

MQI ^{B2B} NXT

The Human Touch

**BRIDGING
THE GAP BETWEEN
B2B ^{AND} B2C**

INSIGHTS FROM B2BNXT

CONTENTS

<i>The lines are blurring</i>	2
<i>How wide is the gap</i>	3
<i>How to be a B2B marketer in a B2C world</i>	5
<i>Putting your customer first</i>	7
<i>Is there still a divide between sales and marketing teams?</i>	8
<i>Six top tips</i>	9
<i>It's time to bridge the gap</i>	10
About MOI	11

THE LINES ARE BLURRING



FERGUS GREGORY
FACILITATOR OF B2BNXT AND GROUP
COMMERCIAL DIRECTOR, THE DRUM

“I really do think that many B2C brands that are in trouble today wouldn’t be so if they were more like B2B.”

Fergus Gregory, The Drum,
and B2BNXT Facilitator

Is there still a gap between B2B and B2C? If there is, it seems to be getting smaller and smaller every day. B2B is actually ahead of B2C in many ways – just think about how advanced B2B marketers are in targeting customers at a personal level and using data to generate insights.

But ‘B2BNXT: Bridging the Gap Between B2B and B2C’ wasn’t about pitting the two sides against one another. The two need to exist in equal measure, and we can both learn from one another.

Read our [full interview with Fergus Gregory here](#), or keep reading for the highlights of a fascinating, insights-packed evening.

HOW WIDE IS...

We talk a lot about bridging the gap between B2B and B2C, but how wide is that gap exactly? Richard Robinson, Chair of the DMA's B2B Council and CCO DPL, gave us the lowdown.

B2B brands make up 50% of FTSE companies. We're so vital that the economy would literally collapse without us – so where's our confidence? The budget disparity doesn't help.

On average, 16% of a B2C organisation's spend is on marketing, whereas it's less than 9% in B2B.



Why aren't we getting the recognition we deserve?
The work of B2C marketers is very visible to the wider world – think about all those flashy TV ads and billboards. We're obviously not going to all rush out to produce expensive TV ads. It makes sense for B2C because they tend to want to sell to everybody, while B2B audiences are far smaller.

However, while B2C is generally better at appealing to emotions, B2B buyers are actually more emotionally engaged with B2B brands than they are with B2C brands. We need to learn from B2C's emotion-led approach.

What do we do about it?
To make a bigger bang, we need bigger budgets. It won't change overnight, so we need to work on how we're seen by our organisations. With so few B2B CMOs at the table representing us, we need to keep fighting to prove how good we are.

Be brave
We need to be braver out in the world too. It's something B2C are very good at. Just think about the ads KFC pushed out when they ran out of chicken, or when Burger King gave free burgers to customers who dressed up as clowns.

Let's show B2C how it's done
But there's plenty we can teach B2C. We're great at taking on the challenge of balancing the needs of different stakeholders such as partners, customers and sales teams. B2C is far less intricate here.

We're killing it with our use of data
Just think about everything we're tracking – clicks, engagement, etc. It all means we're better at reacting, engaging and activating, and we're building stronger relationships with our customers through account-based marketing.

"We're big dogs, so why do we feel like we've been picked last in a game of football?"

Richard Robinson
Chair of the DMA's B2B
Council, CCO DPL

...THE GAP?

HOW TO BE

A B2B MARKETER IN A...

If you really want to know about the different attitudes of B2C and B2B marketers, there's no better person to ask than Helen Brougham, Marketing Operations Manager B2B, O2.

Helen's been in B2B for over 25 years, with much of that time spent within primarily B2C-focused brands – including her current position at O2, where she covers all business segments within the UK. So, how does she extend an olive branch to B2C?

Ironically, she starts by claiming that very few departments within O2 understand what B2B actually does.

Appropriately enough for a telecoms company, good communication is key here. You need to brief clearly and sell yourself and what your team does. It doesn't have to be complicated and it's not a dark art – they get their heads around it with a bit of patience on her part. After all, B2B is far more relatable than, say, O2's youth segments.

B2B marketers are from Venus...

“When it comes to metrics, B2B and B2C are on different planets.”

Metrics are a big differentiator between the two sides. Anyone who's not familiar with B2B would think the decimals are in the wrong places if they look at a spreadsheet – a 20-attendee event could be a huge success in B2B.

You need to believe in your metrics. Sales may take a long time, but they're still measurable.

