

THE ART & SCIENCE OF CONNECTING WITH CONSUMERS

MARKETING

MARKETING: MAGAZINE WEBSITE e-NEWSLETTERS ANNUAL DIRECTORIES EVENTS

The Evolution of Marketing for B2B Technology

Discussion paper and agenda

27 July 2017

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?

