webeo



The personalization gap

5 ways to close the gap and

drive real business growth

webeo.com

UK: 0208 099 9077 | **USA:** 508-484-8183

Contents

Introduction 03

Why the **classic funnel doesn't work in B2B** 06

The personalization gap 07

The VIP fail 08

Breaking through the barriers 09

A landing **page built for one** 10

5 tips for closing the personalization gap 11

The **untapped power of personalization** in B2B 13

Discover the power of website personalization 13

Introduction

As senior B2B marketers, we're always looking for the edge. It's why we're so curious to discover what other marketing teams are doing well and why we constantly horizon-scan for new ideas, new ways of working, new MarTech. But for many of us trying to cut through in a hyper-digital world, the edge still feels slightly out of reach.

We may be in different sectors, but as CMOs what we share is a cycle of high expectation. **We all need to defend and grow our brand,** create emotional connections with our customers and help our people do their best work. But regardless of what CMO archetype you are (and Deloitte has cleverly whittled this down to 5), you ultimately need to be ready to expand the business.



1. The customer champion



2. The growth driver



3. The innovation catalyst



4. The capability builder



5. The chief storyteller

As marketers, finding different ways of resonating with and engaging an overwhelmed buyer is our relentless quest. You may have the perfect product, but getting it in front of the perfect buyer, at the perfect time is the ultimate challenge. **You know you need to level-up, but what's a CMO to do?**

I'll tell you what I want...

In our personal lives, we make buying decisions every day, often without realizing we've been marketed to. Consumer companies cleverly join the digital dots and present a seamless buying experience, without us feeling targeted. We may be mildly aware that the algorithms are hard at work as a selection of hyper-personalized is put before us, but we're very happy to accept this.

After all, the friction and time spent searching have been massively reduced (*collective applause for Netflix*). Let's face it, we're all secretly delighted that sellers really 'get' us (beyond just knowing our name, and spelling it right), and that they can cleverly tailor the perfect buying experience.

But why should only consumer marketers reap all the rewards? As B2B buyers, isn't this what we expect too, why would it be different? We're the same emotionally wired person. At work or play, we love it when businesses do the hard graft and work out exactly who we are and what we need. And by adding a level of **authentic personalization when they sell to us, it doesn't only make us feel good, but it makes our selection and decision-making process so much easier.**



73% of B2B buyers say they **want a personalized,** B2C-like **customer experience.**

