

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

MARKETING

MARKETING: MAGAZINE WEBSITE e-NEWSLETTERS ANNUAL DIRECTORIES EVENTS

The Art and Science of B2B Marketing

Discussion paper and agenda

13 November 2018

FLUTES@NATIONAL MUSEUM
93 STAMFORD ROAD
THE NATIONAL MUSEUM OF SINGAPORE
(S) 178897

Marketing Roundtables: Because it's important to share opinions

Agenda

12:00pm – Arrival of discussants, networking

12.25pm - Welcome from Rezwana Manjur, Editor of *Marketing* magazine

12:30pm – All seated. Introductions from participants

12:35pm – Commencement of discussion over lunch

2:30pm – End of lunch and networking

Discussion points

The following points are good indicators of what will be discussed over the luncheon. However, we are not restricted to these – constructive and spontaneous discussions are welcome.

Definitions

1. What does marketing for B2B technology mean to your business?
2. How has it changed over the past 5 years?
3. What are the key challenges and opportunities for your marketing strategies?
4. Where does marketing end, and sales begin?

Taking the Lead

1. What barriers do you face regarding lead generation and lead nurturing?
2. How do you qualify your leads and ensure they are worth your time and resources?
3. How are you making meaningful connections with consumers online, and how are you using information from those connections to inform your next marketing decision?
4. What can B2B technology marketers do to put quality above quantity?
5. What systems do you have in place to ensure leads don't go cold or get mismanaged?

B2B Marketing and Engagement

1. How are you aligning your marketing activities with your account strategies?
2. Is LinkedIn still king? What strategies are you employing for engaging online?
3. What are the challenges facing B2B technology marketers when it comes to a successful content strategy?
4. What challenges do you face with personalisation and automation?
5. How has the addition of the procurement department to the buying process affected B2B technology marketers, and engagement marketing strategies in particular?

Challenges and Solutions

1. What are you doing to make the customer experience more seamless?
2. When it comes to account analysis, is it all relationship based, or is science involved too?
3. What would your main advice be for new B2B technology marketing professionals?
4. How are you measuring and optimising your accounts and marketing activities?
5. Any case studies of outstanding B2B technology marketing from other markets you'd like to share? Any *bad* examples?

Where do we go from here?

1. What are your plans to improve your B2B marketing ROI in the next 6-12 months?
2. What will B2B marketing look like in the next 5 years?

All discussions and highlights of the discussion will be featured in a subsequent print edition of *Marketing Magazine*. Of course, all off-the-record, sensitive, and confidential information will not be published.

To have an idea of how you will be featured, here's a past article for your reference:

MARKETING EVENTS

MARKETING ROUNDTABLE SERIES: AMPLIFYING DIGITAL EFFECTIVENESS

MAKING DIGITAL WORK HARD



There is no argument that digital is here to stay. Many marketers need to look ahead of how digital is working and how it can be used in tandem with traditional media to reap its full benefits. How are social media platforms currently being utilized and are there any new mobile play in enhancing a customer's experience? Also, how is a traditional media complementing digital in the online space? *Rayana Pandy, editor of Marketing magazine* sat down with some Singapore's top marketers to find out.

Date: Wednesday, 17 October 2012
Venue: Suite 7, 7, Mohamed Sultan Road
Sponsor:

Rayana, Marketing: Thank you everyone for making the time to attend today's roundtable discussion. Let's start things off with some ideas on digital effectiveness.

Andy, Intel Singapore: Really it was all about getting your voice out there. And then it was having your voice about the noise. And then in the first phase - identifying and segmenting of our target market. And then the customer who is not fit for anything together and then target audience to be your product.

Rayana, Marketing: With all the online and social platforms to communicate with, how do you hope they don't get fatigued. We also see that on what the youth are using of the time. These come from partners to platform as quickly that we have to position what we are and we move fast.

Sharon Kam, Singapore Sports Council:

Rayana, Marketing: With coming to content, which is very important. What does content do for your brand? Is it effectively? Can you?

