

A person's legs in blue jeans and red sneakers are captured mid-jump over a large, white, splashing puddle on a city street. The background is a blurred urban scene with buildings and a car.

DEATH BORING

B2B MARKETING

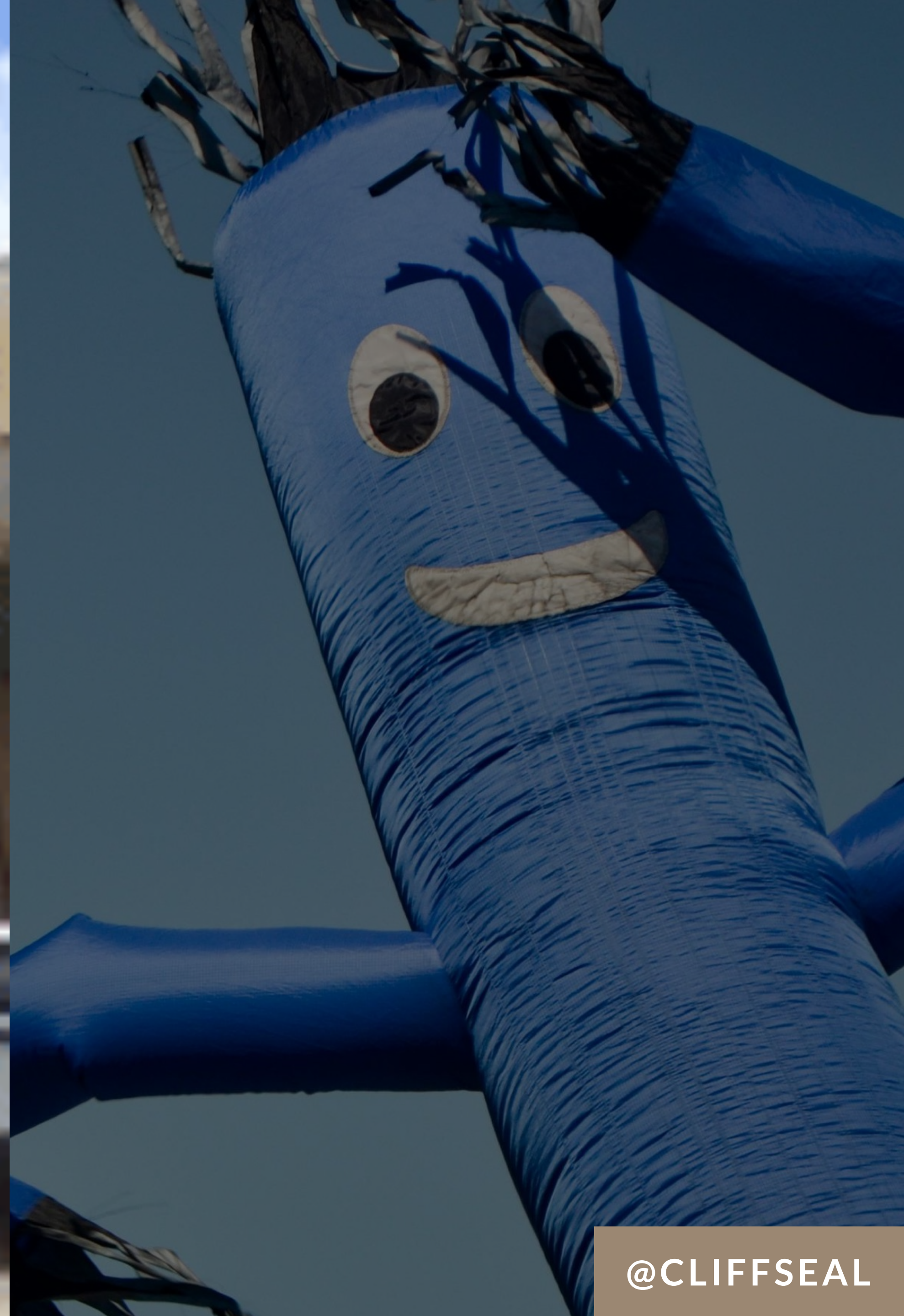
B2B MARKETING IS

HARD




WHY?