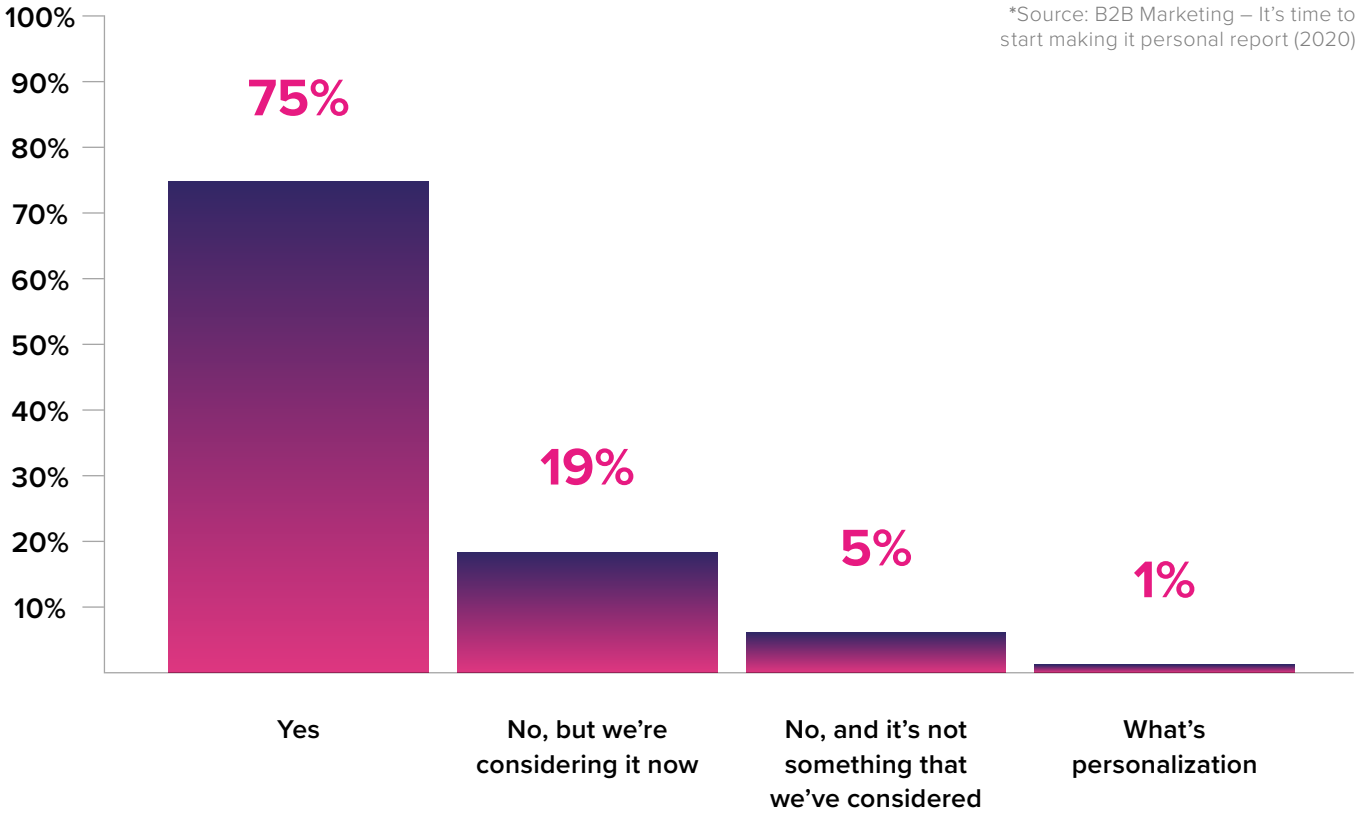
– Accenture

So, if **personalization** can drive sales quicker through the funnel **(and deliver a whopping 15% increase in revenue)** why aren't more B2B marketing leaders getting value from this approach?

After all, we know it's no longer a case of shall we personalise, **but how shall we personalize?**

Is personalization currently part of your marketing activity?

