

CONTENTS

List of figures and tables xiv

About the author xvi

Preface xvii

About this book xviii

01 Introduction to business marketing 1

The changing business landscape 1

What is B2B marketing? 1

Business market segmentation and size 5

The digital economy 7

Core trends and this book 7

References and further reading 9

PART ONE Developing your marketing strategy 11

02 The new marketing mix 13

The marketing mix defined 13

Is the marketing mix still relevant? 13

The shift away from the four Ps 14

The new B2B marketing mix 15

Marketing mix and trade-offs 18

Reference 21

03 B2B marketing strategy and planning 22

Introduction 22

The traditional and new B2B marketing planning process 23

B2B marketing audits 25

Marketing strategy formulation 26

The marketing funnel and beyond 28

B2B marketing strategies 29

PART TWO Improve B2B customer-centric marketing 33

04 Business customers and buying behaviours 35

The importance of business buying behaviours 35

Identifying business buying behaviours 37

Business buying influencers 38

Buyer types 39

Types of buying situation 40

Changes to business buying behaviour 41

Buyer triggers 42

Further reading 43

05 Acquisition marketing 44

Customer acquisition and customer lifecycle 44

The REAP model 45

Acquisition marketing and types of acquisition customer 47

The acquisition marketing process 47

Re-acquisition marketing process 51

Acquisition marketing strategies and tactics 54

Measuring acquisition 55

Further reading 57

06 Retention and loyalty marketing 58

The REAP model and retention/loyalty marketing 58

Customer loyalty 60

The communication factor 63

How to increase customer loyalty 63

Customer satisfaction and marketing 65

Customer lifecycle communication 66

Customer loyalty measurement 67

References and further reading 69

07 C-suite marketing 70

C-suite and C-suite marketing 70

The importance of C-suite 72

C-suite marketing challenges 73

C-suite persona and persona creation	74
Key success factors in C-suite marketing	74
C-suite contact strategies and tactics	76
C-suite loyalty	79
Measuring C-suite marketing	80
Reference and further reading	81

08 From product to solutions marketing 82

Product and portfolio marketing	82
Product marketing: hardware, software and services	83
The shift away from 'products'	84
Building effective value propositions	85
Towards solutions marketing	87

09 B2B influencer marketing 94

What is influencer marketing?	94
Types of influencer marketing	95
Why use influencer marketing?	95
Influencer types	96
The influencer marketing process	97
Influencer marketing for the long term	103
References	104

PART THREE Transform through content and digital marketing 105

10 Digital and content marketing 107

The digital marketing evolution	107
Changing B2B digital marketing channels	108
Driving forces	109
The changing face of B2B	111
Digital and sales	112
References and further reading	113

11 Digital marketing strategy and planning 115

Digital marketing strategy objectives	115
Digital challenges and opportunities	120
Digital marketing value chain	122



Paid, earned and owned 123
Digital marketing measurement 123
Attribution models 125
Digital tools and technologies 126
Reference 127

12 B2B digital marketing channels 128

What is a digital channel? 128
The business website: the top priority 130
SEO and search 131
B2B e-mail 131
Mobile marketing 133
Online PR 134
Digital advertising 135
Webinars and webcasts 136
Digital video 137
Communication channel integration 138
References and further reading 139

13 Content marketing 140

Content and content marketing 140
The benefits of B2B content marketing 140
Types of content 141
What is great content? 142
Content creation 142
References 151

14 B2B social media marketing 153

Social media evolution 153
Benefits of social media for business 153
Social media channels 154
Social sales and marketing 155
The social media marketing process 156
Social media marketing enablers 157
Social and the customer cycle 158
Implementing a B2B social media advocacy programme 162

Social listening and monitoring 163
Social media channel selection 163
Reference and further reading 165

15 B2B brand building 166

Introduction 166
B2B brand touch points 167
Brand building obstacles 168
B2B brand building goals and programmes 169
Brand loyalty 170
Importance of brand consistency 171
Brand building stages 171
Reference 177

PART FOUR Collaborating with channel partners 179

16 The modern B2B channel landscape 181

B2B channel partner marketing 181
Benefits of channel partners and channel partner marketing 182
Channel partner types 183
The changing channel landscape 184
Channel selection 185
Channel partner and marketing alignment 187

17 Marketing to channel partners and enabling them 190

Marketing to channel partners 190
Digital communication 191
Offline communication 193
Selecting channel marketing communications 194
Channel partner enablement 195
New approaches: social for marketing to channel partners 197
Marketing to channel partners: challenges and solutions 197
Digital applications 199
Creating one marketing team: vendor and channel partner 199



18 Marketing through channel partners 201

Definition 201

Types of marketing through channel partners 202

Selecting and sharing marketing 203

Marketing through channel partners: lead generation 204

Gaining channel partner mindshare 207

Social media and channel partner marketing 209

Through-partner marketing applications 209

Reference 211

19 Channel marketing strategy and control 212

Channel marketing strategy 212

B2B channel marketing goals and objectives 213

Channel partner lifecycle marketing 215

Acquisition channel partner marketing 216

Channel partner for customer acquisition 218

Channel contact strategy 220

Channel planning and control 220

Channel marketing budgets 222

PART FIVE Optimizing marketing execution 225

20 Sales and marketing alignment 227

The importance of alignment 227

Benefits of sales and marketing alignment 228

Organizational obstacles to alignment 229

Establishing sales and marketing alignment 230

Alignment areas 231

Alignment initiative: sales integration 232

References and further reading 235

21 Account-based marketing 236

Definition 236

Benefits of ABM 237

ABM types 237

The ABM process 238

ABM methods 240

- Is ABM right for you? 242
- Measuring ABM 242
- References and further reading 244

22 Lead generation 245

- Introduction 245
- Challenges impacting lead generation 246
- Types of leads 247
- Lead generation and the customer buying cycle 248
- The lead generation process 248
- Lead generation tactics and strategies 252
- Lead generation agencies 252
- Lead nurturing 254
- Further reading 255

23 Modern B2B events marketing 256

- B2B events marketing 256
- B2B event types and segmentation 257
- Events marketing goals 258
- Events marketing and business buying stages 259
- Events marketing problems and success factors 261
- New events technologies 264
- Social media and events marketing 264
- Maximizing event lead capture 265
- Reference and further reading 266

24 Modern marketing operations 267

- Marketing operations 267
- Marketing data management 268
- Marketing budget management 271
- Reporting and analytics 275
- References and further reading 277

Index 279