

Digital B2B Marketing

Lost opportunity?

Lauri Mähönen 20.10.2020

Bisnode at a glance

Brief company facts

Revenue 2019

3,776
MSEK

Operations in

19
countries

Our headquarters

Stockholm

● Sweden

Approx.

2,100
employees

150,000
customers



**What is the most important
B2B marketing component
you or your customer will
focus in 2021 Questions:**

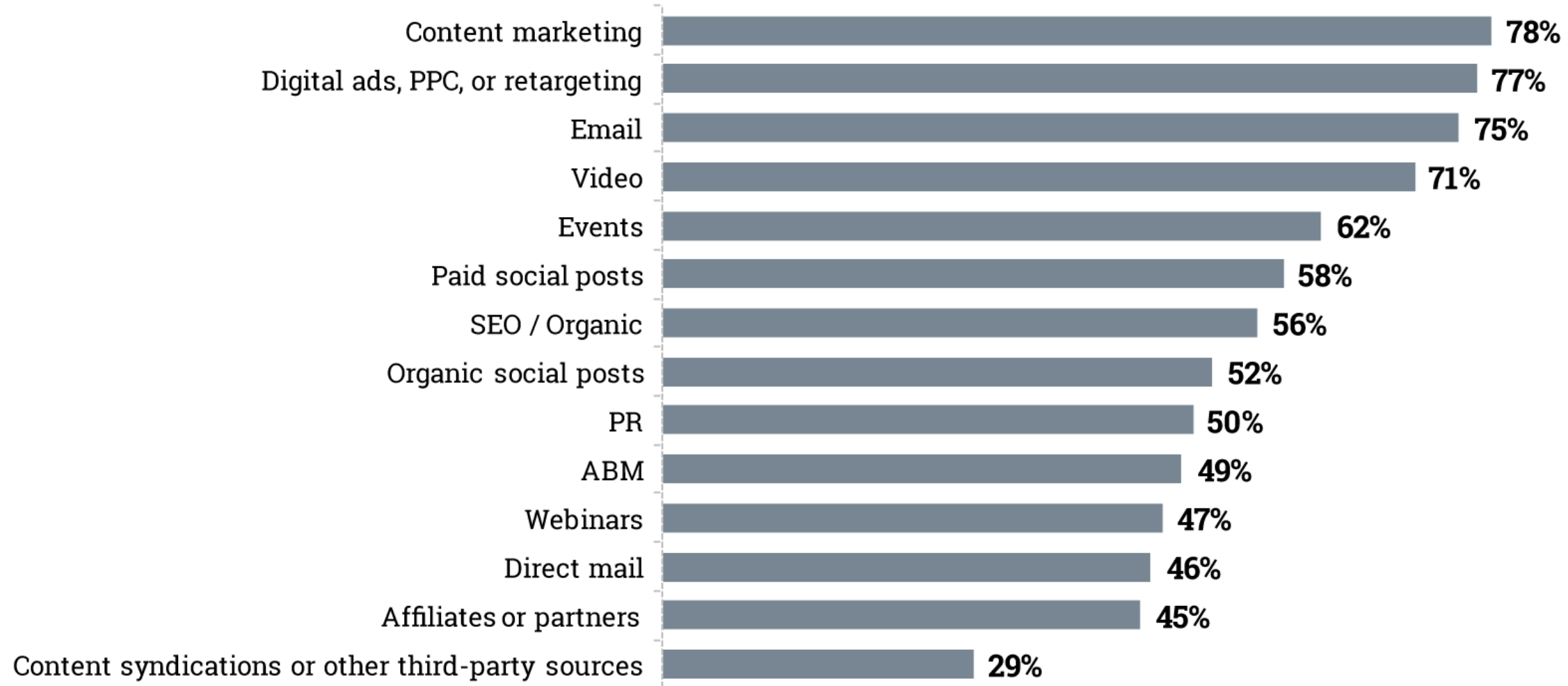
What is the most important B2B marketing component you or your customer will focus in 2021

- Content marketing
- Digital marketing
- Email
- Video
- Event marketing
- Paid Social post
- SEO
- PR
- ABM
- Webinars
- Direct mail
- Affiliates or partners
- Content syndications or 3rd party sources



