

[B2B]²

TAKING B2B MARKETING
TO NEW LEVELS

ACQUIRE
ONLINE

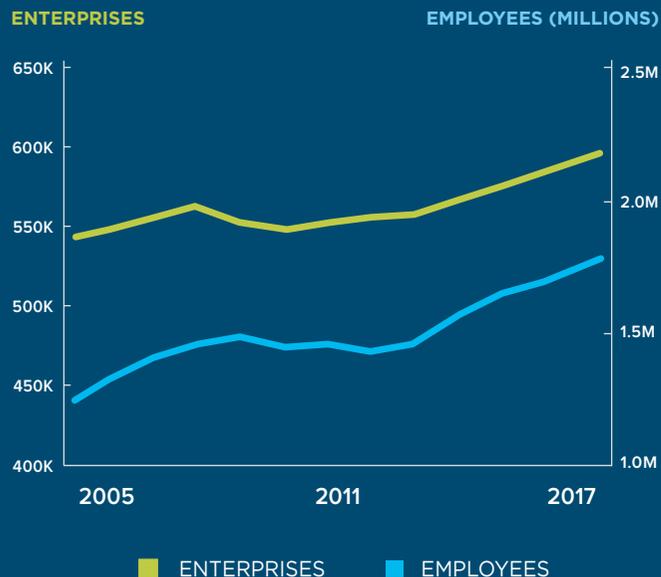
BUSINESS GROWTH & TRENDS

Entrepreneurial spirit is high in NZ with close to 350,000 small and medium businesses operating in the B2B sector.

This means a staggering 1 in 13 NZers are business owners operating in the B2B sector and the numbers are growing.

Source: Massey University.

NZ BUSINESS GROWTH



Globally more B2B marketers are taking notice of the true potential of Programmatic.

63%

*indicated they will be buying advertising programmatically.**

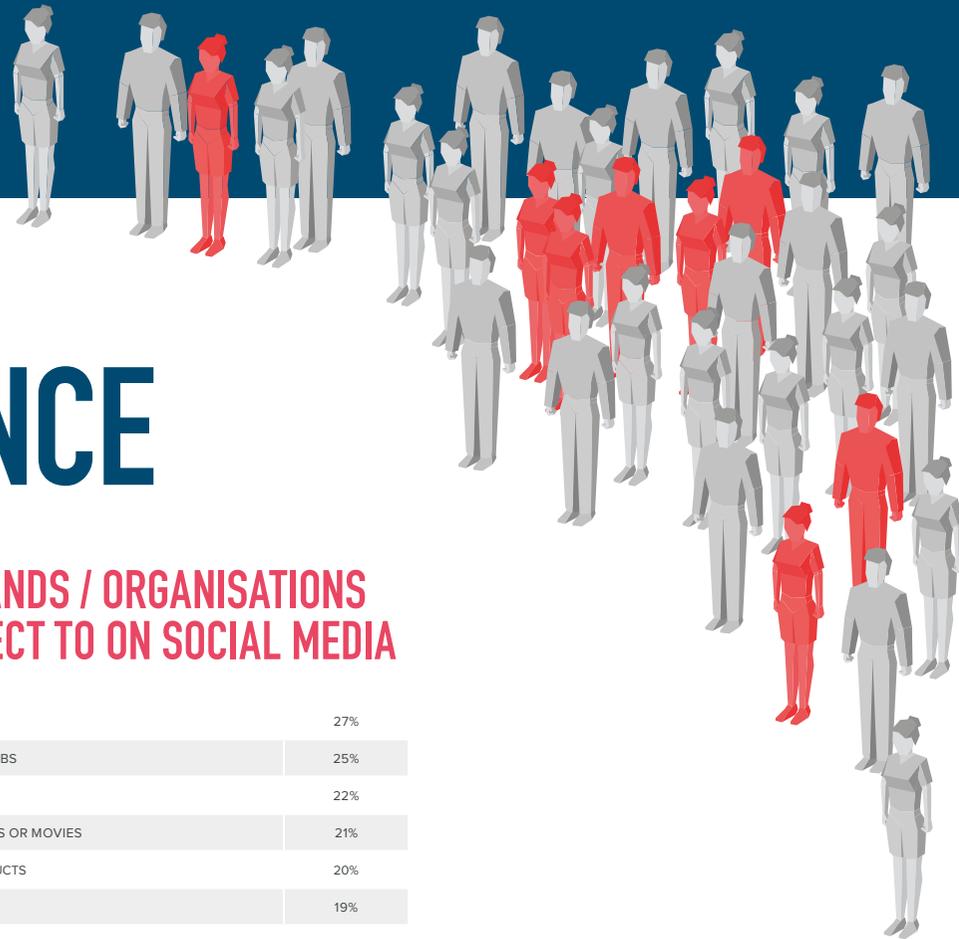
WHY PROGRAMMATIC WORKS

- Advances in data management allows for better segmentation and targeting with quality engagement.
- A holistic brand experience on the path to purchase for the customer.
- Display, Native, Video and Mobile are all media channels suited for a content-focused B2B Marketing.
- Better analytics with increased transparency and ability to track ROI - building stronger business cases.

