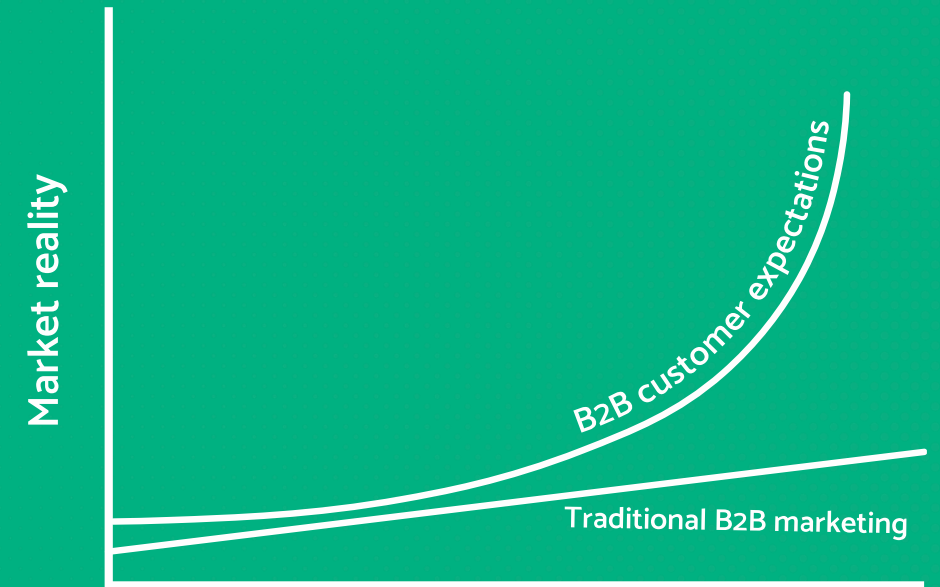


# How to navigate the shift to digital

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# How to navigate the shift to digital





# What is this all about and why now?