**What is the most important
B2B marketing component
you or your customer will
focus in 2021 results:**

Components of B2B Marketers' 2020 Strategies



Published on MarketingCharts.com in June 2020 | Data Source: ON24 / Market2Marketers / Heinz Marketing

Based on a January 2020 survey of 137 B2B marketing professionals across various roles, industries and organization sizes

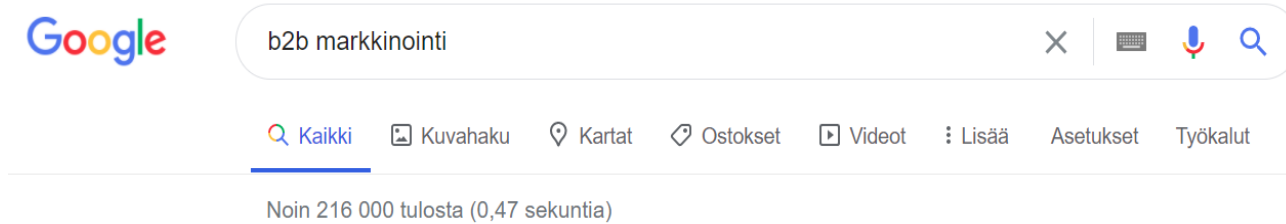
B2B Marketer's strategic plans

Here's a closer look at what top-performing marketers are doing differently than the mainstream:

- More than half of top performers say their company's performance is excellent when it comes to customer experience (58%) and account-based content (55%);
- Top performers are far more likely than the mainstream to say their marketing is everywhere their customers are (74% vs. 40%);
- While both top-performing and other marketers express confidence in their ability to create relevant, personalized and timely content for their target audience, top performers are multiples more likely to say they were very confident (68%) compared to the rest of the sample (22%); and
- Top performers are somewhat more likely than other marketers to focus on long-term metrics (88% vs. 73%).

Read more: <https://www.marketingcharts.com/industries/business-to-business-113543>

How do I get help as a marketer In Finland, In Finnish



Anyone focusing 2020 strategies?

[www.kupli.fi > b2b-markkinointi-miksi-ja-miten-sita-ka...](#)

B2B-markkinointi – miksi ja miten sitä kannattaa tehdä? - Kupli

15.8.2019 - Miten **b2b-markkinointi** eroaa b2c-markkinoinnista? Mistä kanavista tavoitat kohderyhmäsi ja mitä huomioida kanavien käytössä?

[www.advanceb2b.com > blog > 5-tärkeintä-eroavaisuut...](#)

Miten B2B-markkinointi eroaa B2C-markkinoinnista? 5 ...

19.9.2014 - **B2B-markkinointi** ja B2C-markkinointi eroavat huomattavasti toisistaan. Opi viisi tärkeintä eroavaisuutta ja miksi asiaan kannattaa kiinnittää ...

[www.digimarkkinointi.fi > blogi > b2b-markkinointi-ja...](#)

B2B markkinointi ja myynti muuttuu. Digitaalisen ...

Tämä on tapahtunut myös **B2B** -puolella ja **markkinoinnin** osuus on vain kasvanut. Miksi? Vertailu on helppoa. Kun yritykselle tulee tarve tuotteelle tai palvelulle, ...

[www.differo.fi > blogi > b2b-markkinointi-näillä-6-asia...](#)

B2B-markkinointi: näillä 6 asialla teet siitä tuloksellista - Differo

13.8.2019 - Moderni ja rohkea **B2B-markkinointi** tuo parhaiten tunnettua ja oikeanlaista ostajakuntaa. Näin otat homman haltuun sisältömarkkinoinnin ...

[www.vainu.com > blogi > b2b-myynti-ja-btob-myynti](#)

Mitä on B2B-myynti: Määritelmä, strategia ja trendit - Vainu.io

21.10.2019 - Tämän tuloksena **B2B-markkinointi** on kuronut umpeen eroa B2C-markkinointiin, minkä voi havaita siinä, miten yritykset myyvät tuotteitaan ja ...

[www.salesforce.com > blog > b2b-markkinointi-trendit](#)

Viisi tutkittua B2B-markkinoinnin trendiä - Salesforce Blog Suomi

A night landscape with a starry sky, mountains, and a forest reflected in water. The text is overlaid on the upper right portion of the image.

