



New Tactics, Tools, and
Techniques to Compete in
the **Digital Economy**

THE
COMPLETE
GUIDE TO **B2B**
MARKETING

KIM ANN KING



The Complete Guide to B2B Marketing

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New Tactics, Tools, and Techniques to
Compete in the Digital Economy

Kim Ann King

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In memory of Danny Lewin and Wendy Ziner Ravech

For Bill and Shoo Shoo, with all my love

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Contents

	Foreword	xii
	Preface	xvi
	Introduction	1
	Endnote	3
Part I	Trends	5
Chapter 1	The Evolving Marketing Landscape	7
	A Rapidly Changing Buyer	8
	An Exponential Growth in Data	9
	More Channels and Platforms	10
	More Revenue Responsibility	11
	Doing More with Less	11
	Need for Speed and Agility	12
	New Tools and Technologies	13
	Key Highlights	14
Part II	Tools and Technologies	15
Chapter 2	Strategy and Evaluation	17
	Strategy First	18
	How to Evaluate Marketing Tools and Technologies	19
	Examining Four Technologies That Transform B2B Marketing	22
	Key Highlights	23
Chapter 3	Analytics	25
	Web Analytics	27
	Marketing Analytics	33
	Customer Analytics	36
	Predictive Analytics	38
	Putting Analytics into Practice	38
	Analytics Best Practices	39

	Key Highlights	41
	Recommended Reading	41
	Endnotes	42
Chapter 4	Experimentation and Optimization	43
	The Psychology of Conversion	44
	Building the Testing Team	45
	Different Vendor Approaches to Experimentation	46
	How to Evaluate an Experimentation Platform	46
	Defining Experimentation Goals	48
	Where to Start: Process and Program	49
	Experimentation Best Practices	54
	Key Highlights	56
	Recommended Reading	56
	Online Resources	57
	Endnotes	57
Chapter 5	Marketing Automation	59
	Barriers to Success	60
	How to Evaluate a Marketing Automation Platform	61
	Campaign Creation and Management	62
	E-mail Marketing	66
	Analytics and Reporting	66
	Lead Management	68
	Infrastructure	71
	Implementation	73
	Measuring Effectiveness	74
	Marketing Automation Best Practices	75
	Key Highlights	79
	Recommended Reading	79
	Endnotes	80
Chapter 6	Targeting and Personalization	81
	About That Data	82
	Segmentation Strategies	83
	Website Targeting and Personalization	84
	Targeting Previous Website Visitors	85
	E-mail Personalization	86
	Advertising Targeting and Personalization	87

Targeted Advertising on Social Networks	88
Targeting and Personalization Best Practices	88
Key Highlights	89

Part III Tactics and Techniques 91

Chapter 7 Planning 93

Whom to Involve in Planning	93
The Marketing Planning Cycle	94
Analyzing the Situation	96
Creating Marketing Goals	102
Defining Marketing Strategies	103
Key Highlights	104
Recommending Reading	105
Online Resources	105
Endnotes	105

Chapter 8 Programming, Part 1: Brand Awareness 107

Media Relations	111
Analyst Relations	119
Public Relations Programs	122
Social Media	126
Measurement and Reporting of Brand Awareness Initiatives	134
Key Highlights	135
Recommended Reading	135
Online Resources	136
Endnotes	136

Chapter 9 Programming, Part 2: Demand Generation 137

Demand Generation Goals	138
Managing Leads	138
Understanding the Buyer Journey	142
A Little Nomenclature	143
The Buyer Journey	143
Developing Content to Support the Buyer Journey	145
How to Tell Your Story Through Content	149
Selecting the Right Marketing Channels	150
Websites	151

Mobile	157
E-mail Marketing	158
Content Marketing	162
Trade Shows and Events	167
Direct Mail	172
Advertising	174
Lead Nurturing	183
Ongoing Funnel Optimization	185
Key Highlights	185
Recommended Reading	185
Online Resources	186
Endnote	186

Chapter 10 Programming, Part 3: Organizational Enablement 187

Sales Enablement	187
Customer Retention and Loyalty	190
Creative and Editorial Services	192
Key Highlights	193

Chapter 11 Budgeting 195

Approaches to Budgeting	195
Key Highlights	197
Endnote	198

Chapter 12 Staffing 199

Where to Start	200
Managing the Marketing Team: Six Key Ingredients	202
A Day in the Life	203
Training as a Competitive Advantage	206
Key Highlights	206
Recommended Reading	206

Chapter 13 Measuring	207
Program Metrics	208
Measuring Total Return on Investment	209
A Word About Marketing Attribution	210
Key Highlights	211
Chapter 14 Conversations with B2B Marketing Experts	213
Jane Buck	213
Stefanie Lightman	216
Alex MacAaron	220
John Matera	223
Hans Riemer	227
Heidi Unruh	232
Endnote	236
Chapter 15 Summary	237
Final Words	239
For More Information	239
Publications and Blogs	239
Advisory and Research Firms	240
Part IV Appendices	241
Appendix A Marketing Plan Outline	243
Appendix B An Examination of the Marketing Communications Tools and Techniques Used by Akamai Technologies During Its Sponsorship of NetAid	245
Strategic Communications Planning	247
Timeline	247
Marketing Communications Tools and Tactics	248
Results	251
Postscript	251
Key Highlights	252
Endnotes	252
Index	255

Foreword

It's a New Day, and I'm Feeling Good

It's no wonder that these timeless lyrics from the 1965 hit single have resonated through the ages. It isn't just Nina Simone's deep, unparalleled contralto or the muffled appeal of the early recording; there's nothing more seductive than the concept of a new age beginning. This iconic song perfectly embodies the world it was born into—an era that was new, visceral, evolving at lightning speed, and filled with unprecedented ideas. I can only imagine the feeling that the music executives had when Nina's words washed over them for the first time, but I imagine it was a sense of tingling excitement, optimism, and awe. It's a feeling that accompanies most new ages, including the new age of business-to-business marketing that Kim Ann King flawlessly describes and guides us through in the pages of this book.

In the '60s, the advertising world was caught up in a mixture of visual appeal and direct action. There were five marketing channels to master, and sales teams were still answering telephones. The B2C world was filled with slogans and jingles that sold everything from soap to cars, yet B2B marketing was relegated to the dingy world of trade publications and trade shows. Marketers as a whole were thought of as nothing more than a group of people making subjective guesses on their impact to the bottom line, and outside of the B2C world, they were given very little credit for their efforts. The world they marketed in was disconnected, subjective, and static.

Since then, the marketing world has seen generations of progress, movement, and advancements in technology. The bright lights of mass marketing have finally set, and the new day of true one-to-one communication has dawned—one that Kim has meticulously outlined in the next 200-plus pages. This new age rewards the businesses that can build personal relationships at scale, by understanding that an interplay of all marketing mediums is necessary to speak to a *single* prospect with relevant messages at the correct time. By using data-driven strategies to identify, nurture, and convert higher-quality leads in a shorter time, modern businesses can bridge the gap between marketing and sales to form one cohesive revenue department. This is the future of B2B marketing—a future that requires a complete view of the marketing landscape, including the changes in buyer habits and modern strategy that Kim discusses in this book. Her in-depth analysis of modern B2B marketing and buyer trends describes a marketing environment that is anything but flat and outlines an inarguable case for investment in modern tools and techniques.