- What's the impact of that on determining and justifying your marketing spend?
- 30-minute crash course in B2B marketing planning for a digital world

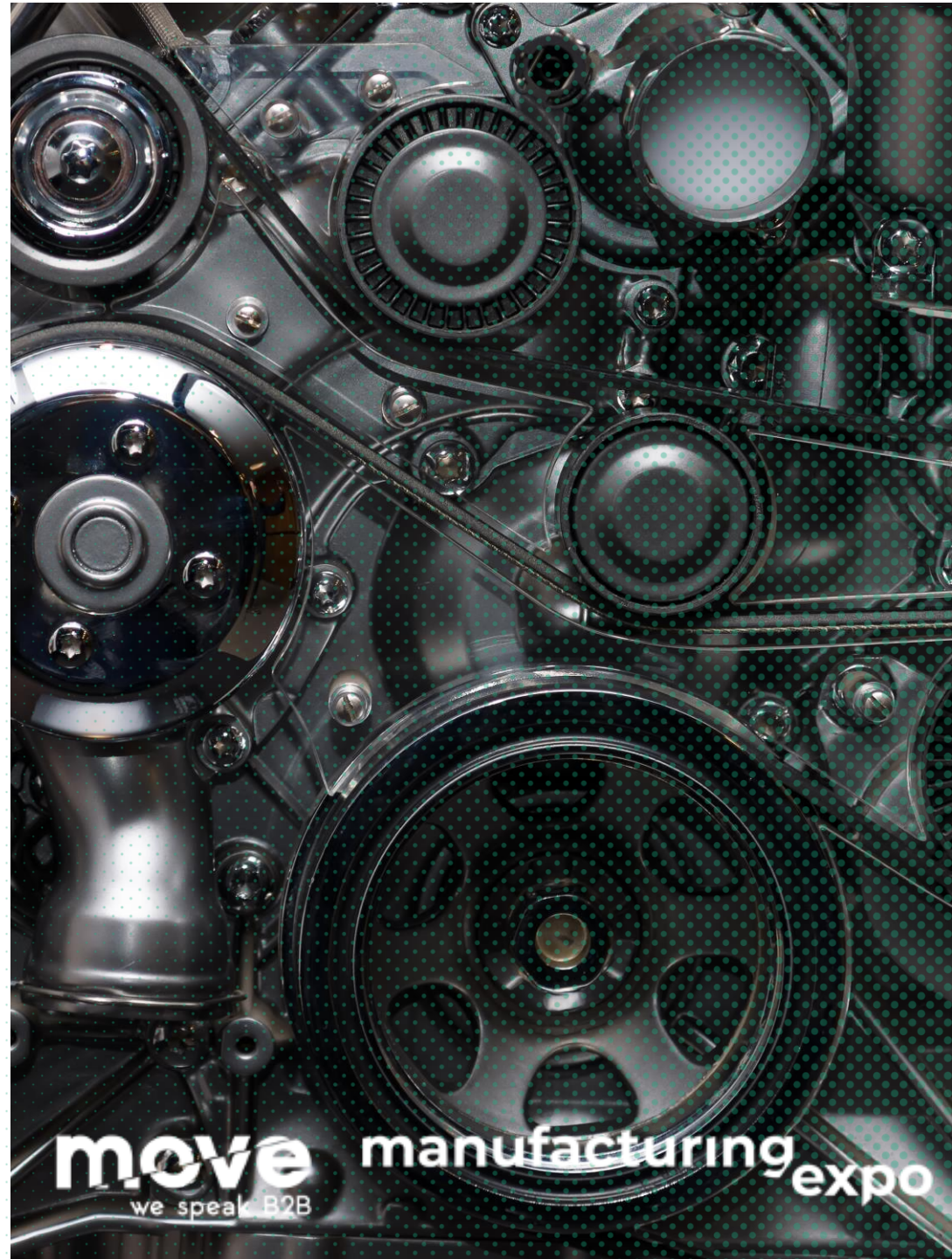
80%<sup>OF THE</sup> B2B  
SALES CYCLE  
*now happens in*  
DIGITAL  
SETTINGS

