

The Evolution to B2B Marketing 2.0

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Ten years ago B2B marketing was still learning from the B2C space; the thinking, the orientation and the spend was all oriented toward the brand, 'Intel Inside' became the paragon of great B2B marketing. Organisations like Interbrand (www.interbrand.com) with their '100 Best Global Brands' and Brand Solutions' (www.brand.com) founder Chuck Pettis, author of Technobrand all contributed massively to Marketing's importance and prominence. Not only could a business capitalize the value of a brand but it became a platform for Corporate discipline and control; the Brand became a promise or trust mark and a long term indicator of likely Corporate Success.

Things have now moved on.

No longer can the Chief Marketing Officer or VP of Marketing survive purely in Art Gallery mode; business demands a Pragmatic approach to marketing and Marketing needs to not only operate with Brand in mind but also speak the same language of 'Funnel, Pipe and Forecast' to that of Sales. In addition Marketing today needs to be technically competent and operationally excellent.

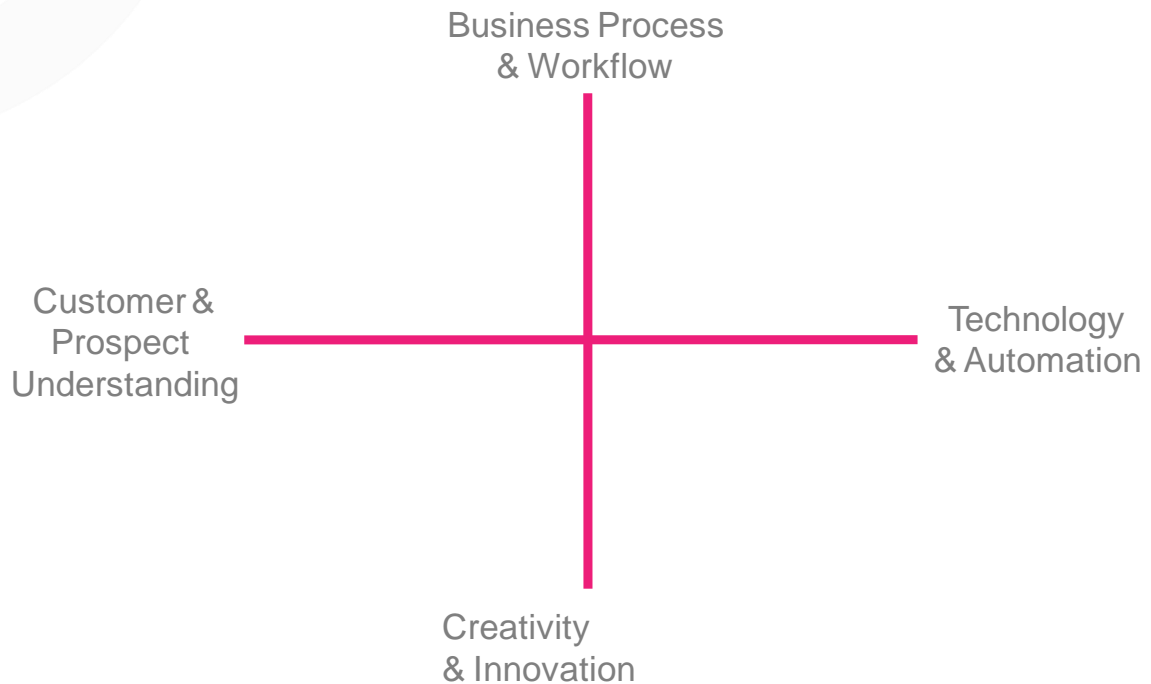
Up until a few years ago (Marketing 1.0), the Big Brands, those with big advertising budgets dominated, then along came the internet to blow this old school order and thinking apart, not only was the world flat, as per Thomas L Friedman's bestseller, but it now redrew the strategic canvas, where small companies could compete with larger ones, where service-led companies would drive greater profits than those that were product oriented.

So too has the world changed significantly for Marketers, we have now entered the Marketing 2.0 phase. Put simply Organisations are no longer in charge of the selling process, buyers are now in charge, they can self-educate and look for options from the comfort of their own desk, as such the buying process can not only involve significantly more vendors but the buying process is certainly no longer linear. This means that the Marketer needs new communication vehicles and technologies to track and develop the engagement.

Aristotle pioneered the theory of the 4 humours, this theory held that the human body was filled with four basic substances, called **four humors**, which are in balance when a person is healthy. All diseases and disabilities resulted from an excess or deficit of one of these four humors. What was notable about this theory was that it became the basis of the medical diagnosis that we enjoy today as well as spawning other theories around personality and temperament.

We think this theory extends itself elegantly to Marketing, the Marketing 2.0 organisation needs to be balanced in 4 main disciplines in order to be effective in 2010. The 4 disciplines being Creativity & Innovation, Business Process, Marketing Automation & Customer & Prospect Understanding.

The Four Humours of Marketing 2.0



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Customer & Prospect Understanding

Most marketing organisations orientate towards marketing campaigns and creative, this is necessary but not sufficient. Marketers need to focus on Buyers personas to understand who their customers are and how they use their product, what stages they went through in buying the product and most importantly Marketers need to match content by each stage of this buying process. Similarly all too often the CRM system becomes the final resting place of incomplete data and so we encourage organisations to develop a unified prospect database and analyse their existing data to see if it is fit for marketing purpose and build what they have out, it is much cheaper than yet more list buying.

Business Process & workflow

Most organisations still let individuals define their own processes and too much time is spent on reinventing processes and spreadsheet jockeying. Worse some Sales and Marketing organisations still can't find the time to agree a common language and agree handover criteria. We advocate documenting the 'as is' process and look for the biggest sources of return of re-engineering, then we define a 'to be' process.

Marketing Automation

Recently Marketers have found salvation in email marketing and so email marketing has become central to most marketing strategies, unfortunately email alone is akin to a one legged stool and should never be central to any communication strategy as in the next 3 years its prominence will certainly reduce along with its impact.

However Marketing Automation platforms are the future, the ability to manage inbound, outbound, online and offline all from one platform and one database enables true marketing nurturing for higher yields. Add the capability to seamlessly linked to the CRM creates a very powerful and efficient proposition.

Creativity & Innovation

Whilst creative is where most marketers focus, they are usually too busy to spend time to truly innovate, a certain irony as this is why most marketers became marketers in the first place. By focussing on the other 3 humours will create time for this fourth humour and make Marketing more relevant, respected and essential to the rest of the organisation .

About CleverTouch

CleverTouch Marketing is a pan-european company helping B2B Marketers with a **Joined-Up-Marketing** approach to their demand generation needs. With years of practical B2B Marketing experience in the IT space, CleverTouch helps organisations accelerate their business growth by focussing on sales and marketing alignment, prospect and customer understanding and the intelligent use of marketing technologies. CleverTouch enables businesses to grow through smarter **Joined-Up-Marketing** encompassing the four disciplines of inbound, outbound, online and offline. www.clever-touch.com