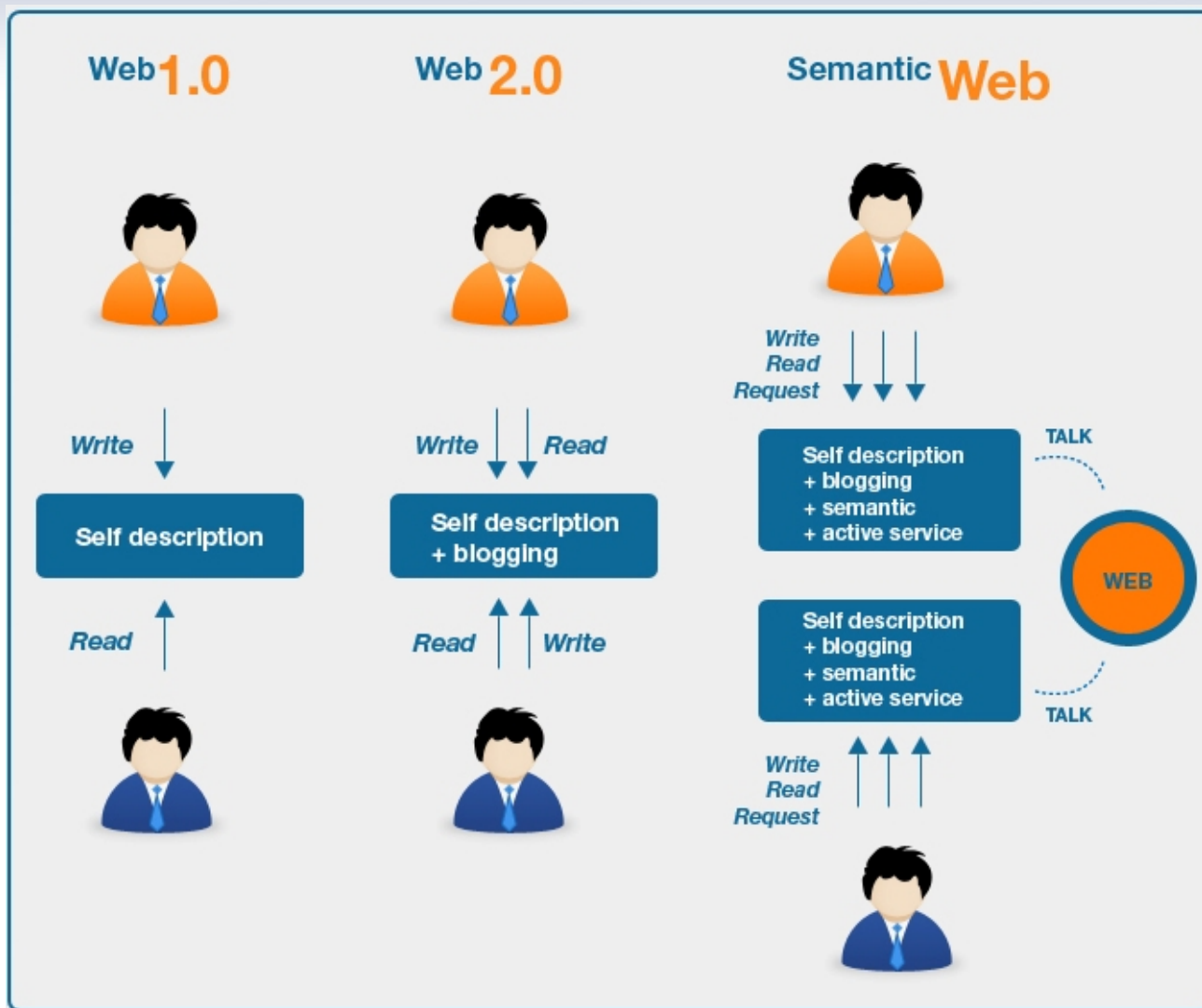# BtoB MKT Trends
El Escenario Online

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The Web is getting "smarter"

GO-TO-MARKET SERVICES
Your Marketing... Powered by IDC

- **Web 1.0** was mostly static publishers communicating to consumers

- **Web 2.0** is two-way, with consumers talking back to publishers.