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# Marketing needs to be seen as a growth engine rather than a support function

- Imagine a world where:
  - marketing is seen as the most important department within your organisation
  - growing trust in your brand can be proven
  - the sales team is tightly aligned with your objectives



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# B2B needs are different than B2C

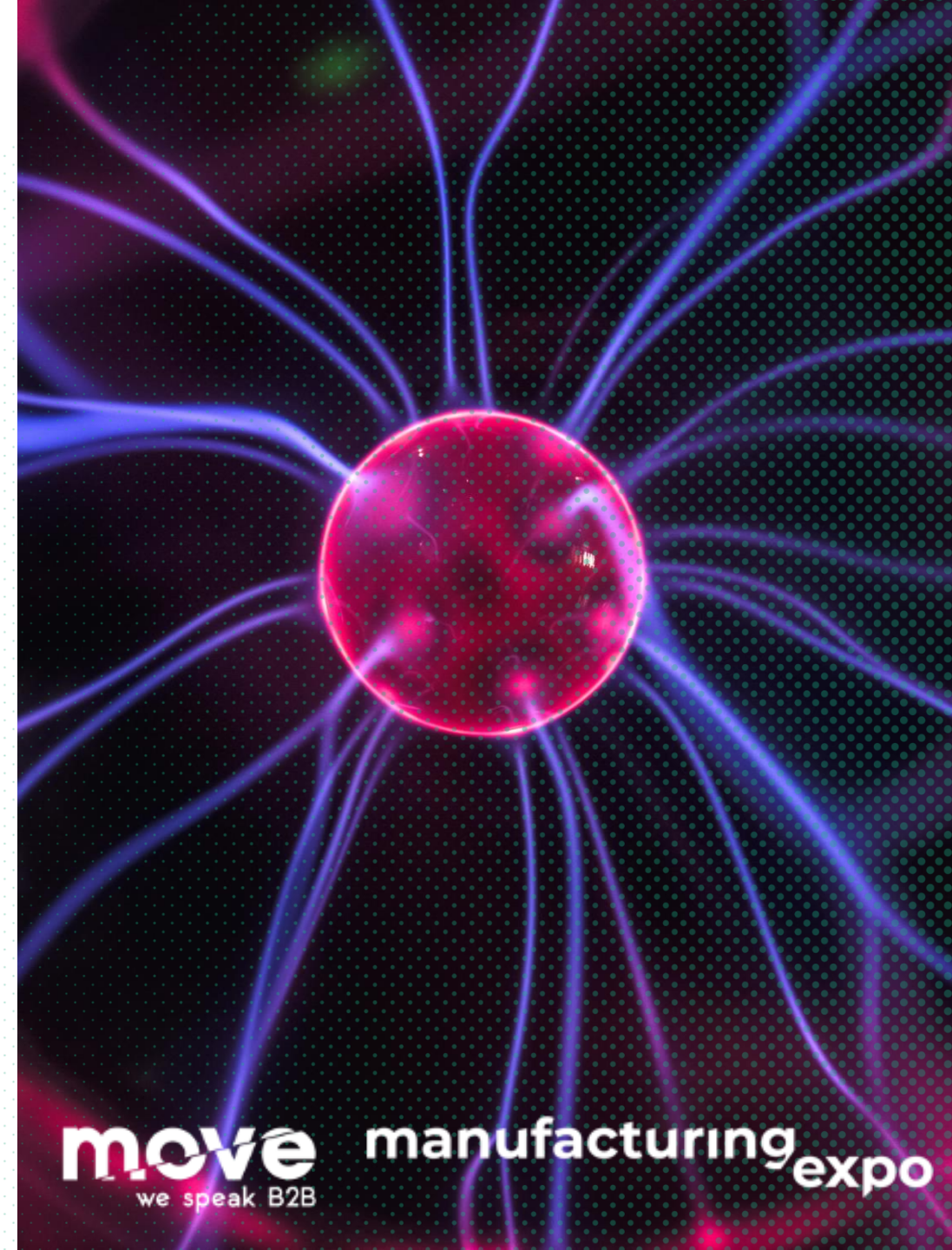
- Trying to avoid failure rather than achieve success
- Multiple decision makers
- Multiple pieces of information
- Multiple stages in the process





# It's ok to experiment

- B2B demands a higher level of experimentation than B2C
- Within a framework – understand, assess and then implement
- Doing it correctly and following the data is more “marketing productivity” rather than experimentation

