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# Bridging the sales and marketing gap

*From silos to synergy*

# For too long **B2B** has stood in the shadow of B2C marketing

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B2B is now at the forefront of marketing innovation, both in terms of understanding, and its use. As that innovation turns into best-practices, what lessons can tech marketing professionals learn?

How do we build hybrid, virtual marketing teams agile enough to respond to the new deal between B2B tech buyers and sellers?

Let's break down our thinking, based on real-world experiences, to show how a change of approach can yield extraordinary results.



# What **B2B** marketing learnt from B2C

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B2C used to be the place to be and boasted the largest budgets. Many marketing pros still believe innovation happens mostly outside the B2B space.

**Not any more.**

Today tech powers the services we rely on every day - from smartphones and streaming to transportation and our health. B2B tech firms are now the most highly valued companies on the planet, no longer losing out on top marketing talent to B2C.

B2C campaigns once looked cooler, reached further and involved a wider range of skills, from creative to planning, execution to evaluation.

B2B and B2C targeted starkly different audiences with distinctive strategies and tactics.

B2C marketing captures consumers' imaginations with emotional content, triggering purchases based on psychological biases. As tech is now mainstream, B2B tech marketing can adopt the emotional dimension of B2C, while still speaking in terms of return on investment, efficiency, and productivity.

# How **consumer** expectations took over **B2B** tech buying

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## Ultra short buying cycles

- Remote workers attend fewer events
- Quick and easy purchasing via explainer in chat

- Accelerated buying decisions mean marketing needs to add value in the buying process earlier than ever

## Greater focus on first impressions

- Expect attention-grabbing B2C-level content
- Easier to understand products are easier to buy

- Messages need to be short, hard-hitting and different, delivering the maximum value early

## Sky-high experience expectations

- B2B buyers want their specific issues solved completely
- Generic materials don't cut it
- Want to look like 'first to use' heroes

- Buyers want their needs met throughout the sales process, no matter how brief

## Bias towards free

- Peer endorsements and early price discovery favoured
- Analyst reports are TDLR
- Prefer to pay for results, not advice

- Buyers hold the cards in the sales negotiations
- Trust other buyers' opinions

## Reduced brand loyalty

- Low cost, no cost trials = zero-guilt 'walk away'
- Buyers favour asynchronous 24x7x365 online marketing

- Buyers want to make quick informed decisions
- The same comms month after month won't work

# Today, **B2B** buyers are consumers and vice versa

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Outside B2C's transient fads, there is a world of marketing possibilities and more opportunity than ever for fresh ideas to shine.

Tired old tactics no longer work on today's sophisticated tech buyers.

**Tech is no longer just for nerds by nerds**

**Non-techies expect great tech at work as well as at home**

**B2B marketing has to be just as buyer-centric as B2C**

## **B2B** tech marketing is now cool

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Those who choose tech marketing in their career realise early on that deep technology knowledge is necessary, but not sufficient, for success.

The real B2B marketing challenge comes from communicating clearly the core differentiation of new technologies, and creating compelling messages about the new possibilities they create.

In our view, there's never been a better time to market B2B tech. Just as the future is shaped by technology, tomorrow's B2B tech marketing teams are destined to lead the marketing profession.

Why choose any other job?

