B2B Leaders FORUM 2013



KEY TAKEAWAYS

About this document

B2B Marketing's third annual B2B Leaders Forum was held at the Institute of Contemporary Arts, London, on 19 September 2013. The event was designed exclusively for top-level business marketers and provided a unique opportunity for senior client-side B2B practitioners to share experiences, compare thoughts and create new insights.

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


TELL THE YOUR STORY
BE CONFIDENT
BE
CONSISTENT...
BE A BEST
SELLER...
The Never Ending Story

Tell your story

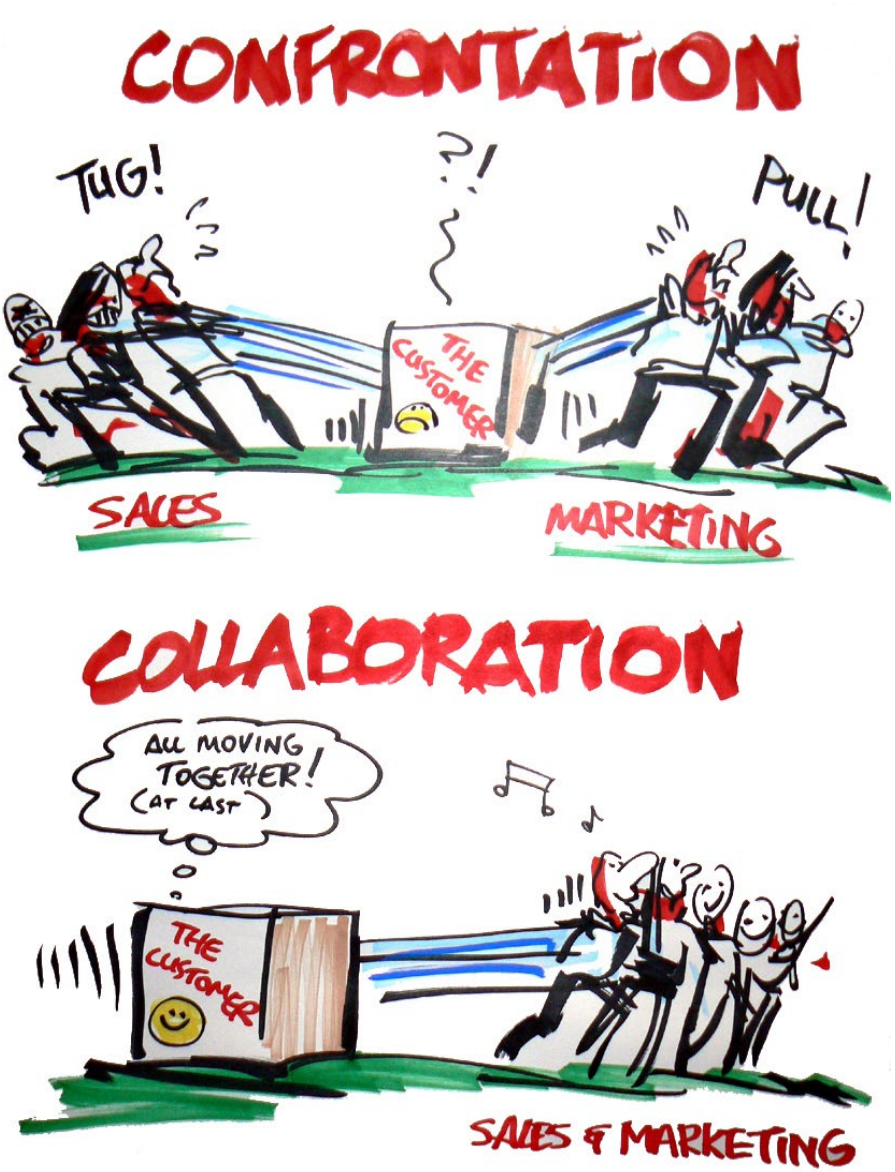
1. A B2B leader is a visionary, a statesman, an entrepreneur and an expert. The importance of interpersonal skills is as, or even more, important than delivery channels.

2. B2B marketers should be leading organisations, and not taking a back seat. Currently B2B marketing is not in good shape. It's remote and is no longer at the heart of the business – 24 per cent of marketing leaders don't think marketing is key to the business.

3. Instil passion and enthusiasm in your people. Ensure your employees are happy. As a result they will be your brand ambassadors. This is more important in B2B with the reliance on service and delivery.

4. Unsuccessful companies have meetings, successful ones have parties. Leaders should take opportunities to let their hair down and get to know their staff.

5. Be confident, be consistent but above all tell a story. It's not about what you say, or how you say it but how you make customers feel.


