

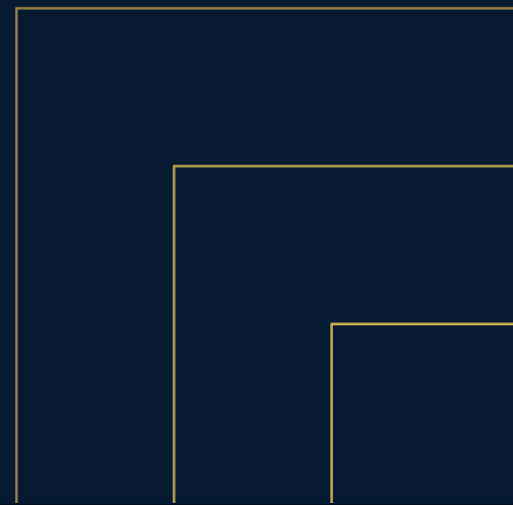
Fra brochurefabrik til vækstmaskine

B2B marketing til næste niveau

Brian Egholm Andersen

30. marts 2022

Århus





Brian Egholm Andersen
Partner at Kvadrant Consulting

Self-taught coder and webdesigner
7 years of consulting experience in
marketing & digital
7 years of digital leadership in Jabra, part of
GN Store Nord, responsible for digital & end
customer marketing.
Winner of DDA 2020 Digital Transformation.

Partner in Kvadrant with focus on revenue
marketing and digital transformation of
sales and marketing.

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Nu sker der noget særligt

Et konsulenthus introducerer sig selv på under 60 sekunder?

B2B Salg + Marketing



Salg er under forandring



Marketing er under forandring

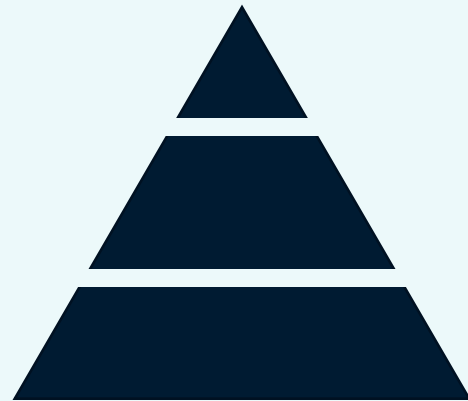
A romantic scene of a bride and groom walking away from the camera on a grassy hillside. The groom is on the left, wearing a dark suit, and the bride is on the right, wearing a white wedding dress and holding a bouquet. They are holding hands. The background features rolling hills and mountains under a soft, golden sunset sky.

...hvad med om vi gør det sammen?

Kommerciel transformation der ikke ender i skilsmisser

Vi er ret firkantede

Vi tror på at kommerciel transformation kræver viden & erfaring




Klassisk konsulenthus



Kvadrant Consulting



A person is walking away from the camera on a paved path that curves through a landscape. The path leads towards a large, snow-capped mountain. The sky is a warm, golden color, suggesting sunset or sunrise. The foreground is dark and rocky, with some snow patches. The overall mood is serene and contemplative.

I dag skal vi snakke om den rejse alle
B2B marketing afdelinger er på



...og om hvordan vi kommer helskindet frem



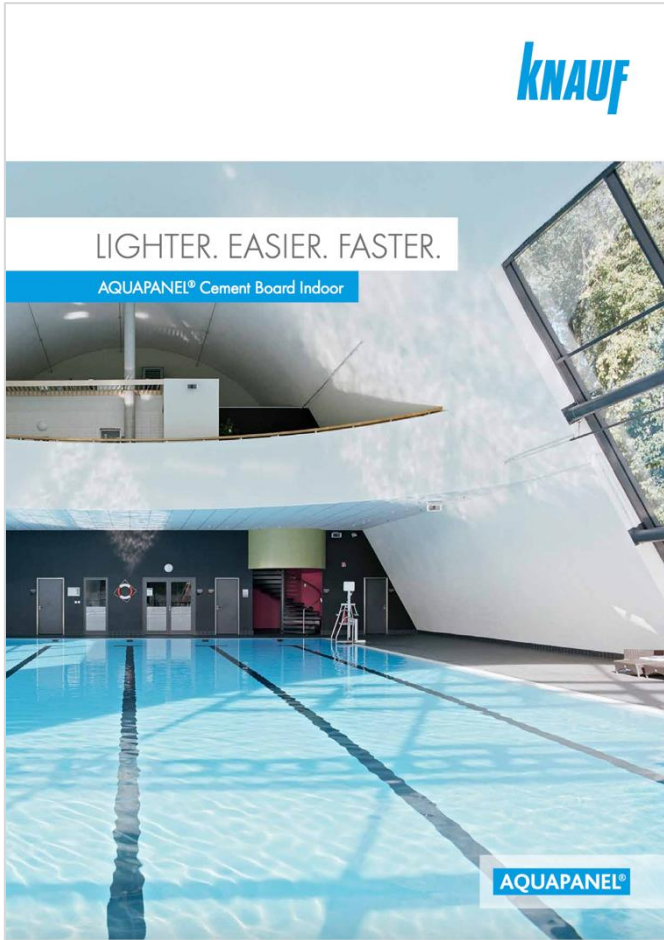


A person wearing an orange beanie is walking across a suspension bridge. The bridge is made of metal cables and a mesh floor. The background is a dense forest of evergreen trees, some of which have turned yellow and orange, suggesting autumn. The sky is overcast and misty.

