

B2B-konteksti


Digitaalisen markkinointiviestinnän ideointia

Viestintä ja projektinhallinta (A77A00300)
FT, yliopistonlehtori Marketta Majapuro
Aalto-yliopiston kauppakorkeakoulu 2020

Kohderyhmäanalyysin periaatteita



- Asiakassegmenttien tunnistaminen
- Tarpeiden, arvojen, elämäntavan, mieltymysten ja odotusten ymmärtäminen
- Asiakkaiden profilointi, asiakaspolkujen tunnistaminen, ostajapersoonien käyttö (buyer personas), ostoprosessin ennakointi



Onko maahantuoja kuluttaja?

(Drivecolla myös
muuta asiakasryhmiä)



B2B Marketing – What is Different?

B2B: Business to Business	B2C: Business to Consumer
Based on relationships with business buyers	Products more important than relationships
Often small & focused market	Usually larger markets
More complex & longer buying process	Single step buying process; often short (e.g. impulse purchase)
More sophisticated buyers	Less sophisticated buyers
Aim is to turn prospects into buying customers	Emotional considerations affect buying behaviour
Educational element to promotion	Brands very important

tutor2u

Riley (vuosiluku ei tiedossa)

B2C vs B2B marketing

	B2C 'low involvement'	B2B 'high involvement'
Target market	Larger	Smaller, niche
Purchaser(s)	Single	Multiple
Buying process	Single step	Multiple step
Sales cycle	Shorter	Longer
Sales driver	Recognition and repetition	Relationship and detailed information



The Marketing Directors

Thompson (2020)

Miten B2B ja B2C eroavat toisistaan?

B2C marketing

With B2C marketing, a company will use a completely different approach. Phone marketing will rarely be used unless it is an expensive purchase because this approach can be seen as too intrusive.

The B2C sales funnels will adopt a softer approach, especially with an inbound marketing method. For example:

Social media post – A company will put out an Instagram post with the description that explains a concept and tells the customer to check the bio for more information. Instagram marketing can be highly effective, with **78% of B2C marketers** creating content on this platform.

Redirect to the blog post – This post expands on the social media post, explaining the concept in-depth with a call-to-action at the end that directs a customer to the lead magnet.

Lead magnet – A freebie that is given in exchange for a visitor's email and contact info.

Promotional up-sell – After a few nurtured emails, a promotional offer is then sent where the customer can buy their product or service.

Fraher (2019)



B2B marketing

With B2B marketing, a company might use the typical B2B sales funnels. This is likely to include three stages:

The advertisement – LinkedIn ads are the top choice for these types of businesses. Studies show that **80% of B2B leads** come from LinkedIn, with **94% of B2B marketers** using this platform to distribute content.

The booking page – When clicking an advert, the lead will then be directed to the company website. This is where they can book a free consultation to help them with their business problem.

The sales close – The lead will then be passed on to the sales team where they will try to close the lead via a phone call and get them to purchase their product or service.



What is TOFU, MOFU, and BOFU Content?



Entä myynnin ja markkinoinnin suppilomallit?



Ideoita suppilon TOFUUn, MOFUUn ja BOFUUn

Lim (2016)