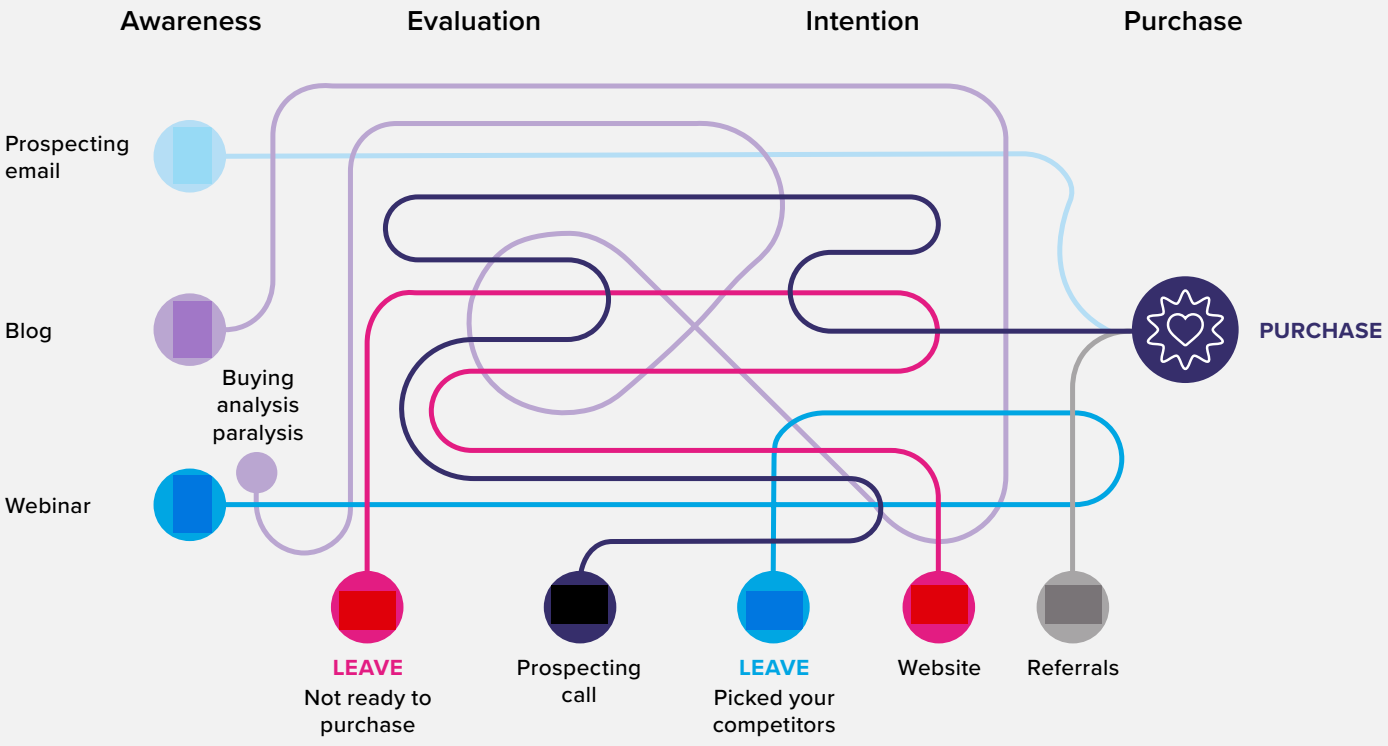
*Source: B2B Marketing – It's time to start making it personal report (2020)



Why the classic funnel doesn't work in B2B

According to Gartner there are 4 key reasons for marketing leaders to use personalization: it **drives engagement, conversion** and **brand loyalty** and **ultimately deepens** relationships. Music to a marketer's ears, right? **But even though 75% of us are personalizing in some form,** here's the rub... it's not effective enough. And your marketing pipeline may well evidence this.

If you're still using the classic marketing funnel and wondering why you're falling short of lead targets, you're not alone. **2020 and the effect of Covid turned the traditional funnel on its head.** While buyers still move through stages, the stages don't look like they used to. Today's journeys are messier, and buyers are in control. With around **94% of B2B buying journeys starting online,** leads can enter at any stage. Prospects no longer walk-through predictable steps linearly. Buyers often want little or no influence from a vendor, instead they favour independent research and reviews.



The personalization gap

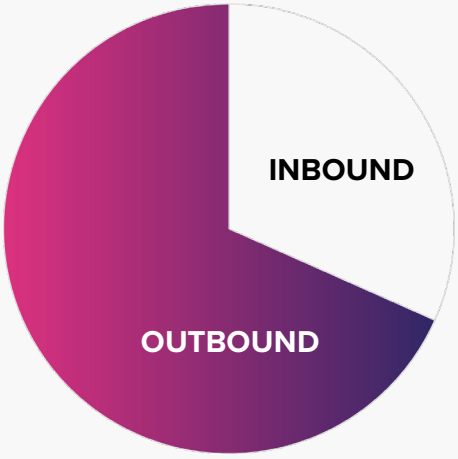
As B2B marketers we must attract, engage and convert leads – just not necessarily in that order. Historically it has been easier to personalize outbound marketing – think named emails, geo-targeted social ads, persona-based content, beautifully-crafted direct mail. Where it's worked, it's worked well.