Vi skal også snakke om formål

(Den del der ikke omhandler at vi skal redde verden)

...tilbage til rejsen
Hvor kommer vi fra?



KNAUF [Home](#) [About AQUAPANEL](#) [Products & Solutions](#) [Inspiration/References](#) [Downloads](#) [Contact](#)

WE CHANGE THE WAY THE WORLD BUILDS

AQUAPANEL® Cement Board Technology

EXTERIOR WALLS FAÇADES

INTERIOR WALLS

CEILING

FLOORS

AQUAPANEL® Cement Board Exterior Walls

AQUAPANEL® Cement Board Interior Walls

AQUAPANEL® Cement Board Ceilings

AQUAPANEL® Cement Board Floors

The website header includes the KNAUF logo and navigation links: Home, About AQUAPANEL, Products & Solutions, Inspiration/References, Downloads, and Contact. A search bar is on the right. The main content area features a large background image of a modern building with a person pushing a stroller in the foreground. The headline reads 'WE CHANGE THE WAY THE WORLD BUILDS' and 'AQUAPANEL® Cement Board Technology'. Below this are four product categories: EXTERIOR WALLS FAÇADES, INTERIOR WALLS, CEILING, and FLOORS, each with a representative image and a product name.

”Vi skal have et koncept!”
-fasen af B2B marketing

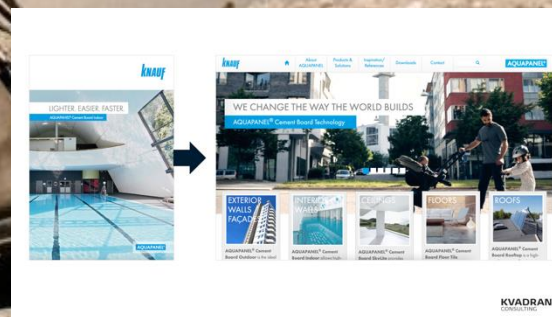
Fast forward til i dag og nogle af de bedste B2B marketing afdelinger har...

- ✓ Resourcer på niveau med salg
- ✓ Specialister in-house
- ✓ Ansvar for vækstmål
- ✓ Globale mediebudgetter
- ✓ Komplekse matrix organisationer
- ✓ Dyre techstacks
- ✓ Værktøjer til at styre værktøjer
- ✓ Budgetter på 100-vis af millioner kroner
- ✓ Ejerskab på kundedata
- ✓ Direkte eCommerce salgansvar
- ✓ ...og meget mere

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og nogle af de bedste
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KVADRANT
CONSULTING