As you progress through the book, you'll get a deeper look at the modern B2B marketer, including specific use cases, teachings on how to attract more potential prospects into your marketing funnel, tips for turning your prospects into actual closed business, and advice to help you increase the lifetime value of those customers. To go along with this new insight, you'll need to learn a new set of tools. Kim explores how this new world of tools can help scale your marketing, prove the value on your marketing efforts, and manage a much larger marketing effort with less work.

You have begun your journey with this book, but it will not stop here. I implore you to be a diligent student of your craft and use this reading to set a new foundation—one that you can continue to build upon over time. Take Kim's message to heart: Make one cohesive effort to unite your people, processes, and technologies, and continue to strive for operational excellence. Today's new age of marketing sets a higher bar for B2B marketers, and Kim does a wonderful job guiding us through the vastness of new tools, techniques, and best practices to hit the higher mark. Let her words sink in just as Nina's words impacted the music executives on the couch. Hear them for the first time, notice the change in the air, and feel the promise of a new way to drive results.

Mathew Sweezey

Marketing Evangelist, Pardot—a salesforce.com company
Author, *Marketing Automation for Dummies*

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This book would not have happened had Judah Phillips not introduced me to his publisher at Pearson. Thank you, Judah, for helping to make my dream of publishing a book come true.

I am a huge fan of Mathew Sweezey and honored that he has contributed the foreword; thank you.

I'd like to thank the colleagues who graciously agreed to be interviewed for this book. To Jane Buck, Stefanie Lightman, Alex MacAaron, John Matera, Hans Riemer, and Heidi Unruh; thank you so much for sharing your expertise with the world.

Although I came to the position with decades of experience, I have learned so much more about B2B marketing during my tenure as Chief Marketing Officer of SiteSpect. Thank you, Eric Hansen and Larry Epstein, for taking a chance on someone who was unknown to you—I am so proud of what we've accomplished so far at SiteSpect.

Lastly, thanks go to Jeanne Levine, Charlotte Maiorana, Betsy Gratner, and all the dedicated professionals at Pearson who have guided me through the incredible voyage of publishing my first book; thank you very much for this opportunity.

About the Author



Kim Ann King serves as the Chief Marketing Officer of SiteSpect, Inc. (www.sitespect.com), a leading web and mobile optimization solutions provider. There, she is responsible for brand awareness, demand generation, and organizational enablement initiatives. King is the founder of New Leaf Communications, a boutique marketing consultancy. Over the past three decades, she has built high-tech B2B brands and helped to launch several Internet companies. Her high-impact, cost-effective marketing initiatives have consistently achieved brand recognition, marketplace

differentiation, and customer acquisition and loyalty at companies including Bit9, Akamai Technologies, and Open Market. King has authored numerous articles on e-commerce, marketing, and optimization. She holds an M.S. in Communications Management from Simmons College and a B.S. in Public Relations with honors from Boston University.

Follow Kim on Twitter: <http://twitter.com/kimannking>.

Preface

You are holding in your hands a book 30 years in the making; that's how long I've been practicing marketing. It has only been in the past 5 years that marketing has morphed into an almost unrecognizable profession, due to the recent collision of data, creative, strategy, and technology.

When I started working in 1985, it was easy to craft a career first in financial services marketing and then in academic marketing with a little bit of writing talent and some creativity. Still, it was anything but glamorous. The advent of desktop publishing into corporate America was still a couple of years away, and so I typed out newsletter columns on a typewriter, cut and pasted them into layouts, copied them on a photocopier, and mailed them out in stamped #10 envelopes. I developed photographs with chemicals. It didn't seem inefficient or unproductive at the time, but it sure does now.

Ten years later, something big happened: The World Wide Web was commercialized. In 1995, I joined one of the first e-commerce pioneers, Open Market, and since then, I haven't looked back. It was my first foray into the world of B2B marketing, and I'd found my professional comfort zone. B2B marketing was so different from the consumer world—trying to reach not just one potential buyer, but a whole buying committee—in various companies across multiple industries. This enormous challenge was very appealing.

At Open Market, I worked in public relations, finding customers to speak to the media and at trade shows, writing articles for executives, and writing news releases about new customers, partners, products, and other company milestones. It seemed like a lot of responsibility at the time, but now I look back in fondness at how simple and uncomplicated the work was, particularly when compared to an average work day now. One of my favorite projects at Open Market was promoting the company's involvement in creating the world's first online Girl Scout cookie store, which helped not just to sell a lot of cookies and create awareness for our company, but also to alleviate concerns about the security of e-commerce by associating it with something familiar and wholesome.

That helped us to get a lot of press, but we didn't stop there. In the lead-up to Open Market's IPO in 1996, the company was featured in dozens of publications. One was a photo shoot with *Businessweek* that featured our founder surrounded by half a dozen dogs (owned by our employees, including me), riffing on the meme introduced by the famous Peter Steiner cartoon published in the *New Yorker*: "On the Internet, nobody knows you're a dog."¹

Open Market went on to a successful IPO in 1996, and I was hooked on the tech start-up world. My next major stop was Akamai Technologies, one of the first content delivery network (CDN) providers. Akamai began as a company that would end the “World Wide Wait” through intelligent Internet content delivery. Before its public launch, the company had attracted a great deal of venture capital and other investments, and wanted to maximize its initial publicity. Akamai turned to cause marketing to enhance its growing visibility. The chosen cause came in the form of NetAid, when the company was approached in the spring of 1999 by Cisco Systems, which had recently created the NetAid initiative with the United Nations Development Programme (UNDP).

I came onboard as the NetAid Program Manager, responsible for promoting and coordinating Akamai’s involvement in NetAid via all of its marketing activities. Akamai leveraged NetAid as the reason and mechanism to build out its Internet content delivery server network as fast as it could. It did this in order to carry the content of what was expected to be the biggest Internet multimedia event to date and to create the business case for its ensuing IPO, also slated for October, three weeks after the NetAid concerts. Partly because of all the press attention from NetAid, Akamai’s IPO was one of the most successful on the NASDAQ Stock Market in 1999. You can read more about Akamai’s sponsorship in Appendix B, “An Examination of the Marketing Communications Tools and Techniques Used by Akamai Technologies During Its Sponsorship of NetAid.”

Since then, I’ve worked with several B2B software companies, helping to launch products, secure new markets, find new customers, and refine messaging.

In 2007, I joined the next wave of marketing innovation when I became the Chief Marketing Officer of SiteSpect, a leading web and mobile optimization solutions provider. Today, a typical day includes planning and executing SiteSpect’s global marketing strategy, which means managing the people, processes, and technology behind our website, content strategy and marketing programs, online and offline advertising, lead generation programs, public relations initiatives, social media marketing activities, email marketing, and trade shows and events, among other things. I’m fortunate to work with a company doing cool things for amazing customers and for a CEO who can see and appreciate what’s possible in marketing.

The Internet makes possible all the digital marketing initiatives that I love creating. To do this, I log in to about a dozen tools every day, including Google Analytics, Pardot, salesforce.com, Google AdWords, LinkedIn, and our own optimization platform, among others. That started me thinking about the growing role of technology in B2B marketing, which became the inspiration for this book.

It's my hope that you will find this volume to be a useful and comprehensive primer for getting started in B2B marketing, rebooting a career, understanding the impact of technology, or just getting up to speed on the new tools and tactics. It's the book I wish had been written five years ago to help me understand and navigate the quickly shifting forces that are shaping marketing today. I could not find such a book for B2B marketers, and so I have written it as my gift to you. May it accompany you and guide you on a long and productive career.