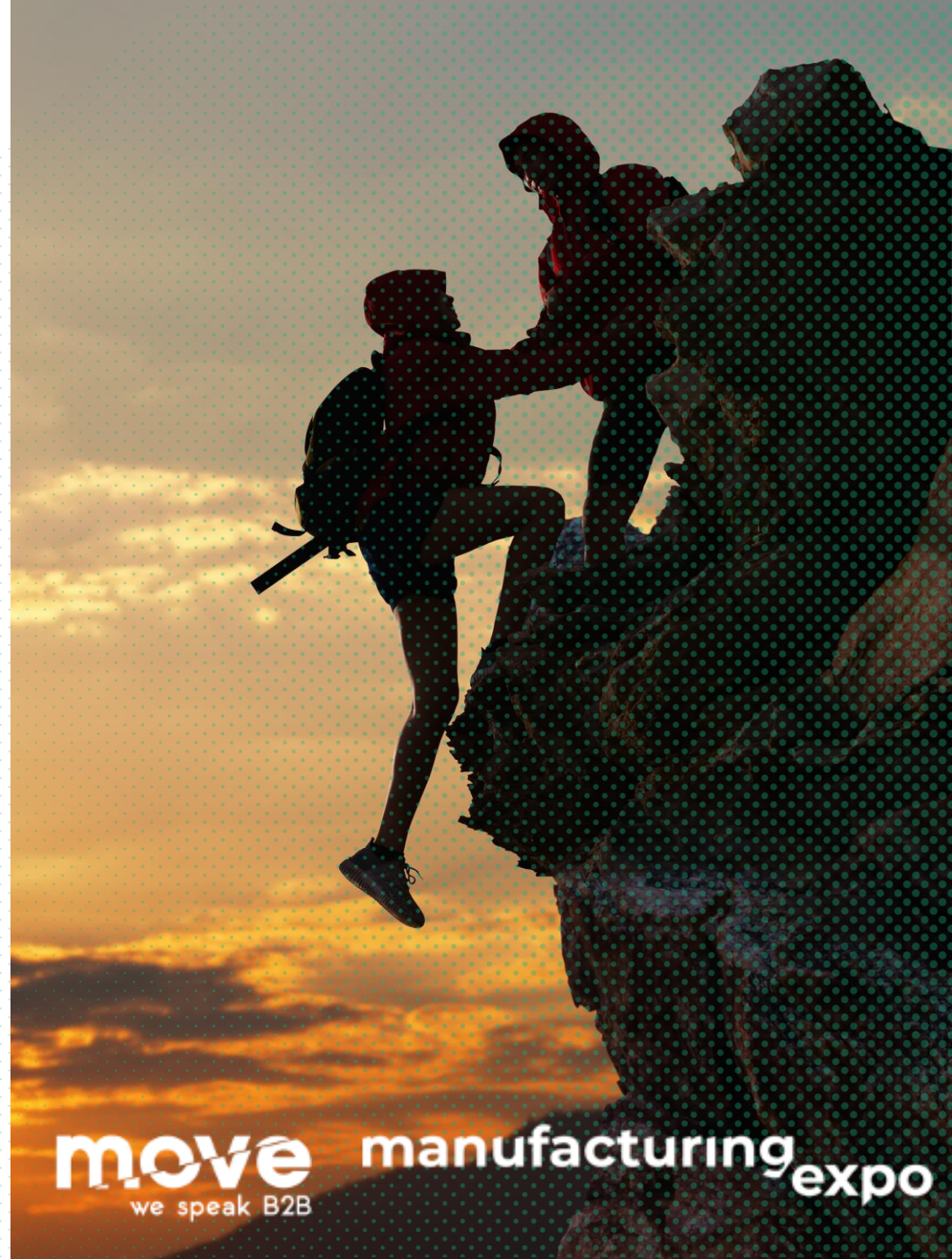


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# The burden of trust is much higher with digital

- Word of mouth traditionally depended on face-to-face interactions and relationships and had the potential to swing doubts or overcome objections
- It's much more difficult to build trust digitally
- Gaining trust is the biggest obstacle in this new reality
- The brands that know their prospects the best will be the ones that succeed