The extensive options of programmatic advertising provide marketers access to hard-to-reach audiences and strong engagement insights.

For B2B marketers, programmatic is about reaching more of the right people, at the right time, in the right place and engaging them in relevant context.

*B2B Advertising & Marketing Report 2018 by Adage and Dunn & Bradstreet



KNOWING YOUR AUDIENCE

Know your customers! Discovering their preferences and interests will ultimately allow you to target customers likely to convert. Quality data is essential for not only building an audience profile but to understand where they are on the customer journey.

Data drives every level of marketing:

- 1 Ask the right questions
- 2 Research
- 3 Use behavioural and performance data to formulate a plan
- 4 Action it
- 5 Follow up with measurements and adjustments
- 6 Repeat

TYPES OF BRANDS / ORGANISATIONS NZ'ERS CONNECT TO ON SOCIAL MEDIA

| | |
|--|-----|
| RETAILERS | 27% |
| RESTAURANTS, CAFES, BARS, CLUBS | 25% |
| TRAVEL AND LEISURE SERVICES | 22% |
| TV/RADIO SHOWS, PERSONALITIES OR MOVIES | 21% |
| HEALTH/BEAUTY BRANDS OR PRODUCTS | 20% |
| GROCERY BRANDS OR PRODUCTS | 19% |
| FASHION BRANDS OR PRODUCTS | 19% |
| BANKS/INSURANCE COMPANY/OTHER FINANCIAL SERVICES PROVIDER | 18% |
| FAST FOOD BRANDS OR PRODUCTS | 18% |
| TECHNOLOGY BRANDS OR PRODUCTS | 18% |
| TELECOMMUNICATIONS COMPANIES | 16% |
| THE ARTS/FESTIVAL/EVENTS | 15% |
| GOVERNMENT ORGANISATIONS | 14% |
| SPORTS BRANDS OR PRODUCTS, SPORTING TEAMS OR SPORTING EVENTS | 13% |
| CHARITIES OR NOT-FOR-PROFIT ORGANISATIONS | 13% |
| OTHER LOCAL GOVERNMENT | 11% |
| FUEL COMPANIES | 10% |
| CAR BRANDS/CAR COMPANIES | 10% |
| WINE, BEER, SPIRITS BRANDS, MANUFACTURERS | 9% |
| OTHER | 19% |



There are

12 PRIMARY METHODS OF USING DATA

to define and reach your target audience.

1 1st party data - your database

Just like in B2C, first party data is precise and individualised. The focus is on effectiveness. With a finite audience, first-party data can be powerful. Onboarding DMPs and leveraging audience segmentation, allows expansion of reach and scale.

Data you have from your brand's website, customer files and lead files is a good starting point. From this you can build look-alike audience profiles who share your existing criteria. Data can also be gleaned for social media audiences.

2 2nd party - partners

While first-party and third-party data are often top-of-mind in marketing, second-party data (partner data shared between advertisers) can be extremely valuable. It allows for accurate attribution and more efficient targeting for a number of purposes:

- Partner attribution: It allows for attribution measurement of partner performance.
- Digital targeting: This allows for better efficiency through audience selection.

3 3rd party - behavioural

Third-party is data collected by a vendor for specific audiences based on online behaviour characteristics and sold to marketers for customer prospecting.

Third-party data is sourced and purchased to identify potential prospect accounts and contacts. This allows advertisers to support intelligent targeting and personalisation.

Some third party data is public, such as the data you can mine from social media. Third party data is helpful because it can help you to better understand your customers' wants and needs, thereby allowing you to create more accurate buyer personas.

4 LinkedIn connections

LinkedIn is a strong channel for lead-generation and brand awareness. With over 1 million Kiwis on LinkedIn, it is proving to be an effective advertising channel for B2B businesses. Ad targeting options include industry, role function and role description.

Thought leadership too is effective on this platform and it is a good place for B2B companies to involve their management teams or key players to showcase expertise in the field. High quality, focused content with a strong combination of ads and networking is key to lead generation on this platform.

5 Facebook

B2B advertising on FB has become very effective, particularly as the FB advertising platform has strong targeting capabilities.

