

B2B MARKETING BASICS

Strategies to Excel in Business-to-Business Marketing



LEARNER WORKBOOK



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B2B MARKETING BASICS

Learner Activities

The Company Match Game

Take a look at the seven companies listed below and determine if their overall business type is B2B-only, B2C-only, or both. Once you have made your guesses for all the companies, compare your response to the correct answers on the next page.

Is this company's overall business type B2B, B2C, or both?

Amazon www.amazon.com	B2B	B2C	Both
Balfour Beatty www.balfourbeatty.com	B2B	B2C	Both
Coca-Cola www.coca-cola.com	B2B	B2C	Both
Ford www.ford.com	B2B	B2C	Both
Marketo www.marketo.com	B2B	B2C	Both
Spotify www.spotify.com	B2B	B2C	Both
Stitch Fix www.stitchfix.com	B2B	B2C	Both



The Company Match Game (cont'd)

Below are the correct answers and explanations for the business type of the seven companies from the previous page.

<p>Amazon www.amazon.com</p>	<p>BOTH</p> <p>When most people think of Amazon, it is in the context of their consumer-facing e-commerce service. However, Amazon has exponentially grown from their flagship product and now has many services and products that are geared for both individual consumers and businesses.</p> <p>Did you know that Amazon has a product called, Amazon Web Services (AWS)? This offering enables mom and pop shops all the way up to large enterprise companies to grow and scale their business in the cloud!</p>
<p>Balfour Beatty www.balfourbeatty.com</p>	<p>B2B</p> <p>This global company specializes in financing, developing, building, and maintaining infrastructure (including transportation, power and utility systems, and social and commercial buildings).</p> <p>This is a B2B business type because individual consumers do not buy products or services from them—instead, they focus on commercial and government entities.</p>
<p>Coca-Cola www.coca-cola.com</p>	<p>BOTH</p> <p>Even in the early stages of this company, they were focusing on B2C and B2B markets. They needed to sell their soda to individual consumers, but they also needed to sell it to other businesses who would then turn around and sell the soda to their own customers.</p>
<p>Ford www.ford.com</p>	<p>BOTH</p> <p>When most people think of Ford, they automatically associate individual people going to a dealership and buying a single car/truck.</p> <p>But Ford also has a B2B side of their business. Next time you drive by a police car, see if you can determine the brand of the car. It will likely be either Ford or Chevy. The government and other private businesses have contracts with Ford to buy vehicles in mass.</p>
<p>Marketo www.marketo.com</p>	<p>B2B</p> <p>Marketo is marketing automation software that is accessible in the cloud (i.e. you can access it from anywhere as long as you have internet). Their business model is to sell individual software accounts to each company.</p>



The Company Match Game (cont'd)

Spotify
www.spotify.com

BOTH

Excellent work if you got this one correct! This one is a bit trickier. Most people would have said that this company has a B2C business type because they sell individual user accounts to consumers.

However, they also have a strong B2B side of their business. Including selling ad spots to companies (these are the occasional commercials you hear while streaming music if you have a free account) and business accounts to stream and download music for commercial-use.

Stitch Fix
www.stitchfix.com

B2C

Subscription-based business models are really making a comeback! This company allows individuals to provide basic information about themselves and then receive hand-selected clothing and accessories based on their determined "style".

As of early 2017, Stitch Fix is truly a B2C-only business type. However, there are plenty of opportunities within the market for them to expand into a B2B line of business as well.

Final Thoughts

You may be starting to notice a trend here... there are many companies that have *both* B2B and B2C business types. Within the world of business, B2B opportunities are far more common and plentiful than most people originally perceive.

What are some companies that you admire? Do they have B2B, B2C, or both business types? The bottom line is that there will be far more B2B job opportunities, than B2C within the marketing industry. So let's continue to learn more about B2B!

About Blossom Buddies

Address	11235 Flower Power Way, New York, NY
Year Established	2002
Business type	Small Business, Green Business, Veteran-Owned Business
Number of Employees	75

Company Description

Based in the heart of New York City, Blossom Buddies was founded by Carole Smith in 2002. With sales ranging from a single purchase through long-term, six-figure contracts with established hotels and restaurants, BB serves a wide variety of clients for all their flower needs. With seasonal inventory ranging from single stem flowers through bulk purchase and arrangements, Blossom Buddies serves the New York metro area with in-person delivery and services all of the United States with mail delivery.

Scenario

Your organization, Blossom Buddies, is launching a new flower subscription service. Customers will be able to choose the size of arrangement and frequency of delivery, including weekly, bi-weekly, and monthly. The flowers will be picked and shipped directly from the farm to the customer for the freshest quality. As an added bonus, Blossom Buddies will donate 15% of the customer's subscription to the customer's charity of choice (they will choose from four charity options when they sign up for their subscription).

Your Solution

You have been tasked with identifying the target market for this new service. Since this course is all about B2B marketing, we will only be focusing on the B2B audience.



Target Market for Blossom Buddies (cont'd)

Step 1: Describe the problems your service solves.

List 2-3 problems that are solved by a regular flower subscription service for a B2B buyer.

Example: Businesses can save time by setting up automated flower deliveries to their clients or business partners as appreciation gifts.