B2C WORLD



HELEN BROUGHAM
MARKETING OPERATIONS
MANAGER B2B, O2

HELEN'S KEY LESSONS



HOW TO INVEST IN YOUR RELATIONSHIPS

- Share your knowledge
- Be positive about what you do
- Volunteer for initiatives
- Drink a lot of coffee with people



B2C GETS THE LION'S SHARE

Will the budget disparity between B2B and B2C ever change? Don't get your hopes up. While O2 has a dedicated B2B team, the consumer marketing team is far, far larger. But Helen's work proves that it's no barrier to creating great campaigns.



SPEAK THE SAME LANGUAGE

Working as one means speaking as one. O2 uses the same tone of voice for both B2C and B2B, so when somebody is engaging with O2, whether it's a B2B or B2C customer, they're always talking to one, unified brand.

PUTTING YOUR CUSTOMERS FIRST

It's becoming more and more important that B2B marketers understand their buyers and how to communicate with them on a personal level. You can use these new insights to prove the value of marketing within your organisation and help the sales team – this was a strong focus when Edyta Malesza-Malatrak and Chris Patton discussed how to bridge the gap between B2B and B2C.

Here are the key highlights from the panel discussion.

TAKE OWNERSHIP OF THE CUSTOMER

Edyta Malesza-Malatrak - Marketers need to spend more time with customers. However, because the sales teams traditionally own customer engagement, B2B marketers lose that physical closeness. But there is some hope. The explosion of digital is helping us gain real insights and regain the closeness with customers.

Chris Patton - The IT audience's needs are changing rapidly and we're now talking directly to lines of business. They're savvy, they want their needs met quickly and they want to see value quickly. They have lots of choice, so we need to be more dynamic to meet their needs. Fortunately, digital gives us new ways to engage them.



EDYTA MALESZA-MALATRAT
UKI HEAD OF INDUSTRY
MARKETING AND STRATEGY, SAP



CHRIS PATTON
SENIOR MARKETING DIRECTOR,
WESTERN EUROPE, FUJITSU



FERGUS GREGORY
FACILITATOR OF B2BNXT AND GROUP
COMMERCIAL DIRECTOR, THE DRUM

I often follow brands online on Twitter, Facebook and LinkedIn to understand what's hot and current for them, what they're promoting and how they're engaging with their consumers. We also analyse traffic on our website – this gives the sales team invaluable help and knowledge.

Edyta Malesza-Malatrak, UKI Head of Industry,
Marketing and Strategy, SAP

PANEL DISCUSSION KEY HIGHLIGHTS

BECOME A BUSINESS PARTNER



Edyta Malesza-Malatrat - In B2C, the brand drives the business, because the brand is the business, whereas the B2B world is driven by sales metrics.

We need to elevate our position within the organisation to become business partners. We do that by providing knowledge of our customers and markets. We need to help sales teams by giving them insights that broaden the focus on their accounts and give them a deeper understanding of the industry.

Chris Patton - Providing insights from both an industry and customer perspective has been invaluable for getting a seat at the table at Fujitsu. Generally speaking I think B2B marketing has on occasion been stuck in the corner and hasn't always been in a position to offer strategic value. But if you can offer strategic insight and evidence based opinions you'll be respected and recognised.

Working with sometimes challenging budgets doesn't mean marketing teams cannot be creative. In harnessing intent data, market insight, ABM and digital channels, we can punch a lot harder by creating tailored messages and campaigns that really resonate with target audiences.

“Digital has pulled the rug out from what was an often risk averse B2B tech industry. It is something to be embraced.”

Chris Patton, Senior Marketing Director,
Western Europe, Fujitsu

IS THERE STILL A DIVIDE BETWEEN

SALES AND MARKETING TEAMS?

Edyta - Yes and no. At SAP UK, we've been building really good, deep relationships with the sales teams and we work very closely together. But in B2B, the sales team is usually in the front seat, doing the reporting, making the decisions. It's much harder for marketing – for example, the impact on brand is rather difficult to translate into financial terms.

Marketers need to talk to the customers more, and events represent a perfect opportunity. And we need new metrics that match the richness and speed of digital engagements.

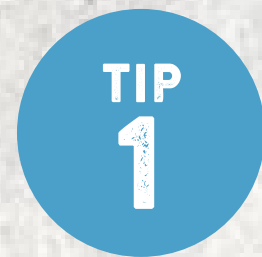
Chris - I think we were sometimes guilty of promoting vanity metrics for the campaigns we ran. It isn't something sales teams appreciated. It's our job to start the conversation with prospects and we need to be working with sales teams from the start. Find out who they're trying to target and help them. Sales teams appreciate good marketing, so marketers just need the courage to ask and be ready to contribute.

