

Marketing Made Personal

How to amplify & protect your brand by thinking counterintuitively & beating industry trends with your go-to-market strategy



Your BTS facilitators today

From our BTS Sales and Marketing Practice



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Agenda

1. Critical trends that will shape the future of marketing
2. Our point-of-view "Marketing Made Personal"
3. Integrated marketing process, including examples
4. 2023 Priorities
5. Key takeaways that will help you transform your marketing and get ahead of the competition

3 Critical Trends that will shape the Future of Marketing

1 Changing customer buying behavior and expectations

- Access to more information independently
- Faster and easier ways of buying
- Immediate service in B2B and B2C (order confirmations, chat, response time etc.)
- Deep customer, industry, and market knowledge

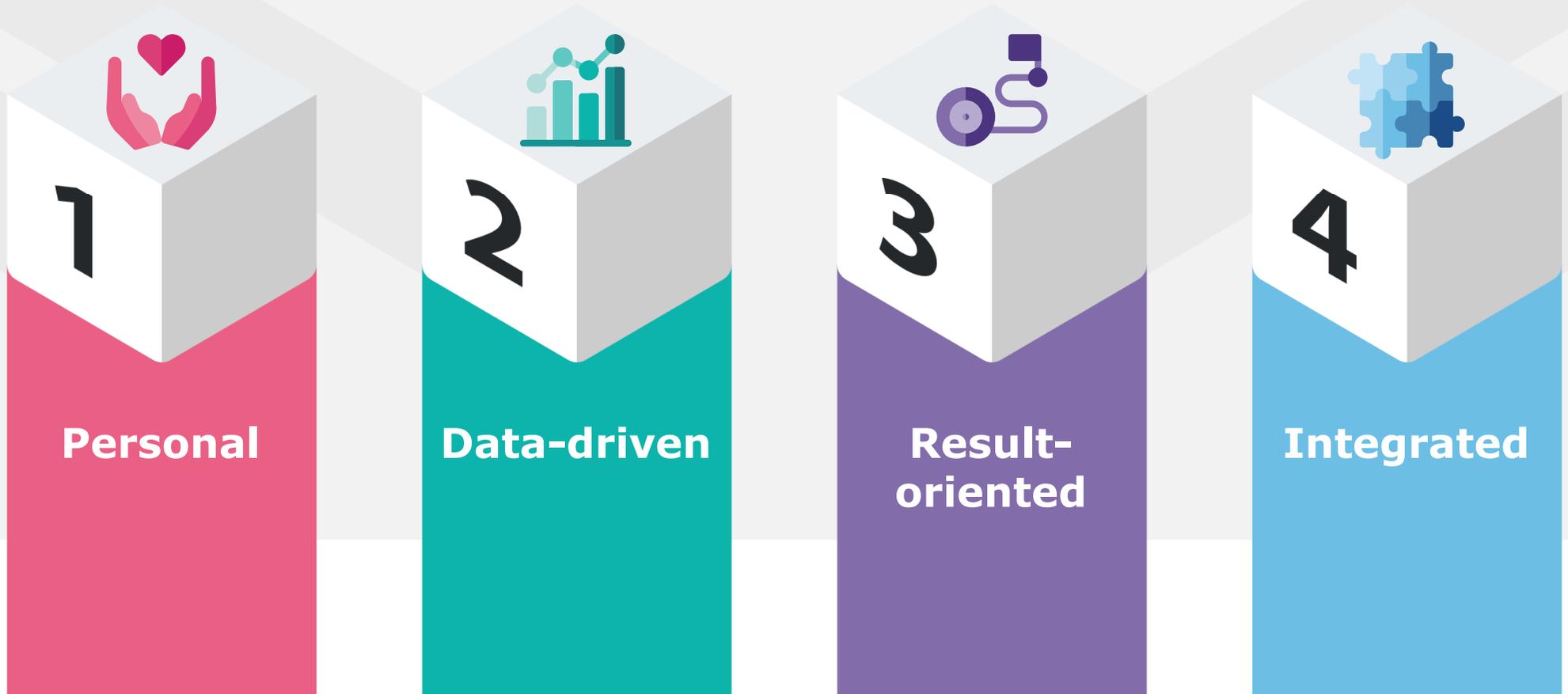
2 Digital transformation and disruption

- Need for new customer-specific channel approaches
- New pricing models and experiences
- Data-driven

3 Sustainability and ESG responsibility

- Key brand differentiator
- Future-proofing your brand means getting clear on your authenticity

