SOLVING THE PARADOX

Eight shifts for successful B2B marketing in Asia

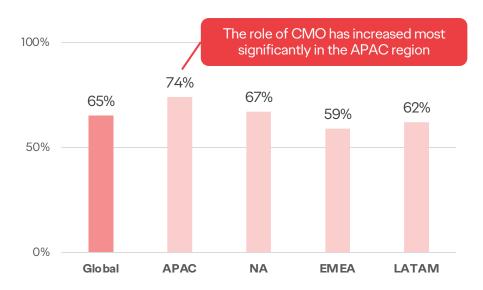


B2B marketers are under a lot of pressure to perform...

Roughly 2 in 3 C-suite members say the role of the CMO has **increased in importance** over the past two years

There's an overall **expectation** for marketing to **deliver results** that directly impact the bottom line

INCREASE IN IMPORTANCE OF ROLE OF CMO IN EYES OF C-SUITE



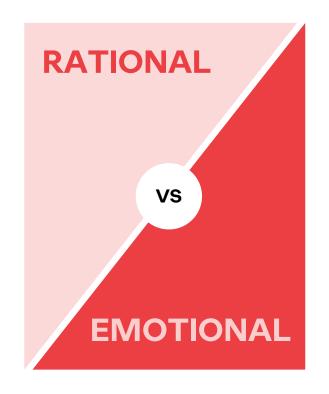
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of B2B leaders expect CMO to play a more **direct role** in driving **revenue and growth**

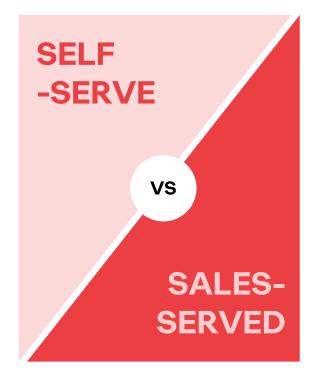
of B2B leaders expect CMO to be able to **demonstrate** marketing **impact** to **bottom line**



...and success requires solving three B2B paradoxes.









RATIONAL

EMOTIONAL

B2B communications primarily use rational claims to convince...

...but buyers make decisions primarily based on emotional factors

75%

of B2B ads score one star or less (out of five) in terms of eliciting an emotional response

61%

of B2B purchase decisions in APAC are based on emotional factors

7x

more effective when B2B ads inspire emotion rather than delivering rational benefits alone Brands can narrow the gap between business & buyer by humanising themselves

B2B

BUSINESS-TO-BUSINESS

B2H

BUSINESS-TO-HUMAN

OGILVY

Shift 1 Balance short-term growth & long-term branding

Why?

- **Brand Building** = Long Term = Out-of-Market Customers
- Activation = Short Term = In-Market Customers

95% of potential buyers aren't ready to buy today, they are out-of-market customers.

This means that you're only engaging with 5% of the market if your marketing is only focused on lead generation.



Pro Tip

The B2B Institute suggests an ideal spend ratio of 50:50 for B2B to maximise growth.

	WHO	MESSAGE	TARGETING	KPI
BRAND	Out-of- market customers	More emotional	Broader	Fame / Memory
ACTIVATION	In-market customers	More rational	More specific	Quality leads / Sales



- How is your marketing budget currently split between brand and activation?
- How often do you prioritise short-term lead generation over brand building?



Shift 2 **Evoke emotions**with human-centric story telling

Why?

The fundamental components at the core of emotion are human stories. Real people creates real impact.



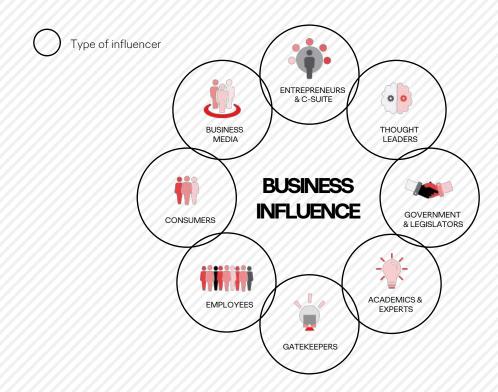
of senior business decision makers are most likely to have their buying decisions impacted by stories from leaders 57%

are swayed by learnings from failure, slightly more than those convinced by success stories



Pro Tip

Leverage a third-party voice to drive connection and influence. Different types of business influencers can address different audience needs.





- Are you leveraging any third-party voices in your existing brand comms?
- Are you viewing business influencers purely as an advertising distribution channel?



Shift 3 Champion your employees as vocal brand advocates

Why?

Employees are the lifeblood of any company and they're more influential than you think. The collective network size of your employees is, on average, 10x larger than your company network.



of B2B senior business decision makers recognise that **employees can be influential as B2B influencers** in increasing brand consideration and assisting in customer acquisition.



Pro Tip

Run employee advocacy programs that focus on both quantity & quality.

	WHO	WHAT	HOW
QUANTITY	All employees	Scale & amplification	Educate employees on how to be vocal on platforms like LinkedIn with company guidance
QUALITY	Cherry pick thought-leaders & experts	Thought leadership & co-creation	Assess and bring your superstars into your brand marketing campaigns, creating content where their natural opinions can shine through



- Are you currently tapping on your employees as brand advocates?
- How can you make it easier for your employees to shout about your brand?