- **Web 3.0** uses information from the consumer to tailor the experience to individuals

- **Gmail ads already do this**. By taking advantage of email content, Google is able to serve ads that are immediately and individually relevant

- The entire infrastructure of the **Web 3.0 economy** is built on what's known as **"semantic web"**
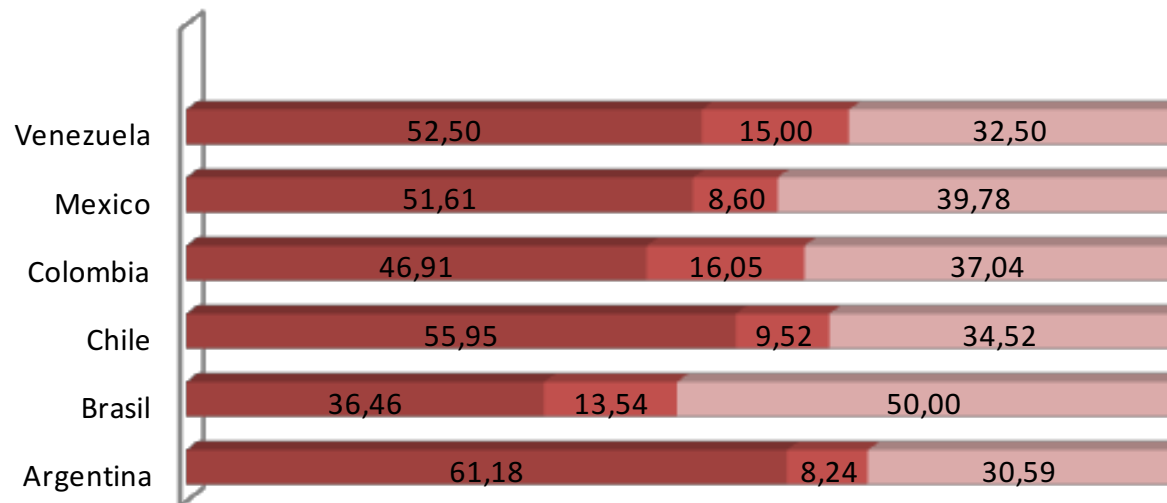
Email, SEM & Webiste is at the heart of the Online MKT

Email
To in House Lists
To Third Party Lists

SEM
SEO
Pay Per Click
Search Ads
Contextual Ads

Effective Website

Online Ads
Banners Buttons
Text -links Ads
Pop ups

Social Media
Social Networks
Blogging
Microblogging
Content Sharing
Social Media SEO
SMNR

Usted mira emails en su celular relacionados con su trabajo?

⬛ Todos los días ⬛ Una vez por semana ⬛ Nunca

País	Todos los días	Una vez por semana	Nunca
Venezuela	52,50	15,00	32,50
Mexico	51,61	8,60	39,78
Colombia	46,91	16,05	37,04
Chile	55,95	9,52	34,52
Brasil	36,46	13,54	50,00
Argentina	61,18	8,24	30,59

Source: IDC Latin America, October 2009
Methodology: Survey 519 End Users

- Relevancy is crucial, give the list the content and information they want

- Email marketing is the key driver for online MKT, is tying together all the web 2.0 elements

- New email role in Social Media: "Social Sharing"

- Email Mobile MKT, another Key trend that marketers are focused on but it is a definitely a challenge (proper html, different devices, lack of standardization)

SEM the main source of information for End Users

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Fuentes de Informaciòn utilizadas para obtener informaciòn sobre un producto o servicio que deseaba comprar

Fuente	Valor
Herramientas de Búsqueda Online como: Google - Yahoo	73,81
Comunidad Online de usuarios	38,10
Representante de Ventas	30,95
Eventos / Conferencias de TI	29,77
Website de la compañía	27,38
Videos Online	15,48
Webinar/webcast realizado por la compañía de TI	11,90

Source: IDC Latin America, October 2009
Methodology: Survey 519 End Users Chile Cut

- How to make the pages sing to the search engine

- It makes possible to reach business buyers at all different stages of the buying cycle

- Opportunity to present stage-appropriate materials

- Ideal Solution to Balancing Lead Flow

How Well Managed is the Hub of Your Marketing Strategy?

