


DEATH BORING

B2B MARKETING

II



A man with a beard and glasses, wearing a light-colored shirt and dark trousers, is sitting on a metal railing. He is looking down at a smartphone in his right hand and holding a lit cigarette in his left hand. He is wearing white earbuds. The background is a stone wall with a dark doorway.

“What is the **biggest problem** marketers face?”

Source: <http://www.slideshare.net/MathewSweezy/the-future-of-marketing-2016-new-roles-tools-and-trends/>

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“What is the **biggest problem** marketers face?”

“How to **keep up with trends** to drive higher quality leads.”

Source: <http://www.slideshare.net/MathewSweezy/the-future-of-marketing-2016-new-roles-tools-and-trends/>

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IT'S TIME FOR

HUMAN-CENTERED MARKETING

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YOUR

FAVORITE SONG

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YOUR

FAVORITE SONG

IS OUT OF TUNE

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A close-up photograph of a yellow Buddha statue's face. The Buddha has a surprised or startled expression, with wide, dark eyes and a slightly open mouth. The statue is wearing a yellow robe. The background is dark and textured.

Y THO



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JUST SCALE

✓ RATIOS
✗ ONE KEY

JUST SCALE

✓ RATIOS
✗ ONE KEY

EQUAL TEMPERAMENT

✗ RATIOS
✓ ANY KEY



*And I...
Will always love you*



*And I...
Will always love you*

JUST TUNING
COULDN'T
GET THE

**TOP
DON'T**

JUST TUNING
COULDN'T
GET THE

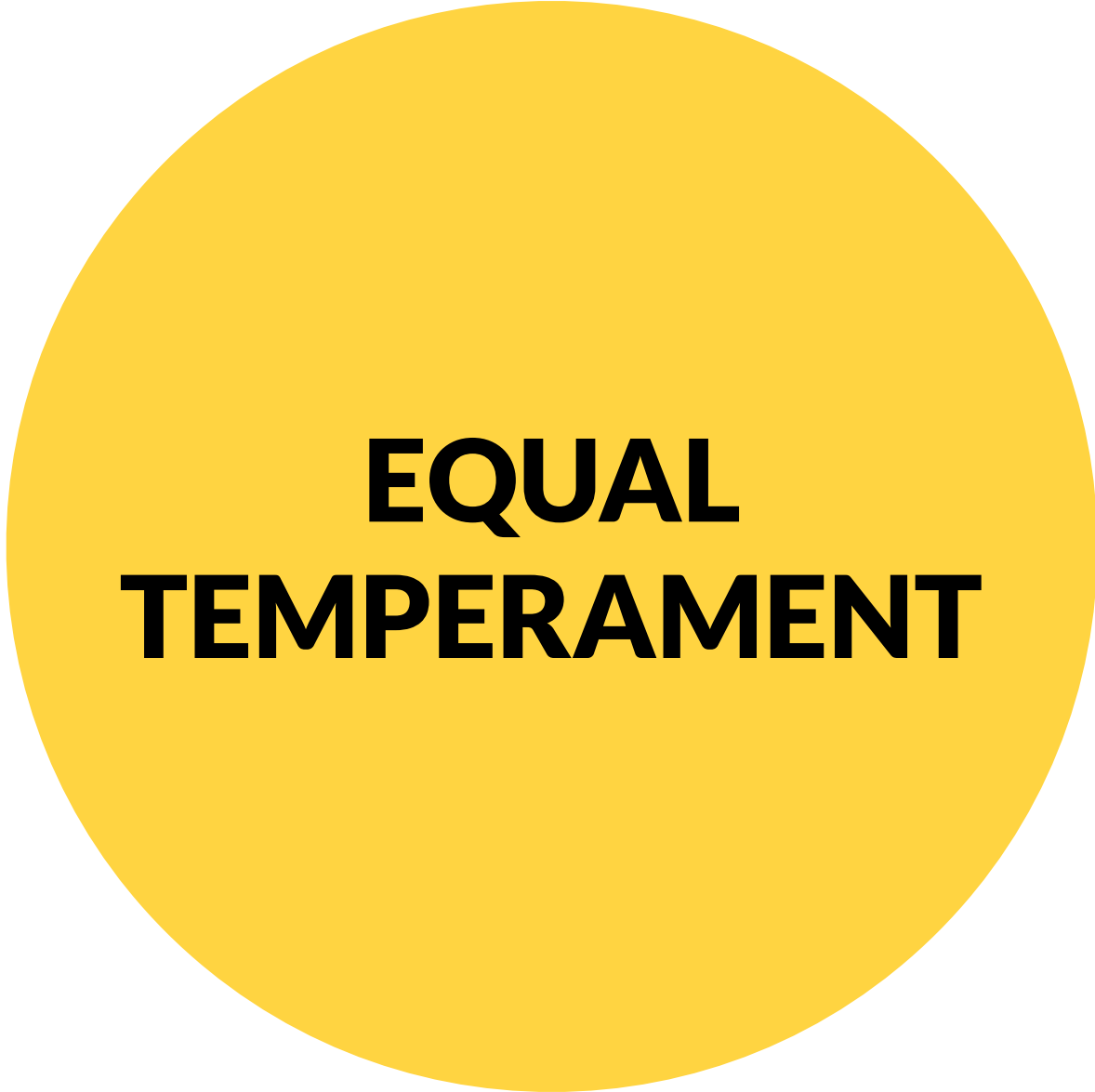
**TOB
DON'T**

...SO WE "HIRED" EQUAL TEMPERAMENT

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JUST SCALE



**EQUAL
TEMPERAMENT**

**CREATIVE EXPRESSION
WITH MUSICAL INSTRUMENTS**

JUST SCALE

**EQUAL
TEMPERAMENT**

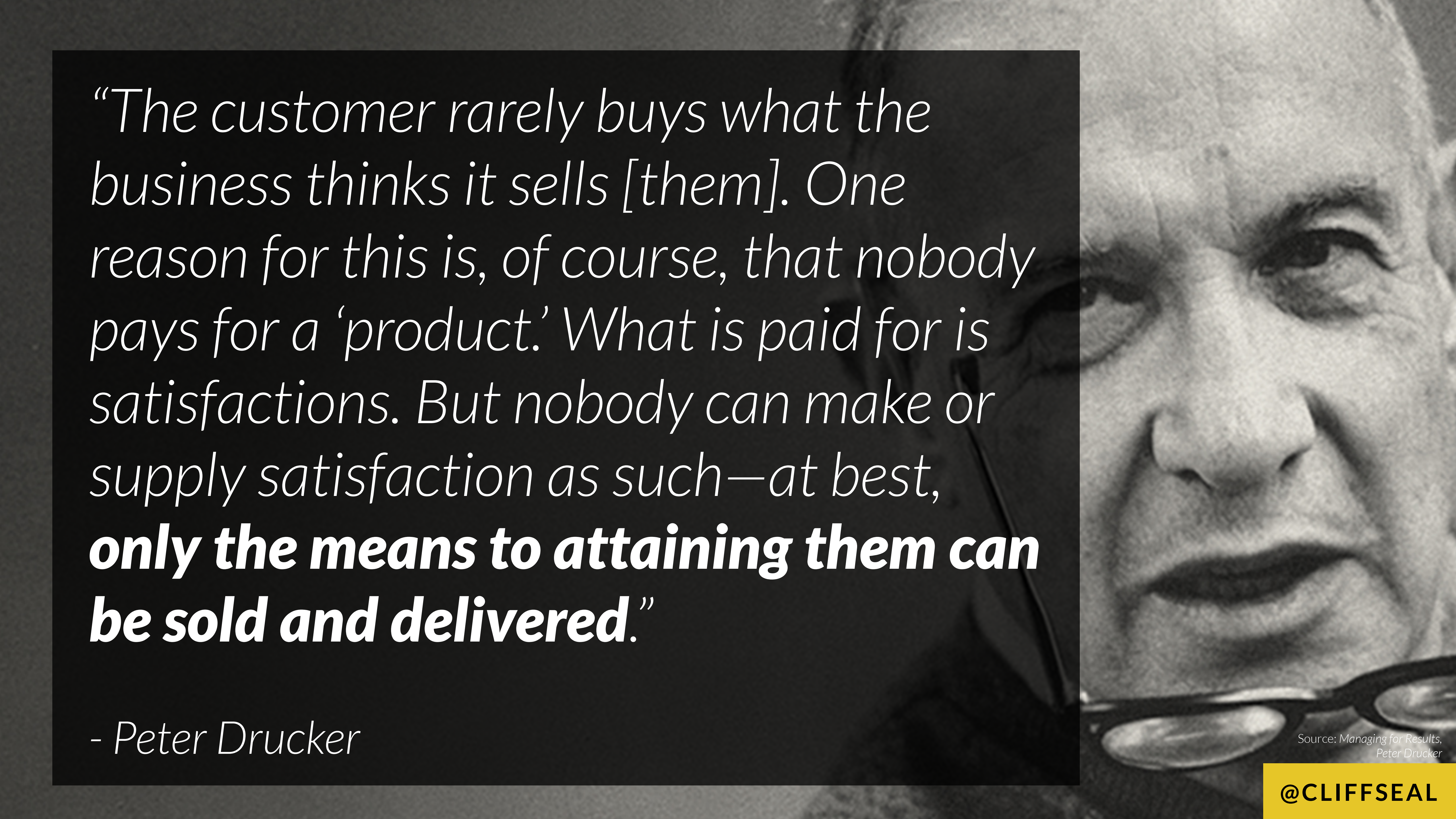
YOUR CUSTOMER'S
COMPELLING CONTEXT
+ **MOTIVATION**

YOUR
PRODUCT

YOUR
COMPETITOR

Source: Badass, Kathy Sierra

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*“The customer rarely buys what the business thinks it sells [them]. One reason for this is, of course, that nobody pays for a ‘product.’ What is paid for is satisfactions. But nobody can make or supply satisfaction as such—at best, **only the means to attaining them can be sold and delivered.**”*

- Peter Drucker

Source: *Managing for Results*,
Peter Drucker

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“SATISFACTIONS”

“MEANS”

“MEANS”