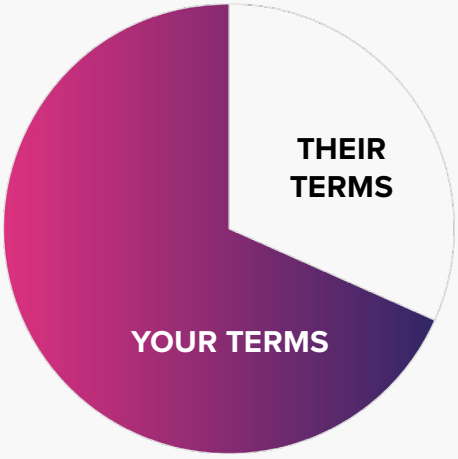
+60% of B2B marketers are using personalization across their outbound channels.



But **today's buyers seek out suppliers long before the ad finds them.** Even before our sales team has an opportunity to influence them, prospects have an impression of us. Yet for most B2B marketers, we haven't moved quickly enough to personalise this inbound experience. It's been easier, and potentially more measurable, to focus on personalizing outbound activities. **And inadvertently, we've created… the personalization gap**.

We know that buyers want to be and are in control of their sales journey. And yet when they interact with us on their own terms – not only do we not deliver a personal experience, but we serve up something that is well… generic. On inbound we've failed to join up the dots and it's hitting our bottom line. **So, if you're still wondering about how to fix your pipeline problem, perhaps it's time to mind the gap.**





The VIP fail

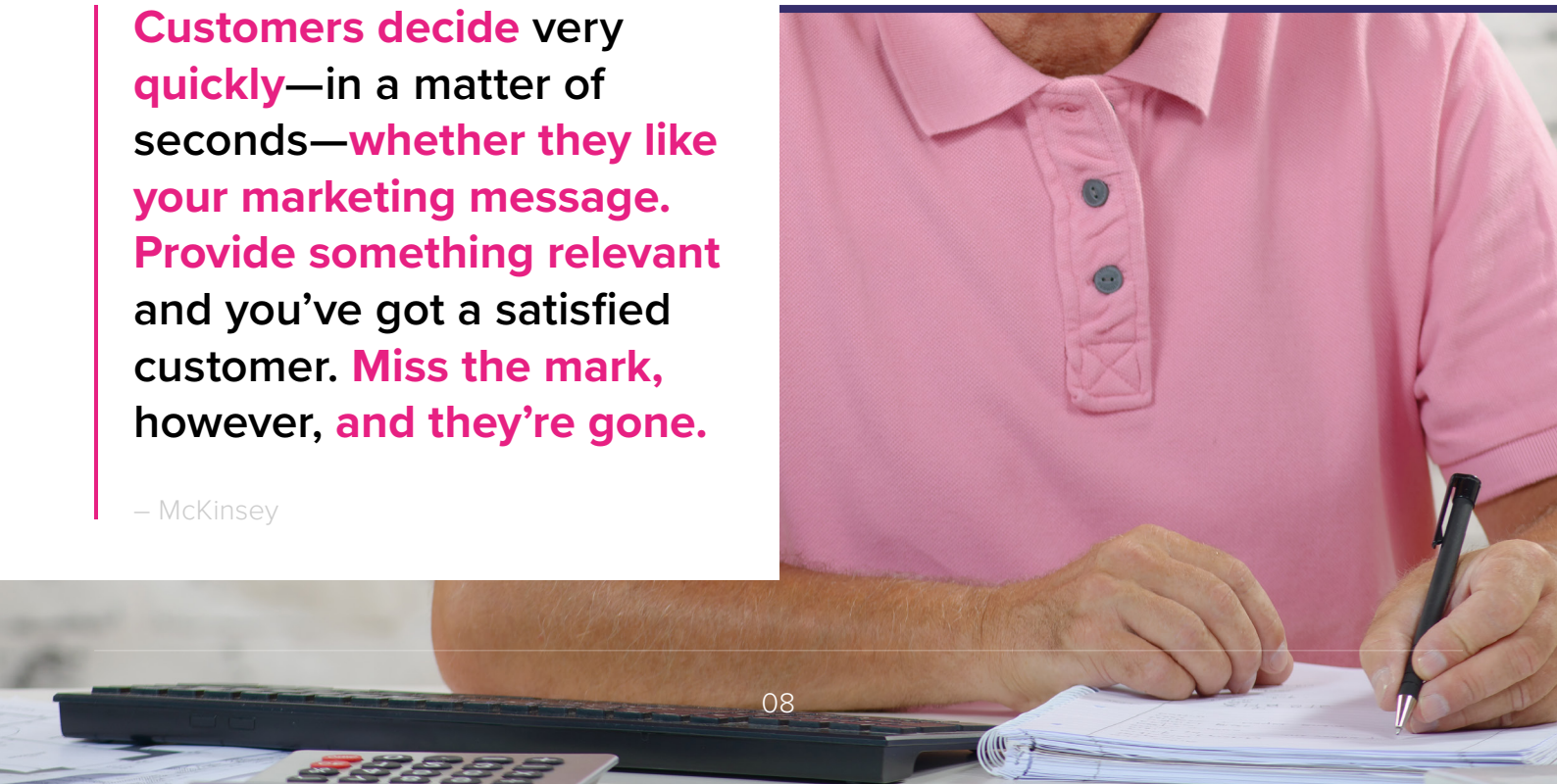
We all heavily rely on our corporate websites. Some of us get thousands of visitors a day, it's literally one of the biggest drivers of B2B sales. And it's why we spend so much time and investment **looking at ways to better optimize our sites and drive prospects closer to demo.**

