

MARKETING

Winning With Value

New Rules for the B2B
Marketing Game



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The Old Playbook

- **The 4Ps:** Product, Price, Place, Promotion
- **Conventional Distribution Channels**
- **Product-Centric Approach** with less emphasis on client experience and outcomes





**“Marketing is no longer
about the stuff that
you make, but about
the stories you tell.”**

-Seth Godin

The New Rules

Focus on client-centric strategies

Emphasis on creating value and engagement

Integration of digital **AND** traditional media

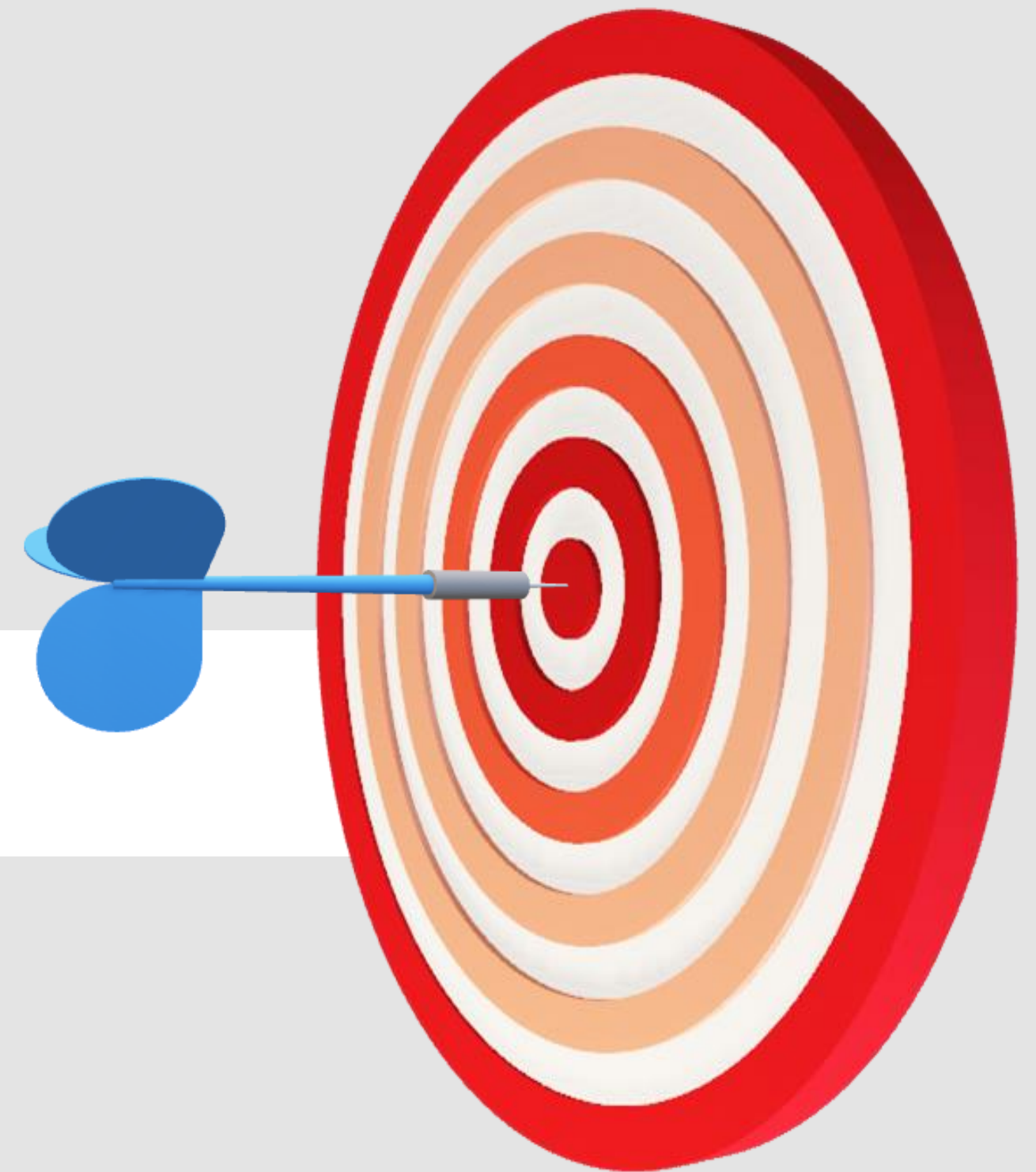


Outcomes for Winning Marketing

Consistent access to high-quality prospects

Measurable and scalable efforts and outcomes

Higher efficiency and effectiveness in campaigns



Marketing Challenges

Pitfalls and Potholes

Lack of clear value proposition

Misalignment between marketing and sales

Ineffective targeting and segmentation

Insufficient use of data and analytics



Marketing Mastery

A Roadmap

- 3Ms: Market, Message, Media
- Branding
- Compelling Value Proposition/Offer
- Marketing Process
- Marketing Mix of Tactics
- Marketing Metrics