~~“SATISFACTIONS”~~
JOB-TO-BE-DONE

~~“MEANS”~~
HIRED TOOL

~~“MEANS”~~
HIRED TOOL

~~“SATISFACTIONS”~~
JOB-TO-BE-DONE

~~“MEANS”~~
HIRED TOOL

OPPORTUNITY



SNICKERS®



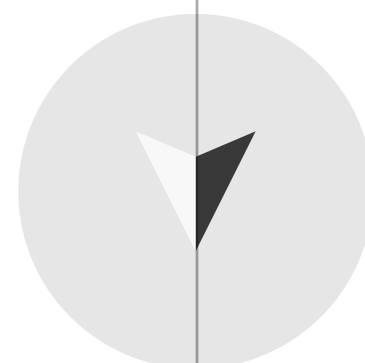
SATISFIES





- **JOBS-TO-BE-DONE THEORY** PROVIDES A
FRAMEWORK
FOR RELEVANCE

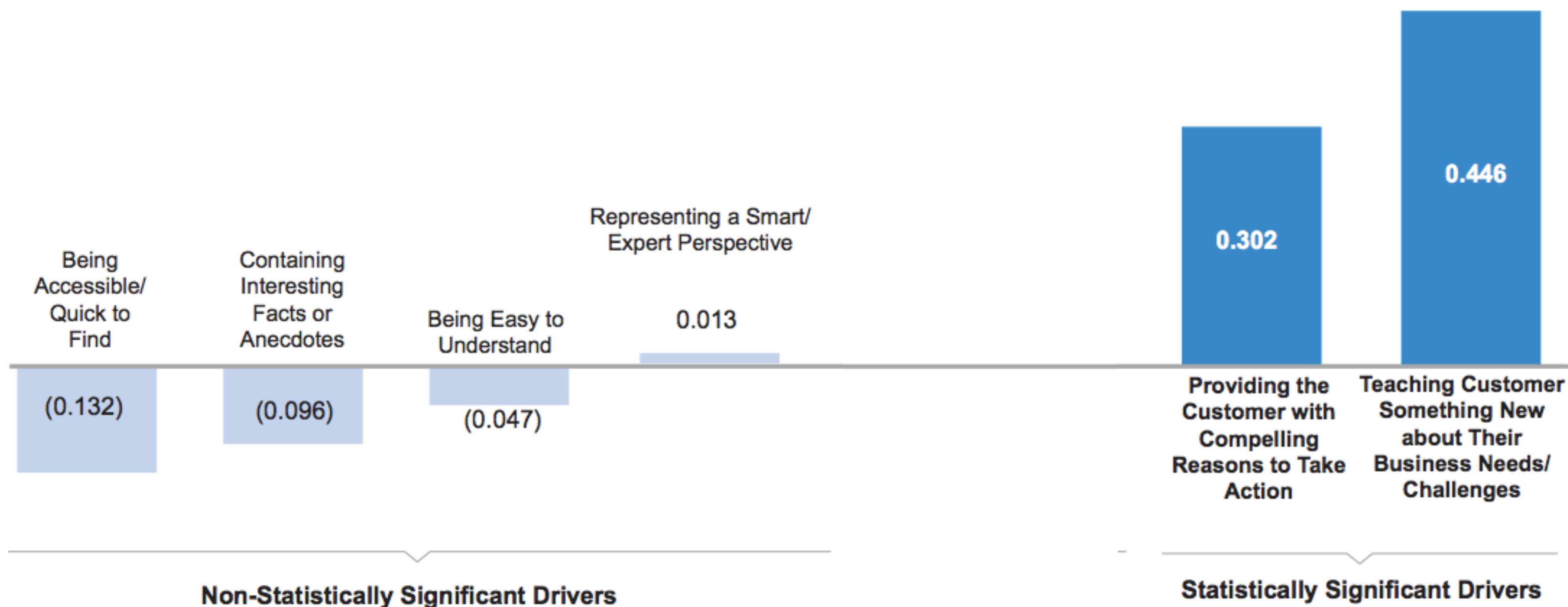




RELEVANT MARKETING ADDRESSES

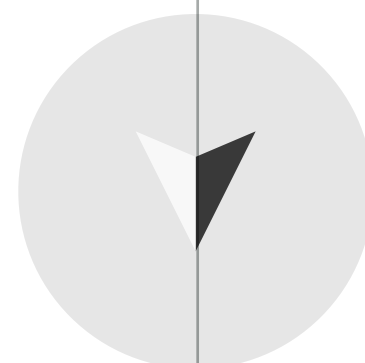
CONTEXT + MOTIVATION

Magnitude of Driver Impact



Source: <http://trackmaven.com/blog/2016/05/b2c-b2b-marketing-research/>

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RELEVANT MARKETING RELIES ON

ACCURATE SEGMENTATION

81%

MARKETERS HAVE
A **“HOLISTIC”**
VIEW OF THEIR
CUSTOMERS

78%

CUSTOMERS **FEEL**
MISUNDERSTOOD
BY RETAILERS

15%

AVERAGE
ANNUAL B2B
PERSONA CHURN

Source: <https://digiday.com/marketing/5-charts-show-just-touch-brands-customers/>,
<https://www.salesforce.com/form/marketingcloud/conf/b2b-personas-targeting-audiences.jsp>

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• RELEVANCE IS

EMPOWERING PEOPLE

TO GET THE
RIGHT JOB DONE

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Pricing

Example Website

\$

Plan 1

\$ \$

Plan 2



Greg from Example App

Hey there - This quick video will help you choose the right plan for your company. Check it out.



Thanks! This is super helpful



...

Reply to Greg...



Pricing

Example Website

\$

Plan 1

\$ \$

Plan 2



Greg from Example App

Hey there - This quick video will help you choose the right plan for your company. Check it out.



Thanks! This is super helpful



...

Reply to Greg...

GIF



5X

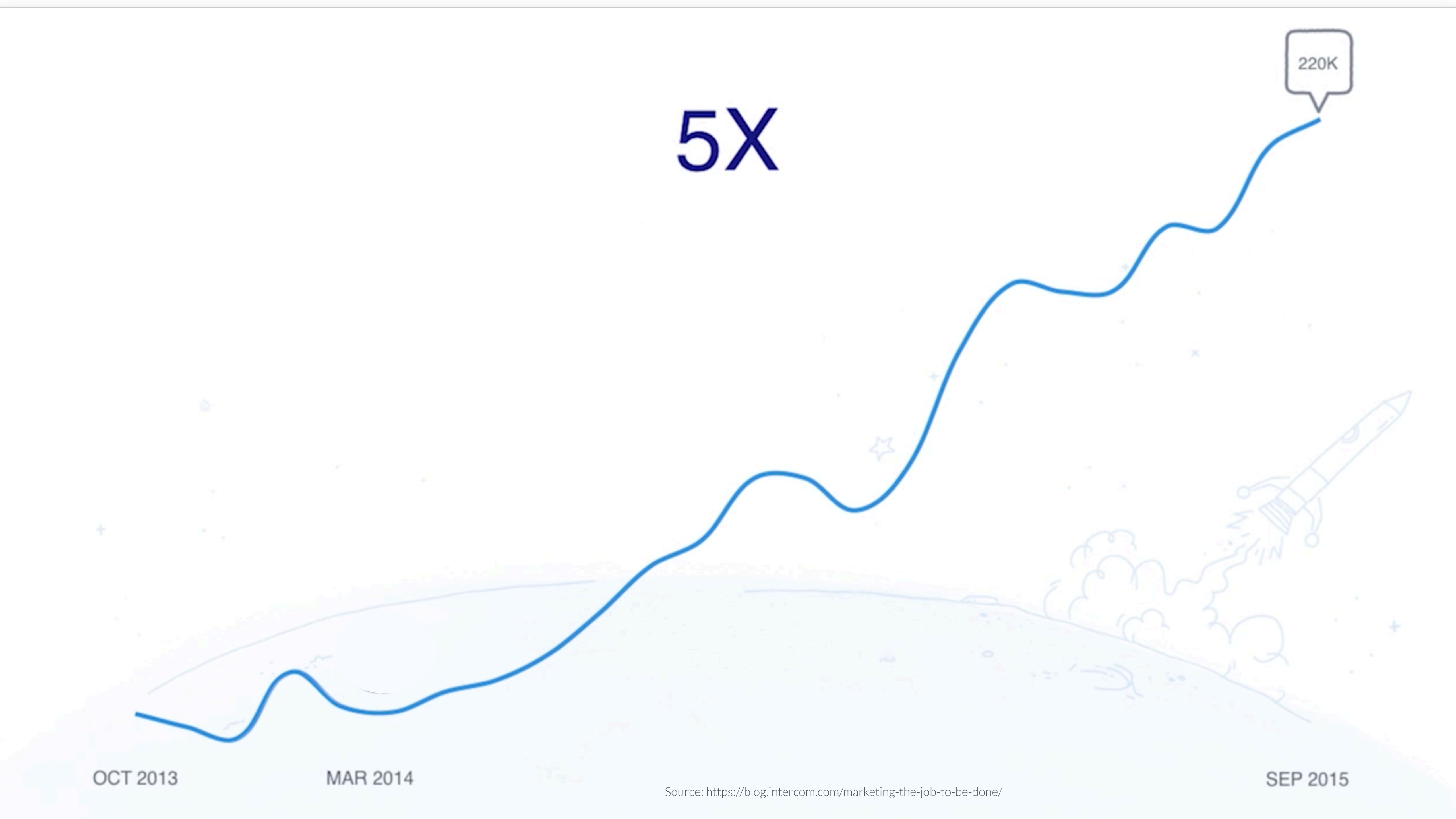
220K

OCT 2013

MAR 2014

SEP 2015

Source: <https://blog.intercom.com/marketing-the-job-to-be-done/>





“We were using a personas-based approach to segmentation, but it wasn’t working. We had too many “typical users” who had little in common, going by traits like demographics or job titles.”