“Leads is a metric that was invented in the 60s. It's often applied across all segments, even though it makes more sense when targeting SMBs rather than large enterprises.” I wish the industry could come up with different, more modern metrics that more accurately reflect the digital reality.

Edyta Malesza-Malrat, UKI Head of Industry Marketing and Strategy, SAP

SIX TOP TIPS:

Before you go, here are six top tips from our B2BNXT speakers:



Give the sales team value.
Whether it's through providing industry insights or engaging their key target accounts, help the sales team and they'll be more likely to share their budget with you.



Keep asking for more.
Whatever it is you need – bigger budget, more people, permission to deliver more exciting, creative campaigns – make the case for what could be achieved with increased resource. You'll often hear “no” but sometimes you'll hear “yes”.



Make your voice heard.
Don't be afraid to talk and have an opinion. Prove how vital marketing is for creating engagement and taking buyers through the customer journey. That's how you get respect and earn a place at the table.



Build brand awareness.
We don't do it enough in B2B, but if a prospect already knows what your organisation does before you go into a meeting with them, you'll take a shortcut to making a sale.



Be brave.
If there's one thing that really separates B2B and B2C, it's perhaps that the latter is more likely to push boundaries with their creative. To be disruptive and engage audiences, you sometimes need to take a leap of faith and place your trust in a more head-turning campaign.



Skill yourself up.
It's simple – the more you know, the better your marketing campaigns will be. Don't be afraid to ask for a training budget so you can get to the level you need to be at.

IT'S TIME TO BRIDGE THE GAP

As B2B marketers, we can be a little hard on ourselves. But we're actually great at what we do and the ability to be creative even with the tiniest of budgets is something to be proud of. Yet we're still not quite on an equal footing with B2C.

Bridging the gap starts with getting the recognition we deserve by providing value to our organisations. With all the data and new digital channels available to us, we can get even closer to customers. As we've heard first-hand from our B2BNXT speakers, we often know more about them than any other department, so we're well-placed to provide insights and take ownership of the customer.

In fact, B2C can learn a lot from us in how we gain insights and understand our customers, but we can also take a leaf out of B2C's book. By appealing to our customers' emotions, we can better engage the people making the buying decisions rather than the businesses they work for.

So, what are you waiting for? Our B2BNXT speakers gave us some great insights – it's time to put them into action and finally bridge the gap between B2B and B2C.

"A lively discussion tonight at B2BNXT around how B2B marketers can learn from B2C and vice versa. At the end of the day though, we are all marketing to humans."

Vicky French, EMEA Media and Social Marketing Lead, HPE

"It was great to be invited to B2BNXT – a great evening with an array of senior marketers to discuss the latest challenges in B2B marketing."

Sumeet Vermani, Global Marketing Director, Worldpay

"Great debate – thanks for sharing your thoughts. Glad we covered emotion in B2B marketing as a theme."

Louis Fernandes, Managing Director, Magnitude 10

"Thanks for a great evening. Lots of thought-provoking discussion. Looking forward to the next one."

Sara Atkinson, Marketing Director, Ciena

ABOUT MOI

TURNING THE HEADS THAT COUNT IN B2B

MOI Global is a B2B creative agency connecting you with a new breed of buyer, re-engineering your marketing ecosystem to target the places they hang out and the people they listen to. In today's always-on world where your buyers can research, reject or shortlist your brand without even talking to you, we'll get you into the conversation.

With offices in London, San Francisco, New York, Singapore, Sydney and Dubai we help our clients deliver head-turning campaigns

that target international and local markets, covering all aspects of a buyer's omni-channel world, including digital, social media, events, direct mail and video. Clients include Oracle, Genesys, DXC, Software AG, Vodafone, Red Hat, F5, Sopra Steria, Ciena, Fujitsu, Xerox, Capgemini, Citrix, Grab and CenturyLink.

To find out more about how MOI Global can help you, email Caroline Lotinga, Business Director for EMEA: caroline.lotinga@moi-global.com

*Watch Caroline's exclusive B2B interview [here](#)
More information about B2BNXT can be found at moi-global.com/b2bnxt
To find out more about the agency behind B2BNXT visit moi-global.com
or follow us on [LinkedIn](#) and [Twitter](#)*

MOI B2B **NXT**
WHAT'S COMING NEXT IN B2B >