Remarketing works well, particularly in parallel with Google remarketing. Facebook's custom audience advertising features align well with B2B direct marketing objectives. Facebook's new lead ad unit will further enhance B2B marketing opportunities.

6 Business news/Contextual

Contextual targeting or direct targeting your audience online involves placing ads alongside content the audience would be likely to read that bears a relationship to your product or service, including business news.

The focus is on webpage content rather than the behaviour of visitors. Contextual targeting has shown high click-through rates, and combined with website categorisation, it is great for constructing audience behavioural profiles.

7 Industry category

Having a strong share of voice for your industry and thought leadership are two of the most important elements of B2B marketing. Specialisation and niche targeting makes marketing efforts easier, immediately defining what you do and distinguishing you from the competition.

8 Keywords and Search

The world of B2B marketing strategies has expanded dramatically thanks to programmatic. But your target audience has to be able to find your site for it to be effective. That's where search engine optimisation comes in. B2B purchase-driven searches are very specific.

Though SEO is complex, it essentially consists of two primary components:

- On-site SEO uses targeted keyword phrases that typically focus on your services and expertise. In turn, this produces more relevant search results.
- Off-site SEO takes the form of links to your website, through outside engagement, guest articles in other publications, and the like. Thought leadership, credibility and higher rankings all play a role.

Visibility in search engines is a highly effective way to reach and connect with your target audience. GoogleAdWords and remarketing are part of the mix.

9 Grapeshot

Grapeshot offers contextual solutions to match ads to more precise placements based on website keyword content and users' previous consumption of keyword content. It is used to transform data into actionable insights. This allows marketers to reach a relevant audience in the moment with real-time targeting and data enrichment.

10 Email

Emails are no longer just transactional or promotional but rather conversational. It's all about a personal connection. Personalised emails have shown significantly higher transaction rates, particularly when personalising the subject line. Email marketing allows you to stay connected with existing clients while gaining new clients through referral or converting passive leads into sales.

Then there's Customer Relationship Management (CRM) data targeting, which identifies key characteristics between the different profiles on an advertiser's customer database, and finds new prospects across email lists and websites that match the advertiser's current customer profile.

11 Influencer

In the era of YouTubers and Bloggers influencer marketing is growing. Influencer recommendations are seen to be more genuine compared to celebrity endorsements. Client reviews endorsing your product or service are even more valuable. Choosing the right or relevant influencers is important for a brand, to reach an audience who will become your potential buyers.

12 Lead generation

Digital Marketing has become a major lead-generating tool. But to be effective it needs to focus on the things that work.

Content platforms like Taboola, Outbrain, YouTube and Facebook are effective at generating quality leads.

As a B2B company your lead generation efforts should have more focused messaging, more targeted audiences and a solid strategy. From a content perspective, as well as tracking user engagement, you should perform a content audit at least once or twice a year focusing on post frequency, ROI and client retention.



PERFORMANCE MEASUREMENT

Content marketing KPIs are a direct reflection of a company's conversion funnel. So ask those questions. Metrics such as brand awareness, page impressions, page views, bounce rates and search rankings need to line up with bottom-line concepts such as costs, revenue, profits and pipeline.

Tracking your lead's movements through the content funnel comes down to specifics:

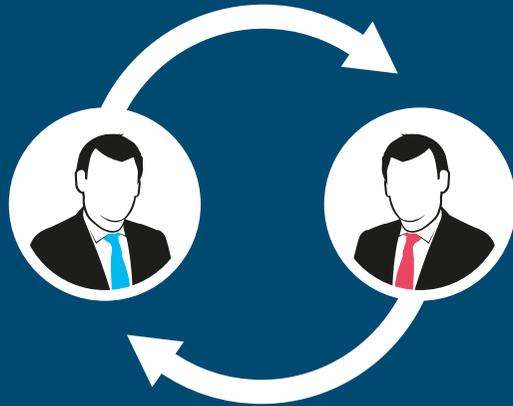
- How effective is your content in exposing new prospects to your brand?
- Does it build interest and engagement?
- Does it inspire customers to do business with you?
- How effective is it in driving revenue?

Though the method may vary, each piece of B2B content should have a measurable ROI with clearly defined performance metrics.



IMPORTANT FACTORS TO CONSIDER WHEN MEASURING MARKETING PERFORMANCE:

- Brand Awareness
- Website Traffic
- Engagement
- Lead Generation / Customer Acquisition
- Sales
- Thought Leadership
- Customer Retention/Loyalty
- Lead Management/Nurturing



WHEN IT COMES TO B2B MARKETING, PROGRAMMATIC HAS THE ANSWERS.

Flick Acquire Online an email or give us a ring and we'll take your B2B marketing to a new level.

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