Kasvuhakkerointi

Innovatiivista liiketoimintaa
minimaalisin kustannuksin

Uusi ja jännittävä idea + joukkoja energisoiva kanava

Pienen idean kehittäminen palautteen
perusteella

Varhaisille omaksujille optimoitu ja
testattu tuote tai palvelu

Markkinoille pääsyn ja kasvun
tapauskohtainen tavoittelu

Sosiaalisen median PR, vaikuttaja-
markkinointi, brändilähettiläät

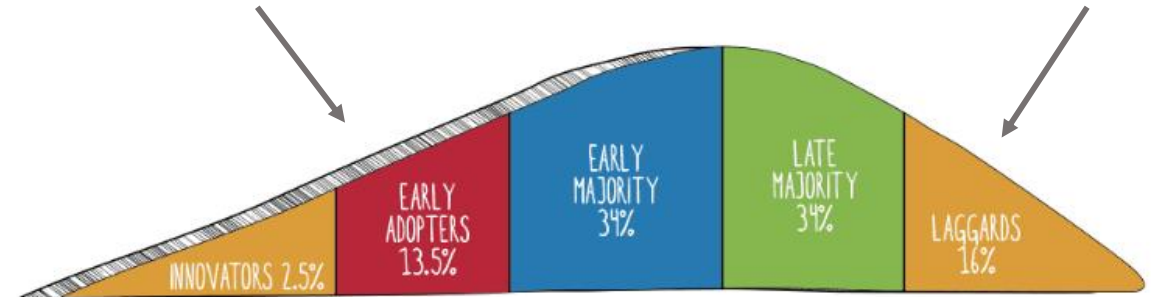
Vaikutusten kertautuvuuden arviointi

Ks. esim. Holiday (2013)



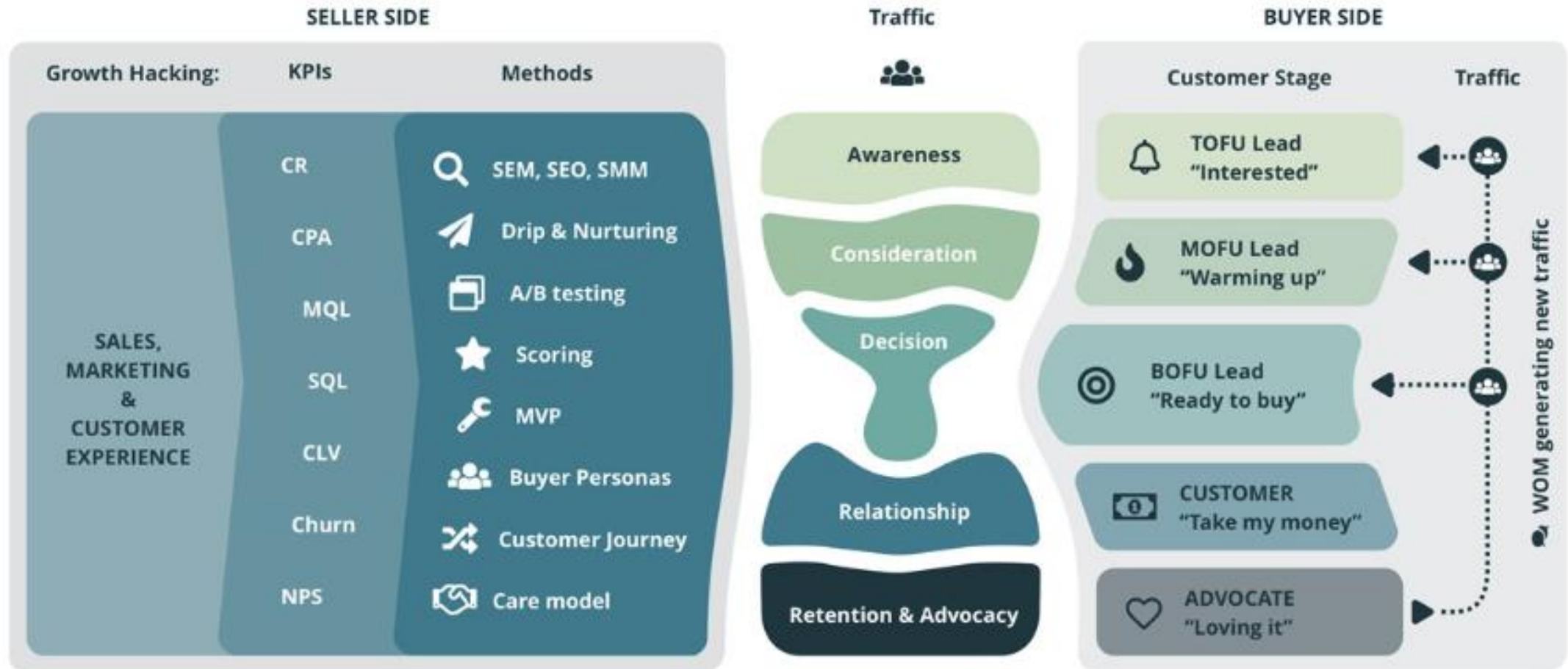
Ovatko maahantuoja koeajotyökalun varhaisia omaksujia?

