

CHAPTERS 4 & 5

“TAKING YOUR B2B BRAND
FROM COMMODITY
TO CUSTOMERS’ CHOICE”



June, 2018

TOPICS:

**1.
FROM
TRANSACTION
TO
RELATIONSHIP
TO EXPERIENCE
TO...**

**2.
IT'S NOT
PERSONAL.
IT'S VERY
PERSONAL.**

**3.
A LOOK
INSIDE THE B2B
MIND**

**4.
DIGITAL MEDIA:
EMPOWERING
THE CUSTOMER**

**5. YOUR
ROADMAP TO
"PREFERRED"
CUSTOMER
STATUS**

THREE SIMPLE BUT
IMPORTANT THINGS TO
TAKE YOUR BRAND FROM
COMMODITY TO
CUSTOMERS' CHOICE

KEEP IT
SIMPLE

MAKE IT
PERSONAL

BE
EMOTIONAL

THE 5-STEP PROGRAM

4.

**DIGITAL MEDIA:
EMPOWERING
THE
CUSTOMER**

INSIGHTS

TOO OFTEN, MARKETERS DEFAULT TO A
DIGITAL-FIRST MENTALITY

A BRAND-FIRST APPROACH IS BETTER

DIGITAL 'BEST PRACTICES' DON'T WORK
THE SAME FOR EVERY BRAND

FACT

THE CHANGE IN CUSTOMERS'
BUYING PATTERNS AND BEHAVIORS
EXCEEDS THE ABILITY OF BRANDS TO
ADAPT SIMULTANEOUSLY

SOCIAL MEDIA

REMEMBER THAT SOCIAL MEDIA IS:
SOCIAL FIRST
MEDIA SECOND

SOCIAL MEDIA

REMEMBER THAT SOCIAL MEDIA IS:
INDIRECT SELLING

SOCIAL MEDIA CONTENT

DO:

- Be authentic and real
- Share experiences
- Celebrate your brand
- Create a community
- Respect the reader's time
- Create value
- Reward those who follow

DON'T:

- Use social media as a free advertising opportunity
- Wear a "corporate hat"
- Sound like a company
- Be lazy

SOCIAL MEDIA CONTENT

BE REALISTIC
BE SELECTIVE
BE CONSISTENT
BE HUMAN

THE 5-STEP PROGRAM

5.

**YOUR
ROADMAP TO
"PREFERRED"
CUSTOMER STATUS**

THE 5-STEP PLAN TO BECOMING A B2B SUPERBRAND

1. Define your authentic brand
2. Assemble your team
3. Put your brand in their hand
4. Be out there
5. Be emotional



1. DEFINE YOUR AUTHENTIC BRAND

YOUR AUTHENTIC BRAND

1. Identify it
2. Respect it
3. Celebrate it
4. Perpetuate it

YOUR AUTHENTIC BRAND: Identify It

- Conduct an internal audit to inventory and evaluate brand strengths and weaknesses, features and benefits of your product offerings
- Conduct a blind audit of external stakeholders to obtain an objective view of your brand, products and services
- Conduct an objective process to develop a unique brand persona that will position your brand as the preferred choice of partners and customers
- If you can't do this internally, seek outside "professional help"

YOUR AUTHENTIC BRAND: Respect It

- Resist the temptation to randomly change and become something other than your true brand
- Brands who invent multiple personalities every time they feel market pressures not only confuse customers and their business partners, they confuse their people as well
- If your brand is being challenged by competitors or a shift in the marketplace, perform an external audit to identify the “how and why” of what’s happening

YOUR AUTHENTIC BRAND: Celebrate It

- Exhibit a positive, well defined vision and mission throughout your brand identity and communications
- Engage in confident, personable expressions of who you are and how customers will benefit from a relationship with you
- Make “pride of ownership” in your brand evident in all your marketing efforts

YOUR AUTHENTIC BRAND: Perpetuate It

- Brands are successful because they clearly display the value and benefits of partnership
- Central to this is infusing the strengths of their brand assets year after year, evolving them as conditions demand
- Most important in a brand's ability to sustain itself over time is maintaining its authenticity and focus on customer needs



2. ASSEMBLE YOUR TEAM

ASSEMBLE YOUR TEAM

1. Your internal team
2. Your brand assets
3. Your sales team
4. Your brand ambassadors

ASSEMBLE YOUR TEAM: The Internal Team

- Include members from all sectors and departments of your entire organization
- Give everyone a voice, the ability to participate and value their contributions
- Make sure that all contributors are equally valued and recognized for their worth in the company's and brand's success