KVADRANT
CONSULTING

6 skridt på vejen fra brochurefabrik til vækstmaskine

Marketings stigende rolle i købsrejsen

Marketing som en ligeværdig del af topledelsen

En krystalklar definition af marketings formål, strategi og rolle

Fra marketing generalist til specialist

Det produktive samarbejde med salg

Ejerskab på den digitale transformation og undgå tech-mani



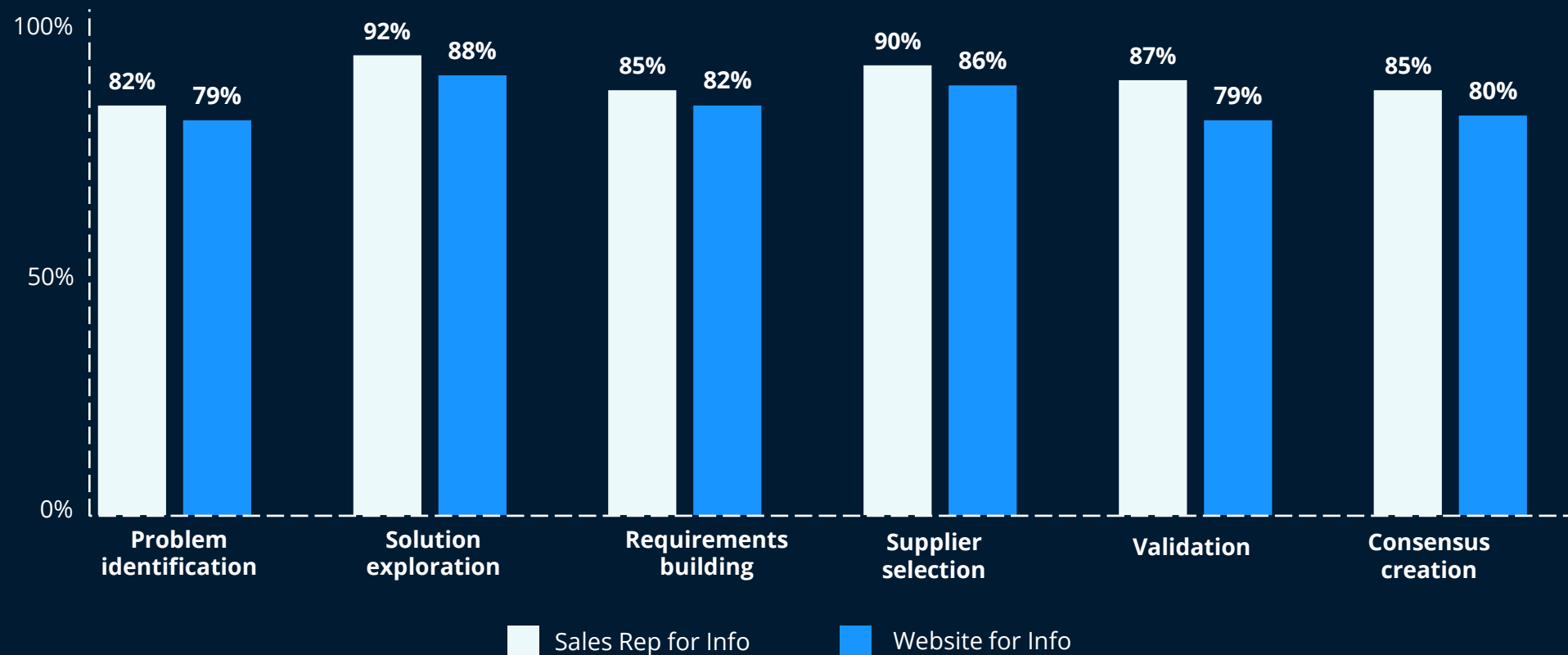
Marketings stigende rolle i købsrejse

Et salgsarbejde på marketings vegne



Kunderne bruger digitale kanaler ligeså meget som sælgere

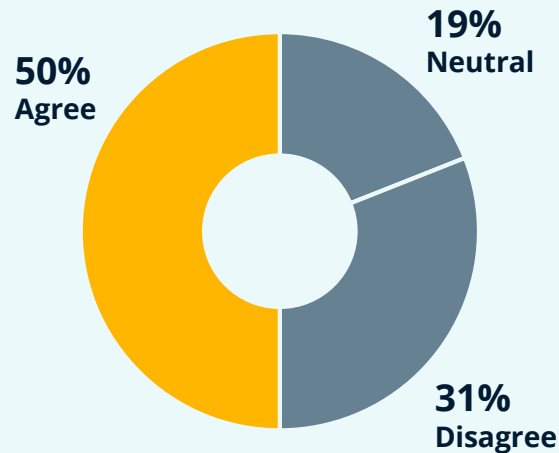
B2B Buyers use the **supplier's website** to complete the most common buying jobs **just as much** as they use **sales reps**:



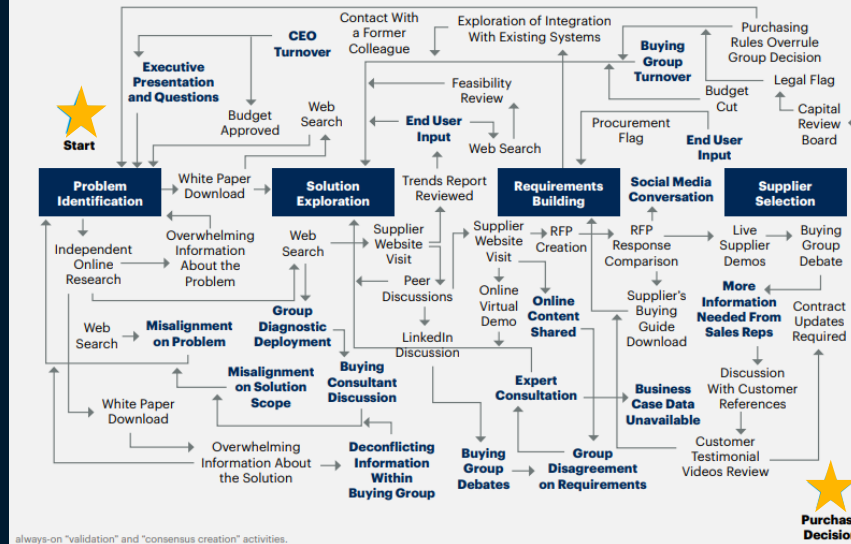
Det er blevet sværere at købe kompleks B2B

Buyers are **overwhelmed** by the amount of information out there

Q: "The amount of trustworthy information we encountered as part of this purchase was overwhelming."