- Using Website Analytics
- Website Messaging Clear & Compelling
- Use Separate Microsite for Specific MKT Initiatives
- Changes to Website Happen Efficiently and on Schedule
- Website is Regularly Optimized for Search Engines
- Integrated with CRM System so Leads Flow to Database

- The foremost change in B2B marketing during the past decade or so has been the **emergence of a company's website as the primary point of contact** with prospects and customers.

- The website has also become an extremely efficient platform for **integrating and automating the lead generation** process

Social Media is Rapidly Evolving

- Lack of knowledge is, major barrier to adopting a social media marketing strategy

- Achieving Branding Goal is Most effective Use of Social Media

- Social Marketing Maturity is in transition from Trial to Strategic

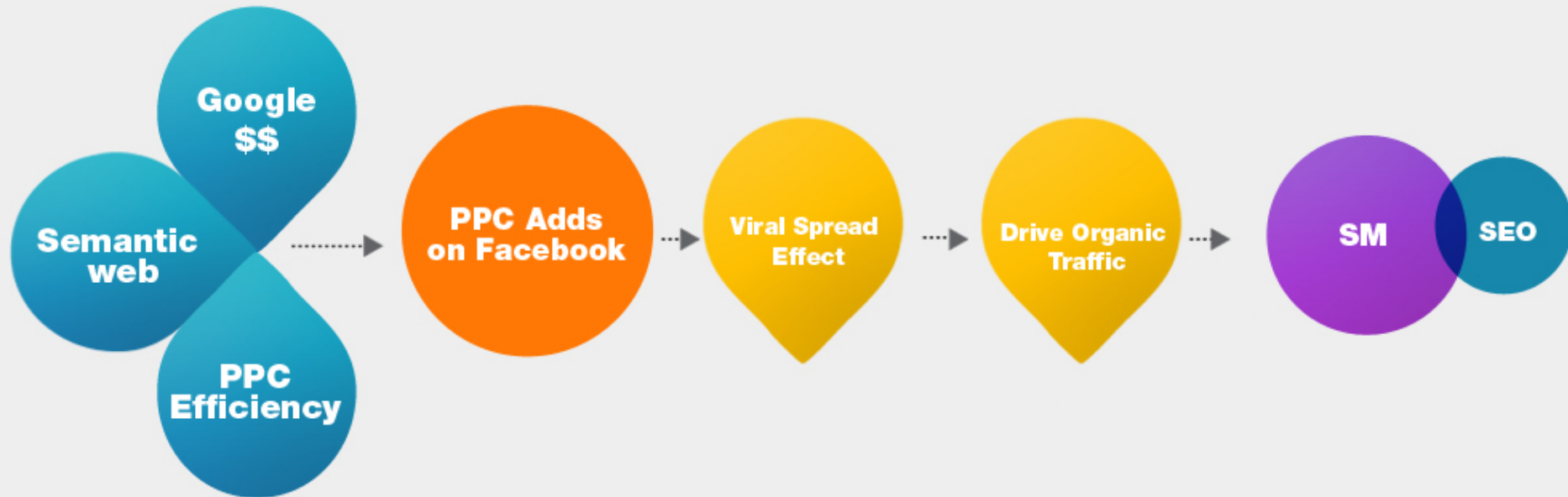- Aligning Social MKT Objectives with Corresponding Metrics

- Identifying social media "influencers"