Ovatko kuluttajat sähköautojen käytössä vitkastelijoita?



Onko käsitteestä meille hyötyä?

THE GROWTH HACKING MODEL FOR MARKETING



Palmu (2018)

How does growth hacking change the business logic?

Growth hacking refers to a paradigm shift, wherein old marketing methods and tools make way for new channels and ways of working. In this rather unconventional and new business context, growth can be obtained through novel, experimental means – as aspirational growth marketers and engineers seek to first-handedly grow or attain market demand, or traction.

Demand for a product or service can be generated organically (i.e. content marketing, SEO) or through paid advertising (e.g. SEM, social media marketing aka SMM). From an analytics viewpoint, demand translates to marketing qualified leads (MQLs), sales qualified leads (SQLs), and conversions.



Miten markkinoida maahantuojalle?



B2B

61 B2B Lead Generation Strategies and Tactics for 2020

by Anna Crowe

Lead generation for B2B businesses isn't a one-size-fits-all affair. What works for a drug testing company may not work for a B2B SaaS company. When you market for B2B, you have to go where your ideal clients or customers are.

That's why we've detailed **61 lead generation strategies** and tactics we've seen B2B businesses using successfully. If you're looking to [drive new leads](#) to your sales team, try giving one of the ideas below a shot.

- Website Optimization
- Content Marketing
- Email Marketing
- Paid Advertising
- Social Media
- Offline Strategies

Sivustolla paljon neuvoja

B2B Digital Marketing Strategy



1. Research

Research is the cornerstone of any modern marketing and through careful and scientific studies of the market and brand will help you make more informed decisions. They provide targeted basics to your marketing and provide a valuable basis for evaluating your results.

By doing research, you can get to know your customers better — which puts you in a better position to serve them. The market research gives you insights into how your process works. You'll find out which aspects of your company work well and get a better understanding of what services you should provide.

The impact of the investigation is also clear. Our research on impact research has shown that companies that conduct systematic research on their customers and clients are ten times faster and more than twice as profitable as their non-research counterparts.

Taustatutkimuksen merkitys

A collection of colorful icons representing various digital marketing and technology concepts, including a smartphone, a laptop, a globe, a magnifying glass, a shopping cart, a computer monitor, and various gears and arrows, all arranged in a circular pattern around the main title.

Kaikkikanavaisuus Omnichannel

Kaikkikanavaisuus

Yritys toimii vuorovaikutuksessa sekä potentiaalisten että nykyisten asiakkaiden kanssa useiden eri kanavien kautta


Markkinointitoimet synkronoidaan kaikkiin asiakaspolun kosketuspisteisiin

Tuloksena on integroitu, saumaton ja personoitu asiakaskokemus asiakkaalle mieluisissa kanavissa

