b2bmarketing.net

THE CONTENT AVALANCHE:

B2B MARKETING CONFERENCE 2013

KEY TAKEAWAYS

Published November 2013



B2B Marketing

About this document

B2B Marketing's premier event of the year, held at 11 Cavendish Square in London on 7 November 2013, was packed full of thought-leading presentations from B2B industry figures, as well as best practice sessions providing marketers with takeaway lessons and ideas.

More than 180 senior marketing professionals, concerned about strategy and deliverables, attended the all-day event. It focused on insights, examples and inspiration to help marketers make their content as effective as possible.

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

Sponsors:

DRAGON ROUGE

Editions FINANCIAL CONTENT WITH INTENT

slightly different

Sticky Content™ Digital copywriting

History of content marketing: How we got here, and putting the area into its proper perspective

Dave Stevens, marketing director, EY

1. **Content marketing is a new term with a standard definition.** Make sure you define your definition, whether it's brand storytelling, the growing proliferation of content, the change in content brought on by technology, the changing way audiences are consuming content, or the changing times when audiences view marketing.

2. **Brands telling stories isn't new, it's marketing.** The way that you tell the story has changed.

3. **The snow is building but we haven't yet built momentum to create a content avalanche.** The average FTSE CEO is aged 53, they prefer content in hard copy format and are screening out content delivered by new technology.

4. **Don't underestimate the influence of technology on content.** Prospects want to hear your story in 140 characters or six seconds, not via pages of copy or adverts.

5. **Focus on the bigger picture.** Marketers shouldn't get carried away with content marketing, instead they need to integrate content creation into their overall marketing strategy.



DAVE STEVENS
MARKETING DIRECTOR
EY

Content is not king – creative content is king

Drew Nicholson, CEO, DNX

1. **The 'always-on' mentality has changed how marketers approach marketing.** We have to work faster, be smarter and more creative.

2. **Do one thing next year that might get you fired.** Don't be afraid to step out of the box and get creative with content.

3. **Marketing lacking a presence in the boardroom is a problem.** But content provides a better opportunity for marketers to play a larger role in their organisations.

4. **The danger with creating lots of content is that we forget about creativity.** The landscape in B2B marketing is rational and dry, but that doesn't mean the execution should be.

5. **The marketing funnel is in need of a major rethink.** It was created in 1898; the three stage funnel process just doesn't work anymore.

6. **Being execution-driven is totally wrong.** Go back to the basics and plan content around what messaging you want to get across. Proposition over execution.



DREW NICHOLSON
CEO
ONX

Dangerous minds

Rory Sutherland, vice chairman, Ogilvy Group

1. **The role brand plays on selection varies enormously.** People are bad at comparing disparate things.

2. **Content is starting to provide marketing with the scientific foundation needed to give it an argument from authority.**

3. **In B2B, marketers need a greater level of rigour to defend their decisions.**

4. **If marketing can develop a 'third eye' to understand human behaviour, progress will be phenonmenal.** Behavioural economics will give marketing the edge it needs to argue its points.

5. **Keep content simple.** There's no point in adding complexity if it doesn't benefit you at all. There's nothing to be gained from being any more clever.

6. **Why do marketers need to prove ROI?** Have you ever heard of the finance department ever having to prove ROI when that's their job?

7. **The strength of a brand is the readiness it comes to mind.** Remember, context is just as important as content and online context really matters.