Gary Lim, Johnson & Johnson: For us, it is very important for consumers have the right story from us as a brand. It's not about having the right story, it's about how we tell it.

Howie Lau, Lenses: Content that is deemed according to the market and target audience. For instance, the message that we see in Top 1

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MARKETING EVENTS

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The protagonists

Rayana, Marketing: Justify what are some of the concrete brands share with you?

Junjin Tan, SMIT Media: Clients want to get their message across to a mass audience. At the same time, they want that brand to connect with the relevant individuals on a 1-to-1 level. Now that OOH has been active, that OOH is a powerful vehicle to reach the masses. By combining digital and new media with OOH, we offer clients the complete solution for integrated campaign. For example, we can create an outdoor campaign that includes outdoor advertising, mobile advertising, and social media advertising.

Fraser Neo-Maclean, Intel: We have also experimented with QR codes and the idea to use new higher touch methods. But maybe it was because our experience with QR codes was not that good, but so far we haven't found anything really enough.

Rayana, Marketing: What potential does mobile as a medium have for brands and what are some of the key messages have to keep in mind when launching a mobile ad campaign?

Andrew Kager, Nokia Siemens Networks: One of the technological challenges brands face

Rayana, Marketing: What are your views on QR codes and NFC technology?

Andrew Kager, Nokia Siemens Networks: I think most importantly, these apps have to be user friendly as well as easily accessible. And if the user doesn't have an internet data plan, he is not going to use the data to scan or download something which does not apply to him.

Andy Sattiah, Redbook: In fact, Kuala Lumpur, they had QR codes on the walls when shoppers scan the QR codes and the goods will be displayed to their phones. I think that presenting the information to the user is very important. And when you use QR codes, you have to make sure that the information is relevant to the user.

Josephine Song, Bellows Communications: Bellows has been a pioneer in the use of QR codes on mobile and social media. One of the key challenges brands around education is to present by parents and we need to think about

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MARKETING EVENTS

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Sharon Kam, Singapore Sports Council: We just had to campaign using QR codes, but it was not that successful. I think what consumers look for are instantaneous benefits. From experience, we have found that QR codes work best for people who have already converted, and they will scan a QR code if they know that is already what they want.

Rayana, Marketing: Do you foresee a convergence of QR and NFC?

Gary Lim, Johnson & Johnson: Yes, but we have to be very careful, especially for medical products. We also worry about consumers going into some shopping centers, and wondering if the cheapest could be get the same product. We worry about how the mobile ad costs, as they are not consumers to visit.

Andrew Kager, Nokia Siemens Networks: There are 4.2 million people in Singapore, and most consumers have a smartphone. Mobile commerce works for products with small quantities. However, it is better for products which are more expensive. For example, if you want to buy something which costs a thousand dollars, you don't want to touch it, and not just use it on a small screen. That is a human value.

Josephine Song, Bellows Communications: We don't have any experience in mobile. However, that is a lot of people do search for information about the brand online, and they go to the website. We will be able to get a better idea of how they behave and what they are looking for.

Rayana, Marketing: What are the biggest concerns when launching a social media campaign, with people access social on the mobile?

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MARKETING EVENTS

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MAKING DIGITAL WORK HARD

FOR REFERENCE

Rayana Pandy, Marketing: What about content, who look at off-line? Do they go for large scale format?

Sho Nian Pang, SMIT Media: Most clients like large scale format because they like the assurance that the ad can deliver. We will suggest that they incorporate digital formats such as video and AR and even in large format to complement large scale space and reinforce their message.

Rayana, Marketing: As a last round, how do brands get their message ready for a digital brand?

Howie Lau, Lenses: As marketers, we have to go into the consumer space and understand their concerns. We cannot just rely on agencies. Also, young people are not because of their immediate understanding of social media.

Gary Lim, Johnson & Johnson: The biggest challenge is to get the right message to the right audience. They need to be able to get the right message to the right audience.

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