- SELLING TO
OPAQUE GROUPS
- TRACKING AGAINST
QUANTITATIVE METRICS
- RISK AVERSION
(**RED TAPE**)



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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/MathewSweezey/the-future-of-marketing-2016-new-roles-tools-and-trends/>

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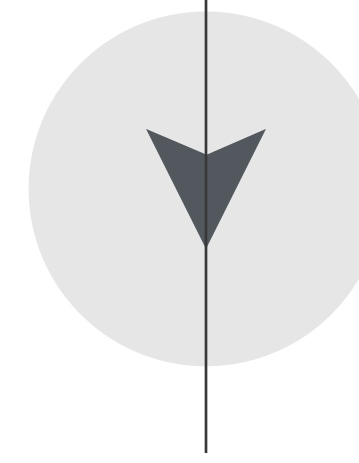


—
YOU END UP
DOING **WHAT**
“**WORKS**”



—
YOU END UP
DOING **THE**
SAME AS
EVERYONE
ELSE

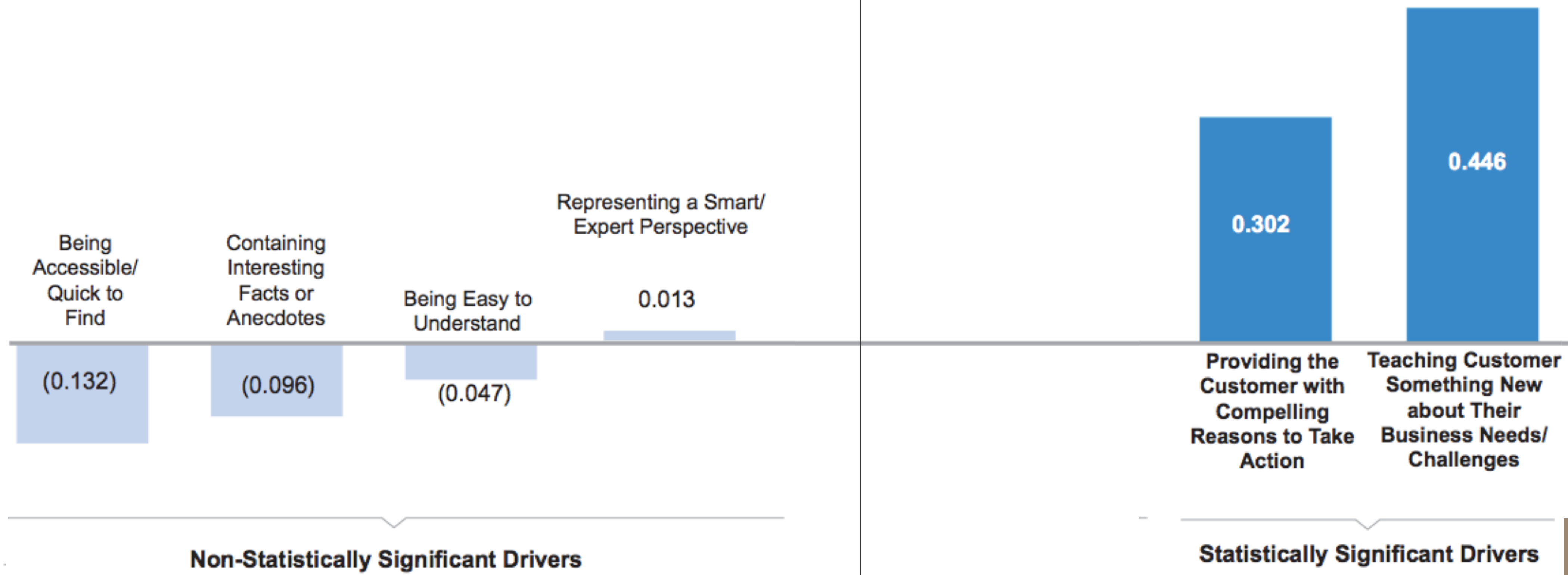
#DEATHTOBORING



B2B MARKETING NEEDS TO

GROW INTO ITS OWN CREATIVE POTENTIAL

Magnitude of Driver Impact

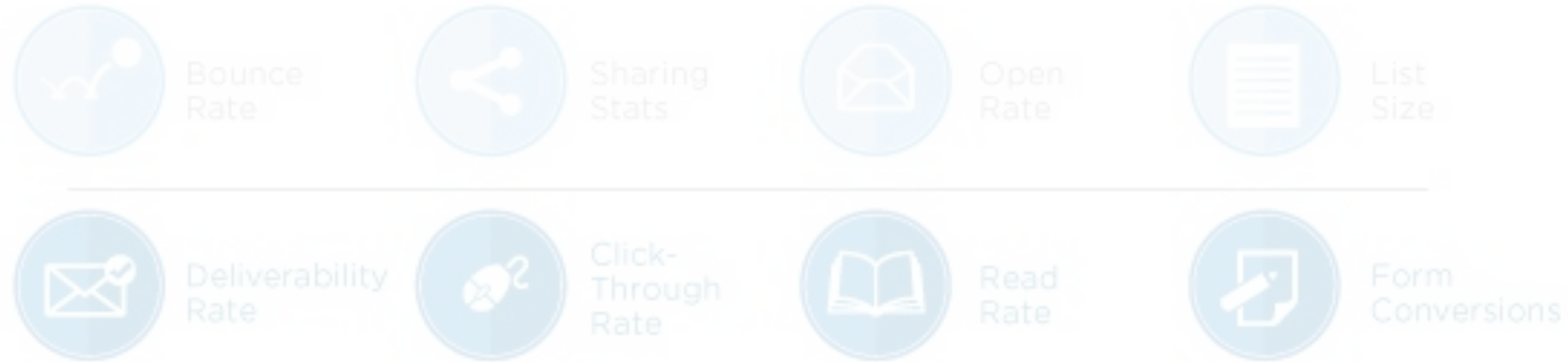


Source: <http://trackmaven.com/blog/2016/05/b2c-b2b-marketing-research/>

● = VANITY METRIC

● = BETTER METRIC

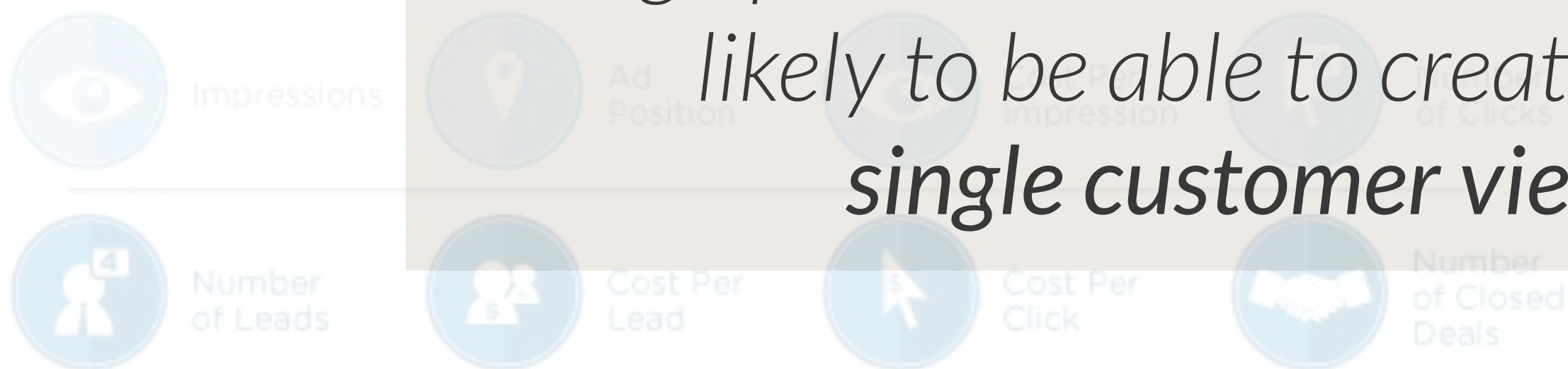
EMAIL METRICS



SOCIAL METRICS



PAID SEARCH METRICS

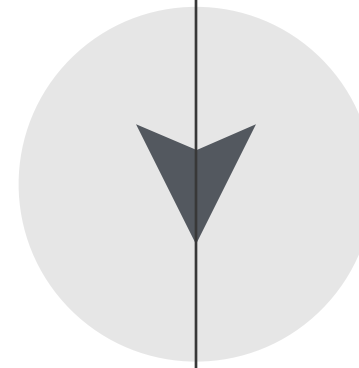


“High performers are 19x more likely to be able to create a single customer view.”

B2B MARKETING NEEDS TO
**PUT DATA IN
ITS PLACE**

Sources: <http://www.pardot.com/blog/marketing-metrics-matter-vanity-metrics-trap/>,
<http://www.slideshare.net/MathewSweezey/why-your-content-is-failing-you-and-how-to-fix-it>

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B2B MARKETING NEEDS TO

COMPETE ON RELEVANCE (NOT VOLUME)

“We need to step back to our roots and become digital anthropologists, and digital psychologists.”

*-Matt Lawson
Director of Performance Marketing, Google*

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

B2B MARKETING NEEDS

DEFUSING
THE MARKETING

WHAT'S DESIGN THINKING **LOOK LIKE?**

- It's **solution-oriented and creative** instead of analytical.
- It's trusted, exercised **intuition at work.**
- It means being **human-centered** and trusting the rest will follow.
- It means **embracing constraints.**
- It values **divergent thinking** as much as convergent thinking.
- It means being **non-judgmental about possibilities** inside of constraints.