- Integration of Social Media into the MKT Mix

Online Campaigns Platform

Content Big part of MKT

Contenidos más atractivos para obtener información sobre un producto o servicio

Categoría	Valor
Casos de Éxito	55,95
Anàlisis de Mercado de la Industria de su Interés	29,76
Guía de Uso	28,57
Entrevista con un ejecutivo destacado de la industria	25,00
Entrevista con un analista destacado de la industria	21,43
White Paper con Beneficios del Producto	8,33
Otra	1,19
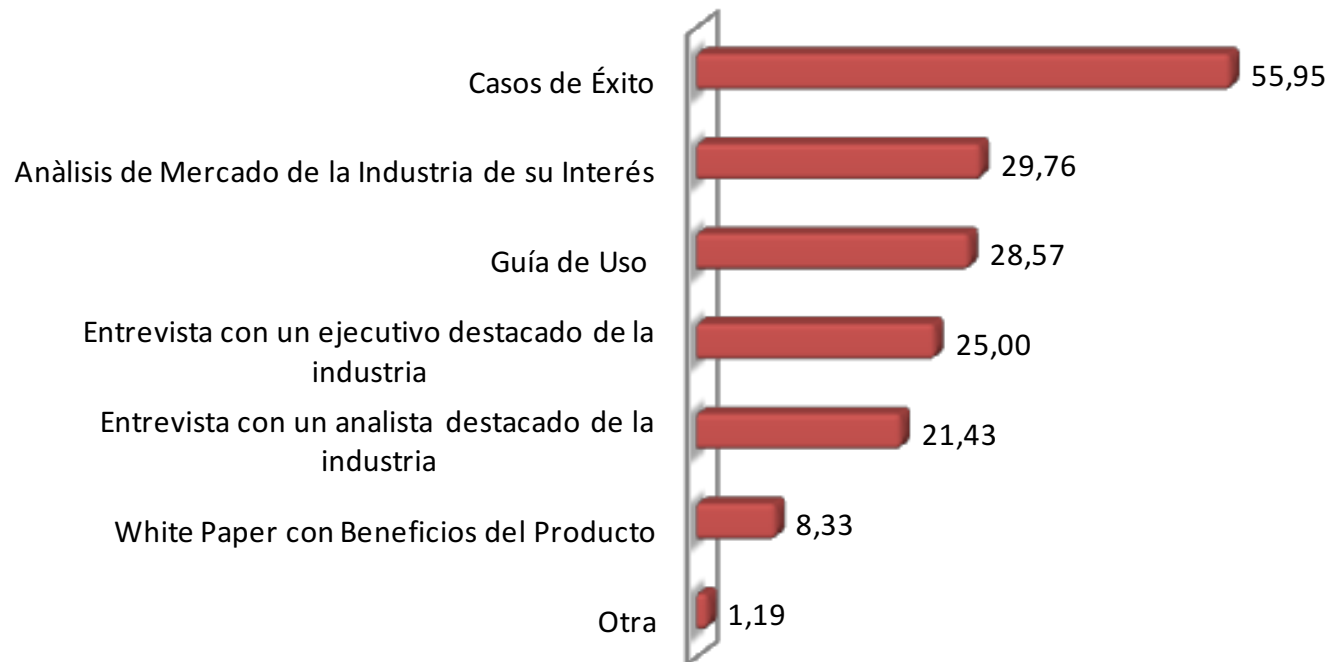
- MKT can't just be a message it needs to be useful