Kim Ann King

December 28, 2014

Endnote

1. "On the Internet, Nobody Knows You're a Dog," Wikipedia.org, http://en.wikipedia.org/wiki/On_the_Internet,_nobody_knows_you%27re_a_dog.

Introduction

When this book is published, it will have been 20 years since the introduction of the World Wide Web, signaling the start of the commercial Internet and the turning point when businesses started to build websites and market themselves digitally. It seems like another lifetime, even quaint, that a company could even exist without a website, paid search, social media, online video, online wire services, digital content, or automation, but that was the reality of marketing before the Internet. These new tools have changed everything about our jobs and the profession itself. Here are just a few things that I've learned about using the technology that has become so vital in marketing:

- Technology solves nothing without established goals, roles, and procedures. In fact, it'll make everything much worse if you don't already have these things defined.
- Just as graphic design software does not create artistic talent, marketing technology does not create good marketing, but it does make it incredibly easy to automate bad marketing.
- Technology enables you to make lots of mistakes quickly and often in public.
- Technology has led us to focus on *how* we're going to fix things with less regard to *what* we're fixing and *why*. But that's a mistake. Just because you can use a tool to do something doesn't mean you should. Strategy must always come first.

The Internet and subsequent introduction of cloud-based tools have put more pressure on marketing by broadening the amount of work and technical know-how necessary to get the job done. That means the inherent challenges for today's B2B marketers are enormous. Consider the difficulty in balancing all the following responsibilities:

- Automating marketing processes across all programs
- Transforming analytics into actionable tactics
- Keeping data clean in order to segment, target, and personalize
- Experimenting with multiple creative versions to discover audience preference
- Planning, programming, budgeting, staffing, and measuring:
 - Managing both the visual and the verbal corporate and product brand(s) across multiple channels (and devices)
 - Understanding the challenges and best practices of each channel
 - Finding the right mix of traditional and digital advertising
 - Creating enough content to nurture prospects during each phase of the buyer journey
 - Generating enough qualified leads for the sales team
 - Contributing to bottom-line revenue
 - Supporting the needs of internal departments
 - Finding and keeping the right talent and skill set on the team
 - Evolving the staff's skills (and yours) to keep up with new tactics, tools, and techniques
 - Staying on budget in a time of increased financial scrutiny
- Executing flawlessly on all fronts
- Reliably delivering results time and time again

To juggle all of that, marketers from all industries are reporting they're doing work they have never done before. In fact, a 2013 BMA/Forrester survey of B2B marketers found that 97% of the respondents say that "they are doing new types of work, new skills for marketers will be desperately needed going forward, and the pace of relentless change in their worlds is expected to pick up."¹

I am at the epicenter of this change, both as a B2B marketing practitioner and as a vendor of experimentation software that enables our clients to push the boundaries of what's possible. It's an incredibly interesting, exciting, and scary time to work in our profession.

The bottom line for you is that the marketplace is changing, the way B2B buyers research information is rapidly changing, and your marketing strategies, messages, offers, and channels need to change too—from getting your message out, to generating demand, and enabling the organization.

To help you explore what's possible, this book is divided into three main sections (with a fourth consisting of appendices) focusing on the (1) trends, (2) tools and technologies, and (3) tactics and techniques shaping today's B2B marketing profession in the context of actionable advice on strategies, best practices, and tools you can use.

Here's what you'll learn:

- A number of key trends affecting B2B marketing, including a changing buyer, an evolving buying process, more responsibility for revenue, and the rise of technology.
- Four indispensable technologies that will help you better connect with your buyer, create more relevant experiences, and drive more revenue. These include analytics, experimentation, marketing automation, and targeting and personalization. You might not have gone into marketing to get up close and personal with technology, but you will have to get comfortable with it in order to be successful.
- A broad array of techniques at your disposal in planning, programming, budgeting, staffing, and measuring your marketing efforts. You'll learn tactics and best practices for every step of the conversion funnel.

So let's dive right in, starting with key trends to lend context to the brand-new and ever-changing world of B2B marketing today.

Endnote

1. "B2B CMOs Must Evolve or Move On," Laura Ramos, Forrester Research, <https://solutions.forrester.com/bma-survey-findings-ramos>.

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The Evolving Marketing Landscape



B2B marketing, also known as business-to-business marketing, is simply businesses selling at scale to buyers in other companies. In doing so, B2B marketers must define their target market, target accounts, and ideal buyer; create products and services to meet the needs of those buyers; and correctly position, price, and promote their products and services in the marketplace.

If only it were as easy and straightforward as it sounds. Marketing supports sales, and in the B2B world, these sales can be large, complex deals that involve multiple buyers, users, and influencers across several departments, including legal, procurement, and others, making the process convoluted and complicated. Meanwhile, marketing is tasked with several key roles within the organization:

- **Strategic Partner**—Guiding the company in making the best decisions to market its products and services
- **Brand Protector**—Monitoring usage and enforcing guidelines
- **Revenue Creator**—Generating leads that turn into net new revenue

- **Service Provider**—Supporting other departments with creative and editorial services

On top of that, today's B2B marketer is dealing with forces that make successful planning and execution even more difficult. To provide context, this chapter examines the following trends shaping marketing today:

- A rapidly changing buyer
- An exponential growth in data, often siloed and out-of-date
- More channels and platforms, splintering reach and confusing strategy
- A growing responsibility for revenue
- The ability to do more with less: an increasing scope of functional responsibility, typically without additional personnel or budget
- The need for speed and agility in creating and deploying campaigns and producing results
- New tools and technologies, evolving more quickly than professionals can adapt

It adds up to a very complex environment in which to market—made all the more so by the pace of change along so many different fronts. Let's look at each of these forces at work.

A Rapidly Changing Buyer

Not so long ago, buyers had fewer choices to make and smaller problems to solve. Today we see that B2B buyers are affected by the same ground-shifting complexities that impact vendors:

- Buyers are trying to fix big problems such as improving revenue, creating efficiencies, and managing more work (which vendors are trying to help them do).
- Buyers have many options in solving their problems (which creates competitive pressure for vendors).
- Buyers can research their options firsthand long before contacting a vendor, and are savvier in understanding their potential choices (which makes it difficult for vendors to differentiate and get heard above the clutter).

- Buyers are increasingly mobile—using smartphones and tablets to research and consume information (which vendors must consider in their marketing mix).
- Buyers' expectations have changed in that they expect to engage in two-way communication with vendors (not just be marketed to) and they expect marketing outreach to be personalized and consistently relevant (approaches to which vendors must adapt).
- Buyers are connected with each other such that it is easy to tap into the wisdom of the crowd as well as be heard via social media (which vendors must monitor and respond to).

Because of this evolving B2B buyer behavior, marketers today have to be more technically adept, be more sensitive to context (for example, understanding the differences between mobile and desktop ads, e-mails, and websites), and offer a truly differentiated product via messaging that resonates with buyers. Marketers must bring a keen emotional understanding of the job of personalizing outreach such that it is appropriate 100% of the time—which is not an easy thing to do. And marketers are expected to listen to the social media conversation at all times in the hopes of gleaning insight into the wants and needs of the marketplace, understanding sentiment about their industry, and using that information to add value.