**Focusarea: 49% of effort is
used in ABM
But why and how?**

FOCUS ON WHAT MATTERS

**Only 1% of all
leads turn into
customers.**





BUYING JOURNEYS ARE CHANGING

67% of the purchasing
decision is made before
contacting a vendor.

Cost per B2B lead

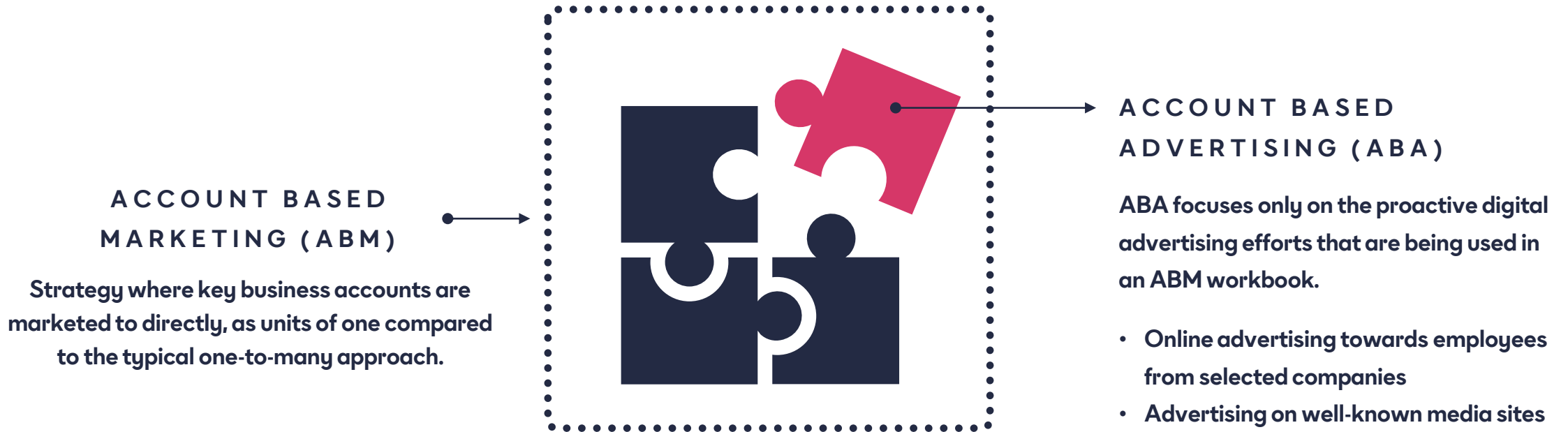
>10€/ webshop

15€> /cold call per row

150€> / booked visit

1000€> / event lead

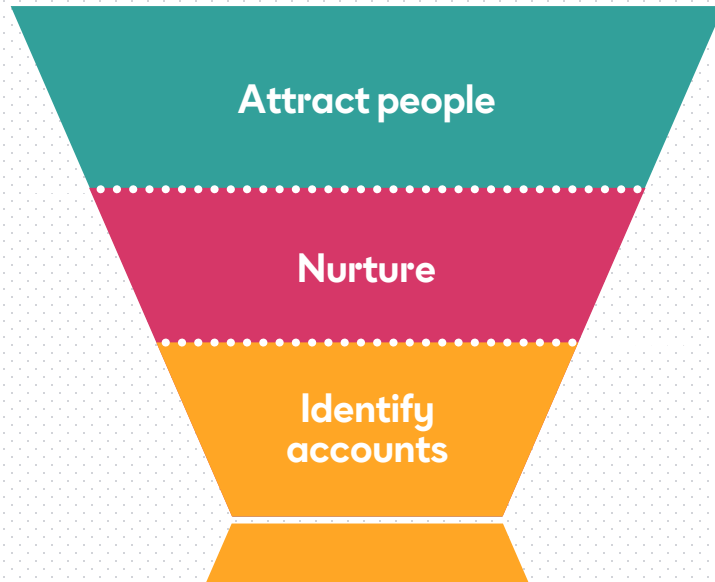
The Bigger Picture



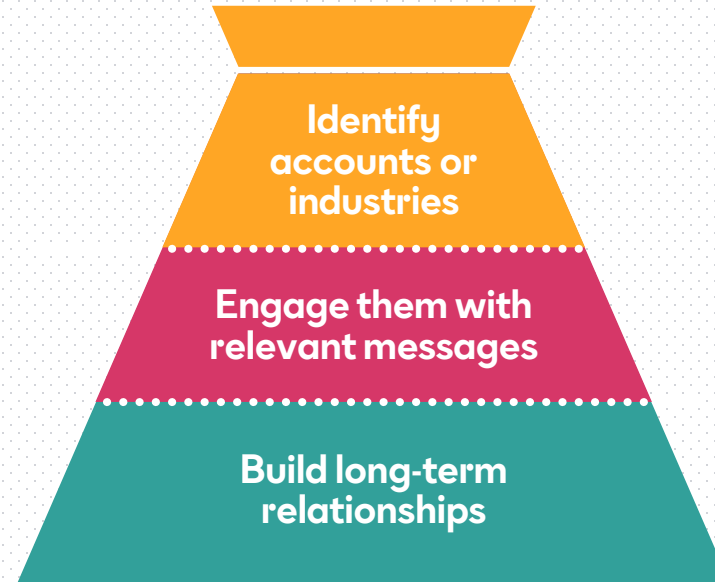
Target marketing

SALES & MARKETING JOINTLY PURSUING ACCOUNTS