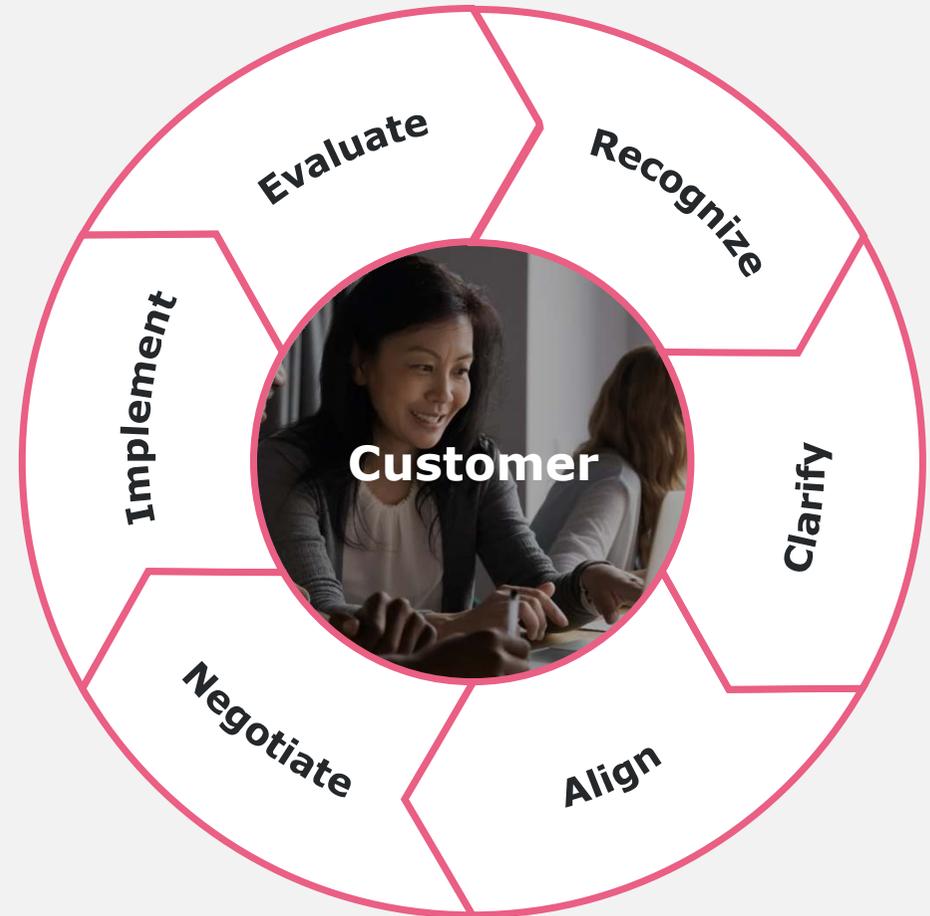
Marketing Made Personal





Personalization along the Customer Buying Cycle

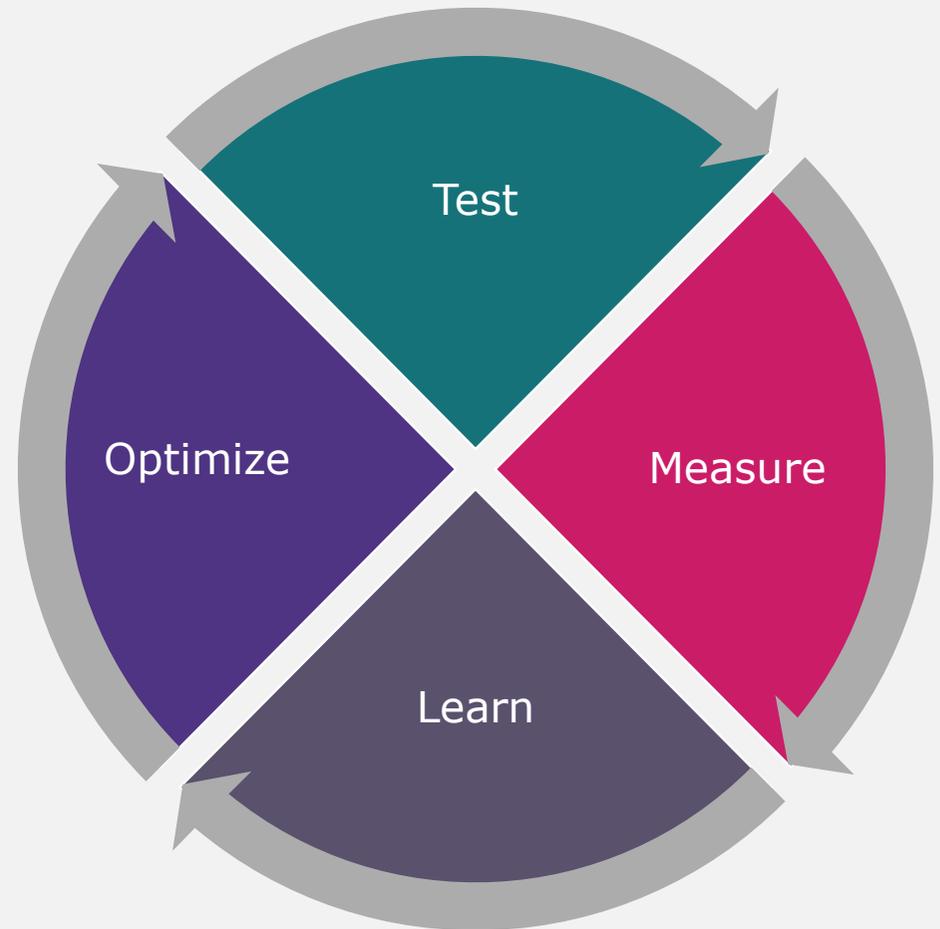
- Marketing must be **personal throughout all stages** of the customer's journey help to enable an individualized customer experience
- Goal: Personalized to a **buyer segment of "1"**