An Exponential Growth in Data

As buyers research options, they are leaving bits of data about themselves and their activities all over the Internet, which are being fed back to vendors via various tools to inform their marketing decisions. Data is nothing without analysis to understand what it means to buyer behavior and why it's important to the buyer journey; only then can companies harness the power of its data to improve the experience. The question becomes how to use data to recognize preferences across channels and devices. But that's difficult when the amount of data can be overwhelming, because it comprises, at a minimum, the following:

- Personal information such as name and title
- Demographic and firmographic information
- Behavioral information, such as the following:
 - On-site activity—pages visited, content downloaded, on-site search queries, form completions

- Offsite activity—ads clicked, social media activity, event participation
- Campaign activity—e-mails opened, links clicked

When used correctly, this data can be used to improve the relationship between the potential buyer and the company by personalizing communication, digital experiences, and content. But two problems quickly arise with so much data:

1. Information can live in many different places within a company, from the CRM database, to Excel spreadsheets on sales executives' desktops, and even to filing cabinets. That means data is siloed and not shared across the company, with different departments having a different view of prospects and customers, depending on what information they're keeping.
2. Data can quickly become out-of-date (leading to what is known as "decay"), which leads to another problem: data hygiene, in which a database devolves over time to contain unmailable contacts with out-of-date records, incomplete records, duplicate records, or even false records. Clean data, created by ongoing data maintenance, is the key to the successful execution of marketing campaigns.

More Channels and Platforms

On top of massive amounts of data, new channels and platforms are also proliferating rapidly. Although they can be useful for reaching new prospects and customers, their usage can come at a cost: the time needed to learn how to use a new platform, hire someone else to do it, or find an outsourced resource to help. For example, social media encompasses a broad array of possibilities, but what is the appropriate mix—and is it even possible to learn every platform? You might use Twitter and LinkedIn, but should your company also be on Pinterest and Instagram, which weren't even around a few years ago? What about YouTube? And what will be new tomorrow that needs to be added to the mix?

This never-ending channel proliferation takes time, money, and effort to learn and feed with new content, and should be evaluated over time to ensure that chosen channels are still relevant to buyers. This puts enormous pressure on B2B marketers to continually learn, evaluate, and maintain new channels and platforms. It's one thing to be responsible for the company's website; it's entirely another thing to be responsible for the company's website, LinkedIn page, Facebook profile, Twitter page, Google+ profile, YouTube channel, AdWords campaigns, Bing campaigns, LinkedIn ads,

Facebook ads, retargeting campaigns, analytics reporting, experimentation program, automation platform, targeting and personalization efforts, content marketing, and e-mail marketing, among other things. That's a lot to learn, master, keep up with, feed, evaluate, and report on, but if you want to be where your buyers are and create the best experience for them, it's what you have to do.

More Revenue Responsibility

Meanwhile, these new channels are critical in delivering new prospective buyers who could, in turn, deliver net new revenue to the business. As B2B marketers find the channels, tools, and data sources to reach, acquire, convert, engage, close, and retain customers, they are becoming increasingly responsible for a portion of a company's revenue. This is an incredible shift in accountability from the past when marketing could come up with creative campaigns and not worry about the contribution to bottom-line results. Today, we're being called upon to account for a specific percentage of revenue delivered, the return on marketing investment, and customer acquisition costs and lifetime value—all made possible by the real-time, data-driven nature of the Internet.

Doing More with Less

Make no mistake—marketers are being asked to do all of that without added staff or extra budget. Before the advent of the web 20 years ago, B2B marketers mostly relied on just a few channels to connect with buyers: media and analyst relations, direct mail, print advertising, and trade shows. Now, the same-sized team is expected to:

- Create and maintain prospect databases and lists
- Create and keep up-to-date web and mobile sites and apps, landing pages, blogs, and microsites—and make them all search engine-friendly
- Create and maintain social profiles across multiple platforms
- Produce and execute social media marketing campaigns across multiple platforms, including LinkedIn, Twitter, Facebook, Google+, Pinterest, Instagram, SlideShare, and YouTube, among others
- Create vast arrays of content in many formats, including whitepapers, e-books, infographics, webinars, and videos

- Build, monitor, and update online advertising campaigns across multiple platforms
- Create, run, and measure e-mail marketing and lead nurturing campaigns
- Learn content management systems, web analytics tools, testing and targeting tools, marketing automation platforms, pay-per-click advertising, and social advertising platforms such as Google, Bing, LinkedIn, Twitter, Facebook, Bizo (now part of LinkedIn), and others
- Handle traditional offline activities such as media and analyst relations, direct mail, print advertising, and trade shows and events

It seems pretty overwhelming, doesn't it? Although cloud-based technology has made it possible to do all of these things faster, with a smaller staff, and for less cost than traditional methods, there are a couple of inherent traps in doing more with less. First, marketers are not being remunerated commensurate with the vastly higher throughput and successful outcomes that technology enables. Second, although today's executive teams expect marketing to turn to technology to do more with less, there is often no plan for how that technology supports strategy, no plan or support for training, and no plan for what happens when the technology fails to deliver or even be properly integrated. That, in turn, is a recipe for burnout and, ultimately, employee retention issues.

One way to mitigate the pressure of doing more with less is to ensure that everything marketing does, every tool marketing uses, and every result marketing delivers will be in the service of supporting strategy. By putting strategy first, marketers can minimize unnecessary activity, reduce superfluous technologies, and better manage expectations along the way.

Need for Speed and Agility

New technologies enable agility in campaign creation and deployment as well as ease in measuring outcomes, both of which are a welcome respite from the manual methods of the past, which will save you a lot of time when done right. Moreover, agile, data-driven marketing creates relevant experiences for prospective buyers, helping you to acquire them more easily and convert them into customers. But this environment also creates the expectation of instant results, ever more successful results, and a never-ending pressure to learn, improve, and move on to the next campaign. That's just as much of a trap as doing more with less. Doing things faster just because you have the tools to do so is another easy way to burn out. Ensuring thoughtful, creative, effective marketing takes time, and that time

is your ally in brainstorming and producing fresh ideas. The key here is balancing expediency and efficiency with strategy and results.

New Tools and Technologies

The marketing technology landscape includes analytics, experimentation, marketing automation, and targeting and personalization, among other tools. But learning these tools, and using them on a daily basis, can max out a marketer's ability to take full advantage of them, even when they're fundamental to the job. As tools and technologies evolve, so must a marketer's ability to learn new features and functionality of the tools they've already deployed, as well as the new tools coming into the marketplace.

To take advantage of this new digital reality, think about how you can use these tools to transform processes, rather than as just another interface to log in to in order to get work done. Move your thinking to a higher level. For example, consider these questions:

- How can you evolve traditional rote tactics into insight-driven marketing via analytics?
- How can you shift from one-and-done programs to continuous marketing optimization via experimentation?
- How can you eliminate inconsistent follow-up by adopting programmatic lead nurturing via marketing automation?
- How can you move from a single, generalized campaign message to targeted, personalized content across platforms, channels, and devices?

You'll get the answers to these questions in the chapters to come. Taken as a whole, these new technologies enable B2B marketers to gain insight into their buyers' behavior, test what content and experiences visitors prefer, automate engaging campaigns to nurture potential buyer interest, and deliver the right message to the right buyer at the right time in the buyer's journey. Let's take a closer look at these technologies before we dive into them in the following chapters.

Analytics

Analytics comprises the wealth of data you've accumulated or sourced about your visitors, prospects, and customers, including web analytics, marketing analytics (campaign ROI as well as revenue attribution), and customer analytics. New to the game is predictive analytics, which takes thousands of buying signals to understand a prospect's propensity to purchase. All of this

data adds up to nothing without the right people to process it, translate it, and use it to tell a story about what is happening, why it's happening, and what to do about it.