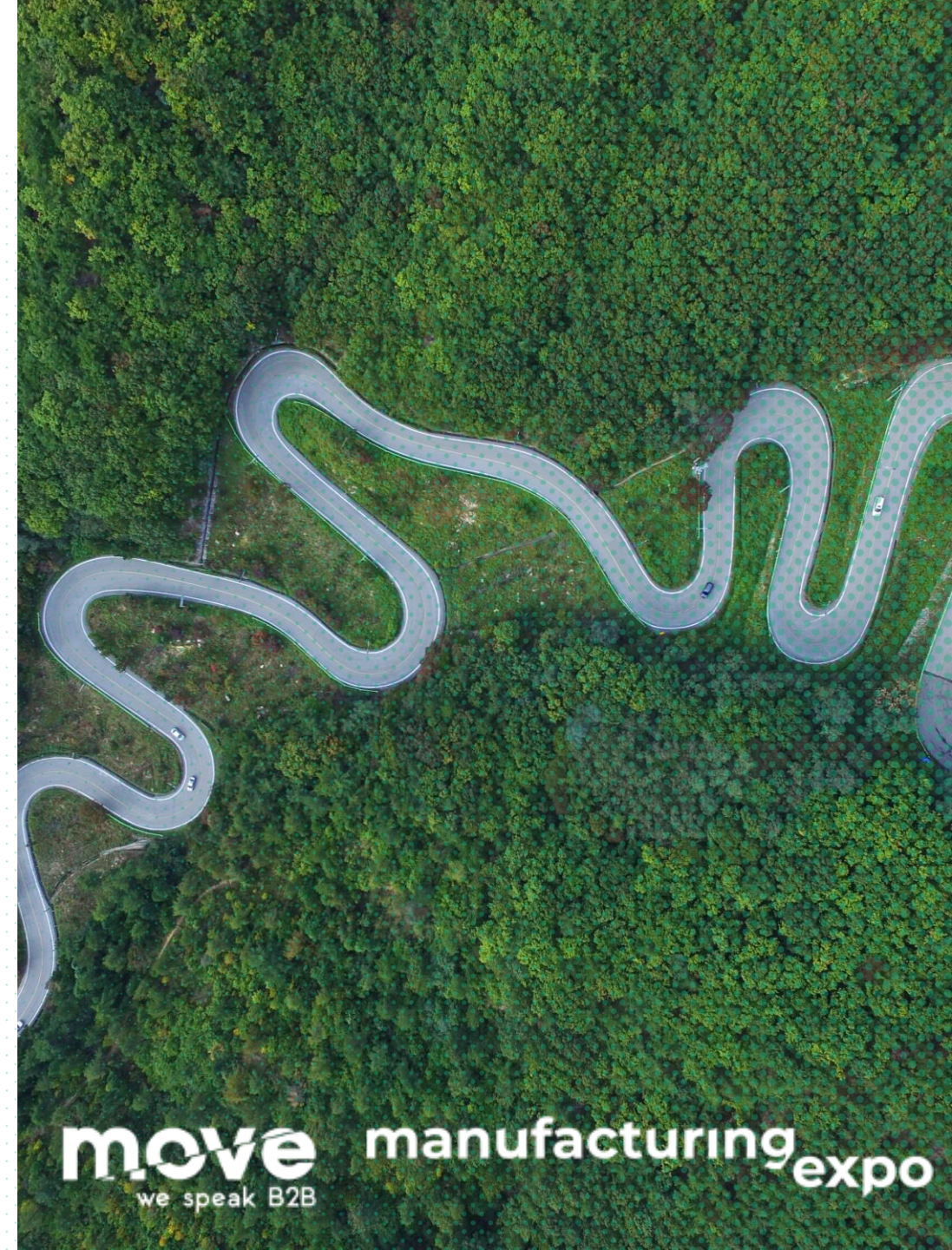
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# Building a framework to overcome these challenges

- Ensure marketing is perceived as a growth engine
- Acknowledge the nuances of B2B over B2C
- Embrace experimentation
- Recognise that digital trust is more difficult
- Analysis of 200+ B2B marketing plans
- Tools, checklists and templates to address the common challenges
- Led to the “8 moves of B2B” framework



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# Move 1 – Marketing Landscape

- Situation Analysis
- Segmentation & Routes to Market
- Macro Environment Analysis
- Marketing SWOT
- Buyer Personas







# Move 2 – Competitor Analysis

- Brand and positioning
- Size and segmentation
- Sophistication of range of marketing techniques
- Digital presence and performance



# Move 3 – Message, Brand & Positioning

- Brand kinetics
- Value proposition
- Message
- Thought leadership
- Content planning