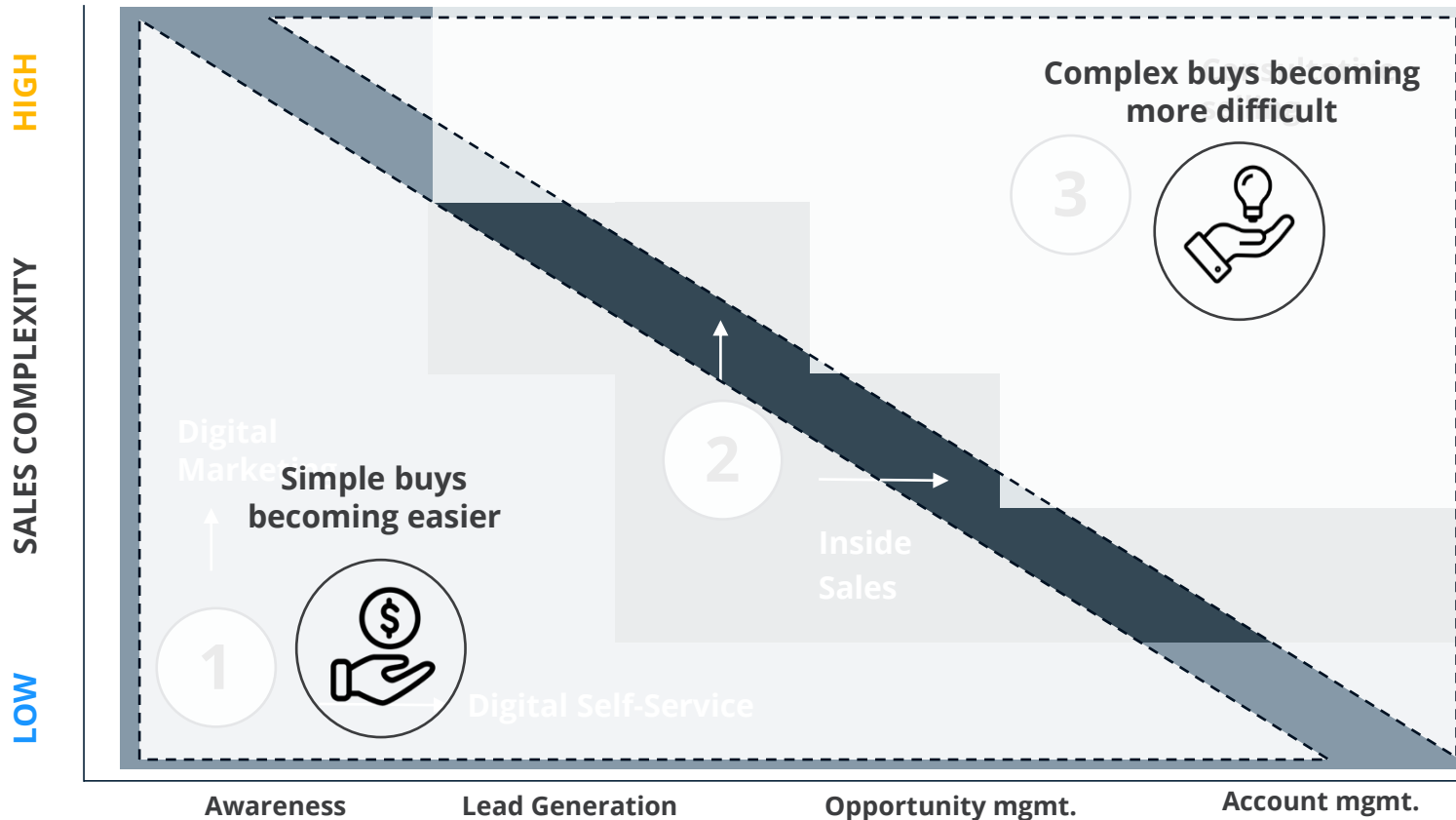


And they also struggle to **navigate complex organizational implications** of their purchase



B2B buyers are overwhelmed by the overload of information and complexity of their purchase

Det giver en ny kommerciel virkelighed



1

Marketing assumes more funnel responsibility, driving pipeline value & direct sales through "self-service", as buyers go digital

2

Virtual Sales grows in importance as B2B buyers become more digital and demand new ways of engaging (digital & virtual)

3

Consultative Sales increasing expectations to domain expertise and ability to manage account & deal complexity

Er vi mere Snickers end atomkraftværk?

