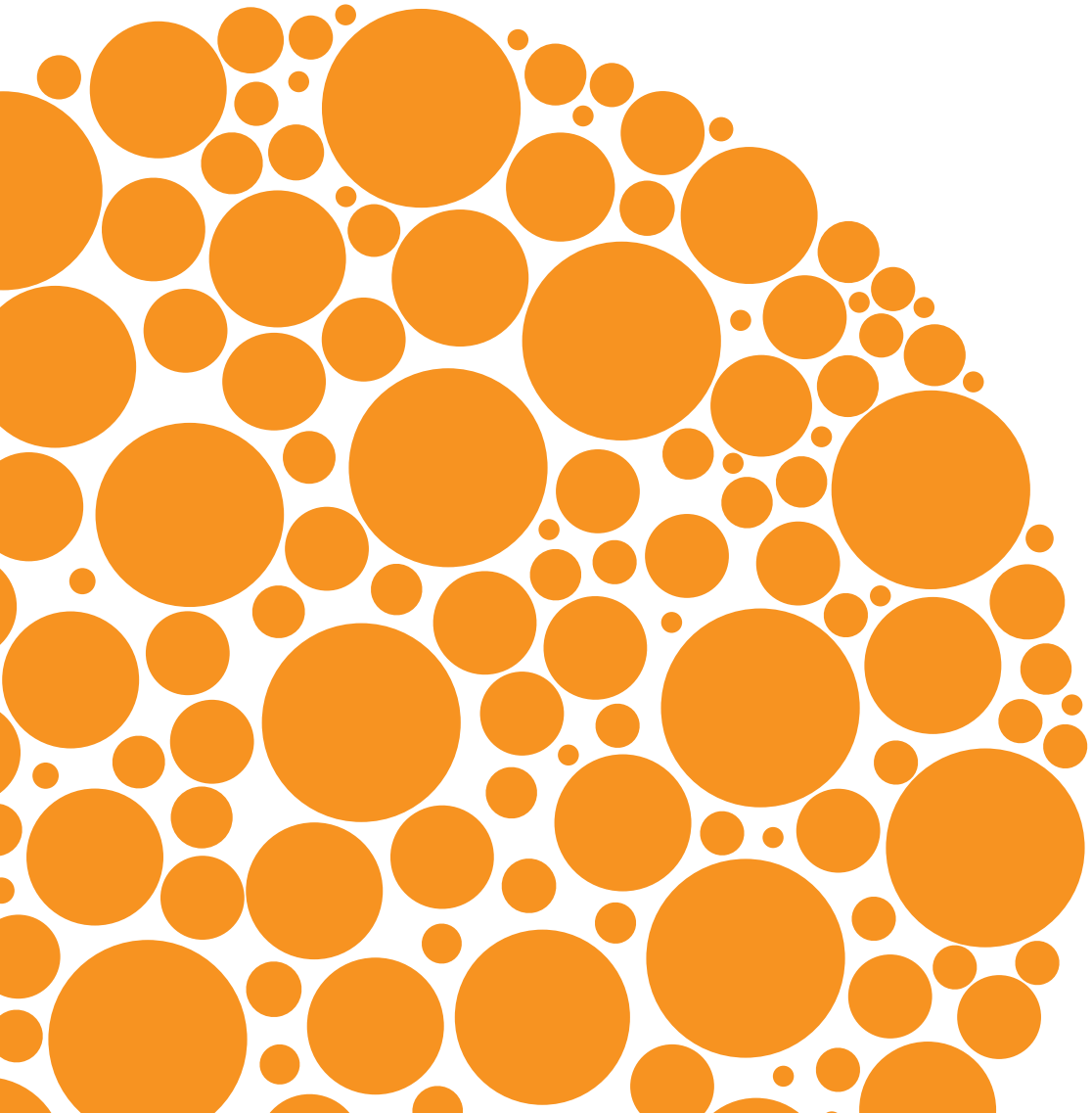
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B2B Marketing Summit 2012: Key Learnings & Takeaways

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About this document

The first annual B2B Marketing Summit was held at The Brewery, London, on 14 June 2012. 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. **Content marketing**
2. **Data insight**
3. **Lead nurturing**
4. **Social media**

Delegates could create their own highly tailored agendas at the multi-stream 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.