- Des Traynor, Co-founder of Intercom

Source: <https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>

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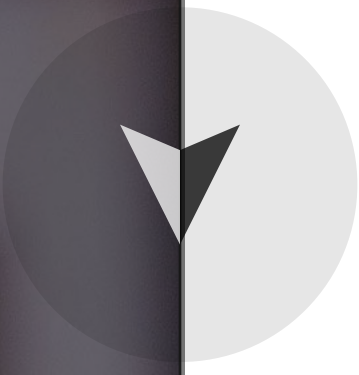
“As soon as I grasped the distinction between ‘customers’ and ‘problems people need help with,’ a lightbulb went off. I called my cofounder ... and said, ‘We’re going to build a company that is focused on doing a job.’”

- Des Traynor, Co-founder of Intercom

Source: <https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>

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DISCOVERING JOBS-TO-BE-DONE



DISCOVER JOBS THROUGH

TALKING TO ACTUAL PEOPLE



DISCOVER JOBS THROUGH

TALKING TO ACTUAL PEOPLE

➤ LEADS, CUSTOMERS,
LOST, AND ATTRITED

A person wearing a white t-shirt and a gold necklace with a crescent moon pendant is holding a clear glass jar filled with an orange liquid. The background is blurred, showing other people in a social setting.

DISCOVER JOBS THROUGH

TALKING TO ACTUAL PEOPLE

➤ LEADS, CUSTOMERS,
LOST, AND ATTRITED

➤ **BUYING TIMELINE**



DISCOVER JOBS THROUGH

TALKING TO ACTUAL PEOPLE

- LEADS, CUSTOMERS,
LOST, AND ATTRITED
- BUYING TIMELINE
- “FIRST THOUGHT” AND
“MOMENTS OF STRUGGLE”


**FIRST
THOUGHT**

Buy Now

**FIRST
THOUGHT**



Buy Now




“When someone says [Basecamp is] easy...I ask, **‘Why is easy good?’** ... you can get that deep into why people answer a specific question a certain way and find out **it’s almost always an emotional response.**”

- Jason Fried, Founder & CEO of Basecamp

Source: <http://jobstobedone.org/radio/jason-fried-on-using-jtbd-at-basecamp/#challenging-interviewees>

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“You can **change the way you explain your product or change the way you market your product or the messaging around it** to play on those emotional responses a lot more than just fact or features, which are ultimately boring things to most people.”

- Jason Fried, Founder & CEO of Basecamp

Source: <http://jobstobedone.org/radio/jason-fried-on-using-jtbd-at-basecamp/#challenging-interviewees>

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DISCOVER JOBS THROUGH

ANALYTICS, SUPPORT, AND SALES



DISCOVER JOBS THROUGH

ANALYTICS, SUPPORT, AND SALES

➤ WORKFLOWS



DISCOVER JOBS THROUGH

ANALYTICS, SUPPORT, AND SALES

➤ WORKFLOWS

➤ SNAGS



DISCOVER JOBS THROUGH

ANALYTICS, SUPPORT, AND SALES

- WORKFLOWS
- SNAGS
- WORKAROUNDS



“It turned out that people had four distinct jobs... We now offer four distinct services, each designed to support one of those jobs.”

- Des Traynor, Co-founder of Intercom

Source: <https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>

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We have four products, integrated on one platform



Acquire

LIVE CHAT

Chat with visitors on your website to help them become customers.

LEARN MORE



Engage

MARKETING AUTOMATION

Onboard & retain customers with targeted email & in-app messages.

LEARN MORE



Learn

CUSTOMER FEEDBACK

Get feedback from the right customers, in-app or by email.

LEARN MORE



Support

CUSTOMER SUPPORT

Help customers inside your web or mobile app, and by email.

LEARN MORE

IMPLEMENTING JOBS-TO-BE-DONE

A composite image showing a hand typing on a laptop keyboard in the upper left and a hand holding a pen over a spiral-bound notebook with a marbled cover in the lower left. The right side of the image is a solid white background.

IMPLEMENT JOBS IN LANDING PAGES



IMPLEMENT JOBS IN

LANDING PAGES

➤ NARRATIVE

Why do people hire your product?

People hire your product to do the job of _____ every
_____ when _____. The other applicants for this job are
_____, _____, and _____, but your product will always get
the job because of _____.



IMPLEMENT JOBS IN **LANDING PAGES**

- NARRATIVE
- **COPYWRITING
& KEYWORDS**

WHY CARE:	What is the problem we are solving?
JOB TO BE DONE:	What is the job people are hiring us for?
WHAT WE DO:	Why would people hire us for this job?
HOW WE DO IT:	What features enable Intercom for this job?
AUDIENCE:	Who's searching to hire a product for this job?
KEYWORDS:	What are these people searching for?
COMPETITION:	Who has a competing product / solution?
DIFFERENTIATION:	What makes Intercom win?
CUSTOMERS:	Who is already using Intercom for this job?



IMPLEMENT JOBS IN **LANDING PAGES**

- NARRATIVE
- COPYWRITING
& KEYWORDS
- **SOCIAL PROOF**

More than 17,000 companies are using
Intercom to achieve their goals



“With Intercom we get the insights we need to constantly improve the customer experience and message people at the best possible moment.”