Data-driven – Becoming a Digital Learning Organization

- Marketing must constantly **measure** and use data about the individual buyer, their company, and their industry to **learn** from new data and create or **optimize** tailored marketing communications they can then **test** again





Result-oriented – Accelerate your & your customer's results



Buying Process

- How can the buying process be accelerated?
- What does a successful buying process and experience look like and how can we get there?



Selling Process

- Which results and sales does the organization want to achieve?
- How can the selling process be optimized?



Customers

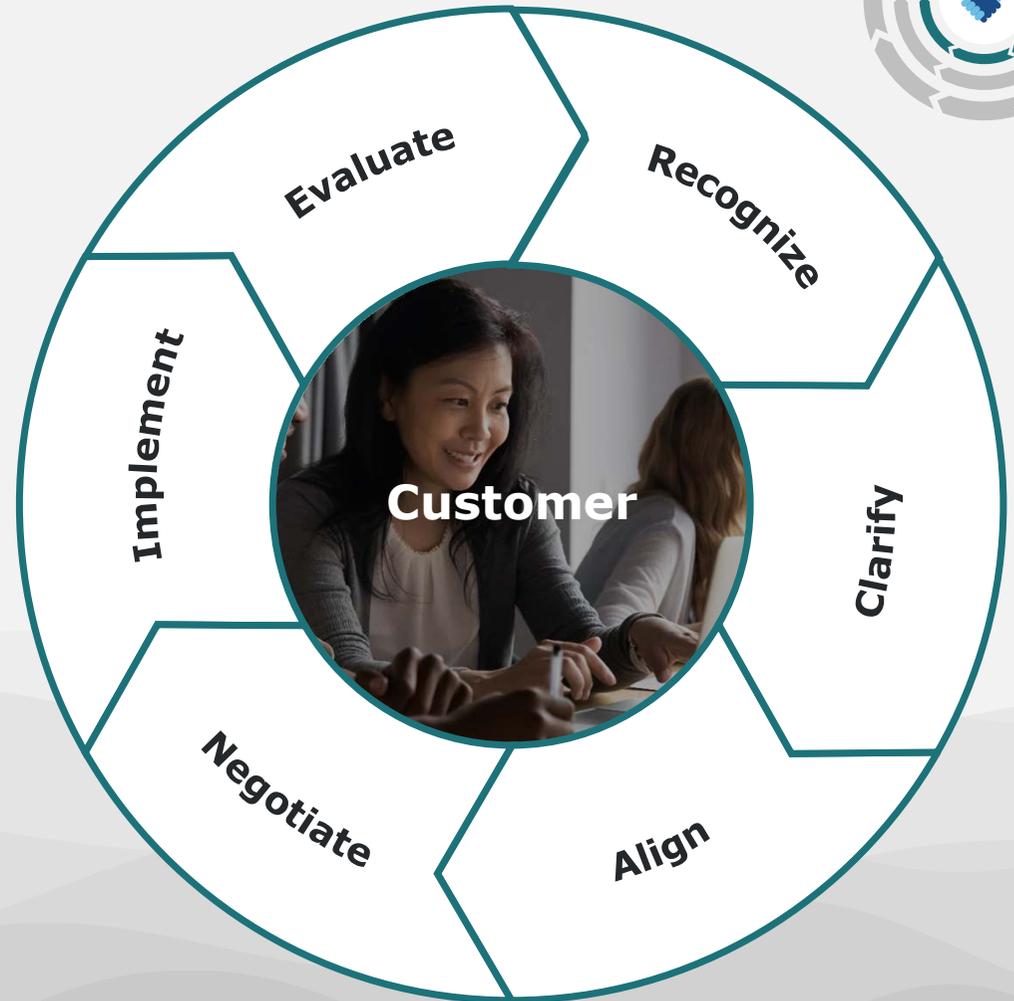
- Start with your customer's business, not your products/ solutions
- What business results do they want to achieve? How do they want to succeed?
- How can you help them achieve their results?