> **71%** of B2B buyers state a company's **website** is the **most influential** touchpoint when **making a buying decision.**
>
> – Demand Gen

Alongside our website investment, we sink huge effort into understanding our buyers, creating highly-relevant offerings and deploying innovative tactics to capture their attention. **Yet when a new buyer lands on our site (our ultimate sales tool), what do they get?** Be honest, in most cases, it's not a highly curated page that personally welcomes them with industry-relevant language and imagery. It's just the same mass-targeted experience.

Despite deploying personalized activities, including ABM, to drive buyers to our site – when they get there, they often see exactly the same content as everyone else. It's a bit like getting a hand-written party invitation, a personal phone call with directions door-to-door and then being blanked by the bouncer at the venue and told to wait in line. **Where's the VIP treatment?** Why does this feel, so, jarring?

> **Customers decide** very **quickly**—in a matter of seconds—**whether they like your marketing message. Provide something relevant** and you've got a satisfied customer. **Miss the mark,** however, **and they're gone.**
>
> – McKinsey



Breaking through the barriers

As consumers, we know that with a personalised experience we are more likely to stay on a site longer, read more and progress to purchase quicker. It's not a surprise then that more than **95% of respondents in a recent B2B Marketing survey cited they are 'either using or planning to use personalization in future.'** But with only 63% saying it's effective or very effective, **what are the barriers to success?**

- Available technology is unable to facilitate a quality level of personalization.
- Lack of understanding of how to use the tools that are available **(59% of marketers cite deploying MarTech effectively as the biggest barrier to personalization).**
- Difficulty bringing together all personalised options to form one cohesive personalization approach.
- Inability to effectively measure success of personalised marketing on ROI.

Does this sound familiar, **are these barriers stopping you from progressing with personalization?** The good news is that it doesn't have to be this way. **There is highly advanced website personalization software out there** that can address these misconceptions and deliver serious revenue. Plus, it's not complex software and it won't overwhelm your team. It's measurable, proven and user-friendly.

You can easily build customer-centric experiences starting with your site. **Every visitor can get a personal welcome that helps them know they've landed in the right place.** And as they browse your site, relevant content, imagery and calls-to-action can be auto-adjusted. This isn't some MarTech panacea. The reality is that with B2B website personalization software **there is now a way to create richer connections and turn visitors into leads** – whether they're outbound or inbound. Check out the average results when personalized website experiences are used.