3Ms: The Marketing Trifecta

Market

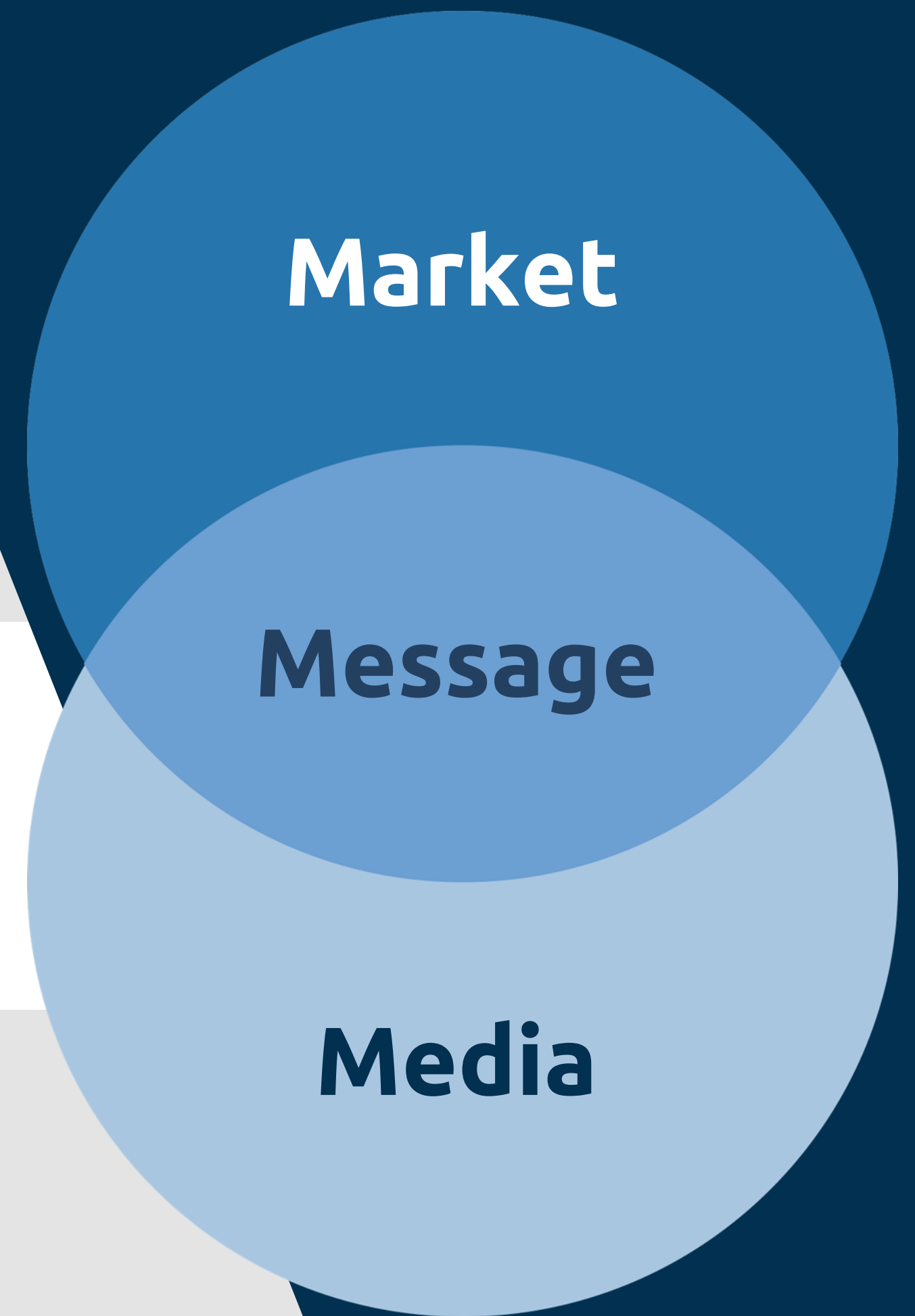
- Identifying Target Audience
- Market Research

Message

- Crafting the Right Message
- Aligning with Client Needs

Media

- Choosing the Right Channels
- Digital vs. Traditional Media



Branding

More Than Just a Logo

WHAT

The process of creating a unique name, image, and identity for a product or company in the consumers' mind

WHY

Customer Loyalty: Builds trust and long-term relationships

Market Differentiation: Stands out from competitors

Premium Pricing: Allows for higher pricing due to perceived value

HOW

Brand Identity: Logo, colors, typography, and overall design

Brand Voice: Consistent tone and language across all communications

Consistent Brand Experience: Touchpoints reflect the brand values/promise



Value Proposition: Your Unique Edge

A statement that clearly identifies what your business offers, how it solves problems, and why it's better than alternatives

