

Strategic Marketing

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Creative Development

web design - marketing - pr - sales

Introduction

- ▶ B2B targeting
- ▶ B2B marketing and branding
- ▶ What strategic marketing works?
- ▶ How does that fit into your strategy?

Jeep
BIGW



UNITED COLORS
OF BENETTON.



Google AdWords



Creative Development

- Web Design
- eCommerce
- SEO
- Direct Mail
- Digital Advertising
- Product Design



Creative Development
web design - marketing - pr - sales

Why is “Marketing” so important?

“The Aim of marketing is to make
selling superfluous”

Peter F. Drucker

“Management Guru”

Management: Tasks, Responsibilities, Practices Wiley New York, 1973 pp 64–65



Quick Marketing Facts

- ▶ Marketing isn't just advertising and junk mail.
- ▶ 16,000+ users of LinkedIn 15,000+ users of Facebook are Australian Sys Admins, IT Managers, Directors, CIOs
 - (cost to reach them is ~50c per click)
 - (not everyone reads BRW any more)

Quick Marketing Facts

- ▶ 9000+ searches online for “Managed IT Services”
- ▶ < 1000 searches for “IT Systems Integrator”
- ▶ < 73 for “IT Solution Provider”
 - (the customer uses different language to the provider)
- ▶ On Amazon eBooks outsold traditional books last year.
 - Largest category = Tutorials 66,000 books

Key B2B steps

- ▶ Which markets are the most lucrative?
- ▶ Who are your competitors? (across markets)
- ▶ Who are is the key purchaser(s)/decision makers?
- ▶ What do you know about them
 - How to engage their trust
- ▶ What is your message
 - What problem are you solving for the customer
 - What complete solution can you offer them?
- ▶ How to reach the target cost-effectively
- ▶ How to repeat and reinforce the message
- ▶ How to encourage them to take action

B2B Targetting

- ▶ Use Facebook and LinkedIn advertising platforms
 - (to find the right targets, people, places)
- ▶ Use Google Keyword Tool
 - (to see how many searches there are and what the cost of marketing to them is)
- ▶ Look for company lists, Dunn and Bradstreet, Listbank.com.au
 - (to compare industry sizes)



Who and what do you know?

- ▶ Customer profiling (name, age, sex, likes dislikes, family, footy team?)
- ▶ What do they read, where do they read?
- ▶ Where do they live, where do they work?
- ▶ Alexa and Compete.com list websites people visit together.
- ▶ Google has a demographic targeting tool.

What is your message

- ▶ How does (how do you want) your prospect describe the product/service?
- ▶ What does (what do you want) your image and your product conjure up in the prospect's mind?
- ▶ What “job” does your product do, and how does that benefit your clients directly?
 - Avoid technical language and “BizSpeak”
- ▶ Use Google Keyword tool to find out what people are searching for.

B2B marketing process

▶ Branding

- Anchoring in emotion, creating personality
- Building a profile in the market
- Building an identity
- Being top of mind

▶ Differentiation

- Case Studies = Industry Framework
- Using T&Cs to differentiate
- Using expertise/experience
- Testimonials

B2B Marketing Process

- ▶ Reinforcement/Repetition
- ▶ Product/Service Placement
- ▶ Call to action
- ▶ Above the line – Advertising, visible marketing
- ▶ Below the line – PR, Word of Mouth,

B2B Above the line

▶ SEO

- Using the keywords you have identified
- H1, Title Tag, Description
- Links from authority pages

▶ Building/participating in a community

- Forums, seminars, Q+A

▶ Advertising

- Google, Facebook, LinkedIn
- Industry Mags (with caution/more than just an ad.)

B2B Above the line

▶ Sponsorship

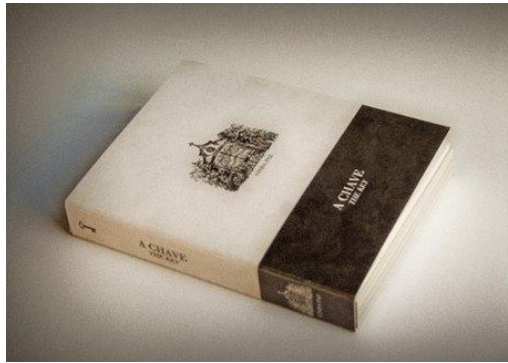
- Local sports teams with a big following
 - (Gladesville Hornsby Football Association has 50 clubs x 30 teams x 15 parents = >22500 people)
- Corporate events

▶ Joint Marketing initiatives

- Allied business partners (vertical and horizontal)
- Using your customer
- Testimonials (video or written)

B2B Above the line

- ▶ Direct Marketing
 - Individual, Targeted
 - Original, Creative
 - Solution focussed
 - Cost effective



B2B below the line

- ▶ Events (self managed and trade shows)
 - Become an industry leader
 - Educate your market
 - Online Webinars
 - Seminars
 - Breakfast sessions

B2B below the line

- ▶ Articles /white papers
 - Write about trends
 - Answer questions
 - Build a community
 - Offer specialist expert advice
- ▶ Videos
 - Easy to make, cheap, good for web traffic and branding
- ▶ Word of Mouth
 - The ultimate goal of good marketing



Conversions + Analysis

- ▶ Easy conversion measurement:
 - Separate 1 300/1 800 number (for web or marketing)
 - Web contact form
 - Specific white paper
 - Specific discount/free consultation worth \$xxx
- ▶ Analysis
 - Google analytics, Page views(Clicks) /Contact
 - New customer Calls/total cost of marketing
 - New customers/Old business
 - Total lifetime gross profitability of a customer

Integrated Marketing Flow Chart