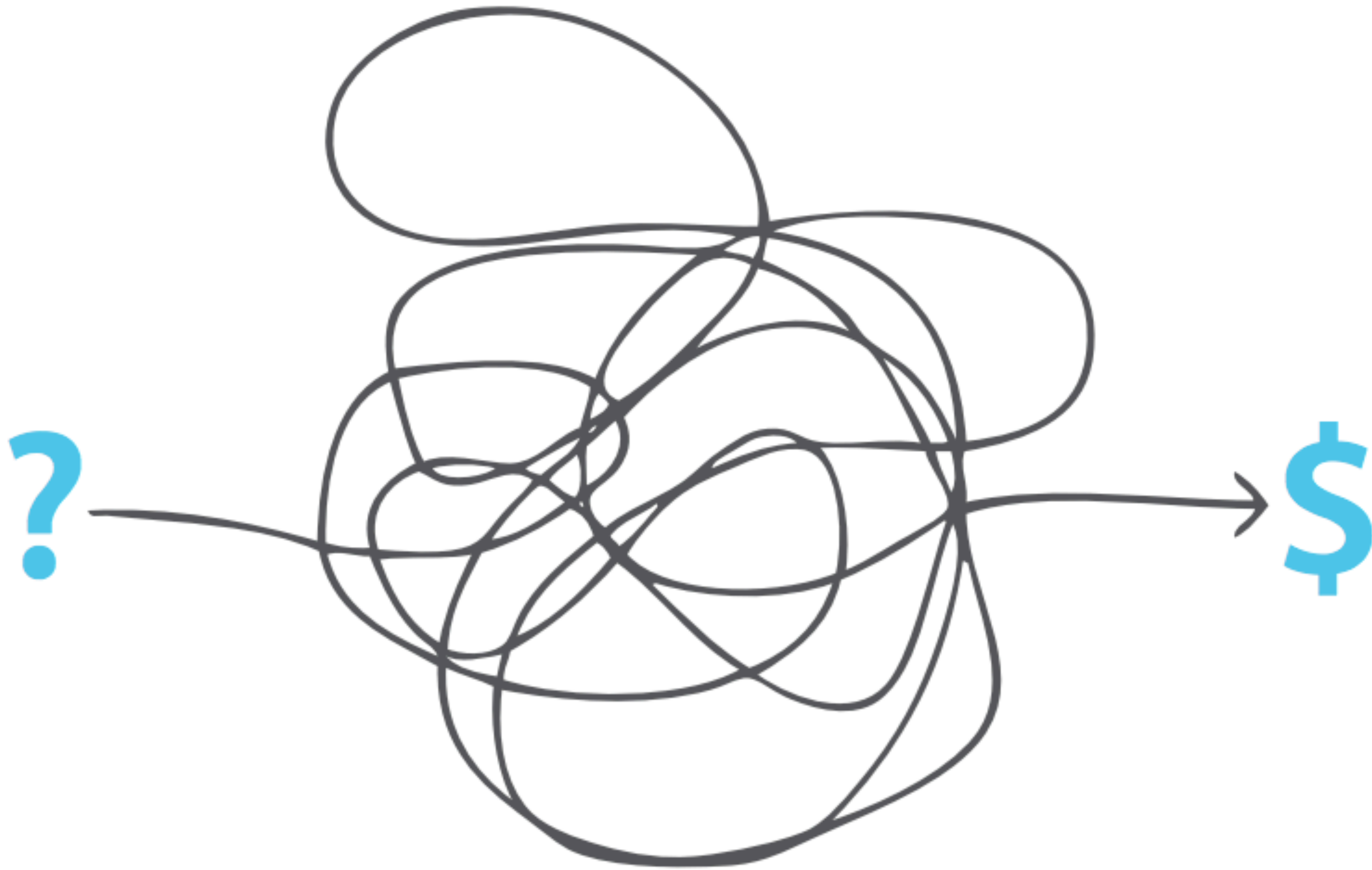
It means we let our **best ideas** rise to the top.