Pas på med at overdrive hvor “tung” B2B indkøbsadfærd er i de fleste kategorier

Industriel B2B

Key account market, sales-lead, high cost per unit



<2% of sales spent on marketing

Consumer markets

Mass market, Marketing-lead, low cost per unit



>20% of sales spent on marketing

Langt de fleste B2B kategorier er et sted i midten...
Langt de fleste sælger **ikke** atomkraftværker

Marketing som en ligeværdig del af topledelsen



Strategiske funktioner har plads i topledelsen



The screenshot shows a press release announcement on the Milestone Systems website. The header includes the Milestone logo, navigation links for 'Where to Buy', 'About Us', and 'Career', and buttons for 'ENGLISH' and 'LOG IN'. The main navigation bar lists 'SOLUTIONS', 'COMMUNITY', 'MARKETPLACE', 'SUPPORT', 'EVENTS', and 'NEWS'. The announcement title is 'Milestone Systems welcomes New Chief Marketing Officer to the Executive Leadership Team'. It is dated 'SEPTEMBER 01, 2021' and is a 'Press release' that takes '2 min. read'. The author is Marlene Lyhne Sørensen, Communications Manager, EMEA, at Milestone Systems. A 'GET IN TOUCH' button with an email icon is present, along with social media icons for LinkedIn, Facebook, and Twitter. A large portrait of Christina Molt Wengel is shown at the bottom of the announcement.

Milestone Systems welcomes New Chief Marketing Officer to the Executive Leadership Team

Press release 2 min. read

SEPTEMBER 01, 2021

Milestone Systems, a leading provider of open platform video management software, is pleased to announce the appointment of Christina Molt Wengel as the new Chief Marketing Officer responsible for Global Marketing, as per September 15, 2021.