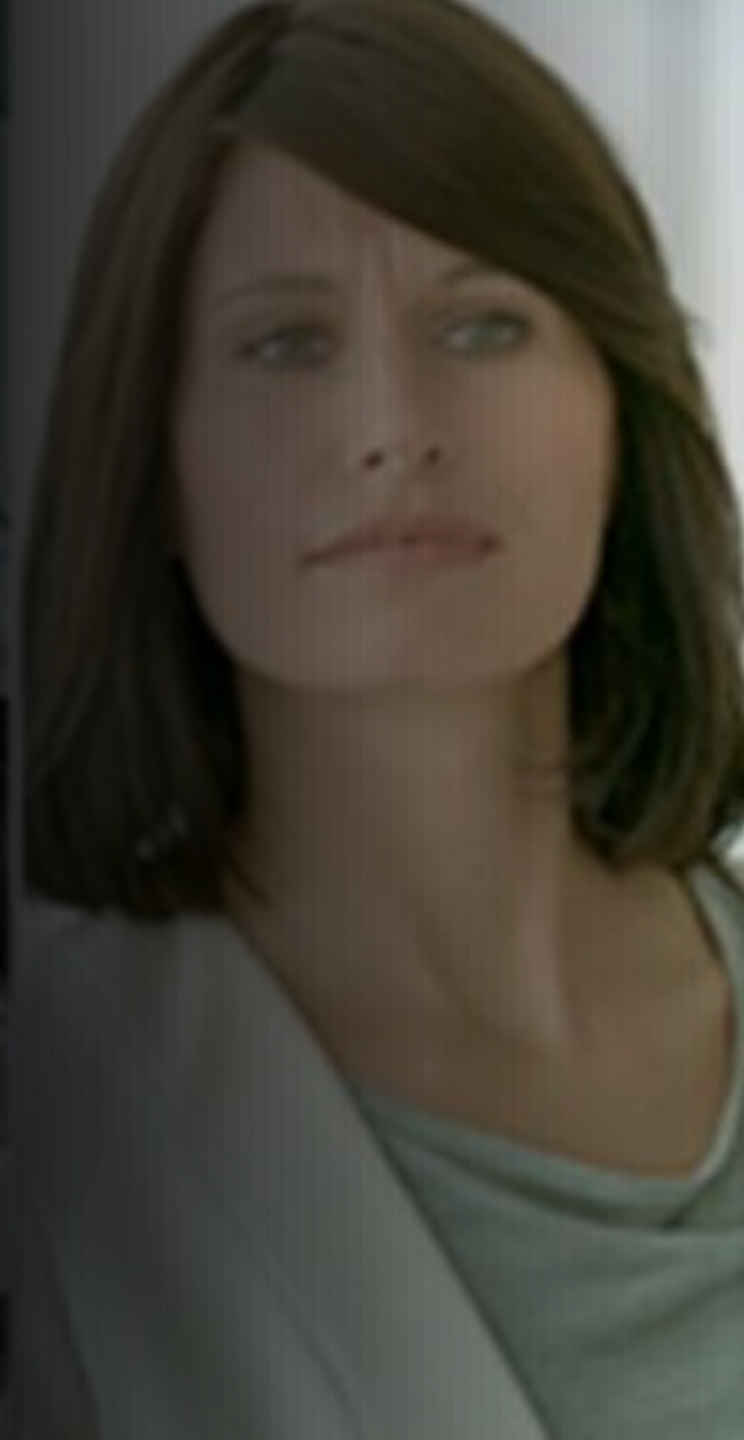


Kaikkikanavaisuus

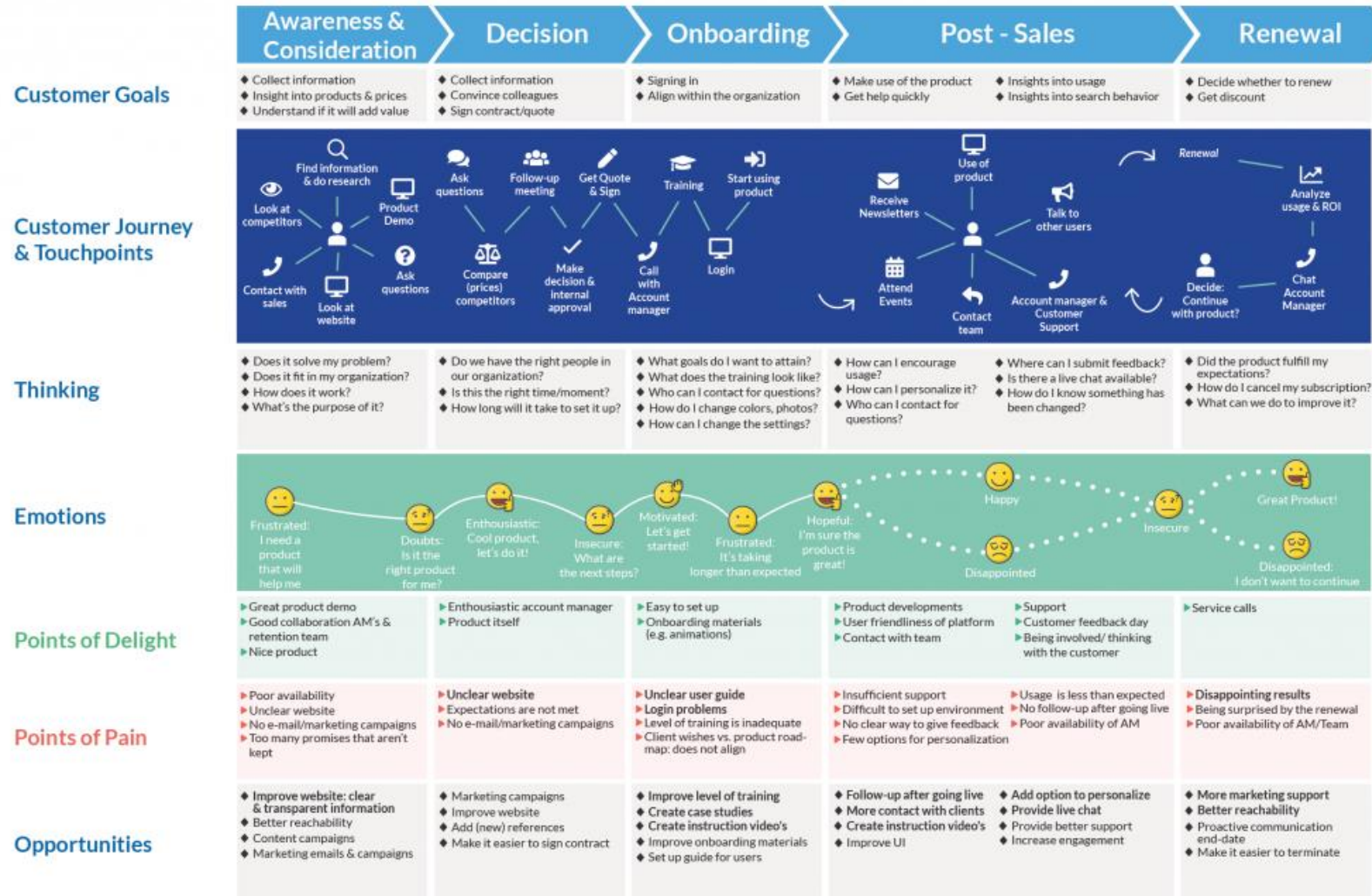
- Asiakkaan toiminnan analyysi
- Selkeä ohjeistus eri kanavissa
- Kaikissa kanavissa sama tavoite mutta kanavan ja kohderyhmän mukaisesti
- Helposti seurattava sisältöjen jatkumo
- Toimivuus kaikilla päätelaitteilla
- Asiakaspalvelussa olevien osaaminen - chatbotit




Millainen on maahantuojaan ostopolku?



Customer Journey Map B2B



Asiakaspolun malleja



Millainen
maahantuoja on
ostajana?

Background:

- *Staff Accountant at Founder Accounting
- *Completed his undergraduate degree at Penn State and his masters at Cornell University
- *Has a serious girlfriend and two dogs (a Labrador retriever and a pug mix)

Demographics:

- *Male
- *Age 34
- *Annual HH income: \$125,000
- *Lives in a townhouse-style condo in an urban area

Goals:

- *Become a senior accountant within 3-5 years
- *Achieve a salary of \$80,000 so that

Tommy Technology



Hobbies & Interests:

- *Running 5K races with his girlfriend
- *Watching Game of Thrones
- *Going out to brunch with other young couples

Challenges:

- *Wants to have a more modern website, but isn't the final decision-maker
- *Struggles with being seen as the "young guy" in the office and being taken less seriously as a result

Common Objections:

- *I love the idea of a new website, by my boss will never go for it! He doesn't see the value in new technology.
- *I'd love to get started on a new website, but I don't think I can get buy-in from my boss. He never takes my ideas seriously.

Biggest Fears:

- *Getting stuck in a job and not advancing up the corporate ladder as quickly as he'd like

Ostajapersoonamalleja

**Miten
maahantuoja
tekee päätöksiä?**



[illegible]

Ostoprosessi- malleja

Ideoita, malleja, kanavia ja työkaluja riittää.

Mitä kannattaa ottaa?

Millainen työnjako tiedonhaussa?

**Ja tämä ideointia vasta Drivecon
ensimmäiseen haasteeseen
ja vähän toiseenkin!**

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