RORY SUTHERLAND
VICE CHAIRMAN
OGILVY GROUP

Other key points from the day

"We need to manage the customer journey through the funnel, it's far from dead." **Dr Dave Chaffey, CEO, Smart Insights**

"If everyone is now a publisher, you need to strengthen your editorial planning based on personas. Conduct detailed research on your audience to understand their goals." **Dr Dave Chaffey, CEO, Smart Insights**

"You can do what you want in content marketing, but if you don't have a good product it's purposeless." **Frederic Baffou, branding & marketing director, Reed Elsevier International**

"Don't be pressured into being trendy, be where your customers are. For example, there's no point being on Twitter if your audience isn't there." **Frederic Baffou, branding & marketing director, Reed Elsevier International**

"Make content good enough so you don't have to do advertising. If your content is interesting enough your audience will share it, making advertising unnecessary." **Philip Martin, head of marketing, Amadeus**

"Look around your business, you will have more information than you think. Use this to create good content." **Gareth Case, director of marketing, Xchanging and Xuber**

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 Cisco, Dell, Fujitsu, IBM, KPMG, Nokia, O2, Oracle, Orange, SAP, Thomson Reuters, Vauxhall UK, and many more.

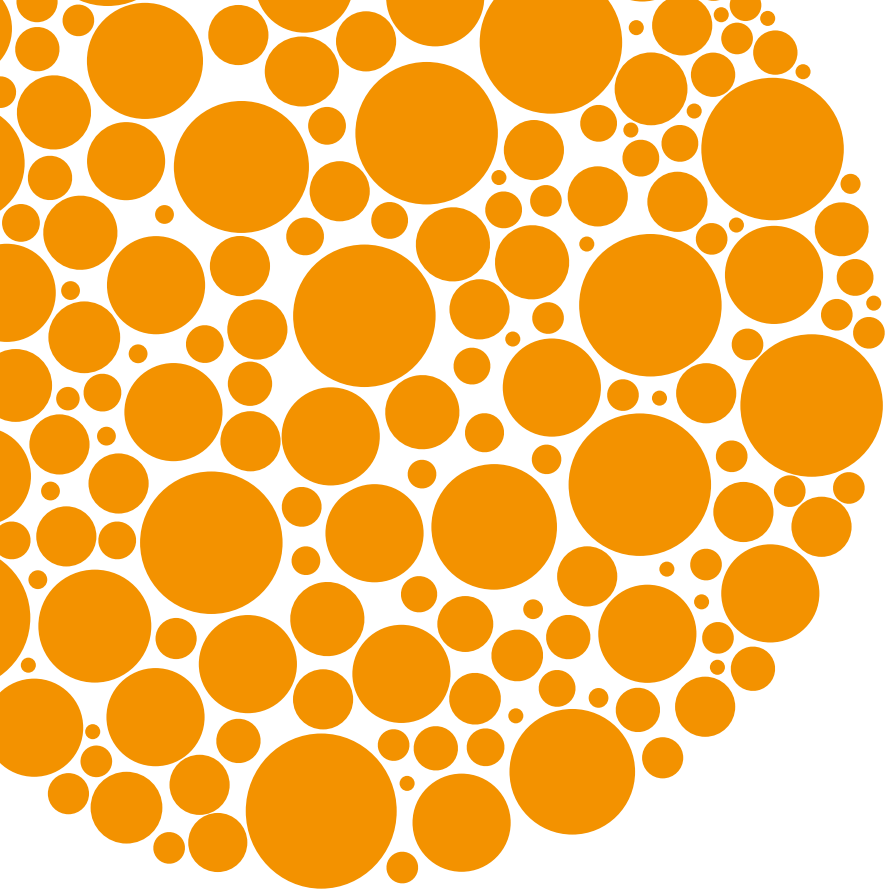
Research and reports: A library housing the best in B2B practice, in-depth practical guidance and research into specific channels or industry issues.

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 brand.

Events: Quarterly headline events providing essential learning and networking opportunities, including the B2B Summit, 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 so please call 020 7269 6592 to find out more.

For more information on any of these products or services go to b2bmarketing.net or call 020 7438 1370



B2B Marketing
Colonial Buildings
59/61 Hatton Garden
London
EC1N 8LS

Tel. +44 (0) 20 7438 1370
Fax +44 (0) 20 7438 1377

info@b2bmarketing.net
b2bmarketing.net