Buying cycle

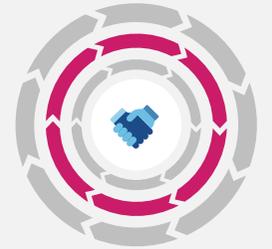


- Customers have needs at each stage of the buying cycle and when satisfied, accelerates buyer decision making

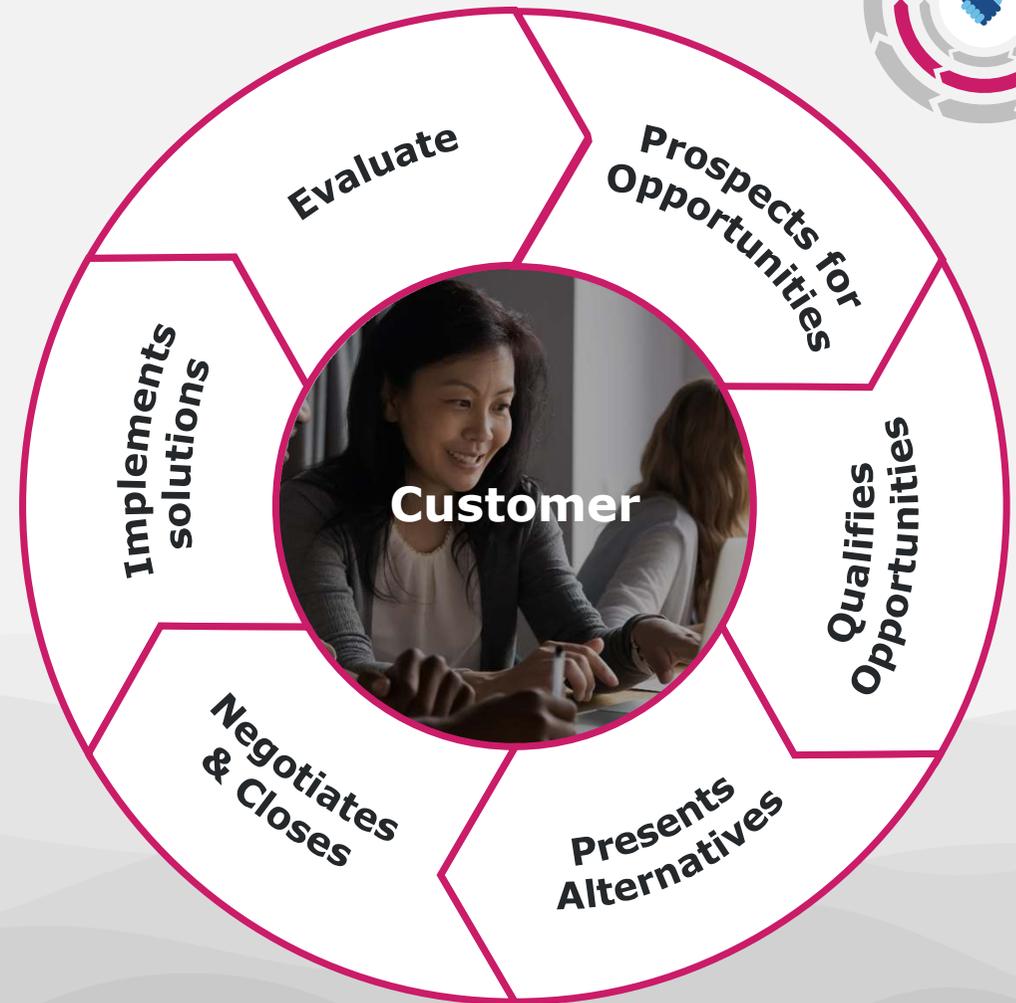




Selling cycle



- Sellers have a set of activities, at each stage of the selling cycle, to effectively engage customers, personalize value, and manage opportunities and accounts