Clear Benefits:

What your offering does for the client

Differentiation:

How your offering is unique

Relevance to Target Audience:

Why your offering matters to your specific audience



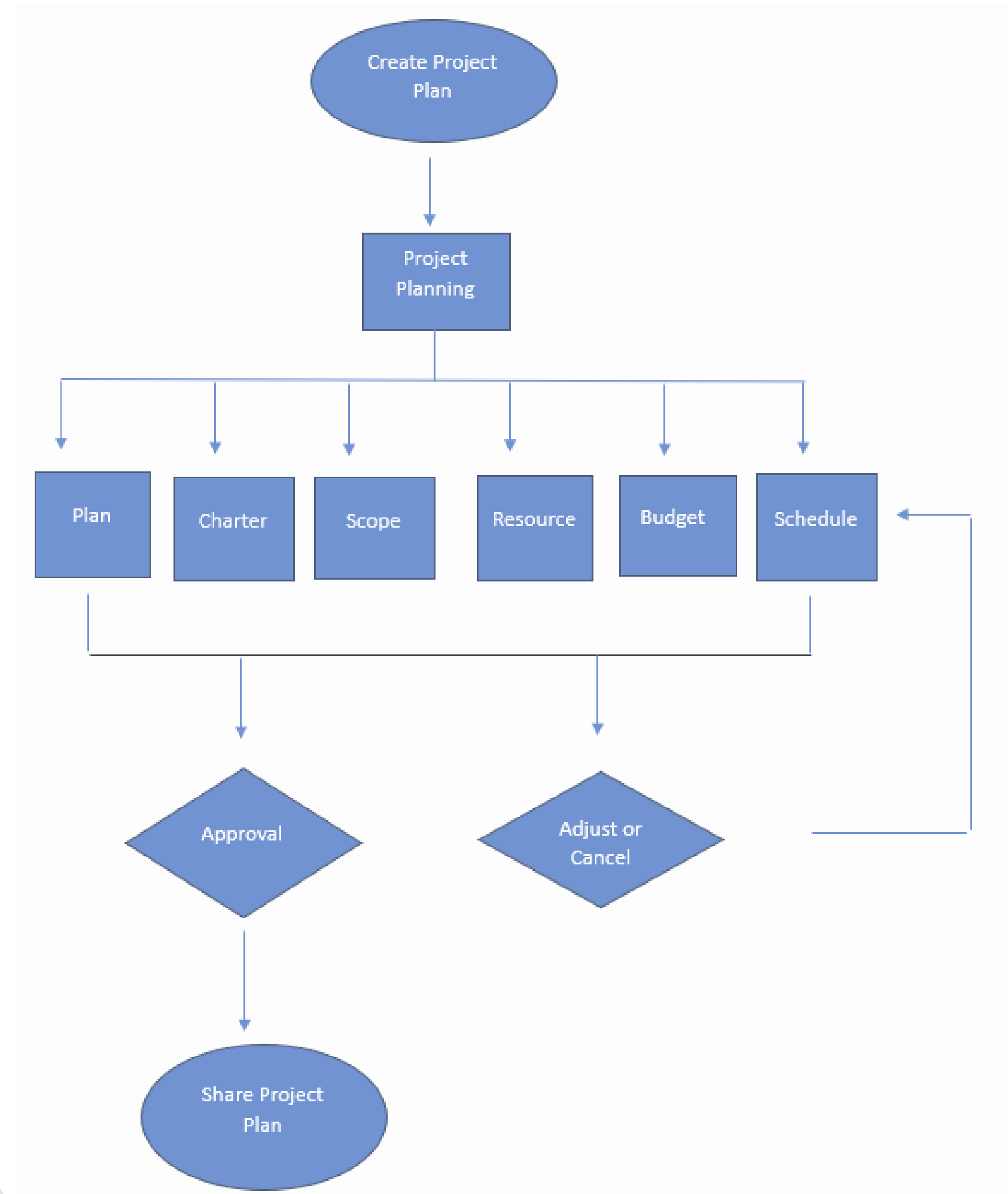
From Plan to Performance

Overview of the Marketing Process

- **Planning**
- **Execution**
- **Measurement and Optimization**

Stages of a Marketing Campaign

- **Setting Objectives**
- **Developing Strategies**
- **Implementing Tactics**
- **Analyzing Results**



The Marketing Mix



Marketing Mix

A set of actions or tactics that a company uses to promote its brand or product in the market

Common B2B Marketing Tactics

- Email
- LinkedIn/Social
- Events/Speaking
- Digital/Online Advertising
- Strategic Partnerships
- Assets & Collateral

Metrics that Matter: Measuring Success

Why Track Marketing Efforts?