Content marketing

1. **Writing is a skill marketers' need to develop.** Marketers looking to create a good content strategy need to be storytellers.

2. **Don't make your content difficult to get to.** You need to prove the value of your content before you start gating it up. Content behind some kind of barrier has to be incredibly premium and top-rate.

3. **Don't think you need to create reams of original content.** Being a curator and pooling together existing content from different sources about one specific topic will make you synonymous with that topic.

4. **Always include calls-to-action.** This will drive inbound inquiries.

5. **Don't be afraid to monitor the reaction to your content.** Good or bad – feedback is essential.

6. **Recycle your content.** Turn your brochures into videos, your whitepapers into infographics, video your presentations and distribute them to your customer's who weren't able to attend, and turn your 'how to' papers into a series of tweets etc. Beware – this only works if your content is valuable in the first place.

7. **Get to know your audience in as much detail as possible.** The more personally your content speaks to your audience, the more it will resonate.

8. **Don't just focus on content creation.** Split your efforts equally between creation and distribution. Consider creating content in collaboration with a partner so you can leverage their distribution channels as well.

9. **Content is at its most effective when it's shared by your audience among themselves.** To achieve this, tap into people's motivation to share; make them laugh, give them an exclusive, make it interactive, make it controversial, or teach them something new.

10. **Get senior buy-in for your content marketing strategy with tangible goals and clear objectives.** Use customer insight from past campaigns, look at your competition, are they doing it? And perhaps do a small test to present back to senior colleagues.

"Don't be afraid to monitor the reaction to your content. Good or bad – feedback is essential"

Data insight

1. **Your data erodes three per cent each month.** An accurate database will mean you're compliant with regulations, as well as achieving maximum ROI.

2. **If you offer something of value you then have the right to ask for information in return.** But beware, if you are claiming a whitepaper is free, and you expect a prospect/customer's data first, they may not see it as free if they are giving something up.

3. **Limit the number of sources when blending your B2B data with B2C.** This will help prevent duplicate data.

4. **Commit to broaden your reference data.** Doing this will give you better insight into your customers and prospects.

5. **Social media is a cheap way of gathering customer data.** Rather than commissioning expensive market research, consider using social networking sites. LinkedIn was cited as the most accurate source as users tend to keep their profiles up-to-date.

6. **Manipulate data.** Push the right content to the right people at the right time. Gather data from those downloading your content and target them with content they're interested in.

7. **There are so many vanity metrics available when it comes to social media measurement, that we're in danger of 'data puke'.** There is a place for these metrics, as long as they're a part of your KPIs.

8. **Invest in a marketing automation system.** It will help you manage your leads and reduce the number of data silos.

"Your data erodes three per cent each month. An accurate database will mean you're compliant with regulations, as well as achieving maximum ROI"

Lead nurturing

1. **Set up how you manage leads before you start generating them.**

2. **How much work do you have to put in to get one lead?** You need to create nine pieces of content and make six phone calls to four different contacts.

3. **Create remarkable content.** If it's not valuable, it's not relevant and it won't help nurture your leads.

4. **Get found.** Trust your gut and your brain when building your social media profile – select the social platform that's right for you and your audience, and use Google Analytics to see where your leads are coming from.

5. **Communicate with prospects over a long period of time.** This is the only way to successfully convert them.

6. **Plan year two before you plan day one.** You need to be able to prove the value of the lead.

7. **Buyers are becoming much more educated prior to the sell.** You need to engage with prospects earlier. Find new ways to interact with them using blogs, forums, social media and video.

8. **Users are in more control than you when deciding on what their engagement will be.** You need to play a game of understanding their psychology and behaviour when nurturing them.

9. **Content is the decision-making fuel.** Think like a publisher when creating content.

10. **Search is at the heart of lead nurturing.** Email is the engine to kick-start the process. Ads give you reach. Social media is critical.