Marketing cycle

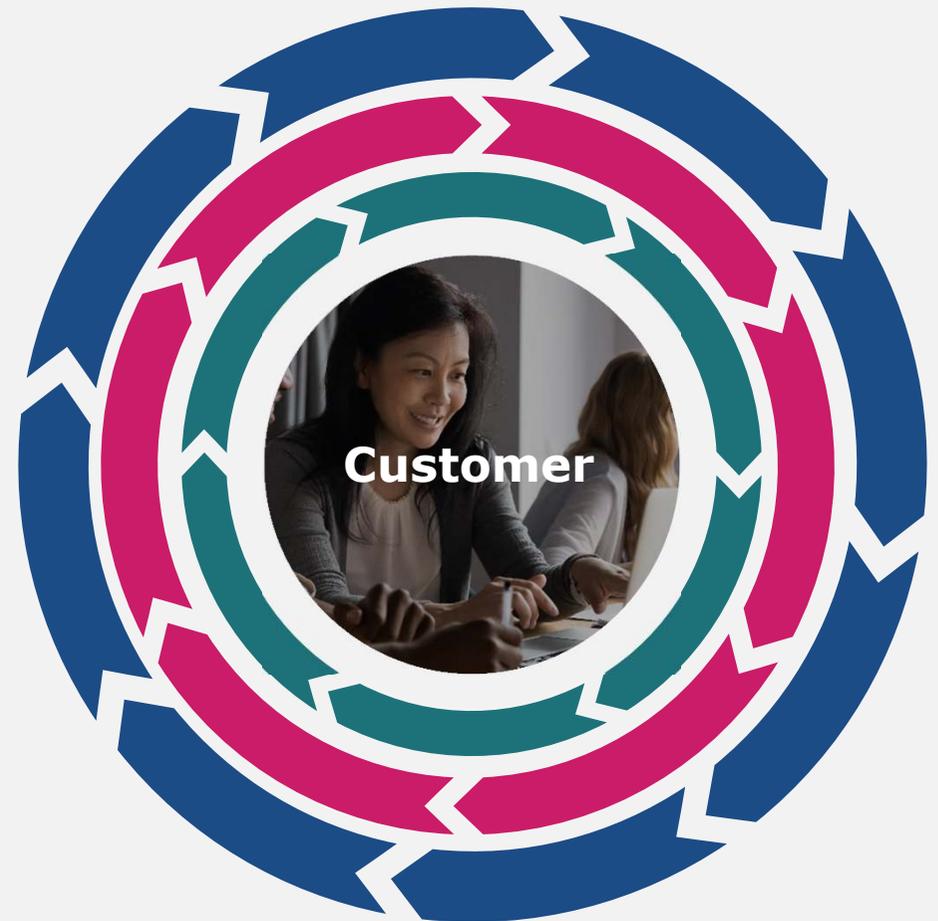


- Marketeers have a set of activities, at each stage of the GTM cycle, to generate customer engagement, personalize value, and facilitate buying

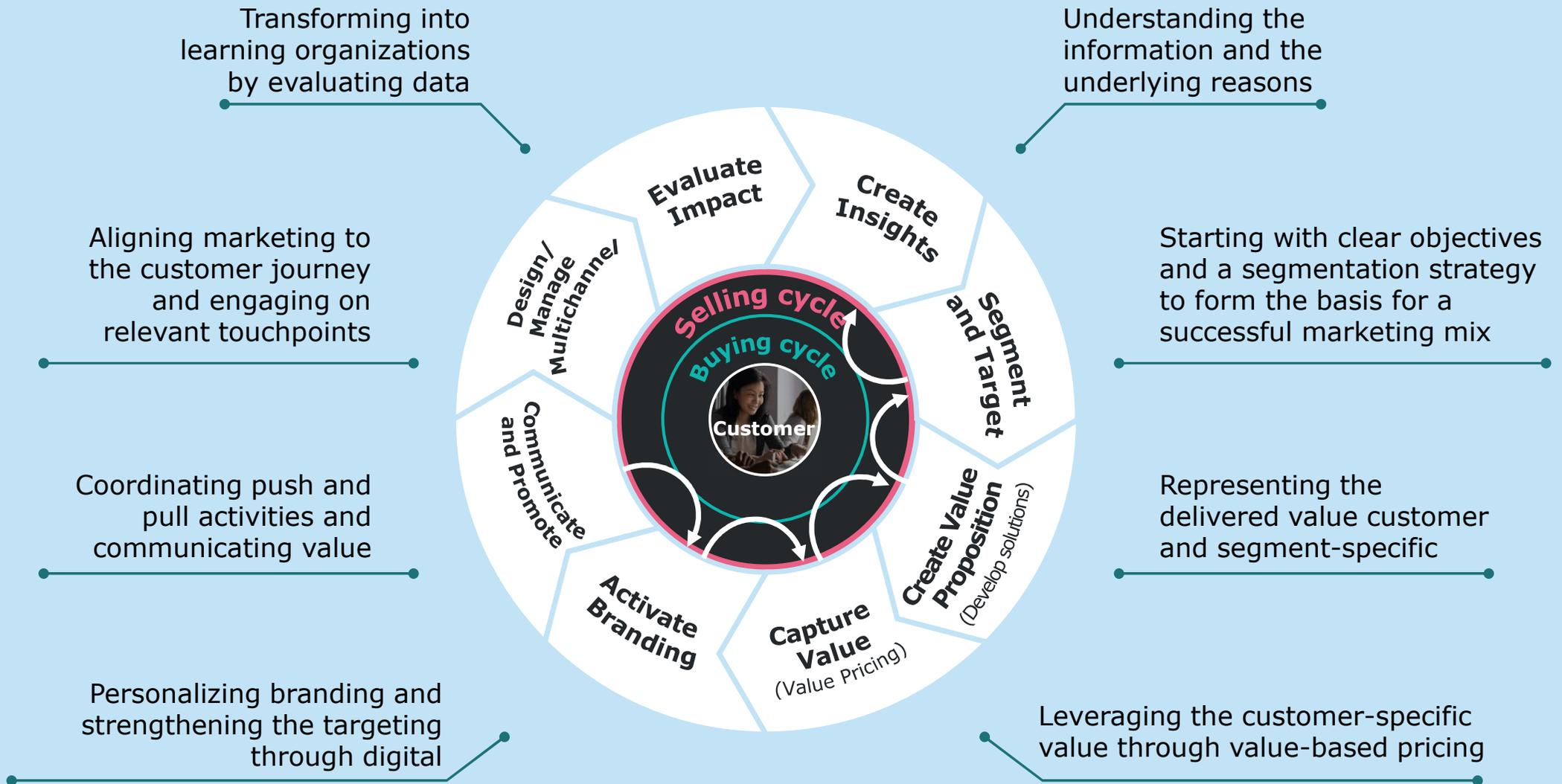




- **Misalignment with the client occurs when we lack understanding about needs of the customer through each phase of the customer's buying cycle**
- In other words, our efforts during the selling cycle and the GTM cycle are not aligned to what the customer needs at the time they need it.