Be proud to be **B2B**

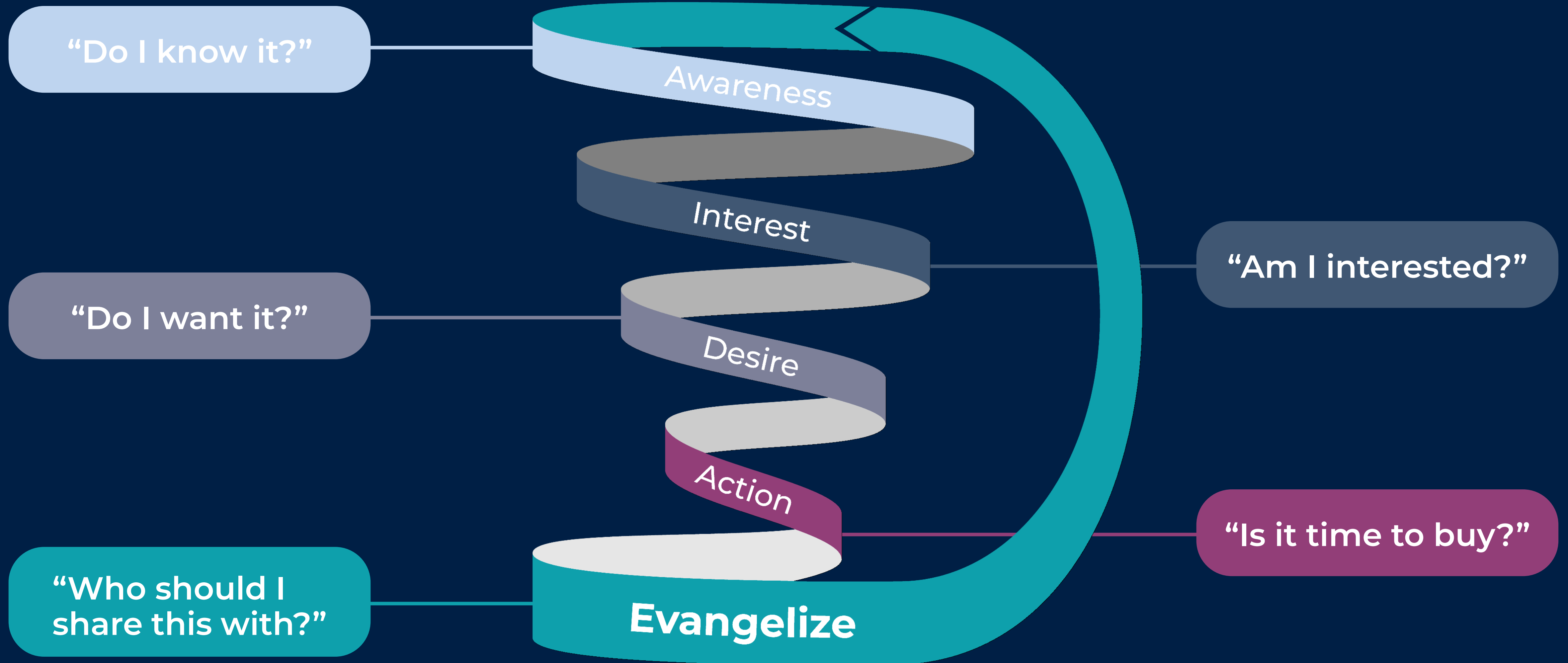
Positive has pioneered three concepts for the new world of B2B Tech