CONFRONTATION
TUG!
?!
PULL!
THE CUSTOMER
SALES
MARKETING
COLLABORATION
ALL MOVING TOGETHER! (AT LAST)
THE CUSTOMER
SALES & MARKETING

Work collaboratively

1. Ensure your brand perception fits with what you are trying to do.

2. Sales and marketing misalignment damages morale. Consequently, this means it damages leads and sales.

3. Giving sales and marketing common goals can bring the two departments together. Working collaboratively will allow sales to see the value of marketing firsthand.

4. Marketing leaders run the risk of becoming a sales support by just providing numbers and pipeline. You have to do your thing as well, be creative and generate campaign ideas.

5. Marketing is about being a scientist and an artist. Leaders need to combine creativity with analytical skills in order to produce results.


BRAND EXPERIENCE ...
WHAT DO YOU MEAN "WE FORGOT TO LOAD THE FOOD & DRINK?!
WELL FOLKS- THE WEATHER IN ORLANDO IS -20°
HEY! WHERE'S THE MANUAL ON HOW TO LAND THIS THING?!
CAPTAIN.... THE MIKE IS STILL ON.

Differentiate your brand

1. Digital, social and mobile fit across an organisation. These channels should be integrated across your brand and not only the marketing department.

2. You don't need to use social channels to share content. Use blogs, bookmarking, wikis and content communities to share. Don't feel restricted to post only on Facebook or LinkedIn. If your content is good enough people in those networks will be drawn in.

3. On social media, speak as yourself not as your brand.

4. Differentiate from other businesses in the market.

5. Get people excited. As a leader take your brand out of the box and wow your prospects.


I HAVE THE INFORMATION!
WHO IS PULLING THE STRINGS?
...THEREFORE I HAVE THE POWER!
THE CUSTOMER IN TODAY'S DIGITAL WORLD IS IN CONTROL
DO IT FOR ME.
SALES
MARKETING
...THE LORD OF THE DANCE...

The customer is in control

1. Use real life examples to remind people what you stand for.

2. Your brand guide book should be one page. A 150-page brand guideline book shows nobody really understands your brand.

3. If you have to remind people what your brand stands for you're not doing your job right.

4. Customers don't want to be sold to; they want to have a conversation. Remember, the customer is in control.

5. You need to articulate your customer experience online and offline.


THE MARKETING MANIFESTO
1 FOCUS ON KPI OUTCOMES
2 LOOK AT STRATEGIC MARKETING THINKING
3 KICK OUT JARGON
COMMON LANGUAGE COMMUNICATION
4 RECRUIT (& TRAIN) THE BEST MARKETEERS
5 MARKET!
STREET CRED!
BE VISIBLE.
HIGH PROFILE
CONCRETE NUMBERS.
DATA CONTROL
LET'S DO IT!
THINK LIKE LEADERS BECAUSE...
MARKETING MATTERS

Prove marketing's worth

1. The rules of the digital world have not yet been written, so it's a great opportunity for marketers to create demand and demonstrate greater value.

2. Most leaders are currently working on content marketing strategies. The challenge isn't creating content, but creating relevant and timely content that will resonate with customers. Customer understanding is absolutely key in content marketing.

3. B2B leaders must focus on outcomes, be strategic, forget jargon, upskill teams and market marketing internally.

- **Outcomes:** Marketers need to focus on outcomes, not inputs or outputs. The board wants to see impact on revenue and you have to have the same measurement dashboard as the board.
- **Strategic:** Marketers need to offer value on things that matter to the business, marketers need to be experts in the market.
- **Jargon:** Stop using marketing jargon, consider the language the business uses.
- **Upskill:** To do the above you have to have a brilliant team. You must either upskill your current team or hire new staff.
- **Market marketing:** Find and use inhouse advocates, meet senior team members on a regular basis and when marketing has experienced a success (where impact on revenue can be demonstrated) shout about it.

4. It's down to marketing leaders to earn the right to contribute to wider business debates. Prove marketing's worth with credibility and build trust.

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:

Magazine: The essential monthly guide to B2B marketing, with a key focus on best practice guidance, plus monthly features looking at current trends, regular research and profiles.

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: Comprehensive, integrated and flexible training programme enabling client side and agency marketers to boost their skillsets and confidence, improve their effectiveness and increase impact on their brand.

Events: Quarterly headline events providing essential learning and networking opportunities, including the B2B Summit, the B2B Conference, and the B2B Leaders Forum.

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. Please call +44 (0) 20 7269 6592 to find out more.

For more information on any of these products or services go to b2bmarketing.net or call +44 (0) 20 7438 1370

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