- Go to Market cycle
- Selling cycle or process
- Customer Journey/ Buying cycle



Value Proposition BTS POV

- Most value propositions are too product-oriented
- We believe in value propositions focusing on the value created for the customer by accelerating their desired results



Value Proposition

Key Processes & tools

Going beyond pain relievers and gain creators and turning the offering elements into value creators for customers



VALUE FOCUSED INTEGRATED OFFERING

2

What are the elements of the integrated offering that help driving customer value for this segment?

Turn your offering elements into value creators for your customers.

Results Achiever (How does your offering help your customers to achieve their results faster?):

Opportunity Taker (How does your offering help your customers to take advantage of opportunities?):

Problem Solver (How does your offering help your customers to solve problems?):

Execution Driver (How does your offering help your customers to execute more efficient?):

Benchmarking:

In comparison to the market how is the offering differentiated?

What needs to change to make the offering even more competitive?

Value statement

Our _____ [OFFERING] helps _____ [TARGET SEGMENTS] who want to

_____ [MAIN BUSINESS OBJECTIVES – ROPE]

by _____

[HOW THE OFFERING ACCELERATES RESULTS, HELPS TO TAKE ADVANTAGE OF OPPORTUNITIES, SOLVES PROBLEMS, AND OR FACILITATES EXECUTION].



Value Proposition

Desired mindset shifts



From:

To:

Focusing on increasing sales

Focusing on increasing value for the customer and for your own organization

Thinking about solving customer problems

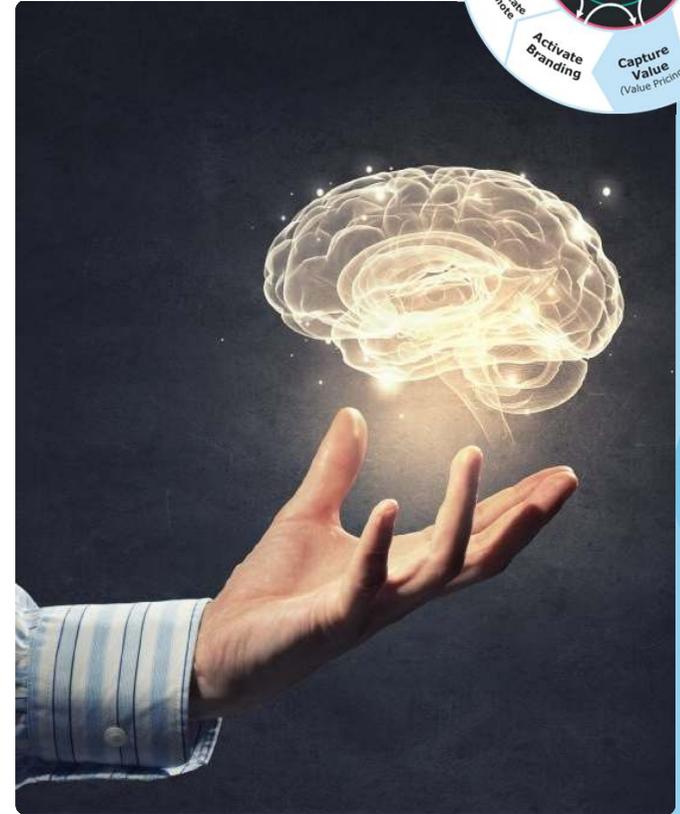
Thinking about accelerating the results of the customer's organizations

Believing that your speed to market is more important than a structured approach

Believing that it is important to establish a balance between a structured process and the speed to market

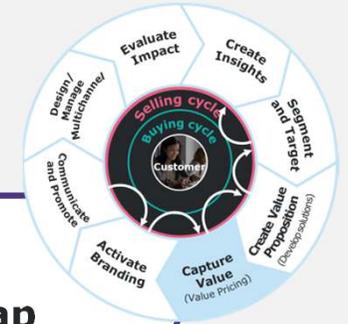
Capture Value – Value based Pricing BTS POV

- BTS focuses on the people side of pricing and helps to create alignment about the “why” it is important to get a bigger picture of pricing and to implement a great value-based pricing strategy, and to build capabilities for execution.