DIGITAL DEMAND

DIGITAL NOISE

Your customers are spending more time researching online than ever before...

...but they think there's too much B2B content, with little genuine differentiation

80%

of pre-purchase research is done prior to engaging with a vendor 64%

of global technology buyers indicated that vendors give them too much content, and what they receive has more style than substance

IMPLICATION

Brands can narrow the gap between business & buyer by helping them sift through the noise

10

OGILV

VALUE BEFORE VOLUME

Shift 4 Make it easy for B2B buyers by highlighting the value you bring

Why?

The B2B buying journey is highly complex and fragmented. As businesses brands, we need to offer a clear and simple value exchange to customers and prospects.



stakeholders from an average of 5 distinct business functions make up the average enterprise B2B buying group



Pro Tip

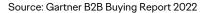
Reduce buyer uncertainty and drive high quality deals* by deploying value framing and value affirmation.

	WHAT	IMPACT	
VALUE FRAMING	Interactions that help buyers understand how to use a solution to improve their job or company performance	20% lift in high-quality deals	
VALUE AFFIRMATION	Interactions that help buyers validate that a purchase is right for them and feel confident about the decision	30% lift in high-quality deals	



- Do you have a singular value proposition that unifies across your products and services?
- Are you properly merchandising success stories to show, rather than tell?





Shift 5 Manage your approach to 'content conflict'

Why?

There is more content available on more topics and from more sources than ever for your customers and prospects. Generative Al adoption is already enabling faster, more efficient content development.



companies are working with generative AI to develop marketing content



Pro Tip

Be clear about the role of each piece of content in the buying journey, whether it's designed to gain attention or provide information.

	Problem Identification	Solution Exploration	Requirements Building	Supplier Selection
VALUE FRAMING	Article on top industry challenges	Peer benchmarking data	Video product demo	Product specification chart
VALUE AFFIRMATION	Calculator to estimate problem costs	Product selection tool	Product configuration visualiser	Ratings and reviews



- Are you using behavioural signals (search, social) to inform your content agenda?
- How do you make your brand's content distinctive as compared to competitors?



Shift 6 Create content that works in harmony with your targeting

Why?

There are many ways to leverage 1st and 3rd party data signals to target critical audiences, including key accounts, through multiple touchpoints. The force multiplier for precision targeting is meaningful personalisation.



of global B2B marketing decision-makers recognise that buyers expect an experience that is **personalised to their needs and preferences**



Pro Tip

Start with a focus on your key accounts and how you can personalise their experience across touchpoints.

Note: Personalisation does not have to be drastic, simply calling out your audience in content is able to increase conversion by up to 53%





- Are you segmenting your messaging in line with your audiences?
- Do you fully leverage martech and adtech to deliver dynamically optimised creative and experiences?



SELF -SERVE

SALES -SERVED

They claim to want less direct sales interactions...

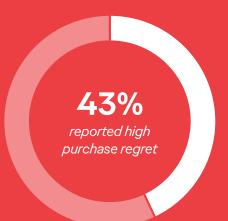
...but make far better decisions when your sales team are involved



75% of B2B buyers prefer a rep-free sales experience

44% of millennial B2B buyers want no sales interaction at all

SELF-SERVICE DIGITAL COMMERCE



SALEPERSON-ASSISTED DIGITAL COMMERCE



IMPLICATION

Brands can narrow the gap between business & buyer by making digital & sales seamless

15

PLAY TAG TEAM

Shift 7 Use the best of digital to empower sales

Why?



times more likely for B2B buyers to experience value affirmation from salespeople than from supplier digital channels.

DIGITAL STRENGTHS

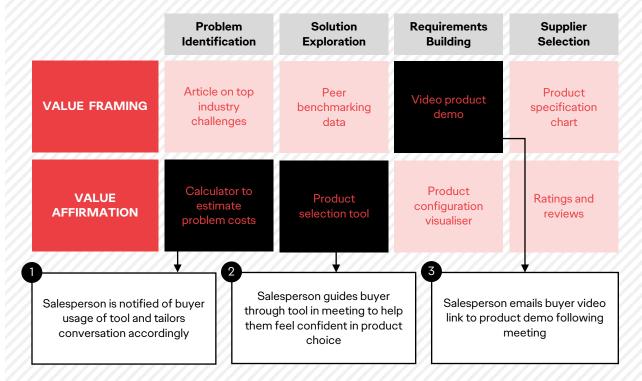
SELLER STRENGTHS

Gives Buyers Control	Fills in the Gaps
Info Breadth & Depth	Contextual Judgement
Data-driven Guidance	Personal Empathy
Predefined Business Rules	Real-time Adaptation



Pro Tip

Digital content and enablement creates opportunities to narrow the gap between marketing and sales.





- Is seller enablement a standard part of your campaign toolkit?
- Are your sales team fully leveraging existing content using their online presences?

Shift 8 Make data a shared resource between marketing and sales

Why?