Increased annual billing subscriptions by 30%

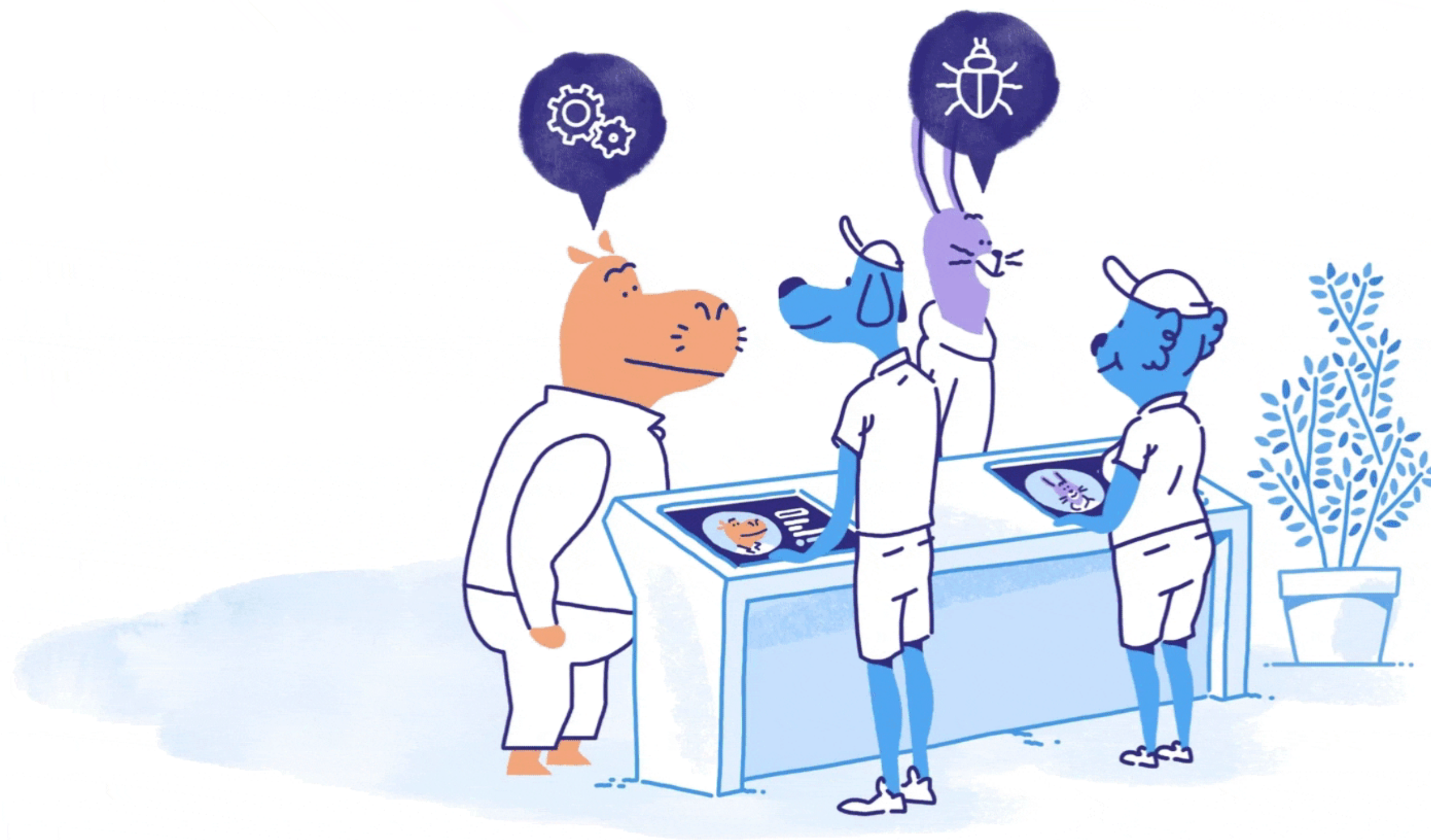
[Read more customer stories →](#)

Typeform

Achieved 92% conversion rate
with timely in-app messages



Increased message engagement
by 2.5x



Support customers personally at scale with Intercom's help desk

Help customers as a team via in-app or website chat, email, and social - all in one place.

Enter your email

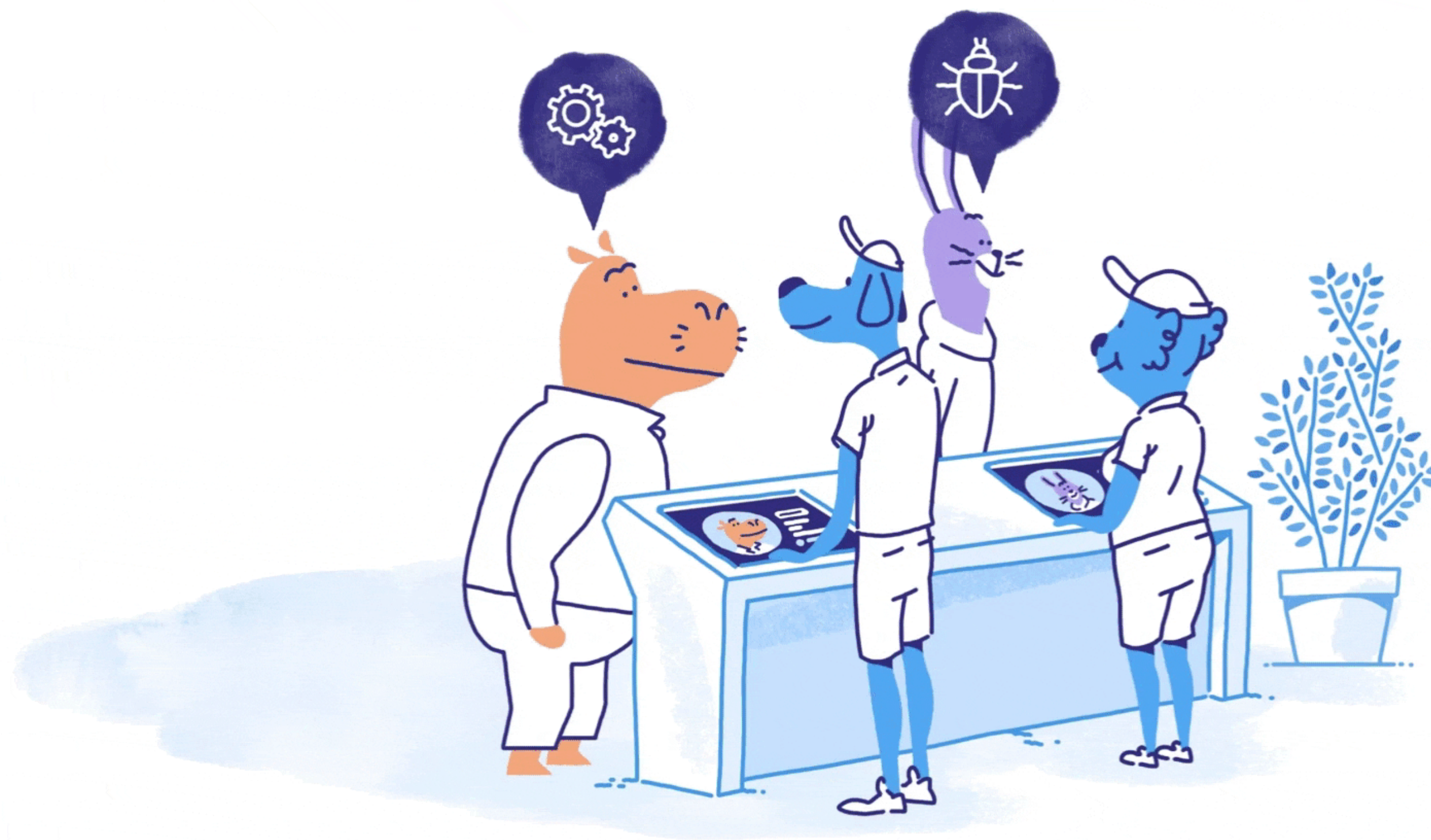
Get Started

Already a customer? Log in →

 [WATCH THE VIDEO](#)

Our help desk product at-a-glance





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Help customers as a team via in-app or website chat, email, and social - all in one place.