Capture Value

Process to identify the value and set the price accordingly



Key Buying Factors and Competitors

- Identify Key Buying Factors through customers' eyes
- Understand your competitive environment
- Assess importance and performance



Creates **insights** that allow you to **uncover features that add value** for the customer but are not charged appropriately

Key Buying Factor Matrix

- Visualize importance and relative performance of each Key Buying Factor
- Identify position in the matrix and thus recommendations for action



Builds the **basis** for value-based price setting

Price Value Map

- Aggregated value evaluation in the form of a Price Value Map

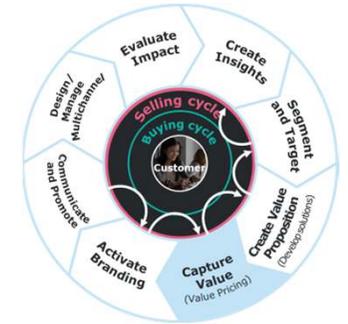


Identifies **potential for price adjustment** based on a consolidated value view



Capture Value

Desired mindset shifts



From:

To:

Believing that only costs of an offering are relevant when making pricing decisions

Believing that prices should be determined by the value that is provided to customers

Thinking that value pricing is based only on economic value

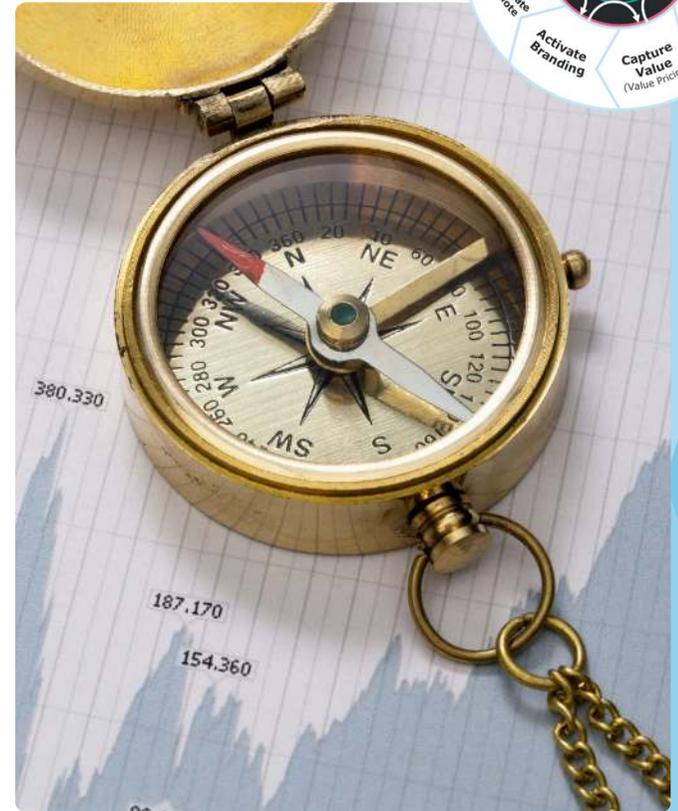
Thinking that emotional value should also be considered

Believing that value and pricing strategies are independent constructs

Thinking that the selection of the pricing strategy is closely linked to the positioning of an offer

