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Liberate to innovate:

Free your mind to embrace the future

THE B2B MARKETING CONFERENCE 2012

Key takeaways

Published November 2012



B2B Marketing™ CONFERENCE 2012

About this document

B2B Marketing's premier event of the year, held at BMA House in London on 1 November 2012, was packed full of thought-leading presentations from B2B industry figures, along with 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 convention. It focused on innovation, and how brands and marketers can transform their communications using the latest ideas, concepts and channels.

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










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Welcome to the crazy age: A manifesto for change

Paul Cash, chief innovation officer of OTM and author of *In remarkable we trust*

- **Understand what your 'why' is.** Strive to connect your brand to a higher purpose that improves the lives of customers, society or the planet.
- **Innovate your entire value chain into a value cycle.** This will allow you to build a better product or service for the same price or less.
- **There are no experts.** Learn, unlearn, re-learn. We're all students in this environment, learning as we go.
- **Focus on your customers and be remarkable in what you do.** Stop pushing random content out just because you can.
- **Go crazy and innovate.** Disrupt conventions and blow up the business model.
- **Feel, think and act.** Be emotional with your marketing to give a human element to your activity. Tap into the emotions of your customers.
- **Love your customers more than your products.** Go beyond selling a product and devote yourself to the community.
- **Let go of some control.** Make the shift from having the CEO as your talking head and encourage your employees to be your spokespeople.
- **Be a storymaker, not just a storyteller.** The most powerful content comes from true, inspiring and engaging ways your company goes about its business.
- **Brands with purpose win.** Values and purpose are key components of 'living the brand'.



PAUL CASH
CHIEF INNOVATION OFFICER, OTM

Consumerisation: What we must learn from B2C

Will McInnes, MD, Nixon McInnes and author of *Culture Shock*



WILL MCINNES
MD,
NIXON MCINNES

- **The networked world speeds up the need to be agile and flexible.** Collaborative networks will re-invent how businesses engage with customers and prospects, as they turn to their trusted networks for advice.
- **Increase the trust your customers and prospects have in you by being more transparent as an organisation.** This is fundamental.
- **Embrace open data on how your customers rate your business.** Resistance is futile.
- **Customer service is king.** Gain trust and you'll increase peer-to-peer recommendations.
- **Content is key.** Sixty per cent of buyers do their research online before they even engage with you.
- **The faster you go through the OODA (observe, orient, decide, and act) loop, the more success you'll see.**
- **Get your employees to embrace social.** This will enhance engagement and collaboration levels internally and externally.
- **Problem-solving networkers are the key assets for business in the future.** Trust is shifting towards individuals with the answers.
- **Invest in training.** It's crucial you educate your leadership staff in how to behave in this newly networked world.

Storytelling: A human side to marketing

Stan Woods, MD, Velocity

- **Use plain English, not jargon.** B2B marketers like to use bullet points – this isn't effective storytelling.
- **The best stories are about people.** People like to hear from people. Don't broadcast product benefits; it's not exciting.
- **Make the reader your hero**. Put your customers first and your CEO, managers, executives etc second.
- **Your story has to be built on reality for people to believe it.**
- **People don't want more information, they need faith in you.** Build trust with your customers through storytelling.
- **Resolution and transformation is the story customers want to hear.** Be human with your story structure: find a protagonist, create conflicts and finish with a happy ending.
- **Data can drive stories.** Listen to your customers and analyse them – these insights could help you create the protagonist for your story.
- **Storytelling is about engaging hearts, as well as minds.** People don't buy what you do, they buy why you do it.
- **Own your personality.** As Marc Benioff, CEO of Salesforce once said, "A company can't own its facts, but it can own its personality."



STAN WOODS
MD,
VELOCITY

Other key points from the day

Content

"When producing content, consider the four different learning styles people adopt: seeing, listening, reading and hands-on" – Eoin Rodgers, tactical planner, DirectionGroup

"Content can drive people to your website, so make sure you seed it around the web and don't just leave it on your site as people may never find it" – Eoin Rodgers, tactical planner, DirectionGroup

Marketing automation

"It's not about doing one thing amazingly, but doing everything a little bit better. That will equal much better results" – Marina Lumley, independent marketing consultant

Mobile

Sixty per cent of business decisions happen on mobile devices at home outside office hours.

