS BUYER 2013 INSIGHTS
Issued today: Business Buyer Insights 2013
Today, at the B2B Marketing Forum in Amsterdam, we're launching the new report Business Buyer Insights 2013 by spotONvision and TNS-NIPO.
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More...
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Edit your Group Rules »
Start: Discussion Poll
Start a discussion or share something with the group...
Your Activity
Choose Your View
Latest Discussions
Lead nurturing in B2B: geen kwantiteit, maar kwaliteit
spotonvision.com
Door lead nurturing kunnen leads tot meer conversie leiden. Door jouw leads te voorzien van relevante content, bind je hen aan jouw bedrijf.
posted 2 days ago
Arjen
Unfollow
Like
Comment
Follow
More
See more »
Manager's Choice
Checklist webinars: Succesvolle contentmarketing hand in hand met succesvolle tools
Ingrid Archer-van den Berg
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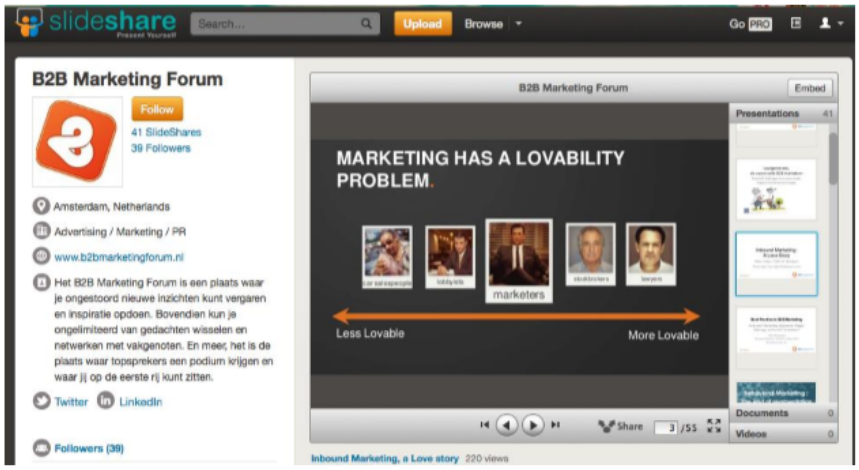
B2B Marketing Forum 2013: Ingrid Archer & Shimon Ben Ayoun

Shimon Ben Ayoun · 87 video's

Abonneren 45

55 weergaven

1 0



Client testimonial

Quote spotONvision's Master class held during event 2013

"I found the master class extremely interesting: Inspiring speakers and content wise very good. The complex content was shared in an easily understandable way for the participants. Fantastic day!"

Nord van de Mosselaer, Content & Channel Marketing Manager at Vodafone



B2B Marketing Forum 2012