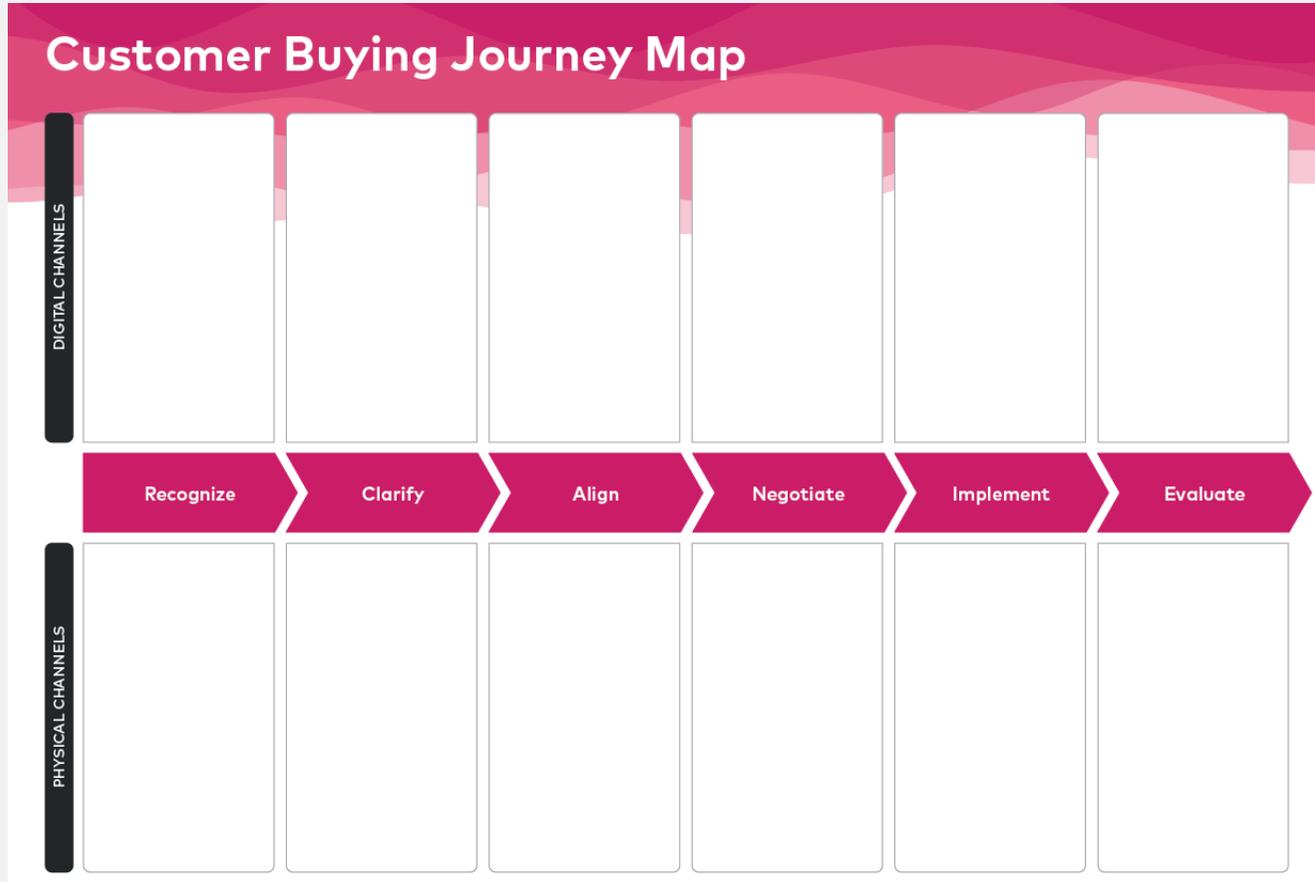
Multichannel Marketing BTS POV

- Multichannel marketing often considers only the quantitative use of different channels
- We believe that an integrated multichannel strategy shows your company the true north in order to **accelerate your business results by empowering your customers through the relevant channels at every stage of their buying process**



Multichannel Marketing

Key Processes & tools





Multichannel Marketing

Desired mindset shifts



From:

To:

Perceiving Omni- / Multichannel as trend that is not relevant to the business

Realizing the relevance of omni- / multichannel marketing for B2B businesses

Thinking omni- / multichannel marketing are different words with the same meaning

Understanding that Omnichannel addresses CX across channels & Multichannel the ability to interact with customers via different channels

Believing Omni & multichannel marketing just costs us more money & effort and doesn't bring in great returns

Understanding that Omni & multichannel marketing can help to increase customer base and grow the business

1. What are your top 3 Sales and Marketing priorities in 2023?

1. Organizational growth

- "increase our market share"
- "stabilize our sales and marketing organization"

2. Increased focus on sales

- "refill sales pipelines"
- "implement and execute a successful sales plan"

3. Being more customer centric

- "understand customer priorities during this downturn"
- "be customer's partner of choice"

2. What makes 2023 different from 2022 in Sales and Marketing for your organization?

1. Lack of budget

- "decreased budget allocation from 2022 to 2023"
- "less budget means less resources"
- "bigger focus on sales and marketing ROI"

2. Inflation

- "managing the impact of global inflation"
- "need for price increases and communication"

3. Market dynamics

- "even more volatility in the market"

3. Where do you see the biggest market and/or client opportunities for your organization in 2023?

1. Digital

- “better leverage of digital capabilities”
- “redefining our channels”
- “marketing by embracing digital tools”

2. Market development in less familiar areas

- “expand into new markets/segments/territories”

3. Being more customer centric

- “understand customer priorities during this downturn”
- “be customer’s partner of choice”

4. What will success look like in the future for your Sales and Marketing teams and how would you measure it?

1. Increased revenue

- “commitment to be cash-flow positive in 2023”
- “revenue that is subscription based, multi year”

2. Sustainable growth

- “find a scalable, repeatable model”
- “long term planning horizons to drive effectiveness/ efficient spend”

3. Be a partner to our customers

- “rating number one in customer experience”
- “sustainable, innovative, profitable growth for customers”

5. Are there any areas where you see your organization needing support/advice in 2023?

1. Organizational structure/ process

- "new roles being created and a new operating model, how to link each role and articulate value in the end to end offering"
- "driving consistency in the business"
- "pricing management"
- "setting the right priorities"

2. Navigating a changing market

- "supporting our customer base through change"
- "how to market to an evolving consumer base"

6. Do you think 2023 will be a better year for your company than 2022?

YES: 57%

NO: 10%

NEUTRAL: 33%

Key Takeaways - Marketing of the future must be more...



1. Personalized to a buyer segment of "1" - targeted to an individual buyer based on what's unique about their industry and connected to the results companies within that industry typically pursue



2. Data-driven using data about the individual buyer, their company, and their industry to create tailored marketing communications intended to resonate with each individual buyer



3. Results oriented using stories and evidence of customer success by focusing on personal outcomes for the buyer and organizational outcomes for their company



4. Integrated with customer buying cycle, selling cycle, and customer service activities to influence and create a seamless experience for the customer.

Strategy made

personal

 **bts**