Fifty-eight per cent of people expect sites to load as quick, or quicker, on mobile than a desktop.

"Business audiences are making decisions on mobile devices, if you make it easy for them, they will buy on that mobile device as well" – Hanne Tuomisto-Inch, industry head for B2B, Google.

Tuomisto-Inch's six steps to going mobile:

1. Assign a mobile champion.
2. Understand how your customers use the channel.
3. Benchmark against your competition.
4. Make a business case for using it.
5. Talk to your agency and brainstorm internally.
6. Start incrementally, with a mobile website.

Video

"Good grammar isn't just for written content, good video grammar is essential for audience engagement" – Nick Lawrence, head of editorial and broadcast strategies, Waggener Edstrom

International digital marketing

Think local, speak the lingo and segment the audience. Keep content relevant to engage the audience.

"If you're going to do social media internationally, you need to crack it in English first" – Rene Power, director, Barrett Dixon Bell

Social media

"Social progress is superseding business process" – Andrew Nicholson, head of online, Sodexo Prestige

"Social media usage as a source of information for buyers has decreased due to marketers' increasing presence on the channels" – Eoin Rodgers, tactical planner, DirectionGroup

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.

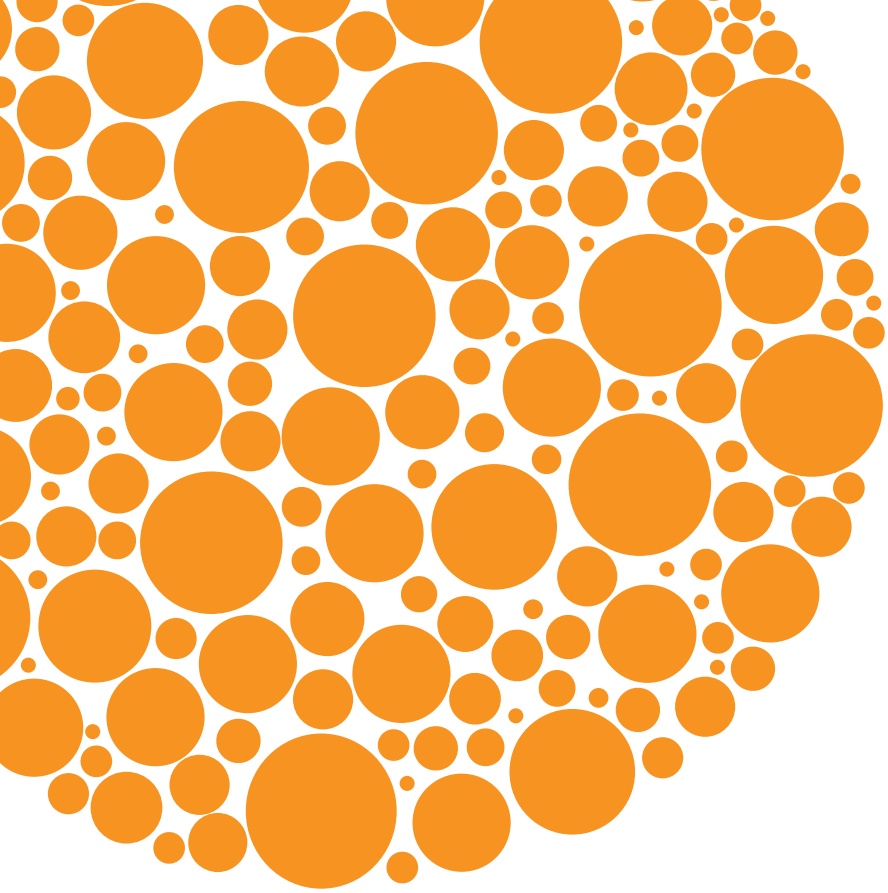
Awards: The showpiece event for brands and practitioners, attracting over 700 people. Former winners include a host of top-tier B2B brands, including Amex, Barclays, Cisco, Dell, Fujitsu, IBM, KPMG, Nokia, O2, Oracle, Orange, SAP, Thomson Reuters, Vauxhall UK, and many more.

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

Training and events: Highly-focused events 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.

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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