2019 B2B MARKETING TRENDS
Start With Who
Most Marketing Today Is Not Customer-Centric

3% of buyers say advertising is relevant to them

Source: Infolinks study on “banner blindness”
Actual Customer-Centric Marketing Is Radically Individualistic
That Means Every Little Detail Is Driven By Insights

Source: Netflix Blog On “Artwork Personalization”
The First Step Towards Netflix Starts With Insights-Driven Personas
First To Mind
Being First To Market Doesn’t Matter

Source: 22 Immutable Laws of Marketing
What Matters Is Being First To Mind

Relationship Between Market Share and Awareness

Source: American Marketing Association Study, “How Brand Awareness Aids Profitability”
If You Can’t Be First To Mind, Invent A New Category

Lindbergh

Earheart

Source: 22 Immutable Laws of Marketing
Use Our “First To Mind” Matrix To Find Opportunities

Automotive

Emerging Awareness
Strong Awareness
Weak Awareness
No Awareness

Future of Mobility
Shared Mobility
Self Driving Car
Fuel Cell
Connectivity
Hybrid

Engagement
Reach
High 100%
Low 0%
High 100%
Low 0%
3

The Originality Delusion
Marketers Are Obsessed With Newness
But New Isn’t What Sells


Source: The Branding Journal, “What To Learn From Tropicana’s Redesign Failure”

2009

new ad campaigns outperform old campaigns

only 1 in 5
What Sells Is **Relevance + Familiarity**

What Do CXOs Want From Thought Leadership?

- **Relevance**: 63%
- **Originality**: 34%

Source: LinkedIn + Edelman Research, "How Thought Leadership Impacts B2B Demand Generation"
Don’t Sell “Original,” Sell “MAYA”

MOST ADVANCED, YET ACCEPTABLE

Source: Raymond Loewy, “MAYA Principle”
Invest In Tactics That Replicate Across Industries, Markets, And Years
Invest In Tactics That **Replicate** Across Industries, Markets, And Years
Media
Value Investing
Individual Contributors (ICs) Are An Undervalued Audience

24% Of Impressions Reach Individual Contributors

Source: LinkedIn Campaign Manager
This Ignored Audience Influences Buying Decisions Today

55% Of Current Tech Buyers Are ICs

Source: LinkedIn / Tech Target research
And ICs Will Be Making The Buying Decision Tomorrow
So Broaden Your Investing Horizon
And Target Beyond The C-Suite
You Are Where You Advertise
Which Ad Looks More Expensive?
And Yet, Most Media Buyers Want The **Cheapest Inventory Possible**
However, studies show that **Premium Inventory** is more **Cost Effective**

Source: Newworks & GroupM UK 2018
So Are Your Ads Reassuringly Expensive, Or Worryingly Cheap?

Chase Had Ads on 400,000 Sites. Then on Just 5,000. Same Results.

By SAPNA MAHESHWARI   MARCH 29, 2017
LinkedIn is the **most Trusted Social Platform**
The War On Brand
Brand Marketers Are Losing The Budget Battle

Source: IPA Study, Marketing Effectiveness In The Digital Era
Direct Response Wins In The Short-Run, But Brand Wins In The Long-Run

Source: IPA Study, Marketing Effectiveness In The Digital Era
Synchronize Brand And Demand
To Drive Exceptional Performance

Conversion Rate

- Acquisition Only: 0.2%
- Brand Only: 0.3%
- Brand & Acquisition: 1.2%

Source: LinkedIn Internal research 2018
THE CLICK-THROUGH CONSPIRACY
The Entire Digital Marketing Industry Still Runs On Clicks

Most Commonly Used Metrics

- Cost per Acquisition: 20%
- Cost per Click: 19%
- CPCV (cost per completed view): 19%
- Clickthrough rate (CTR): 18%
- Cost per Engagement (CPE): 14%
- Viewability: 6%
- None: 4%

Source: Xaxis, 2018 Outcomes: Driven Media Survey, Senior Marketers
Smart Marketers Have Long Argued That Clicks Don’t Correlate With Success

Source: Nielsen BrandEffect meta-analysis of 478 online global campaigns that ran between Oct 2014 – April 2015
We Have A More Extreme Opinion – Optimizing For Clicks Will Kill Your Brand

Bad Creative

Bad Audiences

Bad Frequency
Bad Creative:
Clickbait Is Bad For Your Brand

- 5 Tips To Being A Better Manager

CLICK
Bad Audiences:
Robots Are Bad For Your Brand

16,4 Milliarden US-Dollar Schaden

Wie Sie sich vor Ad-Fraud schützen

Durch Anzeigenbetrug in der digitalen Welt entstehen gigantische finanzielle Schäden. Die Tricks der Betrüger werden immer raffinierter. So schützen Sie sich davor: drei wichtige Ratschläge für Nutzer, Publisher und Werbungtreibende.

Text: Rolf Schröter
12. Juli 2018
Bad Frequency:
Low Frequency Is Bad For Your Brand

Source: Nielsen
Instead, **Let’s Track Impressions + SOV**
Great. How Can I Act On These Trends?
1. Build **dynamic personas** using 1st party data.

2. Be **first to mind** among potential buyers.

3. Develop **familiar franchises** to breakthrough.

4. Reach **undervalued audience** segments.
5. Reach those audiences in **premium contexts**.

6. Combine Brand and Lead Gen campaigns to achieve optimal results.

7. Focus on real **Business KPI's** that drive your business.
Danke!

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