**1.** The new buyer cycle

**2.** The Buyer Lifecycle Engagement (BLE) journey

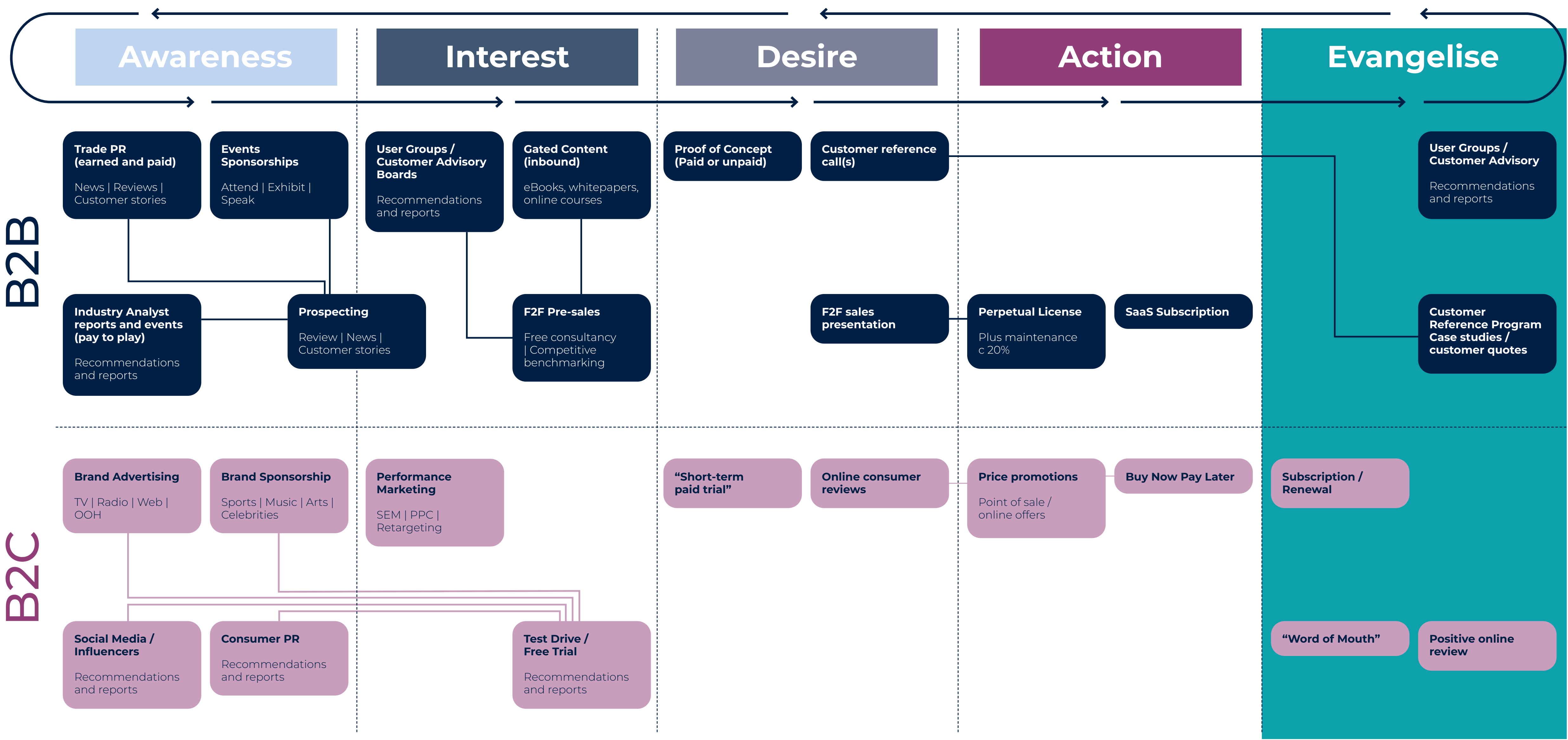
**3.** Virtualized marketing teams

# 1. The new buyer cycle





# 2. The Buyer Lifecycle Engagement (BLE) journey

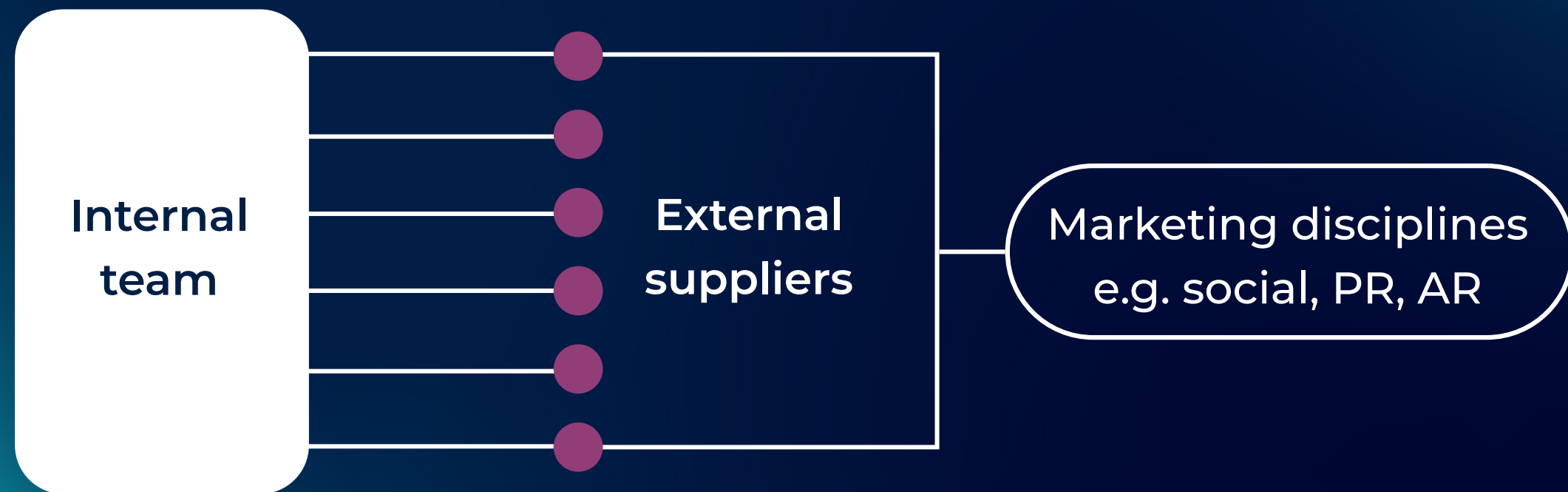


B2B

B2C

# 3. Virtualized marketing teams

### B2B Tech Marketing (Traditional silos)



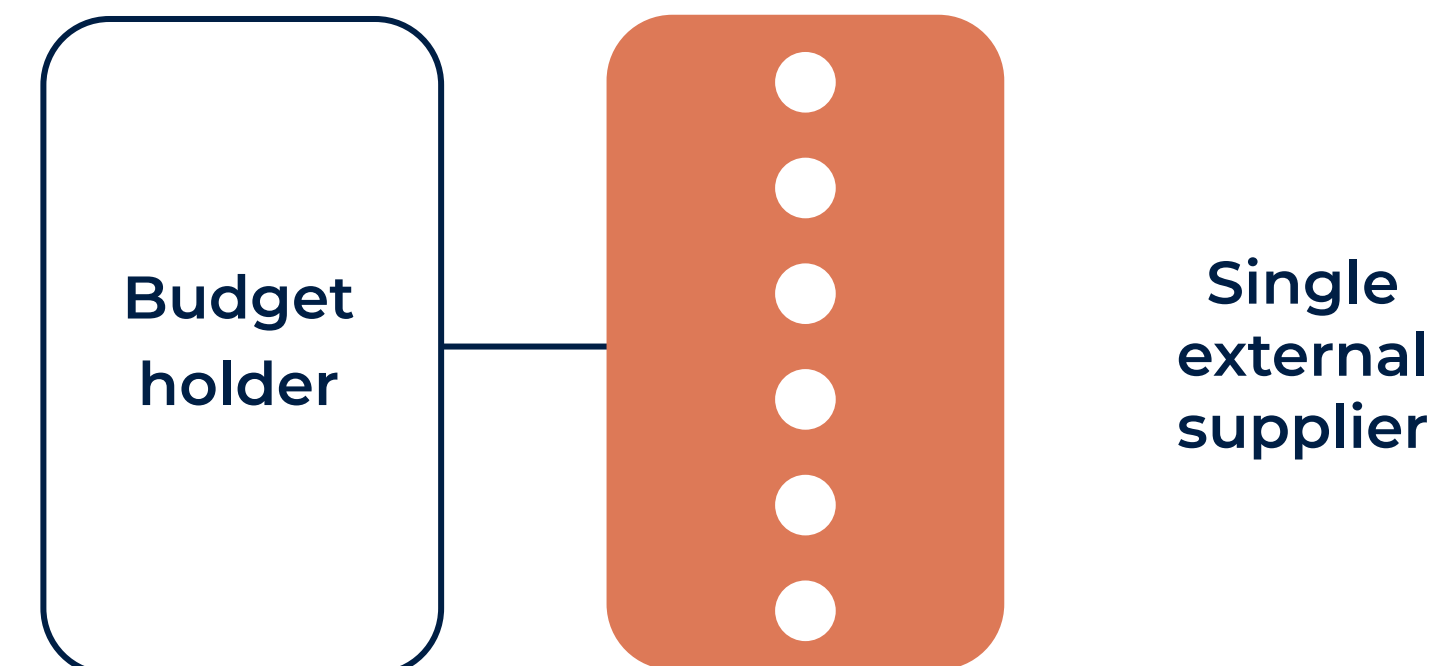
### B2B Tech Marketing (In-house hybrid)



### B2B Tech Marketing (Integrated agencies)



### Virtual marketing team



# The virtualized marketing team

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**Recruiting for multiple marketing skill sets is hard. Often no longer worth the effort. The alternative is to create a hot-shot virtual marketing team, where external help backfills multiple internal marketing skills gaps.**

**Aided by modern collaboration platforms, campaigns can be built and deployed fast enough to catch buyers' attention in the early stages of a sale, a key criteria for success in today's marketplace. Fast decisions mean there may be no second chance.**

**In-house marketers are starting to lean on agencies to fill the gaps in their own marketing capability. World-class Virtual Marketing Teams can gain press coverage in the morning and deliver an SEO audit for a client in the afternoon.**

Virtual marketing teams understand how their particular tasks affect other client work. Gone is the traditional siloed agency model, replaced with agile processes which nurture information-sharing across workstreams as client needs and results dictate.

# In-house, external or virtual, **'full stack'** marketing teams add new skills

- Knowing what a key result is
- Appreciating how brand, product and viewpoint interact
- Up-to-date marketing and strategic skillsets
- Scaling activity up/down effectively
- Default is 'creative by design'
- Agility to pivot fast between ideas and activities