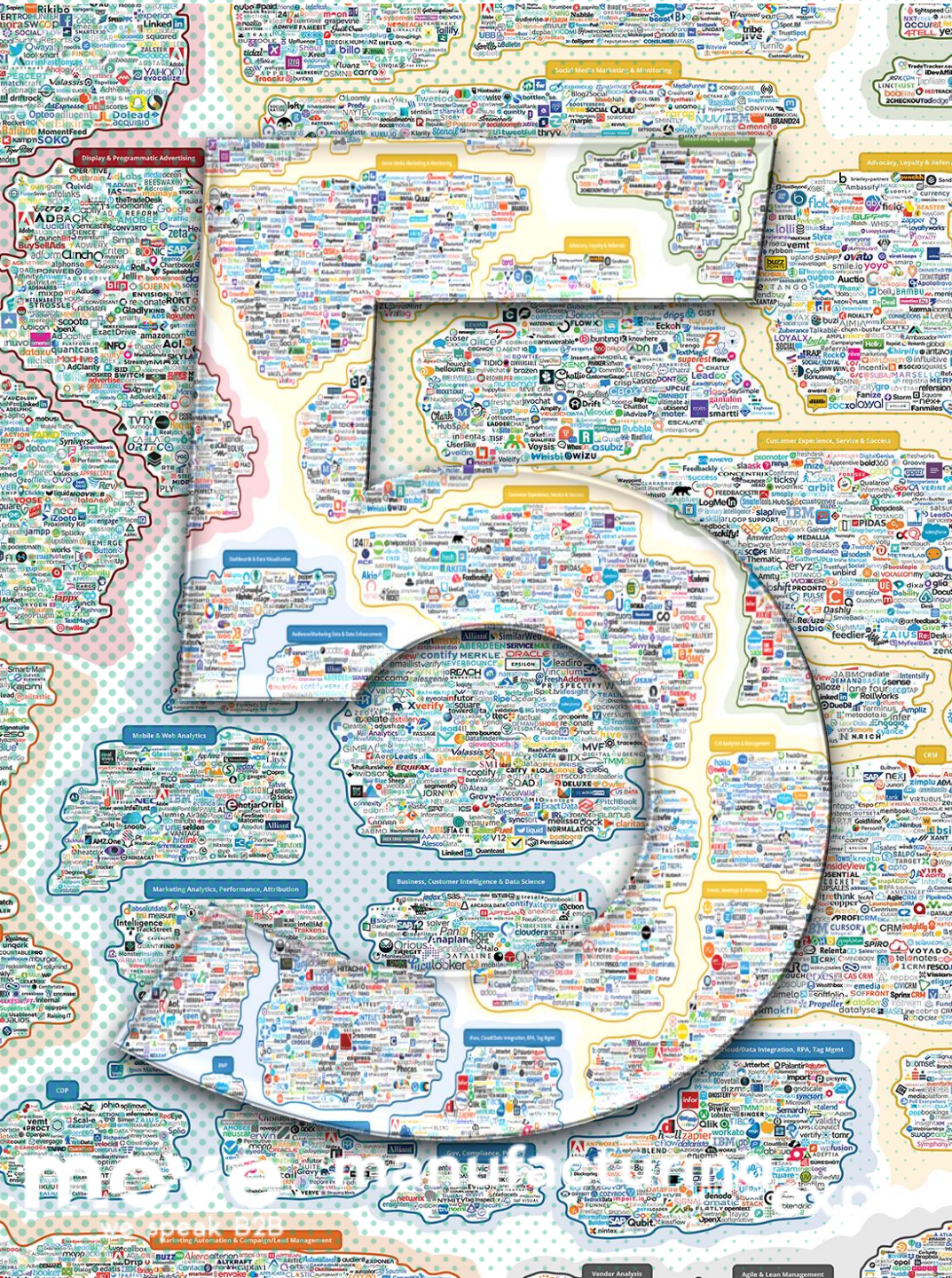




# Move 4 – Media & Marketing Channel Selection

- Inbound & outbound
- Comparing different channels
- B2B buyer journey





# Move 5 – Martech Stack

- Key questions in building a framework
- Attract/ Engage/ Analyse



# Move 6 – Objectives

- Top level objectives
- SMART objectives
- Linking marketing objectives to sales ROI