TRADITIONAL ADVERTISING



ACCOUNT BASED ADVERTISING



Account Based Advertising

How it works and how to use it

HIGHLY TARGETED ADS

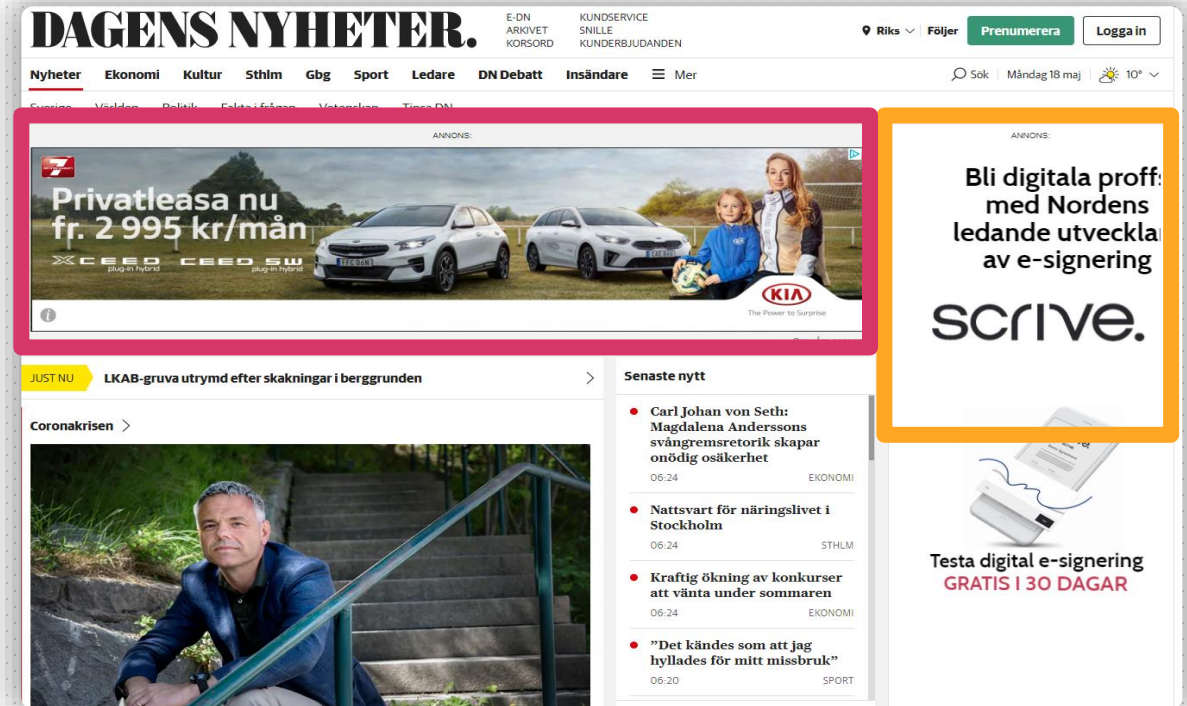
Only served to the selected accounts, with the message(s) you want them to see

INCREASE AWARENESS & BE TOP OF MIND

Proactively target the accounts you want to reach

ACCOUNT INSIGHTS

Learn what accounts are engaging with you, both with the ads and activity on your website



Target specific accounts or even entire predefined industries



ACCOUNTS

Target specific companies.

