

B2B Marketing For The Modern Age

How to Win the LinkedIn Game

Presented by Somi Arian



Workshop Overview

There has never been a better time for B2B marketing. There are opportunities for companies, today, that 10 years ago you couldn't dream of.

In the past B2B methods primarily consisted of attending exhibitions, advertising in industry magazines and the good old word of mouth.



Today, we have LinkedIn, Sales Navigator and, of course, other social channels. But many companies still market their products & services like it's the pre-digital era.

Resources such as LinkedIn and Sales Navigator are grossly underused. Most companies have not yet taken the power of social selling seriously, in the business to business space.

It is worth remembering that even if you sell to other companies, you are still dealing with people. And you need to gain their trust.

At Smart Cookie Media, we have conducted extensive research on market changes and the customer journey in the digital environment. B2B marketing is one of our strengths, because as a company we work directly with other businesses.

We put particular emphasis on LinkedIn, as we believe it to be the most powerful tool for B2B Marketing for the foreseeable future. This year alone, 60% of our turnover has come directly as a result of our LinkedIn content.

To be successful at Modern Marketing requires you to adopt the correct mindset. Unlike old school methods of advertising and route to market, you can't jump to promoting your products and services.



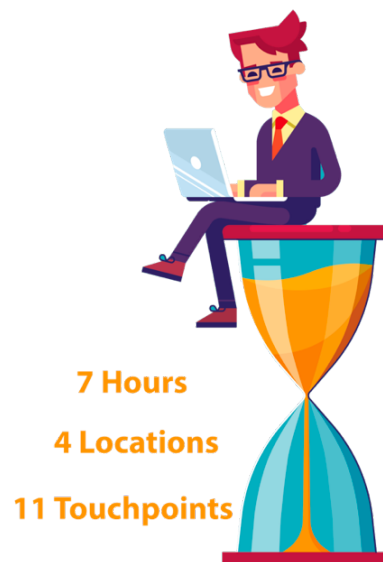
What Is Modern Marketing?

The goal of Modern Marketing is to get your audience to spend time with your brand.

In 2011, Google conducted an eye opening research on the customer journey. The research suggests that on average a buyer needs to spend 7 hours of interaction with a brand, across 11 touch points, and in 4 separate locations, before they make a purchase.

In many cases, in B2B, the customer needs to spend even more time with a company before they make a purchase. This is because the value of purchases are often higher.

So how do you get people to spend that much time with your brand?