Experimentation and Optimization

Capturing visitor preferences through experimentation tools and techniques enables companies to optimize the user experience on their website, with a product, and through various channels and platforms used for campaigns, such as e-mail and online advertising. In addition to digital testing, there are also survey methods, focus groups, and other means of experimentation to help you understand what experiences your audiences prefer.

Marketing Automation

Marketing automation enables closer relationships with potential buyers by automating the creation of marketing campaigns and tracking results across several channels, including paid search, social media, events and webinars, and the corporate website, which helps marketers to better understand buyer behavior and content preferences, as well as better track marketing return on investment.

Targeting and Personalization

Creating a more targeted, relevant experience for your prospects and customers will win you higher content consumption rates, a better brand reputation, and, most important, higher conversion rates. Effective targeting and personalization can garner long-term customer loyalty and higher customer lifetime values.

Key Highlights

Marketers able to manage the complexity of digital transformation will be the ones to win, and they'll do that by using the new tools and technologies themselves to understand buyer behavior; keep on top of data, channels, and platforms; and do more with less (and more quickly) to generate revenue. One thing is certain: Nothing is simple anymore. Welcome to the new B2B marketing reality! Let's take a closer look at the tools and technologies available to you today.

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A

- A/B testing, 47
- accountability for revenue, 11
- acquisition metrics, 30-31
- activity data, 36
- ad hoc segmentation, 53
- adding parameters to URLs, 32-33
- AdSense, 31
- advertising, 174-183
 - AdSense, 31
 - content syndication, 182
 - display advertising, 180-181
 - paid search, 175-177
 - best practices, 177-179*
 - print display, 183
 - retargeted advertising, 85-86, 181
 - social advertising, 181-182
 - targeting, 87-88
 - best practices, 88-89*
 - on social media, 88*
- advisory and research firm websites, 240
- advisory sessions, 120-121
 - best practices, 120-121
 - goals, 121
- agility, need for, 12-13
- Akamai Technologies, sponsorship of NetAid, 245-246
 - marketing communication tools
 - collateral, 250*
 - online marketing, 249*
 - partner marketing, 250*
 - press conferences, 249*
 - press releases, 248-249*
 - special events, 250-251*
 - results, 251
 - strategic communications planning, 247
 - timeline, 247-248
- aligning
 - with corporate goals, 96
 - sales team, 76-77
- analyst relations, 119-122
 - advisory sessions, 120-121
 - research, 120
 - vendor briefings, 119
- analytics, 13-14, 22, 25-27
 - approaches, combining, 40-41
 - best practices, 39-41
 - customer analytics, 36-37
 - CLV, 37*
 - Net Promoter Score, 37*
 - implementing, 38-39
 - marketing analytics, 33-36
 - campaign metrics, 33-34*
 - KPIs, 34-35*
 - reports, 35*
 - revenue attribution, 34-36*
 - predictive analytics, 27, 38
 - recommended reading, 41
 - web analytics, 27-33
 - acquisition metrics, 30-31*
 - audience metrics, 28-30*

- behavior metrics*, 31-32
 - in-page analytics*, 31
 - user flows*, 29-30
 - vendors*, 33
- analyzing test campaigns, 53-54
- anonymous visitor identification, 69-70
- attribution, 118, 210-211
 - multi-touch model, 211
- audience
 - Custom Audiences (Facebook), 88
 - data segmentation, 83-84
 - identifying internal and external audience for planning, 93-94
 - metrics, 28-30
 - user flows*, 29-30
 - site personalization, 84-85
- automated campaigns, creating, 62-63
- automation, 14, 22, 59-60
 - automated campaigns, creating, 62-63
 - barriers to success, 60-61
 - best practices, 75-79
 - e-mail marketing, 66
 - items to track*, 67
 - reporting*, 67-68
 - lead management, 68-71
 - anonymous visitor identification*, 69-70
 - bi-synchronous CRM integration*, 70-71
 - grading*, 69
 - lead activity insight*, 70
 - scoring*, 68-69
 - platforms, 59
 - content hosting*, 65
 - evaluating*, 61-62
 - functionality, testing*, 73
 - implementing*, 73-74

- infrastructure*, 71-73
 - landing pages, building*, 65-66
- segmented lists, creating, 64-65
- site personalization, 84-85
- available resources, identifying, 19
- awards submission, 122
- awareness phase of technology selection, 19-20

B

- B2B conversion funnel. *See also* buyer journey; funnel dynamics
 - analytics approaches, combining, 40-41
 - brand awareness, 107-111
 - analyst relations*, 119-122
 - goals*, 108-109
 - media relations*, 111-119
 - public relations*, 122-126
 - recommended reading*, 135-136
 - social media*, 126-133
 - strategies*, 109
 - tactics*, 109-111
 - creating, 35-36
 - creative and editorial services, 192-193
 - customer retention and loyalty, 190-191
 - optimizing, 185
 - sales enablement
 - following key accounts*, 188
 - offering services*, 188
 - providing useful information*, 188
 - technology tools*, 189-190
 - training and support*, 188
 - working together*, 188
- B2B marketing
 - agility, need for, 12-13
 - analytics, 13-14
 - automation, 14

channels, proliferation of, 10-11
defined, 7
experimentation, 14
 A/B testing, 47
 best practices, 54-55
 content types, 47
 goals, defining, 48-49
 mobile web, 47-48
 multivariate testing, 47
 online resources, 57
 targeting, 47
 teams, building, 45
 vendor approaches, 46
increasing persuasiveness, 44-45
interviews with marketing professionals
 Buck, Jane, 213-216
 Lightman, Stefanie, 216-220
 MacAaron, Alex, 220-223
 Matera, John, 223-226
 Riemer, Hans, 227-232
 Unruh, Heidi, 232-236
marketing team, managing, 202-203
 day-to-day tasks, 203-206
personalization, 14
required skills, 200-202
responsibilities of marketers, 11-12
revenue, accountability for, 11
roles, 7-8
speed, need for, 12-13
staffing, 199-200
targeting, 14, 81-82
technologies, 17-18
 awareness phase, 19-20
 decision phase, 21
 evaluation phase, 20-21
 implementation phase, 21-22
 research phase, 20-21
 selecting, 19-22

trends, 8
 data growth, 9-10
 rapidly changing buyers, 8-9
barriers to marketing automation success, 60-61
behavior, measuring, 29, 31-32
benchmarking, 29
best practices
 for advisory sessions, 120-121
 for analytics, 39-41
 for content marketing, 165-167
 for e-mail marketing, 160-162
 for experimentation, 54-55
 for marketing automation, 75-79
 for paid search, 177-179
 for targeting, 88-89
 for trade shows, 171-172
 for writing news releases, 112-114
bi-synchronous lead management and CRM integration, 70-71
Bizo, 88
blogs, 153, 239-240
 scanning, 115-116
bounce rate, measuring, 28
brand awareness, 107-111, 238-239
 analyst relations, 119-122
 advisory sessions, 120-121
 research, 120
 vendor briefings, 119
 goals, 108-109
 media relations
 attribution, 118
 blogs, scanning, 115-116
 briefing the media, 116-117
 developing news releases, 111-114
 getting help, 118-119
 identifying and training spokespeople, 116