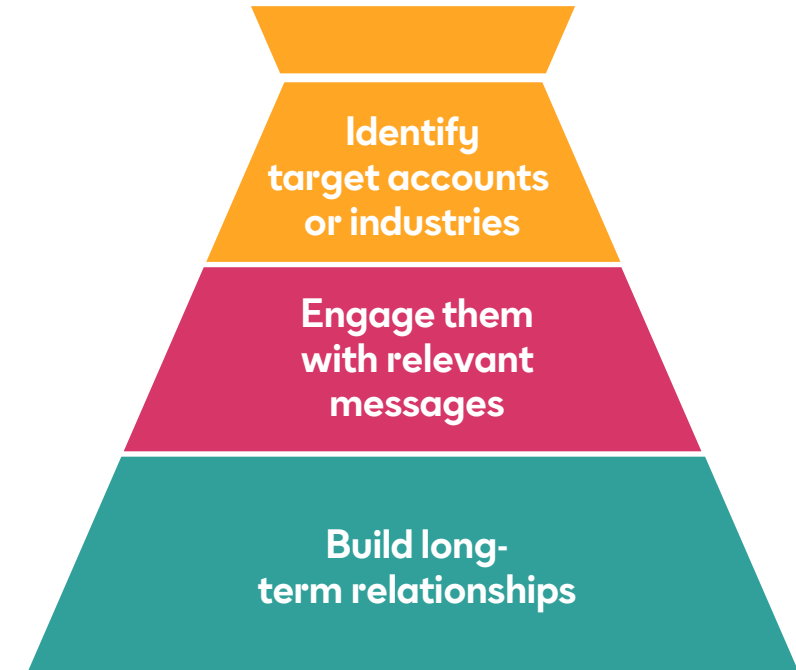


INDUSTRY

Defined industry segment from our BBC database (eg. bank, telecom...)

Define your campaign goals

GOAL	KPI	CREATIVES	MEDIA SPEND*	
			Account	Industry
Identification Identify interest from accounts or industries	Exposure We drive the campaigns so as many people at each account/industry shall see your ads.	Trust Build your brand, be seen as the no.1 vendor.	20-40€	2000€
Get Engagment Engage them with relevant messages	Visits at your site/Sign ups Here you want the account to be active and interact with you, we drive for actions.	Action Now its time for call to action in the ad creative and a tailor made landing page	60-100€	2500€-3000€
Drive Decision Supportive advertising towards people at the accounts you are negotiating with.	Exposure We drive the campaigns so as many people at each account shall engage with your ads. Building engagement through volume.	Trust Build your brand, be seen as the no.1 vendor. If you have video creatives this is the perfect place	150-200€	N/A
Retention / Loyalty Build lasting relationships and upsales your exiting customers.	Exposure We drive the campaigns so as many of your customers shall see your ads and be remind of your excellent services/products	Remind Focus your content on awards, testimonials, articles about your company's success.	20-40€	2000€



*recommended media spend per account or per industry

Account Based Advertising

TARGET YOUR ADS BASED ON
FACTS, NOT GUESSES

Data	Traditional digital advertising	Bisnode ABA
Target all employees within selected companies	No	Yes
3rd party behavior data	Yes	No
GDPR compliant	?	Yes
Cookie-less	No	Yes
Data	Traditional digital advertising	Bisnode ABA



Customer success stories

Nordic IT Consultant Aligned Sales and Marketing

Case Study

Situation before ABM activity

- 500 customers, low brand awareness.
- *Target customers:* Large companies, Nordic market.
- *Sales goals:* Grow current accounts; Get first foot in with a few selected accounts.

What was the problem?

- Sales did not appreciate the value of marketing.
- Limited marketing budget.
- Account Manager had difficulty to gain access to a key account.



What did we do?