- Deploy digital tools to automate low-level tasks
- Focus on data-driven insights

# What you should ask of your agency

## Vendors ask...

## But should ask...

## Agencies ask...

## But should ask...

“Has your agency done a project exactly like this one before?”

“How do I build a roster of brilliant, hard working and results driven agencies?”

“Which of our services do you need?”

“What is the best-fit for this specific client?”

“Can I save money by doing this inhouse?”

“How do I build a team who can get the best out of this external resource?”

“Can my team win this client?”

“Is this a project my team will love and learn from?”

“Will an external agency cost less?”

“How do I coordinate internal and external resources to create 1+1=3?”

“Will I make money on this project?”

“Will we be able to show value now and gain more work over time?”

“Which part of this project does my team like the least?”

“What gaps do I have in my internal processes and how can I fill them with the best people?”

“Is this what we’re famous for?”

“What new skills are clients going to need in the coming years?”

# New buyers, new formats

## B2B buyers hold the power

The abundance of B2B tech vendors offering fast and efficient trials, extended free demos and the ability to change their minds every 30 days has de-risked purchasing decisions.

In addition, the merging of worklife and personal life means buyers want to solve problems on the move, online and offline, 24/7. Acting more like B2C buyers, they're making decisions faster but changing their minds more often.

**To reach these new buyers requires fewer, more frequent 'touches'; snackable content rather than considered polish.**

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**Positive** is here to help you  
synergise your B2B tech marketing

To find out what we can specifically offer  
your business, reach out to us:

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