Marlene Lyhne Sørensen
Communications Manager, EMEA,
Milestone Systems

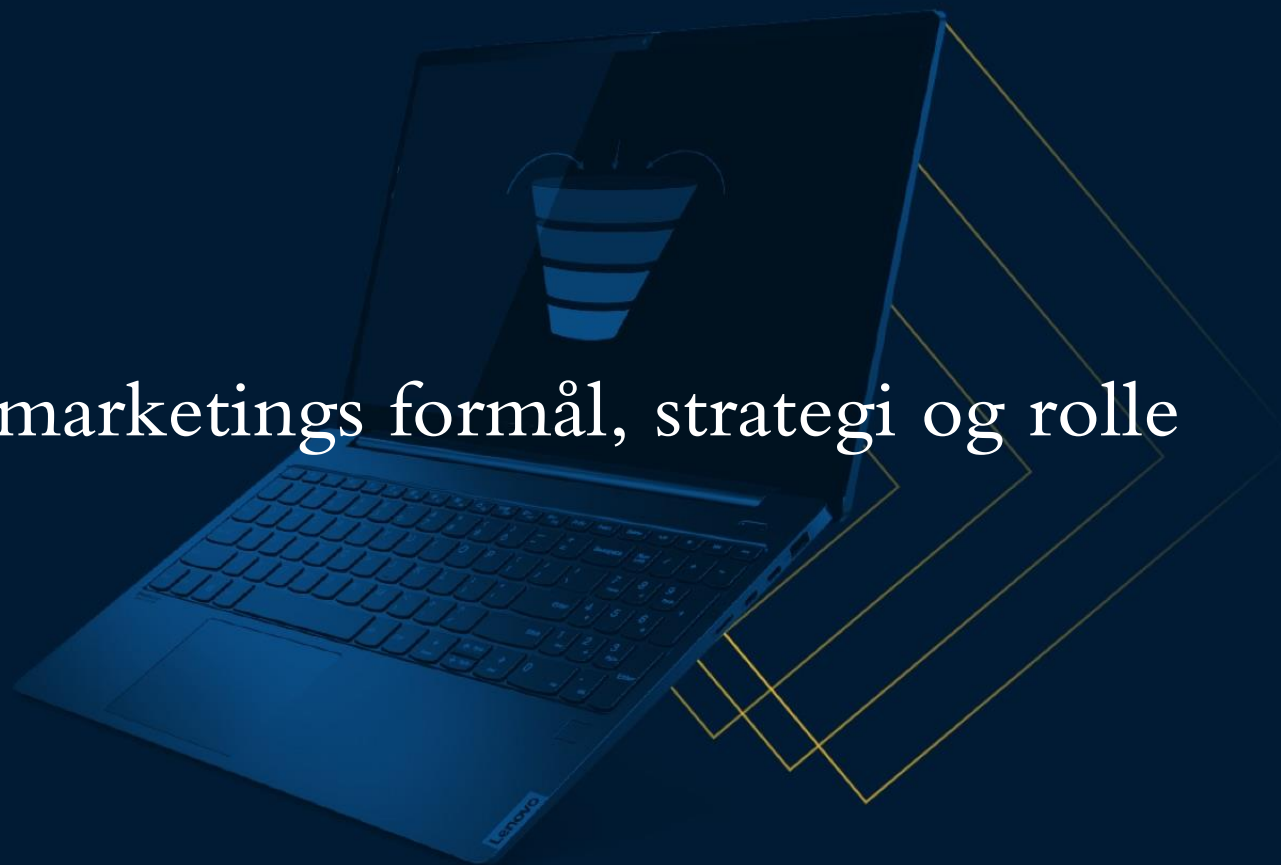
GET IN TOUCH

in f t

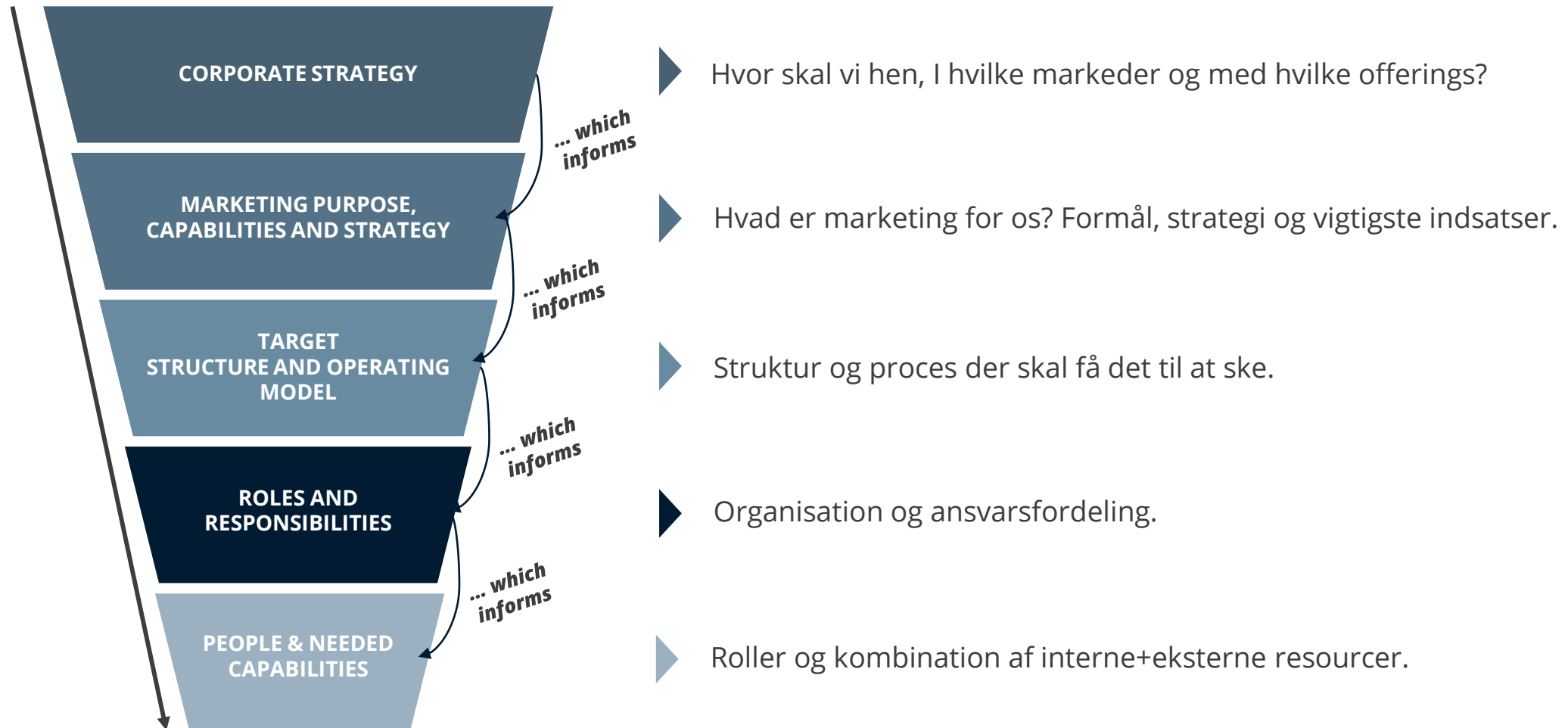


Det kan helt sikkert lade sig gøre at gennemgribende transformere marketing uden adgang til topledelsen – jeg har bare aldrig set det ske.