What was the result?

- Meeting booked with the 'difficult' account.
- Account Manager convinced that the targeted campaign contributed to this.
- High engagement with the ads by all three accounts, i.e. campaign increase their interest and built brand.



Nordic-Based Financial Services Company

Case Study

Situation before ABM activity

- Offering: Pension plans for employers and their employees, i.e. a B2B2C situation.
- The employer selects a few suppliers and the employees then choose which one to sign up for.
- *Goals:* Very competitive market, where market share is of utmost importance. Even a small increase in market share can equal millions in revenue increase.

What was the problem?

- An employer tends to sign framework agreements for pension plans with 2-3 different suppliers.
- After the framework agreement is signed, the suppliers have limited access to the employees, who actually make the choice of supplier.
- Normally, the market share would be evenly split between the number of suppliers. Our client's target was to gain a higher share.
 - Customer A: 2 listed suppliers, i.e. an expected 50% market share.
 - Customer B: 3 listed suppliers, i.e. an expected 33% market share.

What did we do?



What was the result?

- **With customer A, this financial services company grabbed 75% of the business from the employees. This is almost unheard of in the industry!**
- **With customer B, this financial services company grabbed 40% of the business from the employees. This would equal about 3 MEUR under management.**

Siemens PLM Case

“Bisnode Account Based Marketing has given us proven results.

We started with three accounts adding one more after three months.

All became MQLs and SQLs with a total marketing pipeline value of £2.9 million”

Debbie Hage

UK Senior Marketing Manager, Siemens PLM Software UK



“Vendmore’s Account Based Marketing opened doors for conversations to take place where conventional methods and tools had been unsuccessful”

Sales and marketing alignment, a higher customer relevance in marketing content and ensuring that the right decision makers receive marketing messages that are relevant to them – these are goals that are high on the agenda for most companies. By implementing Account Based Marketing, Siemens PLM Software managed to achieve this and more.

SIEMENS
Ingenuity for Life

About Siemens PLM Software
Siemens PLM Software a business unit of the Siemens Digital Factory Division, is a leading global provider of software solutions to drive the digital transformation of industry. Its Smart Innovation Portfolio helps manufacturers optimize their Digital Enterprise and realize innovation.

Results

- All four accounts become MQLs and SQLs, and marketing pipeline generated up to £2.9million.
- Internal recognition as Best Global Campaign within Siemens PLM Software worldwide, winning the Wilson Award September 2016 for the Oil & Gas Campaign, “50% due to Vendmore’s Account Based Marketing!”
- The Vendmore campaign showed the level of interest from the technical & senior management audiences in the targeted accounts, which was combined with highly targeted and specific messaging that produced actionable insights for each account for the sales and marketing teams.

The business challenge
Siemens is a huge global brand, but the various units within it need to take extra steps to be recognised by the appropriate client base with their specific propositions. Much of the addressable market for Siemens PLM Software had not been effectively made aware of the solution on offer.

The opportunity
Within Siemens PLM Software’s key target industry, it is a challenge to effectively implement paid search, not least because it is hard to define what customers actually search for.
Four key target accounts had been worked on for 12-18 months using a variety of marketing and business development tactics, without successfully opening up a meaningful dialogue.

“Vendmore’s Account Based Marketing has given us proven results. We started with three accounts adding one more after three months, and all became MQLs and SQLs with a total marketing pipeline value of £2.9 million”

Debbie Hage
UK Senior Marketing Manager, Siemens PLM Software UK

These accounts were high priority, but considered cold. The challenge was to increase the contact base to get to top of mind in the account buying centers, while building on the knowledge and sales insight already gathered around the clients and their current projects.
As a result, this campaign was focused on pinpointing different areas to establish and build awareness within target account influencers and decision makers.

vendmore
A Bisnode Company

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linkedin.com/company/vendmore

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Customer Endorsements

18%

Average deal velocity increase

14%

Increase in number of closed opportunities

29%

Deal size increase

48%

Increase in account size thanks to improved cross-selling

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New research report out now!

<https://finland.bisnode.fi/kampanjat/campaigns-q3-2020/data-driven-masterclass/>



It. All. Starts. From. Target. Accounts.

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IAB Smart marketing webinar Lauri Mähönen 20.10.2020