- monitoring the marketplace*, 115
- news releases, creating*, 111-114
- pitching news*, 114
- public relations
 - awards submission*, 122
 - byline submission*, 123
 - customer advocacy*, 124-125
 - industry sponsorship*, 124
 - programs, measuring*, 134
 - speaking opportunities*, 123-124
 - thought leadership*, 125-126
- recommended reading, 135-136
- social media
 - Facebook*, 132
 - Google+*, 133
 - LinkedIn*, 131
 - monitoring*, 128
 - participation*, 128
 - presence in, optimizing*, 133
 - promotion*, 126-128
 - results of initiatives, measuring*, 134-135
 - Twitter*, 131-132
 - usage policies*, 129-130
 - YouTube*, 132
- strategies, 109
- tactics, 109-111
- brand protector role**, 7
- briefing the media**, 116-117
- Buck, Jane**, 213-216
- budgeting**, 195-197
 - campaigns, 196
 - marketing costs per unit of sales, 197
 - spending allocation, 197
- building**
 - e-mail marketing lists, 160
 - experimentation teams, 45

- landing pages, 65-66
- test campaigns, 52-53
- testing programs, 238
- Building the Perfect Beast: The Igor Naming Guide—How to Name Companies and Products***, 102
- buyer journey**, 142-144
 - content
 - delivering your message through*, 149-150
 - developing*, 145-149
 - content map, 147-149
 - marketing mix, 146-147
- buyers**, 8-9. *See also* buyer journey
- byline submission**, 123

C

- CAC (customer acquisition cost)**, 37
- calculating total return on investment**, 209
- campaigns**
 - automated campaigns, creating, 62-63
 - budgeting, 196
 - metrics, 33-34
 - planning, 51-52
 - remarketing campaigns, 86
 - test campaigns
 - analyzing*, 53-54
 - building*, 52-53
- case studies**, 165
- channels**, 190
 - campaign metrics, 33-34
 - proliferation of, 10-11
 - selecting, 150-151
 - testing, 55
- cloud-based technologies**, SaaS, 17
- CLV (customer lifetime value)**, 37

combining
analytics approaches, 40-41
sources of information, 26-27

competitive overview charts, creating, 100

content. *See also* content marketing
delivering your message through, 149-150
developing for buyer journey, 145-147
formats, 146
hosting, 65
progressive profiling, 85
types of, 47, 164-165

content marketing, 162-167
best practices, 165-167

content syndication, 182

contributed articles, 123

conversions, 32-33, 44-45. *See also*
B2B conversion funnel

Cooper, Keith, 141

Corporate Identity Guide, 192

CrazyEgg, 33

creating
automated campaigns, 62-63
competitive overview charts, 100
conversion funnel, 35-36
leads, management strategy, 18
marketing goals, 102-103
news releases, 111-114
product descriptions, 100
segmented lists, 64-65
technology specifications, 19
templates, 192

creative and editorial services, 192-193

creative briefs, 192

CRM
bi-synchronous lead management integration, 70-71

integrating with marketing automation, 40

Custom Audiences (Facebook), 88

customer analytics, 36-37
CAC, 37
CLV, 37
identifying customers, 96-97
Net Promoter Score, 37

customers
data sources, 26-27
retaining, 190-191

D

data
exponential growth in, 9-10
out-of-date, 10
segmenting, 82

databases, marketing automation platform, 71

day-to-day tasks of marketing team, 203-206

decay, 10

defining
experimentation goals, 48-49
marketing strategies, 103-104

deliverability of email, verifying, 72

demand generation, 137-138
advertising, 174-183
content syndication, 182
display advertising, 180-181
paid search, 175-177
print display, 183
retargeted advertising, 181
social advertising, 181-182

buyer journey, 142-144
content, 149-150
content, developing, 145-149
content map, 147-149
marketing mix, 146-147

- channels, selecting, 150-151
 - content marketing, 162-167
 - best practices*, 165-167
 - types of content*, 164-165
 - direct mail, 172-174
 - lists*, 173
 - offers*, 173
 - packaging*, 173
 - e-mail marketing, 158-162
 - best practices*, 160-162
 - in-house*, 159
 - lists, building*, 160
 - to rented lists*, 159-160
 - through third-party publishers*, 160
 - events, 170-171
 - goals, 138
 - lead management, 138-142
 - improving*, 141-142
 - lead-to-close process*, 139
 - MQLs*, 140
 - SALs*, 140
 - mobile initiatives, 157-158
 - nurturing leads, 183-184
 - recommended reading, 185-186
 - trade shows, 167-172
 - best practices*, 171-172
 - planning*, 168-170
 - websites, 151-157
 - blogs*, 153
 - design considerations*, 152-153
 - effectiveness of, evaluating*, 151-152
 - establishing authority*, 156-157
 - landing pages*, 154
 - minimizing friction and anxiety*, 155-156
 - SEO*, 154-155
 - demographics, measuring, 28
 - describing your marketplace, 96-97
 - descriptive data, 36
 - design considerations for websites, 152-153
 - detractors, 37
 - developing a marketing plan
 - marketing goals, creating, 102-103
 - marketing planning cycle, 94-95
 - online resources, 105
 - recommended reading, 105
 - sample outline, 243-244
 - situation analysis, 96-102
 - aligning with corporate goals*, 96
 - describing your marketplace*, 96-97
 - Four Ps of Marketing*, 99
 - messaging*, 101-102
 - positioning your company*, 99-100
 - product naming*, 102
 - SWOT analysis*, 97-98
 - strategies, defining, 103-104
 - direct mail, 172-174
 - lists*, 173
 - offers*, 173
 - packaging*, 173
 - testing*, 174
 - display advertising targeting, 87-88, 180-181
 - distributing RFPs, 20
- ## E
- e-books, 164
 - editorial services, 192-193
 - Editorial Style Guide, 192-193
 - effectiveness of marketing automation, measuring, 74

e-mail marketing, 66, 158-162

- best practices, 160-162
- deliverability of email, verifying, 72
- in-house, 159
- items to track, 67
- lists, building, 160
- personalization, 86-87
- to rented lists, 159-160
- reporting, 67-68
- through third-party publishers, 160

engagement, 36

establishing industry authority, 156-157

evaluating

- effectiveness of websites, 151-152
- experimentation platforms, 46-48
- experimentation tools, 47-48
- marketing automation platforms, 61-62
- technologies, 19-22
 - awareness phase, 19-20*
 - decision phase, 21*
 - evaluation phase, 20-21*
 - implementation phase, 21-22*
 - research phase, 20-21*
- vendors, 20-21

evaluation phase of technology selection, 20-21

events, 31, 170-171

experimentation, 14, 22, 43-44. *See also testing*

- A/B testing, 47
- best practices, 54-55
- content types, 47
- goals, defining, 48-49
- with Google Analytics, 31
- mobile web, 47-48
- multivariate testing, 47

online resources, 57

platforms, evaluating, 46-48

targeting, 47

teams, building, 45

tools, selecting, 47-48

vendor approaches, 46

external audience, identifying for planning, 93-94

F-G

Facebook, 132

Custom Audiences feature, 88

“flicker” effect, 46

forms, 82

Forrester, analyst relations play-book, 122

Four Ps of Marketing, 99

functionality of marketing automation platform, verifying, 73

funnel dynamics

- measuring success, 208
- ongoing funnel optimization, 185
- program metrics, 208-209

goals. *See also conversions*

- of analyst advisory sessions, 121
- of brand awareness, 108-109
- of demand generation, 138
- of experimentation, defining, 48-49
- marketing goals, creating, 102-103

Google AdWords, 175-177

remarketing campaigns, 86

Google Analytics, 27-33

- acquisition metrics, 30-31
- audience metrics, 28-30
- behavior metrics, 31-32
- campaign metrics, 33-34
- conversions, 32-33