DESIGN THINKING PROVIDES A

FRAMEWORK FOR INNOVATION

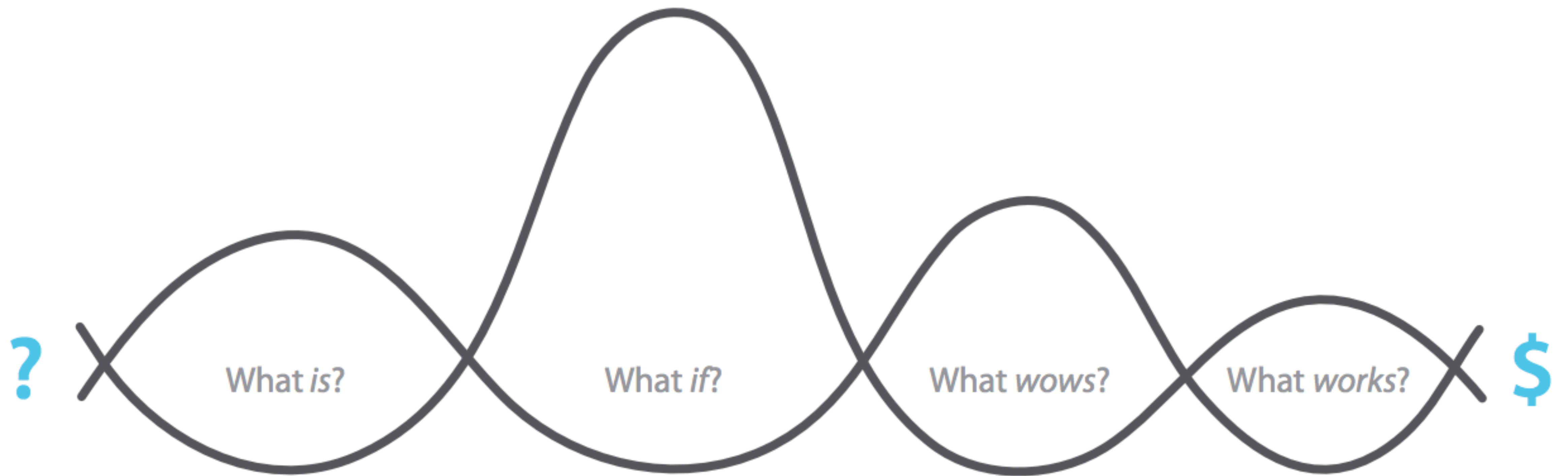


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Source: *Designing for Growth*,
Jeanne Liedtka and Tim Oglivie

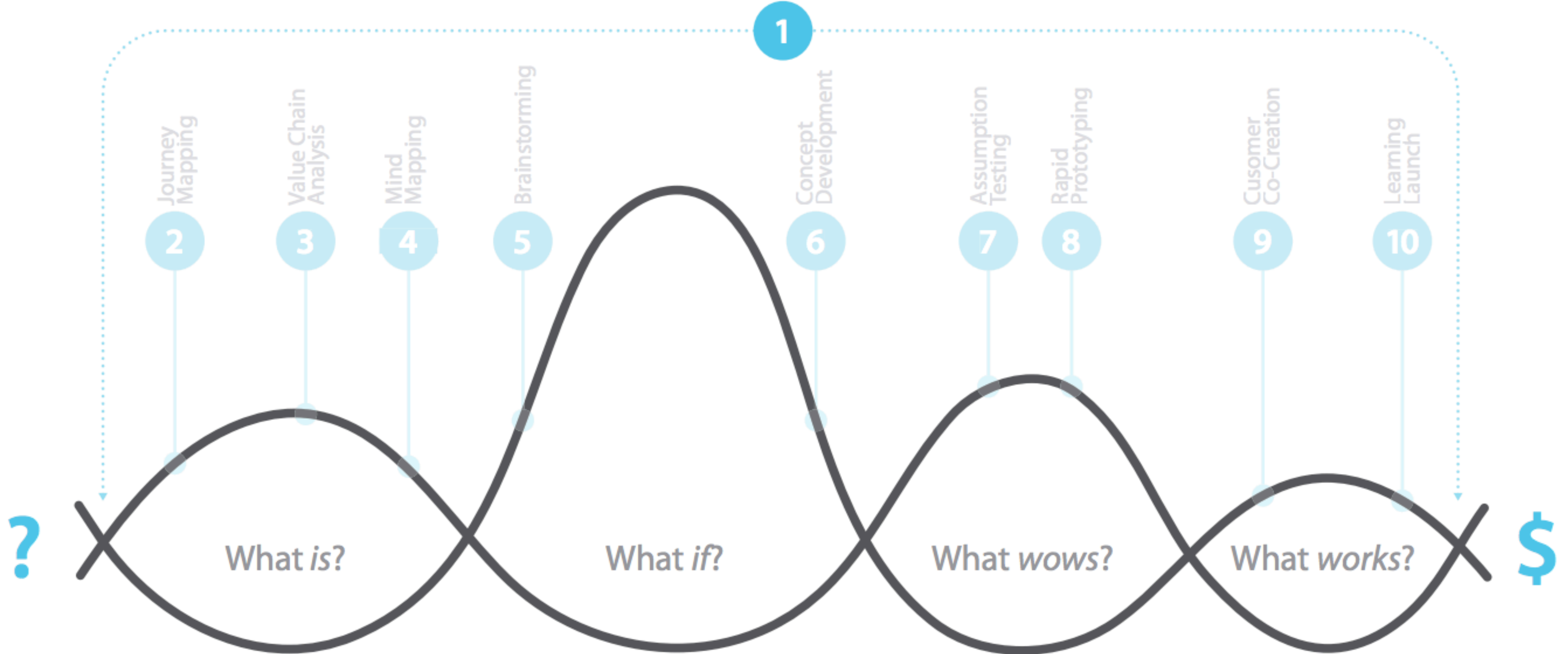
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Source: *Designing for Growth*,
Jeanne Liedtka and Tim Oglivie