En krystalklar definition af marketings formål, strategi og rolle



Marketing er mange ting – sæt klare rammer for formål baseret på den forretningsmæssige rolle i strategien



Marketing er mange ting – sæt klare rammer for formål baseret på den forretningsmæssige rolle i strategien

THE RUNWAY IS CLEAR FOR MARKETING

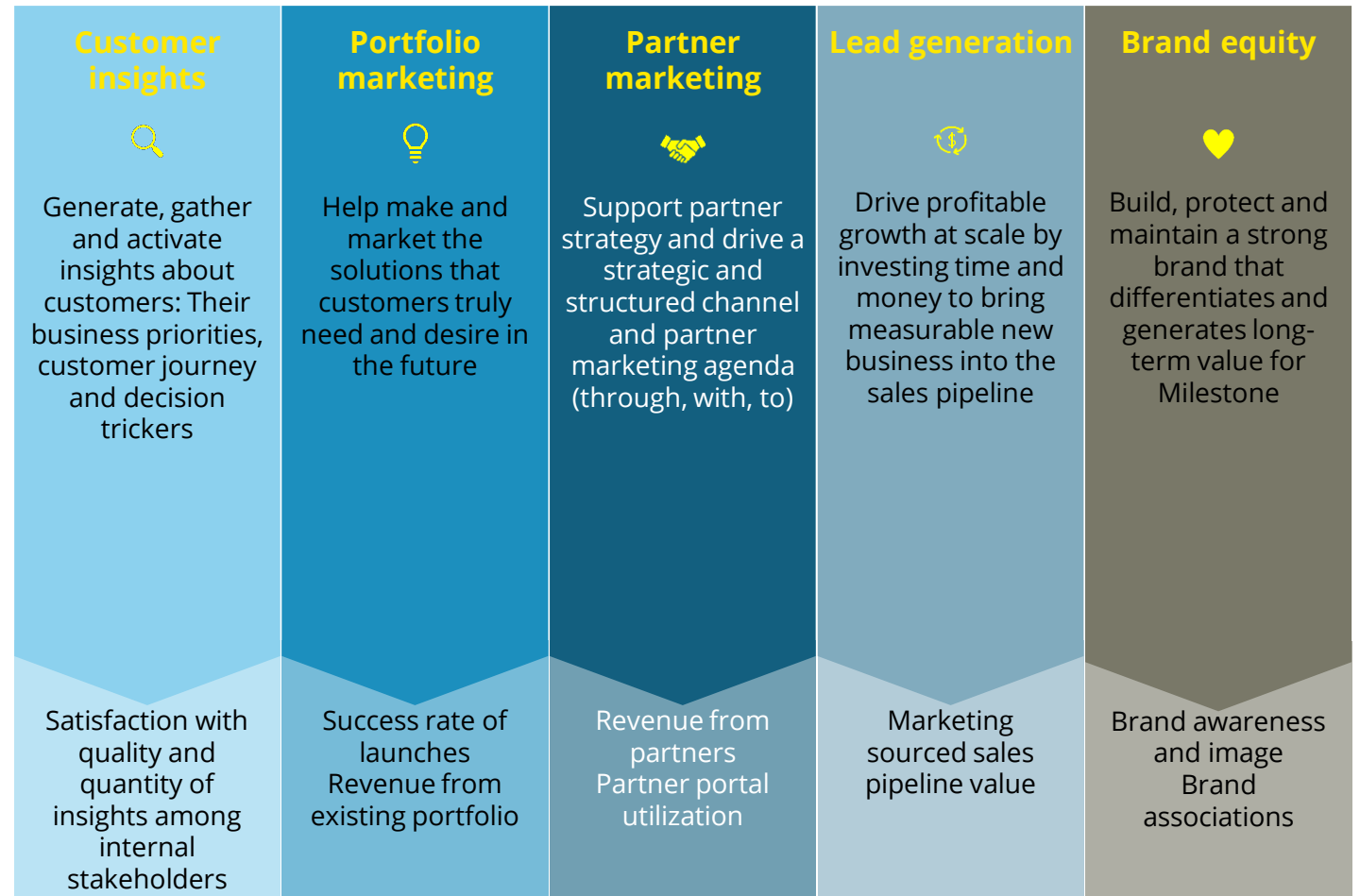
NEW CORPORATE STRATEGY PROVIDES AN UNIQUE OPPORTUNITIES FOR MARKETING TO ADD VALUE

- Strengthen “open” value proposition
- Move beyond VMS into “**video technology software**” (larger market)
- Position Milestone **beyond security** with both customers and partners
- Move closer to the (end) customer – from selling products to **selling business outcomes**
- **Customer data, US expansion, verticalization and Channel Partner Program** are high priority programs where marketing should play a role

NEW CEO RECOGNIZES THE VALUE OF MARKETING

- C-level representation (CMO)
- Dotted lines from CMO to regional marketing managers
- Product marketing moved into marketing to build strategic muscle