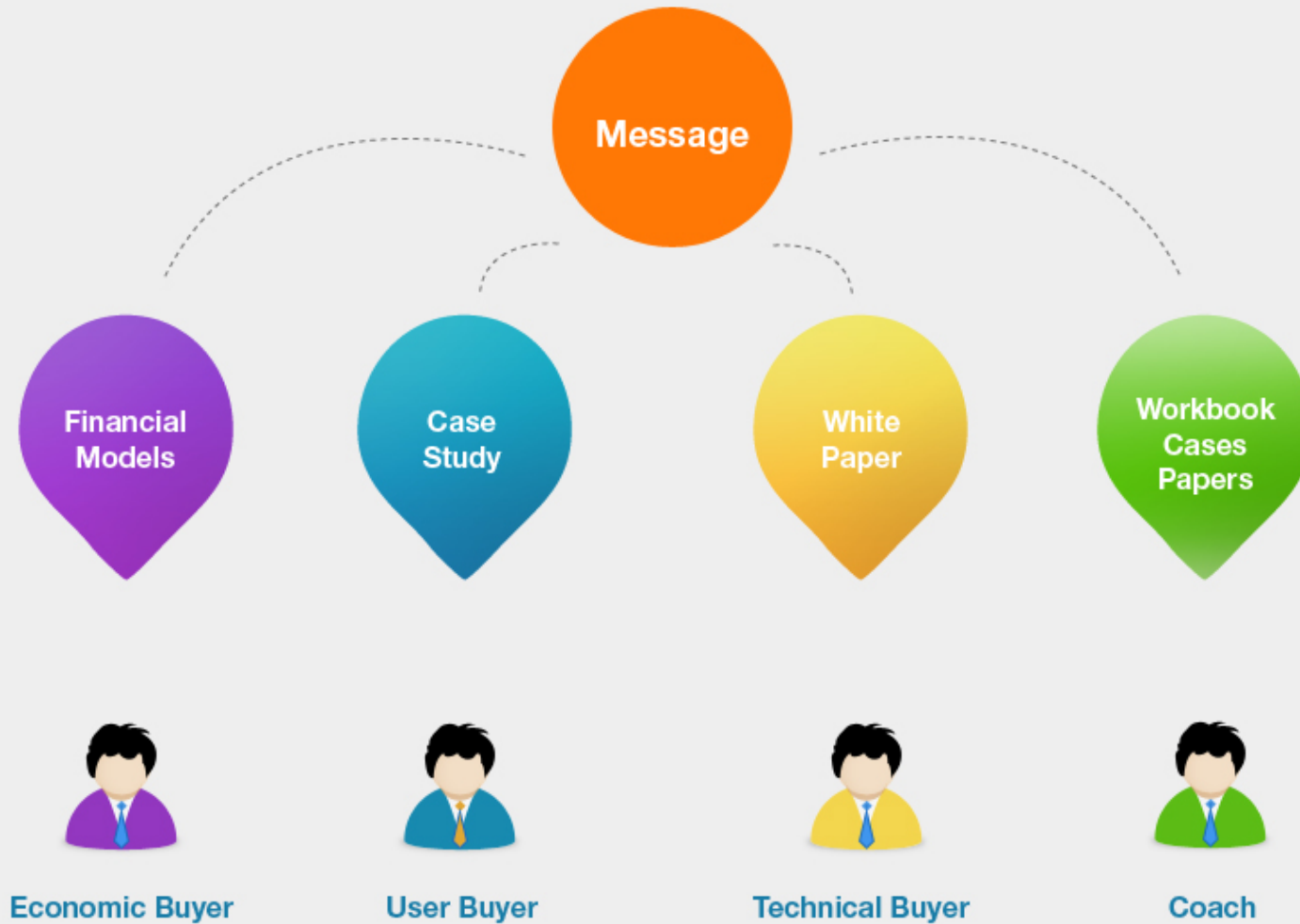- People are searching for content. Content that helps them solve the problem

- Different formats: video, newsletter article, white paper, PR, event speech etc.

- Many offers rely on content. Content as a lead generation incentive.

- Content relevancy. From marketers to editors-in-chief

Source: IDC Latin America, October 2009
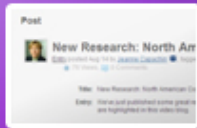Methodology: Survey 519 End Users Chile Cut

Multi - Touch Campaigns

Message

Financial Models

Case Study

White Paper

Workbook Cases Papers

Economic Buyer

User Buyer

Technical Buyer

Coach
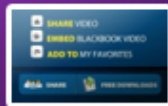
Mismatch Between Buying and Selling Process