ASSEMBLE YOUR TEAM: The Brand Assets

- In advance of future marketing efforts, assemble your brand assets from the deliverables produced as part of your authentic branding process
- Prioritize and align these brand assets according to client purchasing habits and preferences
- Document these findings and distribute to all internal stakeholders

ASSEMBLE YOUR TEAM: The Sales Team

- Keep your dedicated sales team abreast of all brand activities
- Support them with tools and marketing materials that are up-to-date, customer-focused and brand-centric
- Anyone and everyone in your company who has contact with customers and supply chain partners are valuable as your “secondary sales force”
- Their efforts in customer relations and service can provide unseen and valuable help in positively affecting customer relationships and sales

ASSEMBLE YOUR TEAM: The Brand Ambassadors

- Every member of your company is a brand ambassador
- Encourage everyone to positively influence your brand's value and perception in all their business-related activities
- Take advantages of opportunities with external stakeholders to acquire written and spoken endorsements in support of your brand's marketing efforts



3. PUT YOUR BRAND IN THEIR HAND

PUT YOUR BRAND IN THE CUSTOMER'S HAND

4. Relevance

3. Distinction

2. Understanding

1. Awareness



PREFERENCE

PUT YOUR BRAND IN THEIR HAND

- 1. AWARENESS:** Are they clearly aware of who you are, what products and services you offer, and what industries you serve?
- 2. UNDERSTANDING:** Do they recognize the full scope of your brand, its products and services, and how to best engage with you?
- 3. DISTINCTION:** Do they fully appreciate the quality and distinction of your products and services as well as the advantages your brand has over its competitors?
- 4. RELEVANCE:** Do they clearly understand, how a relationship with your brand best serves their ability to grow and prosper?

PUT YOUR BRAND IN THE CUSTOMER'S HAND

Provide partners, clients and prospects with the information they need to own to form a powerful preference for your brand

A 3D white star-shaped object, possibly a paper model or a sculpture, is centered on a black background. The star has five points and is rendered with soft shadows and highlights, giving it a three-dimensional appearance. The text "4. BE OUT THERE" is overlaid on the star.

4. BE OUT THERE

BE OUT THERE

1. Identify the universe of media opportunities
2. Identify your capabilities and resources
3. Evaluate and prioritize your tactics
4. Execute professionally and consistently

BE OUT THERE: Identify the universe of media opportunities

- Don't automatically default to previous media plans, preferences or behaviors
- Social media channels such as Twitter, LinkedIn, YouTube and Facebook can serve as highly efficient media outlets to reach customers
- This trend will only increase over time, so taking a "sooner rather than later" approach will be in your brand's best interest

BE OUT THERE: Identify your capabilities and resources

- First and foremost, establish a realistic budget that will help you achieve your marketing goals
- Identify your internal and external resources that have the ability and skillset to generate the content necessary to populate media channels
- Utilize the millennials within your organization to contribute insight and content for social media channels

BE OUT THERE: Evaluate and prioritize your tactics

- No brand can be everywhere all the time. Be honest about the amount of information and content your resources can generate
- Where your customers go for information should be a determining factor in your media prioritizations
- Whenever possible use digital and social media to reach your clients and supply chain partners
- Look for efficiencies in time and multiple uses of content across media

BE OUT THERE: Execute professionally and consistently

- Strike a smart balance of professional and personal tonality in your written communications
- Design and develop all communications in support of maintaining your distinctive brand persona
- Provide a constant stream of information and content across the widest range of media channels where customers congregate



5. BE EMOTIONAL

“...B2B customers are significantly more emotionally connected to their vendors and service providers than consumers.”

GOOGLE / CEB Marketing Leadership Council Report

“To stand out, B2B marketers need to create excitement – anticipation of both professional *and personal rewards.*”

GOOGLE / CEB Marketing Leadership Council Report

BE EMOTIONAL

- Differentiation and preference is built on a combination of emotional factors, and supported by functional attributes that satisfy customer needs
- Brand relationships that provide customers with confidence and trust are highly valued and most likely to become long-term partnerships
- Whenever possible, infuse your messaging with the passion for what you do, the value you provide and the customer relationships you so highly prize

THANK YOU FOR DOWNLOADING

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