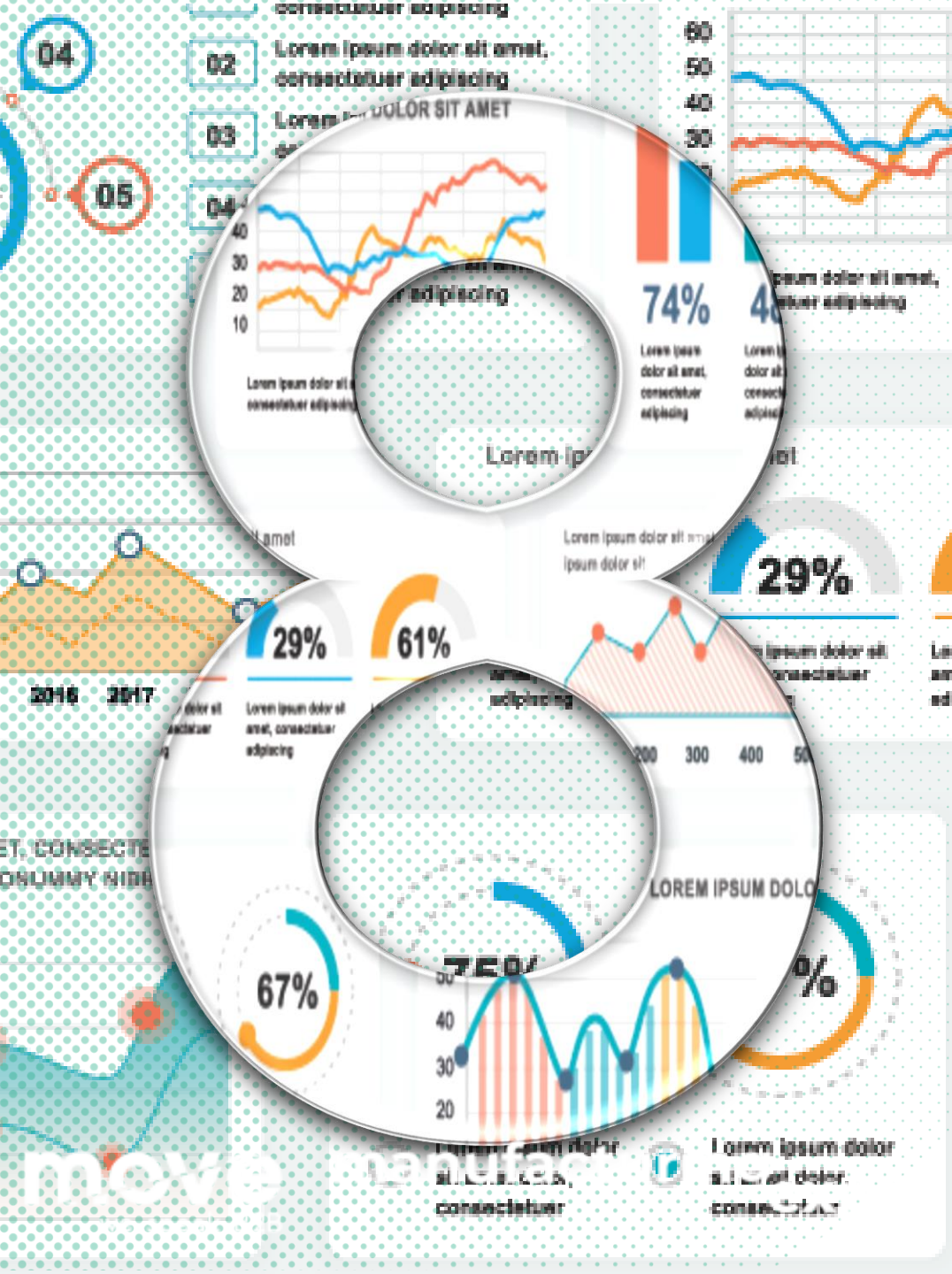




- **B2B budget brackets**
- **Multichannel action plan template**

- **B2B budget brackets**
- **Multichannel action plan template**





# Move 8 – Reporting Loop for Optimisation

- Dashboard
- Executive summary
- Channel stats
- More detailed channel analysis & insight

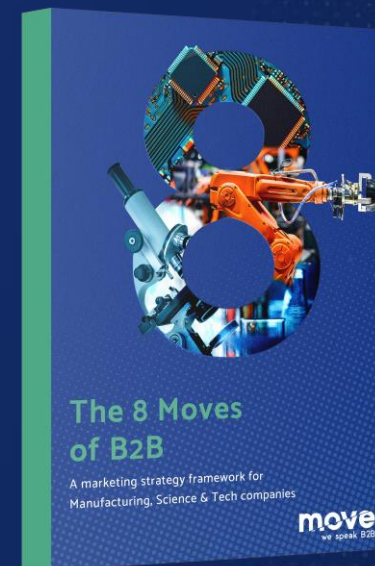


# Can you afford not to spend time on marketing strategy as you navigate the shift to digital?

- Digital marketing for manufacturers is not about spending more or less budget
- More understanding = less waste
- Less waste = greater marketing productivity







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<https://www.movemarketing.co.uk/b2b-ebook/>

For the free link to your B2B marketing strategy playbook with tools,  
checklists and templates to help you navigate the shift to digital