- customer analytics, 36-37
 - CAC, 37
 - CLV, 37
 - Net Promoter Score*, 37
- in-page analytics, 31
- marketing analytics
 - campaign metrics*, 33-34
 - reports*, 35
 - revenue attribution*, 34-36
- parameters, adding to URLs, 32-33
- predictive analytics, 38
- Google Display Network**, 87-88
- Google Experiments**, 48
- Google+**, 133
- grading lead management**, 69

H-I

- hosting content, 65
- hypotheses, testing, 50
- ideas
 - prioritizing, 51-52
 - sourcing, 49-50
- identifying
 - available resources, 19
 - customers, 96-97
 - key players for planning, 93-94
 - spokespeople, 116
 - technology goals, 19
 - visitors, 69-70
- implementation phase of technology selection**, 21-22
- implementing**
 - analytics, 38-39
 - marketing automation platforms, 73-74
- improving**
 - leads, 141-142
 - persuasiveness in marketing, 44-45

- industry sponsorship**, 124
- infographics**, 165
- information**
 - combining sources of, 26-27
 - out-of-date, 10
 - predictive analytics, 27
- information briefs**, 164
- infrastructure**
 - automation functionality, 73
 - marketing automation platforms, 71-73
 - database*, 71
 - e-mail deliverability*, 72
 - testing*, 72-73
 - user management*, 72
 - website integration*, 71
- ingredients for successful marketing team**, 202-203
- in-house e-mail marketing**, 159
- in-page analytics**, 31
- insight**, lead activity insight, 70
- integrated marketing platforms**, 23
- integrating**
 - lead management and CRM, 70-71
 - marketing and technology, 17-18
 - marketing automation and CRM, 40
- internal audience, identifying for planning**, 93-94
- interviews with marketing professionals**
 - Buck, Jane, 213-216
 - Lightman, Stefanie, 216-220
 - MacAaron, Alex, 220-223
 - Matera, John, 223-226
 - Riemer, Hans, 227-232
 - Unruh, Heidi, 232-236

J-K

key accounts, following, 188
key players, identifying for market-
ing planning, 93-94
Keynote Systems, 251
KISSmetrics, 33
KPIs (key performance indicators),
34-35

L

landing pages, 154
 building, 65-66
lead management, 68-71, 138-142
 anonymous visitor identification,
 69-70
 bi-synchronous CRM integra-
 tion, 70-71
 creating a strategy for, 18
 grading, 69
 improving, 141-142
 lead activity insight, 70
 MQLs, 140
 nurturing leads, 183-184
 SALs, 140
 scoring, 68-69
lead-to-close process, 139
Lightman, Stefanie, 216-220
LinkedIn, 131
 advertising targeting, 88
loyalty, 190-191

M

MacAaron, Alex, 220-223
managing
 leads, 18, 68-71, 138-142
 anonymous visitor identifica-
 tion, 69-70

bi-synchronous CRM integra-
 tion, 70-71
 grading, 69
 lead activity insight, 70
 scoring, 68-69
 marketing team, 202-203
marketing analytics, 33-36
 campaign metrics, 33-34
 KPIs, 34-35
 reports, 35
 revenue attribution, 34-36
marketing automation, 14,
59-60, 238
 automated campaigns, creating,
 62-63
 barriers to success, 60-61
 best practices, 75-79
 effectiveness of, measuring, 74
 e-mail marketing, 66
 items to track, 67
 reporting, 67-68
 integrating with CRM, 40
 lead management, 68-71
 anonymous visitor identifica-
 tion, 69-70
 bi-synchronous CRM integra-
 tion, 70-71
 grading, 69
 lead activity insight, 70
 scoring, 68-69
platforms, 59
 content hosting, 65
 evaluating, 61-62
 functionality, testing, 73
 implementing, 73-74
 infrastructure, 71-73
 landing pages, building, 65-66
recommended reading, 79
segmented lists, creating, 64-65
site personalization, 84-85

marketing plan, developing, 239

- marketing goals, creating, 102-103
- marketing planning cycle, 94-95
- online resources, 105
- recommended reading, 105
- sample outline, 243-244
- situation analysis, 96-102
 - aligning with corporate goals, 96*
 - describing your marketplace, 96-97*
 - Four Ps of Marketing, 99*
 - messaging, 101-102*
 - positioning your company, 99-100*
 - product naming, 102*
 - SWOT analysis, 97-98*

marketplace

- monitoring, 115, 128
- participating in, 128

Maslow's hierarchy of needs, 44

Matera, John, 127, 223-226

measuring

- behavior, 29
- bounce rate, 28
- conversions, 32-33
- demographics, 28
- effectiveness of marketing automation, 74
- page views, 28
- public relations results, 134
- sessions, 28
- social media initiative results, 134-135
- success, 207-208
- total return on investment, 209-210
- traffic, 28

media relations, 109-110

- attribution, 118
- blogs, scanning, 115-116
- briefing the media, 116-117
- developing news releases, 111-114
- getting help, 118-119
- pitching news, 114
- spokespeople, identifying and training, 116

messaging, 101-102

metrics

- acquisition metrics, 30-31
- audience metrics, 28-30
- CAC, 37
- campaign metrics, 33-34
- CLV, 37
- conversions, 32-33
- KPIs, 34-35
- Net Promoter Score, 37
- program metrics, 208-209

minimizing friction and anxiety, 155-156

mobile analytics, 29

mobile initiatives, 157-158

monitoring

- marketplace, 115, 128
- solutions, 21-22

MQs (marketing-qualified leads), 36, 140

multi-touch model, 211

multivariate testing, 47

N

NAICS (North American Industrial Classification System), 97

Net Promoter Score, 37

NetAid, Akamai Technologies sponsorship of, 245-246
marketing communication tools
 collateral, 250
 online marketing, 249
 partner marketing, 250
 press conferences, 249
 press releases, 248-249
 special events, 250-251
results, 251
strategic communications planning, 247
timeline, 247-248
news releases, creating, 111-114
nurturing leads, 183-184

O

offering services, 188
online publications, 239-240
online resources
 for experimentation, 57
 for marketing plans, 105
optimization, 44
 analysis and reporting, 53-54
 idea intake, 50-51
 idea sourcing, 49-50
 taking action, 54
 test campaigns, building, 52-53
Optimizing Your Relationships with Gartner Analysts, 121
outlining time frame for buying cycle, 19-20
out-of-date information, 10

P

page views, measuring, 28
paid search, 175-177
 best practices, 177-179
parameters, adding to URLs, 32-33

participating in the marketplace conversation, 128
passives, 37
personalization, 14, 22, 81-82
 advertising personalization, 87-88
 best practices, 88-89
 e-mail personalization, 86-87
 site personalization, 84-85
persuasiveness, increasing, 44-45
pitching news, 114
planning, 93
 campaigns, 51-52
 marketing planning cycle, 94-95
 trade shows, 168-170
 whom to involve, 93-94
platforms, 23
 experimentation platforms, evaluating, 46-48
 marketing automation, 59
 automated campaigns, creating, 62-63
 content hosting, 65
 implementing, 73-74
 infrastructure, 71-73
 landing pages, building, 65-66
 segmented lists, creating, 64-65
 testing, 72-73
podcasts, 165
Positioning: The Battle for Your Mind, 100
positioning your company, 99-100
post hoc segmentation, 53
potential solutions, researching, 19-20
practicing database hygiene, 75-76
predictive analytics, 27, 38
print display, 183
prioritizing ideas, 51-52
product demos, scheduling, 20

product descriptions, creating, 100
product marketing, 189
product naming, 102
program metrics, 33-34, 208-209
progressive profiling, 85
proliferation of channels, 10-11
promoters, 37
prospects
 advertising targeting, 87-88
 audience data, segmenting, 83-84
 data sources, 26-27
 site personalization, 84-85
 targeting, 82
providing useful information to sales team, 188
public relations programs for
 brand awareness, 110-111
 awards submission, 122
 byline submission, 123
 customer advocacy, 124-125
 industry sponsorship, 124
 results, measuring, 134
 speaking opportunities, 123-124
 thought leadership, 125-126
publications, 239-240