Step 2: Identify people who suffer from these problems.

List job roles that would typically suffer from the problems the regular flower subscription service would solve that you outlined in Step 1.

- _____
- _____
- _____
- _____
- _____
- _____

Are you having trouble? Think about current customers of Blossom Buddies and their competitors.



Target Market for Blossom Buddies (cont'd)

Step 3: Determine types of businesses that would purchase this service.

There are some types of businesses that are more likely to purchase this type of service than others. Consider these demographic attributes: industry, revenue, size of company, location, etc.

- _____
- _____
- _____
- _____
- _____
- _____

Step 4: Describe Your Target Market

Now, use the ideas you came up with in the first three steps and write a couple sentences describing your actual target market.

Next Steps

Now that we understand at a high level who our target market is, next up we need to create customer personas and segments to further target our marketing strategy.

You will learn about creating customer profiles in other courses, but see the Persona Builder Worksheet on [page A1](#) in the Appendix of this workbook for a sneak peek.



Lead Generation Campaign

Scenario

Blossom Buddies wants to launch their new flower subscription service and generate some brand-new B2B leads while the press is hot.

The Director of Marketing has identified the general structure of the campaign, but has delegated the determining of the details to you!

With a foundation set in targeting your audience and some lead generation tactics, it's time to start filling in the blanks of a lead generation campaign.

Note

Don't be afraid to get creative with your campaign plan.

After all, this is a new service offering and we want to generate a lot of buzz.

The Campaign

Define the goal of this campaign:

Marketing Channel(s)

- Social Media
- Website

Offer

Sign up for a trial of the flower subscription service (3 deliveries) and get 25% off. Offer expires in 2 weeks; trial must start before expiration date; no limit to the amount of trials.

Who is your target market? (Remember, we only want B2B leads)



Lead Generation Campaign (cont'd)

What are the success metrics?

Landing Page

This is where you will drive your social media traffic. This page will contain the information and steps necessary for the new lead to provide their information to you and set up their trial of the flower delivery service.

Social Media

Put together sample content for these various promotion actions.

Twitter Post

Facebook Post

LinkedIn Post

Instagram Post



B2B MARKETING BASICS

Appendix

Persona Builder Worksheet

To create buyer personas that faithfully represent your customer base, get as granular as possible around who these personas “are” and what they care about. Then, you can build messaging that actually converts. To get started, gather your team and answer the questions below.

Persona's name _____

Persona's job title/role _____

Role in the buying committee Decision Maker Executive Sponsor Influencer

Need/motivation Low High

Persona Overview

Create a 100–200 word overview describing this person. Include responsibilities, personal preferences, age, gender, experience & daily activities—anything that will help you understand your buyer’s brain!



Persona Builder Worksheet (cont'd)

Pain Points

List all the challenges and concerns that commonly affect this person. FYI: We phrased these like user stories!

This helps you get into the agile marketing framework. Here's an example:

As a Marketing Director, I wish my team was more skilled in Marketo, so that they can run automated campaigns.

If you need help understanding user stories, reference the course *Project Management for Marketers*.

Now it's your turn. Give it a go!

As a _____ I'm concerned _____

As a _____ I don't have _____

As a _____ I worry about _____

As a _____ I wish _____

Key Drivers, Motivators & Goals

As a _____ I want to _____

As a _____ I need to _____

As a _____ I must _____

Risk of Loss

What are some actions or attitudes that you have seen this buyer display that result in losing a deal or not retaining him or her as a customer?



Persona Builder Worksheet (cont'd)

Keep Building!

Think about your persona's motivations, questions and interests during each stage of the buying process. Use the boxes in the table below to jot down any notes you want to make.

	Inquire	→ Learn	→ Evaluate	→ Justify	→ Select
	<i>What interests me?</i>	<i>What do I want to know?</i>	<i>What do I think?</i>	<i>Is this right? What else is needed?</i>	<i>Am I ready to buy?</i>
Persona's Motivation					
	<i>Questions:</i>	<i>Questions:</i>	<i>Questions:</i>	<i>Questions:</i>	<i>Questions:</i>
What are they asking about?					
	<i>Messages:</i>	<i>Messages:</i>	<i>Messages:</i>	<i>Messages:</i>	<i>Messages:</i>
Key Messages & Value Propositions					
	<i>Offers:</i>	<i>Offers:</i>	<i>Offers:</i>	<i>Offers:</i>	<i>Offers:</i>
Offers they might be interested in					



Campaign Planning Template

Overview

This planning document is designed to summarize the campaign, its goals, and identify the assets needed to support the campaign.

Campaign Summary

Brief Description

What is the goal of this campaign?

Start Date _____ **End Date** _____

Campaign Name _____

Campaign Type

Direct Mail Live Event Nurture One-Time Email Website Resource

Online Advertising Social Media Webinar Other: _____

Target Audience

Budget _____



Campaign Planning Template (cont'd)

Success Metrics

Assets Needed

Specify the quantity of each asset.

Promotional Email(s) _____ Auto-responder Email(s) _____ Landing Page(s) _____

Promotional Marketing Asset(s) (*gated white paper, on-demand webinar*) _____

Form(s) _____ Other: _____

Additional Notes