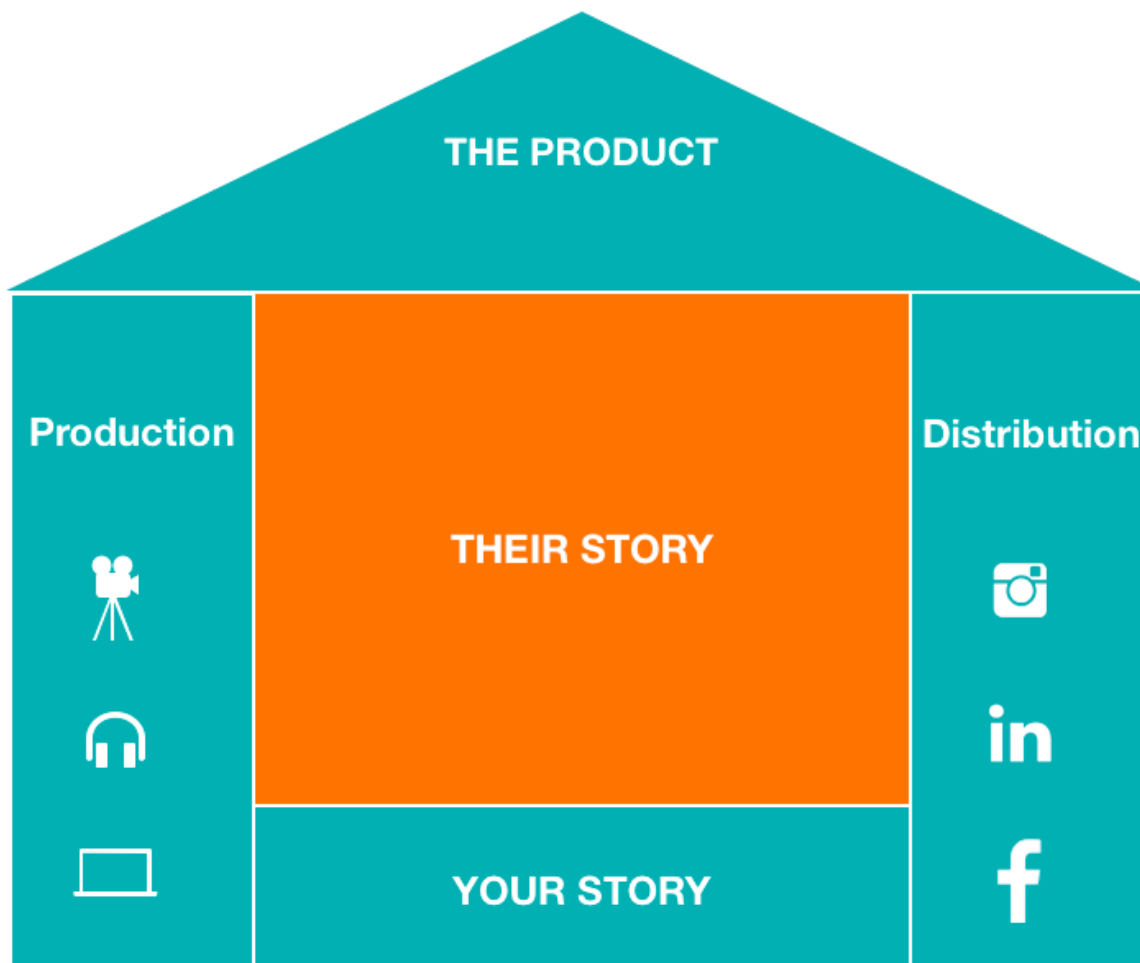


Content is the answer!

As Seth Godin puts it, "Content is the only marketing left". But most companies don't know what kind of content to create, how to create it effectively, and how to distribute it correctly. This workshop will cover all of that.

The Structure of Modern Marketing

The structure of modern marketing consists of two pillars and three layers, as demonstrated in this image. Think of it as a house. It's your marketing house.



Before we build our marketing house, we need to first know exactly who it's for - in other words who is our **audience**? During the workshop we will discuss all the elements that make up the structure of modern marketing, over the six following modules.

1- Audience Profiling

Beyond demographic segmentation, we focus on uncovering the key insights of your target audience based on lifestyle and digital behaviour, building your ideal client persona. Even if you are in B2B, you are still selling to a person.

2- Content Production

This module covers the mechanics of content creation. We will help you establish what should be your ideal investment of time, resources, medium and content format and how to maximise your budget.



3- Content Distribution

This is where we discuss your distribution strategy and uncover the right platforms and channels for your content, based on where your audience is. For B2B our focus is mainly on LinkedIn.



4. Your Story

Here you introduce your brand to the audience and build trust with them. The trick is to tell your brand story in such a way that it doesn't feel like "promotional" content. We will explain how to engage in storytelling that entertains and educates.

5. Their Story

In B2B this is more about "Case Studies". However, many companies case Study content is extremely dry and doesn't spark interest or instigate a conversation on social media. The goal is to enable the audience to imagine what it "feels like" to buy into your brand. Capture people's imagination is by entertaining them.

6. The Product

This is where you finally get to talk about your products and services. The Product led content is the simplest of the three. This is where your content can finally be *promotional*. The truth is that if you get the first two parts of your content right, you don't even have to talk about your products and services that much - people will come to you. That's the whole idea behind inbound marketing.

Who is this workshop for?

This workshop is ideal for C Level Executives and Marketing Directors wanting to shift their marketing activities towards a more modern approach, with a particular focus on LinkedIn.

Your Investment

You may wish to have one, two or three team members from your company to attend the course. If you are interested in sending more businesses representatives, we recommend that you opt for a one day inhouse workshop at your company's premises.

1 person - £1,500

2 people - £2,500

3 people - £3,000

- This program includes a one hour follow up phone consultation with Somi Arian, where she will answer any questions that you may have after the workshop within the first month.
- We will also have a closed LinkedIn Group where participants will be able to post their questions and receive further guidance.

All packages include breakfast, lunch and refreshments at The Ivy Club.

Total number of attendees for each workshop will be up to ten people. Naturally, this is also a great opportunity for you to meet other industry professionals in an intimate group.