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 [WATCH THE VIDEO](#)

Our help desk product at-a-glance





“Looking at it from that light really informs: if you go to our landing page on the spot, **how can we help people visualize and recreate the moment in their mind of when they were like, yes, this is why I need to look for a new solution right now.**”

- Matt Hodges, Sr. Director of Marketing at Intercom

Source: <http://jobstobedone.org/radio/marketing-with-jobs-to-be-done/>

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RELEVANCE
CREATES

FEARLESS PATHS

TO **SELF-ACTUALIZATION**

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IMPLEMENT JOBS BY

REDEFINING PERSONAS

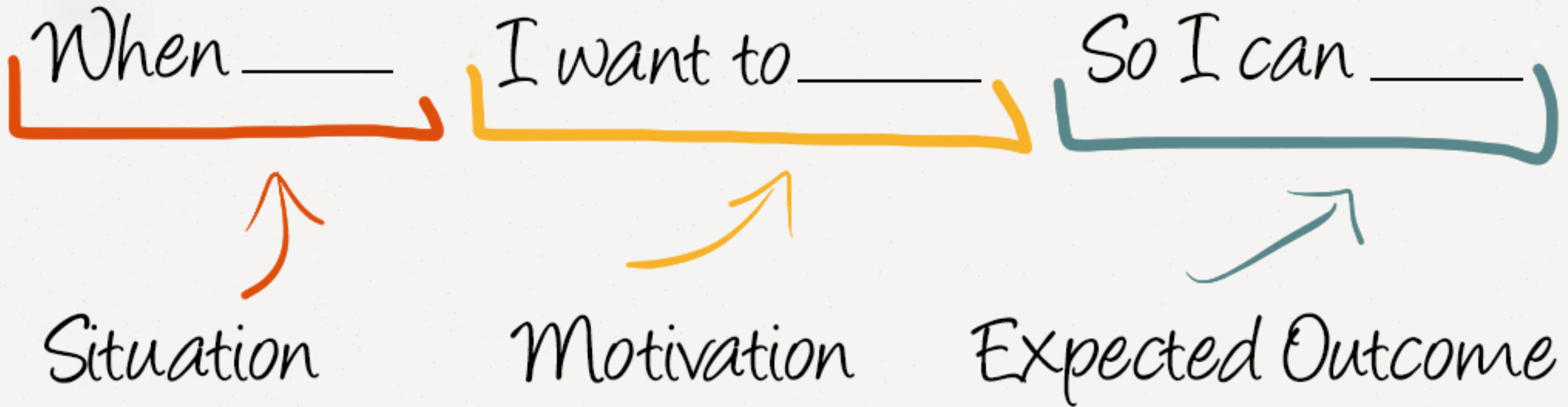


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IMPLEMENT JOBS BY

REDEFINING PERSONAS

➤ SUB-JOBS & STORIES



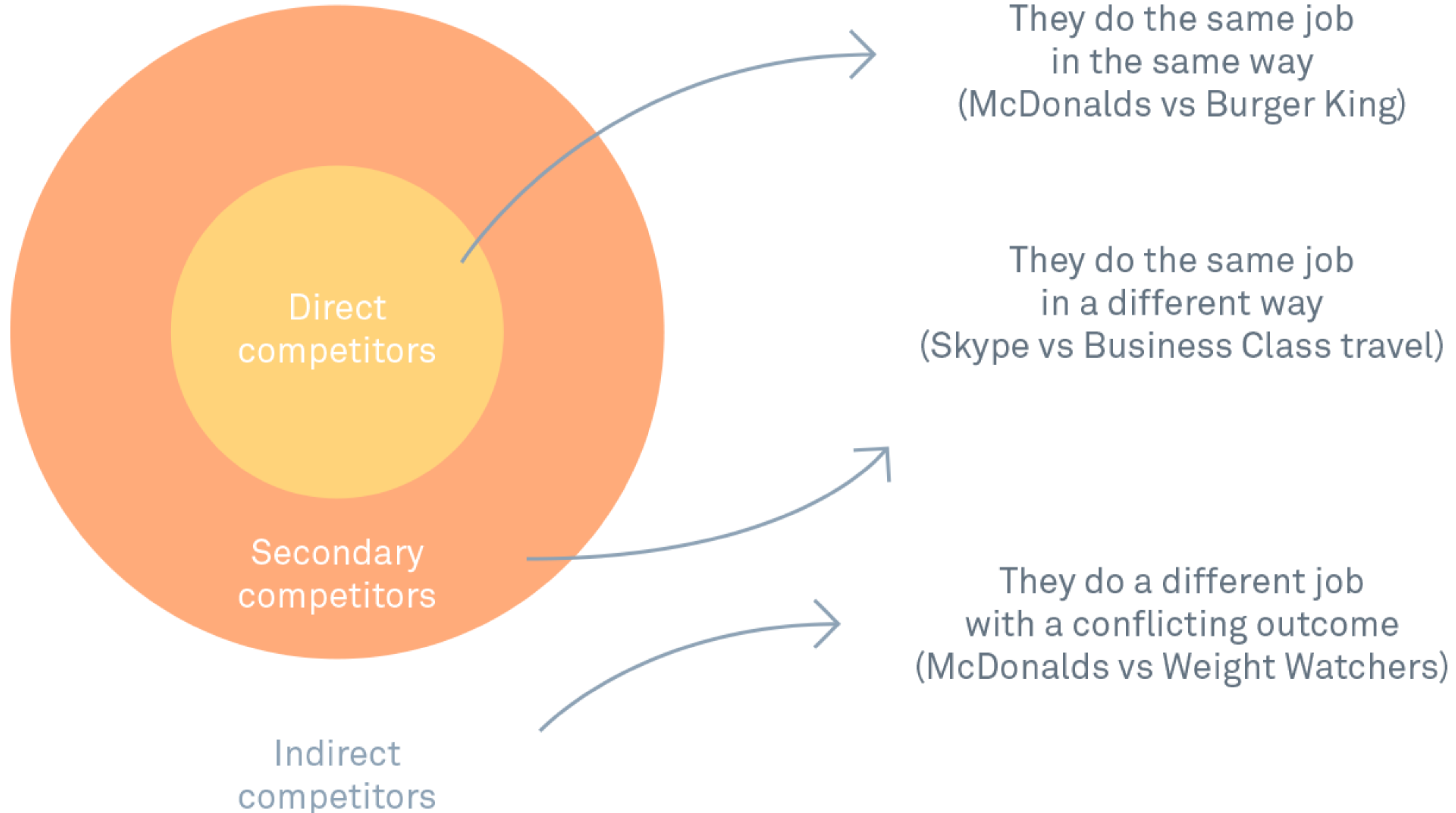
IMPLEMENT JOBS BY

REDEFINING PERSONAS

- SUB-JOBS & STORIES
- TRUE COMPETITORS

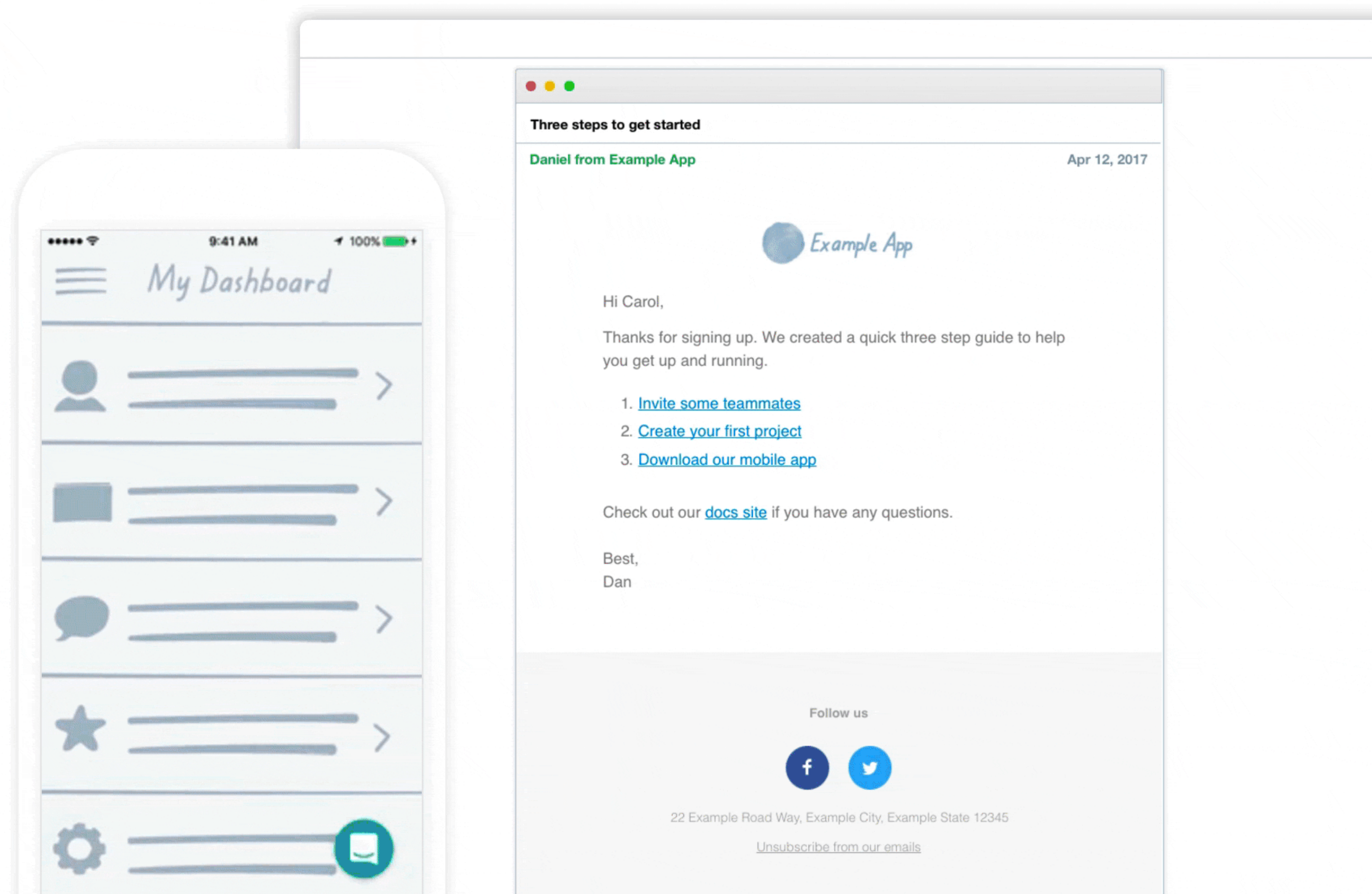


Know your competitors





Give every customer a personalized onboarding experience



WELCOME NEW SIGNUPS

Introduce yourself and help people get started from the moment they sign up

TURN NEW USERS INTO ACTIVE USERS

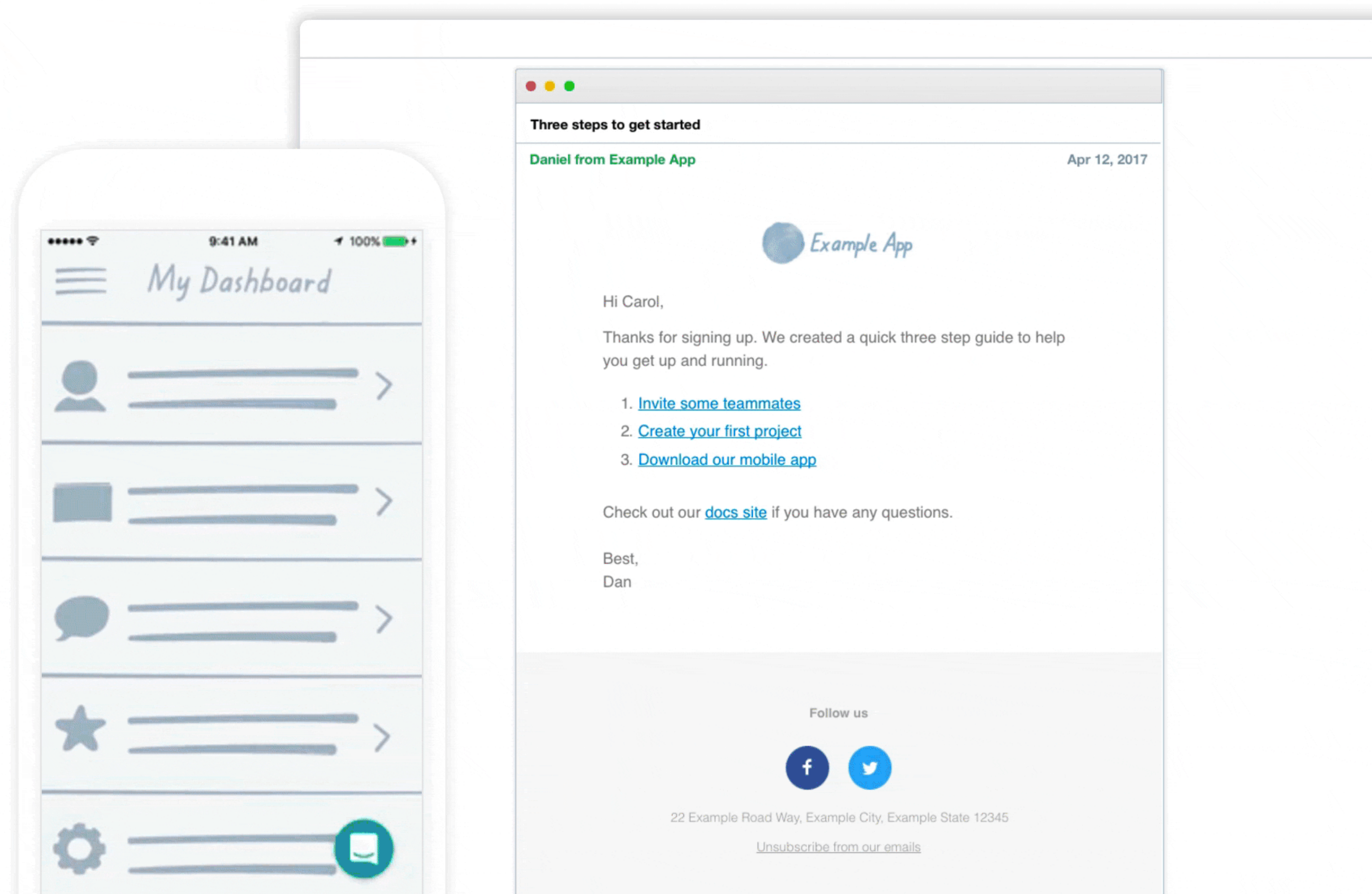
Guide people through their first steps in your product with in-app messages