	Awareness		Discovery		Validation	
Buying Process	General Market Education	Recongnize Oportunity	Problem Defined	Evaluate Options	Select Best Option	Negotiate and Purchase
			Mismatch			
Selling Process	Target Prospects	Qualify Prospects	Explain Solution	Submit Proposal	Close	Fullfil
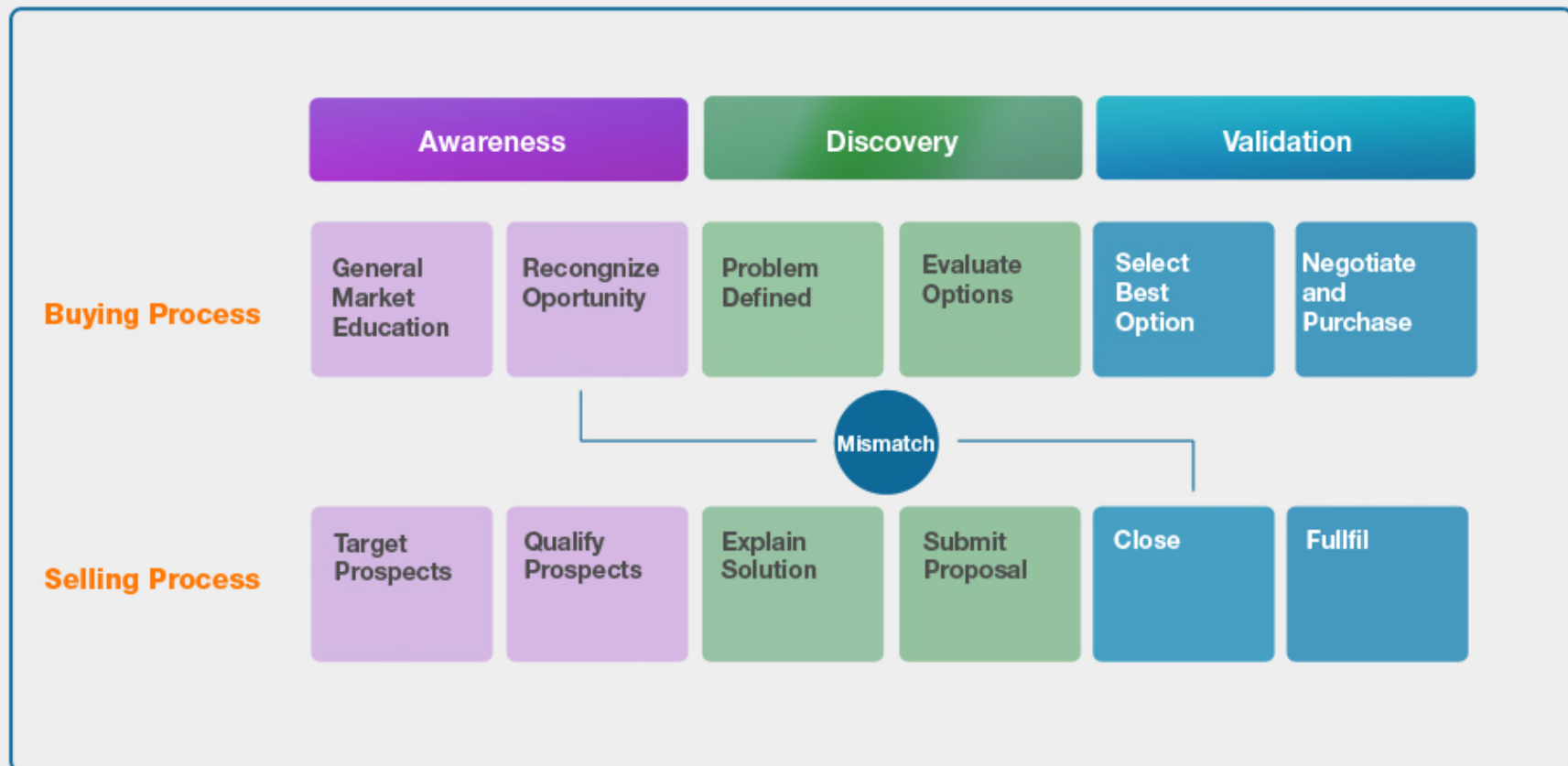
We need to **ensure that the message for each potential buyer maps their interest and stage in the buying process**, passing leads to sales that are in an active buying stage.

Take Away

- The Web is getting "smarter"

- Email, SEM & Webiste is at the heart of the Online MKT

- Cross Functional Strategies & Multi – touch campaigns

- Relevant, high-quality information in your messaging and outreach assets is CRITICAL

- Manage your campaigns across your prospects buying cycle

Thanks!

Thanks!!
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