Decrease in bounce rate



Increase in time on website



Increase in page views



Increase in on site conversion

A landing page built for one

As online buyers, we are choosy, expectant and demanding. And we are visually wired. Amid an information overload, we generally only spend a few seconds on a new page before we decide to browse further or leave.

Seeing pertinent images or reading familiar language that resonates are enough to convince us we're in the right place. After all, we're tribal animals. **A personalized strapline can make a big difference in hooking us in.** It's all about companies humanizing their products and services. That's the power of personalization - and it's not just consumer sites that can now do it in real-time.

Of course, as B2B vendors we want to take the website experience one step further and deliver-up the most relevant content assets to visitors too. Personalization software lets us easily do that by individual, account, segment, industry etc. **We simply identify the key firmographics and let the IP-database and engine technology organize our website visitors and show relevant contextualized imagery and assets.**



5 tips for closing the personalization gap

So, you may have crafted the perfect marketing message, but if your prospect lands on your site and can't see it, where's the value? **If like other B2B marketers, you want to close the personalization gap and drive growth here are 5 tips.**

5 tips to get you started:



1. Blend inbound and outbound

To deliver the seamless experience buyers expect (and crave), we've got to be better at joining up the digital dots. Personalization isn't new to many of us, and it has come a long way since the early days of 'Hi *[insert first name]*' emails. We know rich, segmented personalization works, and we can really amplify this by shifting our focus from outbound to inbound. Each web visitor is unique, and you **no longer need to accept a one-fit-for-all approach on your website.**



2. Reimagine the customer journey

If you're still using customer journeys you created pre-COVID, **now is the time to work with all customer-facing teams and craft up-to-date maps.** Given prospects don't neatly fit into stages, you may need to take an agile approach and consider funnel-juggling. The way buyers engage and select vendors are changing. **How detailed are your personas, when last did you update them?**



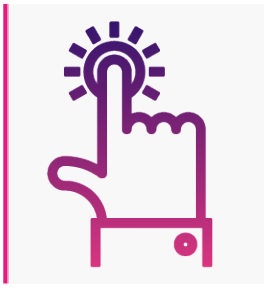
3. Put personalization at the heart of what you do

The dream is to land and expand. The only way to do this is to establish strong trust-based relationships, and humanise all outreach efforts, across all customer-facing teams. While the technology will go a long way to get you there, to achieve the full potential of personalization you need to embrace a new way of working across the whole marketing team.



4. Deploy website personalization software

From the moment they land on your site, every individual visitor deserves to effortlessly find the most relevant information for them. Showcasing this shouldn't be hard. With user-friendly personalization software, non-technical marketers can easily create alternate versions of a website (with no need for HTML and no coding). And importantly, they can test and adjust in real-time (because let's face it, 2021 looks primed to keep us on our toes).



5. Choose a data-inclusive platform

To stay one step ahead of your inbound visitor, and dynamically deliver the right content, at the right time you need accurate data about them. To do this you need to mine a large IP database and also access the rich data inside your MA platforms. **Look out for vendors who can seamlessly do both via a 'one-stop' shop.**

The untapped power of personalization in B2B

Today we know more about our buyers than ever before. We've developed detailed personas, we map and measure every interaction, we produce highly-relevant content. And done right, **personalization can reduce acquisition costs by as much as 50 percent and increase the efficiency of marketing spend by 10 to 30 percent.** Yet when it comes to first-time buyers seeking us out on their own terms, we often miss out on making meaningful connections.

Prospects will engage with your website long before they engage with you. You want to create a highly relevant and impactful experience from the very first interaction; and then continue to wow them. B2B website personalization is one of the most powerful ways to create an instant connection and drive real business value. And in **2021 it could well be your edge.**



Discover the power of website personalization

UK: 0208 099 9077 | **USA:** 508-484-8183

REQUEST A FREE DEMONSTRATION