"Users are in more control than you when deciding on what their engagement will be"

Social media

1. **Your social activity needs to inform, inspire and involve.** Executing a social media strategy is as much of a challenge as creating one in the first place.

2. **Avoid fragmented social media activity within your organisation.** Create simple guiding principles that everyone has to adhere to. There will still be room for flexibility but it means there will be more cohesion.

3. **Don't be afraid to test social campaigns on a small budget.** You can make tweaks along the way.

4. **Recognise the difference between public and private conversations and know when to join.** Just because you can join in doesn't mean you should.

5. **B2B brands can't afford not to do video.** It's important to note that YouTube is the second biggest search engine.

6. **Video doesn't have to be a slick corporate production.** A flipcam-style video can come across as more authentic and create more of an emotional attachment with a brand because it has a 'human feel'.

7. **Social media does not work on its own.** You still need a good story to tell.

8. **The brand is not the story.** You need to forget the brand to start with, think of a good, relevant story to your industry and then weave the brand into it afterwards.

9. **Get your whole organisation onboard with the concept of social media.** Then up-skill them in order to execute it. In particular, the sales department should build their own social presence.

10. **Social reach isn't really powerful unless you consider influencer identification.**

"Social media does not work on its own. You still need a good story to tell"

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: The only online resource allowing B2B marketing professionals to share information on their industry. 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.

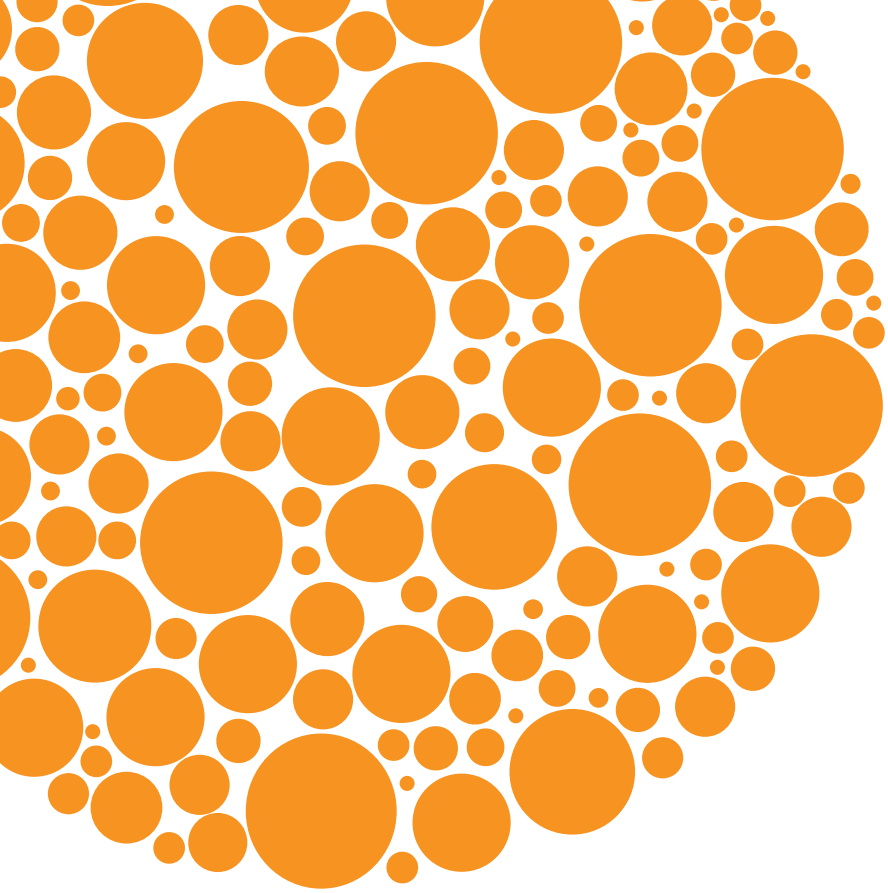
Magazine: The essential monthly guide to B2B marketing, with a key focus on best practice guidance, plus monthly features looking at current trends, regular research and profiles.

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

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 020 7269 6592 to find out more.

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