

Business-to-Business (B2B)

Course Type

Online Module

Duration

90 Minutes

Module Overview

The world of B-to-B is complex with multiple parties involved in the buying process, longer sales cycles, and high ticket sales. Direct marketing practices need to be shaped, altered, and accelerated for B-to-B. This module provides marketing relationship tools and techniques that appeal to people who are buying on behalf of their companies. Gain new skills in creative strategy to develop offers that motivate responses from your business buyers. You'll come away from this course with effective strategies for persuading those hard-to-reach business associates, whether they are the end-user, influencer, or decision-maker.

Module Objectives

- Apply the principles of direct marketing to the B-to-B marketing mix
- Identify the essential sources of customer and prospect information needed for B-to-B marketing
- Employ three approaches to keeping B-to-B data clean and fresh
- Develop compelling offers to motivate business buyers to respond
- Deploy seven techniques to enhance your offer and lift response
- Craft messaging with maximum appeal to the wide variety of B-to-B buying roles
- Apply the five key principles of B-to-B creative strategy

Module Outline

B-to-B Introduction

- The direct marketer in B-to-B
 - B-to-B growth outlook
 - Direct marketer's value in B-to-B
- The direct marketers B-to-B toolkit
 - The target audience
 - The offer
 - Creative

B-to-B Data

- Maintaining the B-to-B marketing database
 - Data sources: Where business marketers get customer information
 - Essential B-to-B data fields you should have in your database
 - How B-to-B data is structured: The company comes first
 - Data append: How to purchase the key data elements you need
 - Data discovery: filling in the holes in your customer records
- Prospect lists
 - How to reach your prospects: Lists, co-op databases, and industry specialty sources
 - Internet as a new source of valuable business data

Data hygiene

- The alarming decay rates of business data
- Seven tactics to clean up and maintain your B-to-B data
- The benefits of clean data

B-to-B Offers

- The role of the offer in B-to-B marketing
- Five steps to offer development
- The best offer to motivate business buyers
- Ways to enhance your offer and lift response

B-to-B Creative

- The decision-making unit
 - How to segment creative by buying role
- B-to-B advertising
 - B-to-B ads need work!
 - Questions to ask yourself about creative
- 5 key principles of B-to-B creative
 - Get inside the mind of your target audience
 - Stress benefits versus features
 - Drive the offer
 - Design for clarity over beauty
 - Use a personal, me-to-you tone
- Social Media
- Case study: Berendsen Textile, DMA ECHO Award Winner

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Ruth Stevens

President, eMarketing Strategy

Ruth P. Stevens consults on customer acquisition and retention, teaches marketing at Columbia Business School and blogs at HBR.org. She is past chair of the DMA Business-to-Business Council, and past president of the Direct Marketing Club of New York. Crain's BtoB magazine named Ruth one of the 100 Most Influential People in Business Marketing in 2002. She is the author of The DMA Lead Generation Handbook, and Trade Show and Event Marketing. Ruth serves as a director of Edmund Optics, Inc. She has held senior marketing positions at Time Warner, Ziff-Davis, and IBM and holds an MBA from Columbia University.