

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

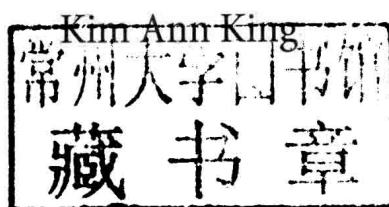
THE
COMPLETE
GUIDE TO **B2B**
MARKETING

K I M A N N K I N G



The Complete Guide to B2B Marketing

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



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The Complete Guide to B2B Marketing

In memory of Danny Lewin and Wendy Ziner Ravech

For Bill and Shoo Shoo, with all my love

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*

Acknowledgments

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.

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