There's a wealth of data that is generated between marketing and sales but often it stays within a silo – leaving untapped insights on the table. This presents huge opportunities at some of the shared points of focus: ABM, Events, Nurture

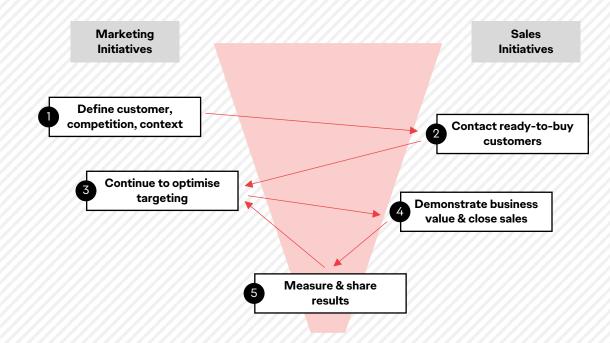


of data available to enterprises goes unleveraged



Pro Tip

Define shared goals, metrics and targets between sales and marketing for key collaborative initiatives.





- Have you established shared account plans between marketing and sales?
- Are you fully leveraging data before, during and after events?



3 ways to narrow the gap between business and buyer in APAC

PARADOX

IMPLICATION

RATIONAL / EMOTIONAL

DIGITAL DEMAND / DIGITAL NOISE

SELF-SERVE/SALES-SERVED

EMBRACE B2HUMAN

Humanising your brand and resonate with buyers emotionally

VALUE BEFORE VOLUME

Simplifying the buying process for your audience, help them to choose you

PLAY TAG TEAM

Making it seamless between digital and sales

) |-|Balance short-term growth & long-term branding Evoke emotions with human-centric story telling

Champion your employees as vocal brand advocates Make it
easy for
B2B buyers
by
highlighting
the value
you bring

Manage your approach to 'content conflict' Create content that works in harmony with your targeting

Use the best of digital to empower sales

Make data a shared resource between marketing and sales

- Brand Strategy
- Business Influencer Campaign
- Employee Advocacy Program
- Social Eminence Campaign

- Content Strategy
- Content Audit
- Messaging Framework
 - ABM Campaign
- Customer Journey & Experience Mapping

- Seller Enablement
 - Live Leads
 - Event-plus 2.0
- eDM Nurture Campaign

UNLOCKING TRUE BUSINESS VALUE IN EVENTS WITH DATA

THE CLIENT



THE CHALLENGE

There was little scoring of sales potentials for companies and attendees at IBM events to inform subsequent sales and marketing actions. The existing response scoring model for events was limited compared to that captured in digital campaigns.

There was little understanding of each individuals' interactions and interests at events aside from infrequent 1:1 meetings

THE SOLUTION

We designed a data-centric analysis of the performance of our lead scoring system and developed an event management strategy to engage attendees

This helped IBM sellers to qualify leads in real time and allowed the sending of personalised post event eDMs to nurture potential customers.



THE RESULTS



64% increase in business leads and 460% increase in sales revenue

1 of only 14 Gold Effie winners in the entire AP region for 2019



think ASEAN



>300% ROI for organizations using IBM's design thinking approach.



SHIFTING ATTENTION TO THE HUMANS BEHIND THE BRAND

THE CLIENT



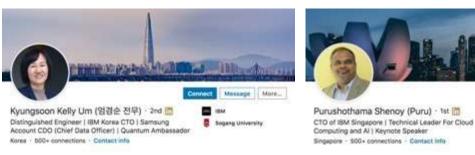
THE CHALLENGE

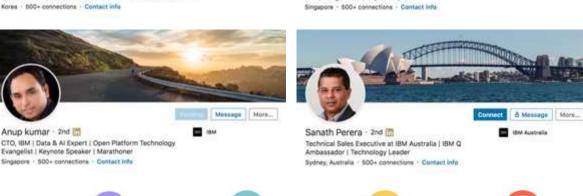
IBM was experiencing issues closing highvalue deals with CTOs in the region, with many deals stuck in the pipeline and feedback that prospects did not perceive IBM's solutions to be as advanced as competitors'.

THE SOLUTION

We decided to reinforce IBM's brand positioning and technology credibility in the region by elevating IBM CTOs as eminent thought leaders.

We championed regional IBM CTOs as B2B influencers and thought leaders on LinkedIn by equipping them with personalised content (both long-form and short-form) combined with account-based marketing strategies to connect with key decision makers across 9 markets.

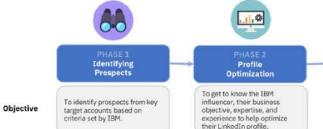








 1,310 key decision makers connected, and a quarter expressed interest in meeting up face to face.





PHASE 3
Building Thought
Leadership

To work with the IBM influencers to develop thought-leadership content and to increase their online visibility and social eminence.



To work with the IBM influencers to leverage connection acceptance to build a relationship and to engage with the prospects.

OUR MISSION

Inspire brands & people to impact the world

We help B2B brands narrow the gap between business and buyer by bringing together data, creativity & technology to create unmissable B2B communications.



GETIN TOUCH



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