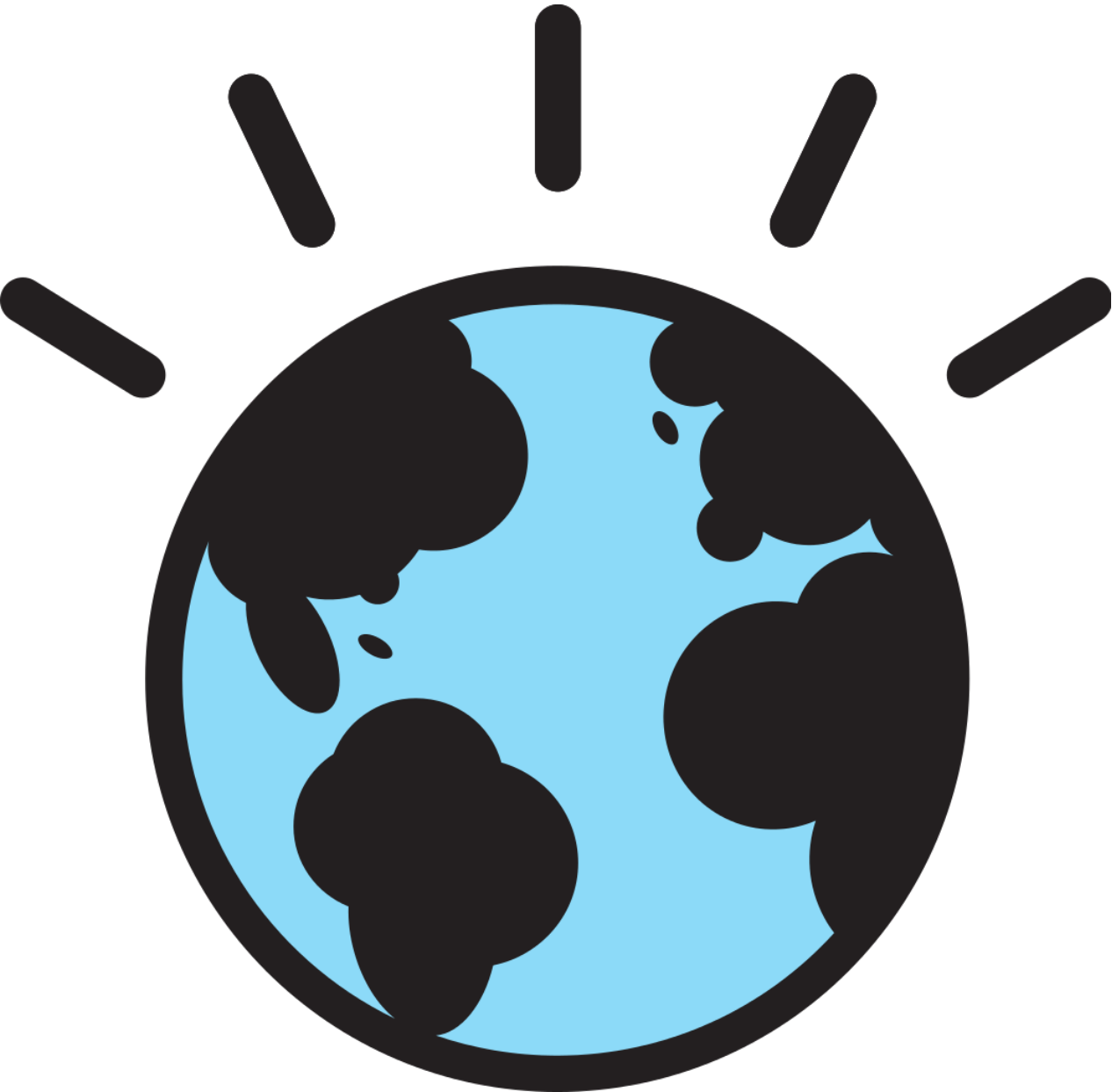
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Visualization