VALUE DRIVERS FOR MARKETING









Fra marketing generalist til specialist

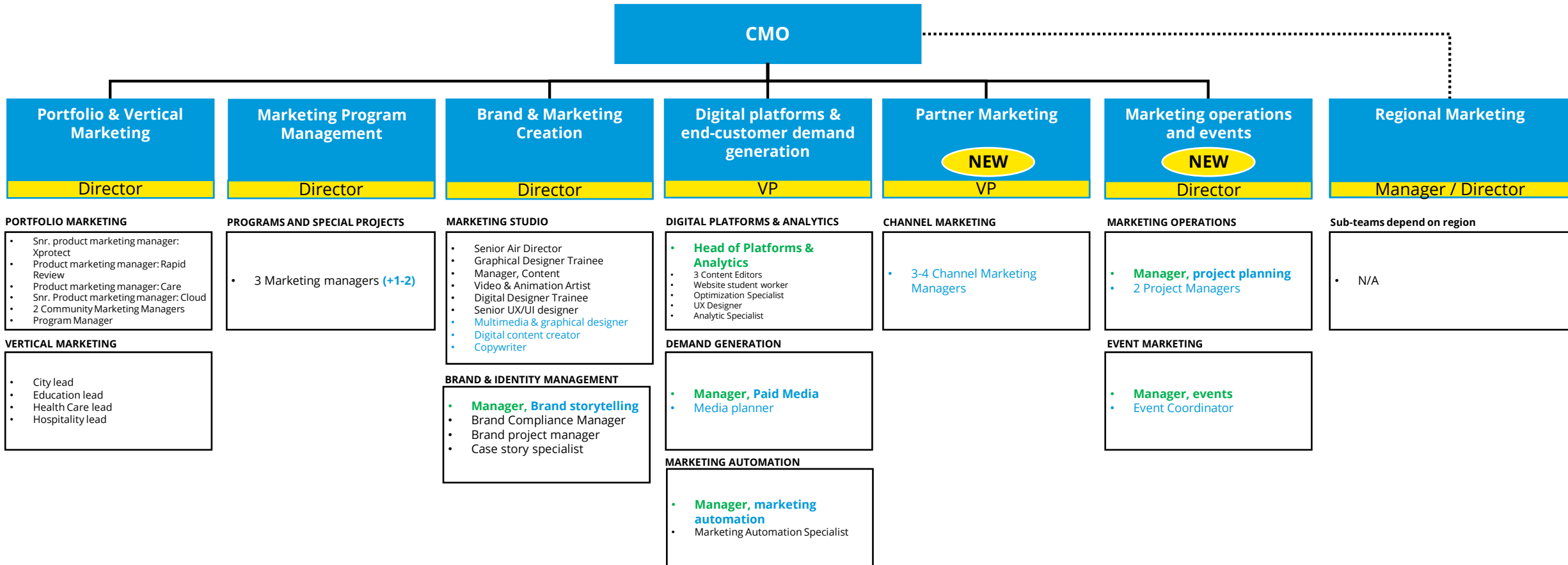


Initiatives der kræver specialister og in-housing...

INITIATIVES

Brand 	Brand messaging framework and narrative that reflect our ambition to go beyond security and become recognized as a video technology software provider - framed around business outcomes
Website 	Reboot website to improve user experience, boost conversion and simplify maintenance (non-technical project)
Paid media strategy 	Reboot paid media strategy to improve outcomes (channels, tactics, budget, execution setup and governance).
Lead engine 	Reboot and accelerate lead management capabilities
Marketing automation 	Develop new ambition and execution model to see better returns from marketing automation .
Event strategy and execution model 	Define event strategy (ambition, audiences, KPI tracking) and create a strong execution model for global events

Funktionel marketing organisation – specialist-drevet men med vertikal ejerskab på tværs



Det produktive samarbejde med salg



Vi tror ikke på tvangsægteskaber



Salg & Marketing

(Skal!) være kortsigtet
Bottom-up forståelse af marked
Relationel forbindelse til køber
1-1

(Skal!) være langsigtet
Top-down forståelse af marked
Data-drevet forbindelse til køber
1-mange





Ejerskab på den digitale transformation og undgå tech-mani

Marketing er den naturlige ejer og driver af den digitale transformation...

5 Ways AI Is Changing B2B Marketing and Customer Support

How Augmented Reality Is Changing The World Of Marketing For Brands

Sorry to Say Marketers, But Pokemon Go is Shaping Your Future

 By Hyoun Park | Jul 29, 2016

CHANNEL: Digital Experience

...men kun hvis vi kan parkere vores fascination af teknologi og frygten for at være bagud

Feb 27, 2018, 06:30am EST

10 Ways Blockchain Could Change The Marketing Industry This Year

Is VR Heralding a New Dawn in B2B Sales and Marketing?

AI Is Changing Marketing As We Know It, And That's A Good Thing

B2B Marketing Is Changing, And You Can No Longer Afford To Be Boring

Brands In Second Life

Take it seriously. It may seem like a game to you but to many of the inhabitants of Second Life it is anything but a game.

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Tak

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