KEEP PEOPLE ON TRACK

Automatically send targeted push and email messages to people who become inactive or get stuck



Give every customer a personalized onboarding experience



WELCOME NEW SIGNUPS

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Automatically send targeted push and email messages to people who become inactive or get stuck



“Our **conversion rate has increased**, since prospects can now buy just the piece of the site that suits their initial job, and we’re able to **establish multiple points of sale** across client organizations.”

- Des Traynor, Co-founder of Intercom

Source: <https://hbr.org/2016/09/know-your-customers-jobs-to-be-done>

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TRY **APPLYING JOBS** TO YOUR

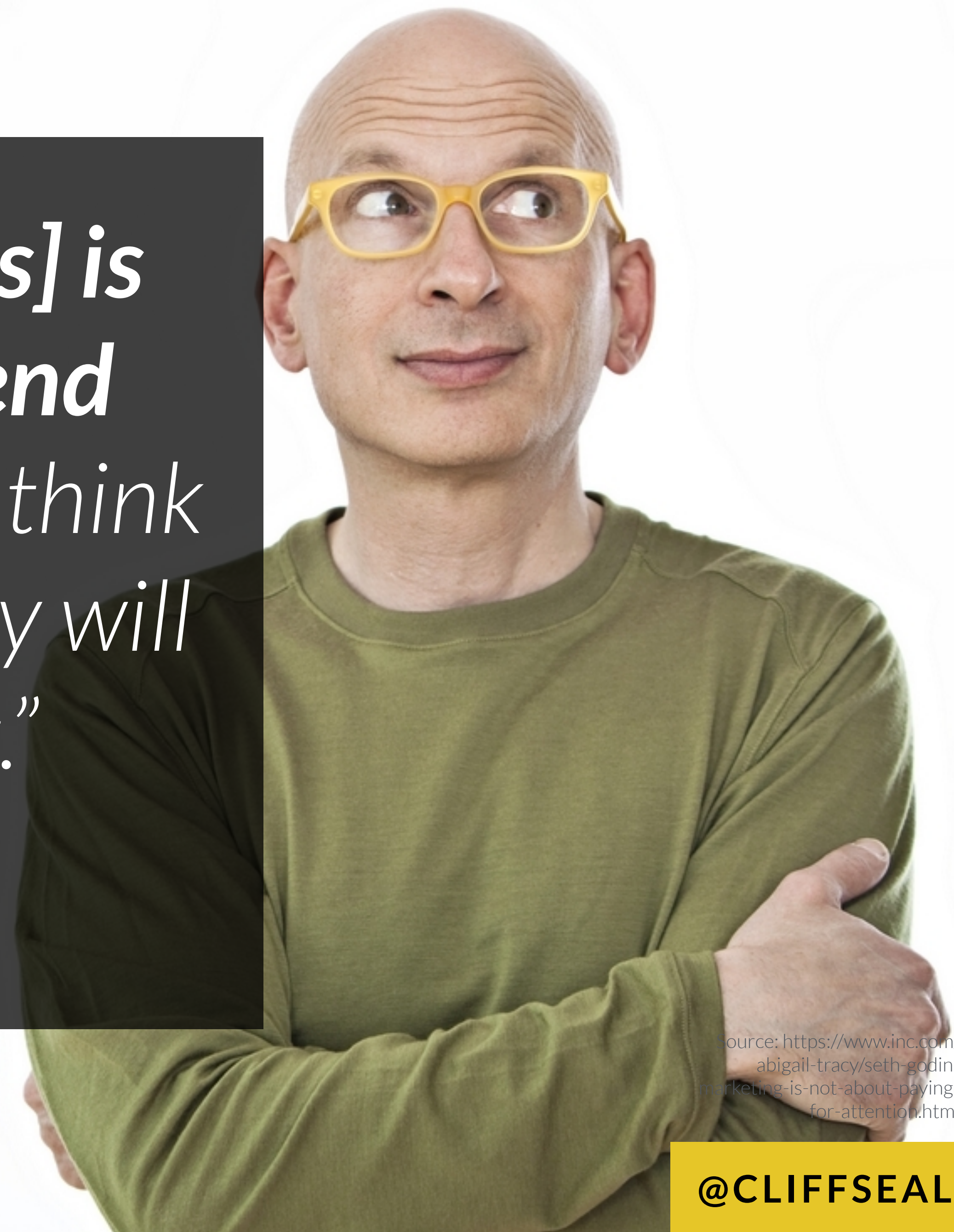
ACCOUNT-BASED MARKETING STRATEGY

- **What are the jobs** for your target account?
- **Create a messaging guide** to keep you focused.
- **Define your persona(s)** with their sub-jobs and your true competitors.
- **Create assets** convincing the account to “hire” your product.



“The big mistake [for marketers] is thinking that their job is to spend money to get attention. If they think that that is what their job is, they will never ever succeed in marketing.”

- Seth Godin



Source: <https://www.inc.com/abigail-tracy/seth-godin-marketing-is-not-about-paying-for-attention.html>

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DEATH BORING

B2B MARKETING

II