Source: *Designing for Growth*,
Jeanne Liedtka and Tim Oglivie

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Source: *Solving Problems with Design Thinking: Ten Stories of What Works*, A. R. King, Jeanne Liedtka, and Kevin B. Bennett

Mission:
Find a way for “trade
shows to **better
demonstrate** the depth
and breadth of IBM’s
expertise, **strengthen
customer relationships,**
and **drive revenue
growth**”.

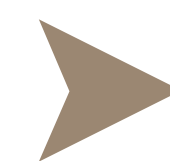
Source: <http://www.bloomberg.com/news/articles/2012-04-12/wring-the-most-out-of-a-trade-show>,
<https://www.coursera.org/learn/design-thinking-innovation/lecture/iq0kE/the-ibm-story>

WHAT ***IS***?

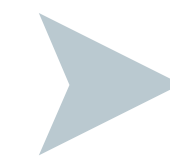


SHARING

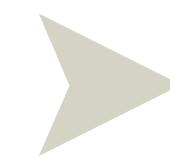
KNOW **WHAT IS** THROUGH
KNOWLEDGE



DISCUSSION



IMMERSION



SHARED LANGUAGE

KNOW **WHAT IS** THROUGH

BETTER QUESTIONS

➤ 5 WHYS

➤ FIND INTERNAL
ASSUMPTIONS

➤ DISCOVER NEW
POSSIBILITIES



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.

KNOW **WHAT IS** THROUGH

TALKING TO ACTUAL PEOPLE

- INSIGHT
- OBSERVATION
- EMPATHY

Question:
**How do human beings
engage and learn?**

Insight:

- ▶ **Create comfort**
- ▶ **Plan spontaneity**
- ▶ **Create a guest-host
relationship**



Source: <http://www.bloomberg.com/news/articles/2012-04-12/wring-the-most-out-of-a-trade-show>,
<https://www.coursera.org/learn/design-thinking-innovation/lecture/iq0kE/the-ibm-story>

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WHAT ***IF***?
WHAT ***WOWS***?

“Design thinking is the opposite of group thinking, but paradoxically, it takes place in groups. The usual effect of ‘groupthink,’ as William H. Whyte explained to the readers of Fortune back in 1952, is to suppress people’s creativity.

Design thinking, by contrast, seeks to liberate it.”