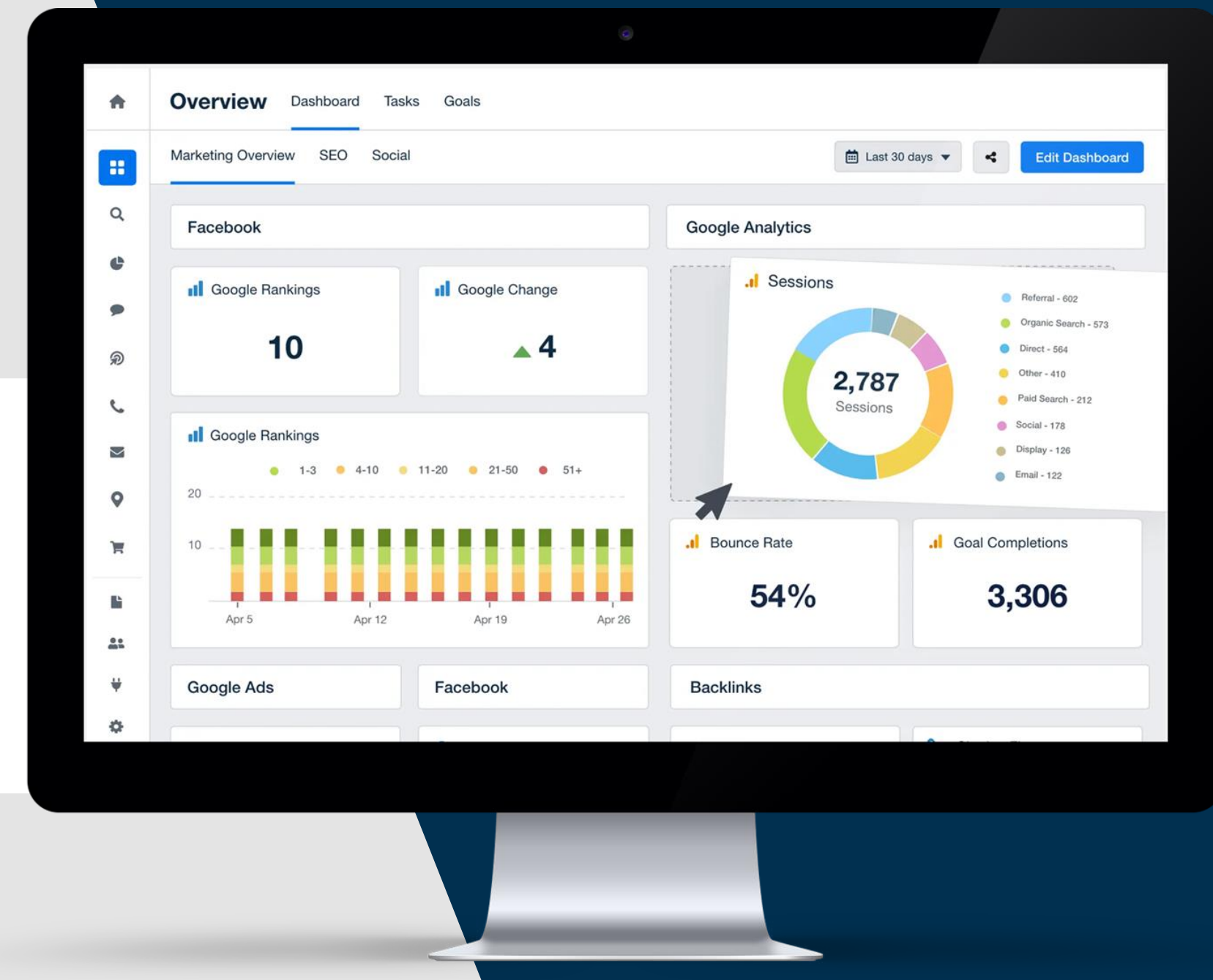
- Measure Effectiveness
- Optimize Campaigns
- Justify Budget

Key Metrics to Monitor

- Return on Investment (ROI)
- Prospect Acquisition Cost (PAC)
- Appointment Value
- Client Lifetime Value (CLV)

Tools and Techniques for Tracking

- Analytics Platforms
- Key Performance Indicators (KPIs)



Key Takeaways: Recapping the Essentials

- **Shift from product-centric to client-centric**
- **Emphasis on value and experience**
- **Use measurable strategies to maximize ROI**

- 
- ✓ Importance of marketing in business growth
 - ✓ Beyond the 4Ps to the 3Ms
 - ✓ Crafting a compelling value proposition
 - ✓ Building and maintaining a strong brand
 - ✓ Understanding ^{the} marketing process and mix
 - ✓ Tracking and optimizing marketing efforts



Marketing Wisdom

**"The best marketing doesn't
feel like marketing."**

-Tom Fishburne

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