Q-R

Qualaroo, 33
Raspberry, William, 113
reach. *See* brand awareness
recommended reading
 for analytics, 41
 for brand awareness, 135-136
 for demand generation, 185-186
 for marketing automation, 79
 for marketing plans, 105
 for staffing, 206
references, checking, 21
rented lists, 159-160

reports
 marketing analytics reports, 35
 visual reporting, 39
research phase of technology selection, 20-21
resources, identifying, 19
responsibilities of marketers, 11-12
retaining customers, 190-191
retargeted advertising, 85-86, 181
ReTargeter Search, 87
revenue
 accountability for, 11
 budgeting, 195-197
 campaigns, 196
 marketing costs per unit of sales, 197
 spending allocation, 197
revenue creator role, 7
review processes, strengthening, 78
RFPs (requests for proposal),
 distributing, 20
Riemer, Hans, 227-232
Ries, Al, 100
ROI (return on investment), measuring total return on investment, 209-210
roles in B2B marketing, 7-8

S

SaaS (Software as a Service), 17
sales enablement
 following key accounts, 188
 offering services, 188
 providing useful information, 188
 technology tools, 189-190
 training and support, 188
 working together, 188
sales team, aligning, 76-77

SALs (sales-accepted leads), 36, 140
sample marketing plan outline, 243-244
scanning blogs, 115-116
scarcity, 45
scheduling product demos, 20
scoring lead management, 68-69
segmented lists, creating, 64-65
segmenting
 audience data, 82-84
 test results, 53-54
selecting
 channels, 150-151
 experimentation tools, 47-48
 technologies, 19-22
 awareness phase, 19-20
 decision phase, 21
 evaluation phase, 20-21
 implementation phase, 21-22
 research phase, 20-21
sentiment, 36
SEO (search engine optimization), 154-155
service provider role, 8
services, offering, 188
sessions, measuring, 28
setting up marketing automation platform, 73-74
SiriusDecisions, 140
site content metrics, 31
site personalization, 84-85
site speed metrics, 31
SiteSpect, 48
situation analysis, 96-102
 aligning with corporate goals, 96
 describing your marketplace, 96-97
 Four Ps of Marketing, 99
 positioning your company, 99-100
 product naming, 102
 SWOT analysis, 97-98
skills needed for marketing, 200-202
social media
 advertising targeting, 88, 181-182
 brand awareness, 111
 Facebook, 132
 Google+, 133
 hygiene, practicing, 75-76
 LinkedIn, 131
 monitoring, 128
 participation, 128
 presence in, optimizing, 133
 promotion, 126-128
 results of initiatives, measuring, 134-135
 Twitter, 131-132
 usage policies, 129-130
 YouTube, 132
social proof, 122
solutions. *See also* technologies
 implementing, 21
 monitoring, 21-22
 researching, 19-20
sources of information
 combining, 26-27
 turning into insights, 39
specifications for technologies, creating, 19
speed, need for, 12-13
spending allocation for budgets, 197
spokespeople, identifying and training, 116
SQLs (sales-qualified leads), 36
SQOs (sales-qualified opportunities), 36

staffing, 199-200

- marketing team, managing
 - day-to-day tasks, 203-206*
 - ingredients for successful marketing team, 202-203*
 - recommended reading, 206*
 - training, 206*
- recommended reading, 206
- training spokespeople, 116

strategic partner role, 7

strategies

- for brand awareness, 109
- for lead management, creating, 18
- marketing strategies, defining, 103-104

strengthening review processes, 78

success

- ingredients for successful marketing team, 202-203
- in marketing automations, barriers to, 60-61
- measuring, 207-208

SWOT analysis, 97-98

T

targeting, 14, 22, 47, 81-82

- advertising targeting, 87-88
 - on social media, 88*
- audience data, segmenting, 83-84
- best practices, 88-89
- visitors, 85-86

technologies, 13-14

- analytics, 13-14
- experimentation, 14
- goals of, identifying, 19
- marketing automation, 14
- personalization, 14
- SaaS, 17

for sales enablement, 189-190

selecting, 19-22

- awareness phase, 19-20*
- decision phase, 21*
- evaluation phase, 20-21*
- implementation phase, 21-22*
- research phase, 20-21*

specifications, creating, 19

targeting, 14

templates, creating, 192

testing

- A/B testing, 47
- ad hoc segmentation, 53
- building a testing program, 238
- channels, 55
- direct mail, 174
- hypotheses, 50
- marketing automation platforms, 72-73
- multivariate testing, 47
- optimization
 - analyzing, 53-54*
 - idea intake, 50-51*
 - idea sourcing, 49-50*
 - planning and prioritization, 51-52*
 - taking action, 54*
 - test campaigns, building, 52-53*
- post hoc segmentation, 53
- tools, selecting, 47-48

third-party publishers, 160

thought leadership, 125-126

time frame for buying cycle, outlining, 19-20

topics of discussion for media briefs, 116-117

total return on investment, measuring, 209-210

tracker subdomains, 71

tracking code, 71

tracking e-mail marketing, 67

trade shows, 167-172

best practices, 171-172

planning, 168-170

traffic, measuring, 28

training, 188

as competitive advantage, 206

spokespeople, 116

trends in B2B marketing, 8

data growth, 9-10

rapidly changing buyers, 8-9

Trout, Jack, 100

Twitter, 131-132

U-V

UNDP (United Nations Development Programme), 245

Unruh, Heidi, 232-236

URLs, adding parameters, 32-33

usage policy for social media, 129-130

user flows, 29-30

user management, 72

USP (unique selling proposition), 101

validating data, 76

vendors

approaches to experimentation, 46

briefings, 119

evaluating, 20-21

for web analytics, 33

verifying

data, 76

e-mail deliverability, 72

functionality of marketing automation platform, 73

visitors

anonymous visitor identification, 69-70

bounce rate, 28

measuring traffic, 28

targeting, 85-86

visual reporting, 39

Visual Website Optimizer, 48

W

web analytics, 27-33

acquisition metrics, 30-31

audience metrics, 28-30

behavior metrics, 31-32

conversions, measuring, 32-33

Google Analytics, 27-33

in-page analytics, 31

user flows, 29-30

vendors, 33

webinars, 164

websites, 151-157

advisory and research firms, 240

blogs, 153

design considerations, 152-153

effectiveness of, evaluating, 151-152

establishing authority, 156-157

“flicker” effect, 46

landing pages, 154

minimizing friction and anxiety, 155-156

mobile, 47-48

SEO, 154-155

site personalization, 84-85

tracker subdomains, 71

tracking code, 71

visitors, retargeted advertising, 85-86

whitepapers, 164

wire services, 112

writing news releases, 112-114

Editorial Style Guide, 192-193

X-Y-Z

YouTube, 132

Ziner, Wendy, 246