- Tim Brown

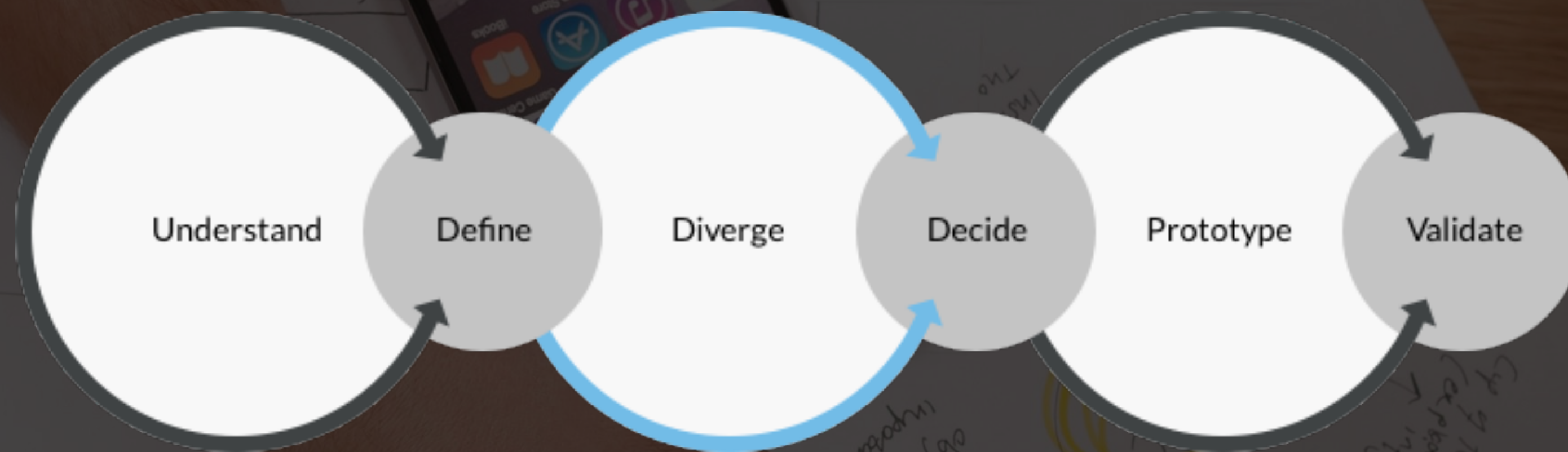
EXPLORE **WHAT IF** THROUGH

DEMOCRATIZING CREATIVITY

- DECENTRALIZE
- DIVERSIFY
- FACILITATE



DESIGN SPRINTS







**92% trust referrals from
family and friends** above *all*
forms of advertising

Source: http://brandtosales.weareoctopusgroup.net/og_techheads_2014_thehuman.cio

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A background image showing a person's hands writing in a journal. The left hand is resting on the page, and the right hand is holding a pen and writing. A cup of coffee is visible in the top left corner. The text is overlaid on a semi-transparent white box.

TRY **SPRINTING** ABOUT GENERATING MORE CUSTOMER REFERRALS

- **What** do customers need to become loyal?
- **Ideate** around *how* to provide that information to them and when.
- **Build** a prototype.
- Put it in front of people and test the concept. **Iterate** as needed.


Question:
**How do human beings
engage and learn?**

Approach:

- ▶ **Concierge**
- ▶ **Conversation zones**
- ▶ **Cue from customer
needs**

Source: <http://www.bloomberg.com/news/articles/2012-04-12/wring-the-most-out-of-a-trade-show>,
<https://www.coursera.org/learn/design-thinking-innovation/lecture/iq0kE/the-ibm-story>

WHAT ***WORKS?***



*“A culture that believes that it is better to ask forgiveness afterward rather than permission before, that **rewards people for success but gives them permission to fail**, has removed one of the main obstacles to the formation of new ideas.”*

- Tim Brown

BEING WRONG IS
ALWAYS SOME

Experiment:

- ▶ **Small** trade show
 - ▶ **78% increase** in leads
- YOY

Scaled Results:

- ▶ Increased **lead quality**
- ▶ Greater **revenue**
- ▶ Deeper **engagement**

Source: <http://www.bloomberg.com/news/articles/2012-04-12/wring-the-most-out-of-a-trade-show>,
<https://www.coursera.org/learn/design-thinking-innovation/lecture/iq0kE/the-ibm-story>

“We are seeing more **deep engagements**, which is really important and pretty amazing. We are also seeing more **revenue generation** results. We’re having fewer, better transactions to the tune of multiples of sales year over year. IBMers are even saying that **ten times the number of hot leads** have come from these events, even if the total number of people coming through the space was lower.”

Source: *Solving Problems with Design Thinking: Ten Stories of What Works*, A. R. King, Jeanne Liedtka, and Kevin B. Bennett

WHAT ***NEXT?***

START BY

REORIENTING AROUND GOALS TO BETTER TRACK SUCCESS



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START BY

FINDING AREAS RIPE
FOR **YOUR CREATIVITY**
& AUTOMATE THE REST

TRY **SPRINTING** ABOUT

ACCOUNT-BASED MARKETING STRATEGY

- **What** defines your ideal (but realistic) account?
- **Ideate** around *how* to ensure relevance is infused.
- **Build** a prototype.
- Put it in front of people and test the concept. **Iterate** as needed.
- **Experiment** with 1-3 accounts.





TRY **SPRINTING** ABOUT

BULLSEYE FRAMEWORK FOR LEAD GENERATION


- **Brainstorm** potential acquisition channels
- **Prioritize** the channels most likely to give a solid return
- **Test** your guesses using very small, inexpensive experiments
- **“Double down”** on what worked

Source: *Traction: A Startup Guide to Getting Customers*, Gabriel Weinberg and Justin Mares

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—
EVERYTHING
SHOULD
SUPPORT YOUR
**CREATIVE
CONNECTION
WITH YOUR
CUSTOMERS**



—
EVERYONE
ELSE ENDS
UP TRYING
TO DO THE
SAME AS
YOU



DEATH RING

B2B MARKETING