

2022 B2B Trends

For The Contrarian Marketer



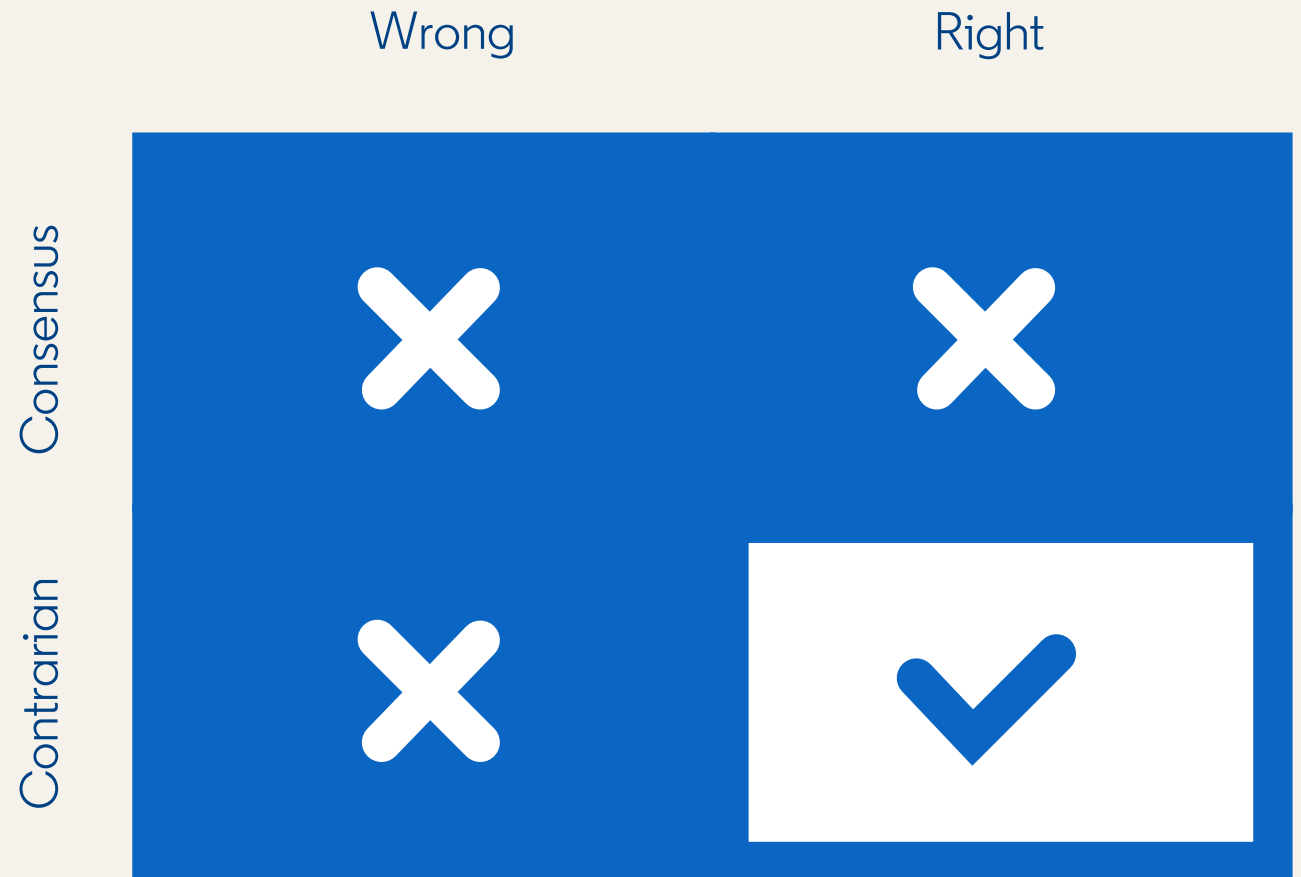
Jennifer Shaw-Sweet

EMEA & Latam Lead, The B2B Institute @ LinkedIn



Marketers Ask
“What Is Everyone
Else Doing?”

**Here’s A Better
Question: What Is
Nobody Doing?**



The 95-5 Rule



How Soon Does Most Advertising Drive Sales? Legend Has It, 50 Years For Aston Martin.



The Best Ads Drive Sales Over Long Periods Of Time Because 95% Of Your Buyers Aren't Ready To Buy Today.

75%

of companies
buy computers
once every

4 Years

80%

of companies
change principal
bank once every

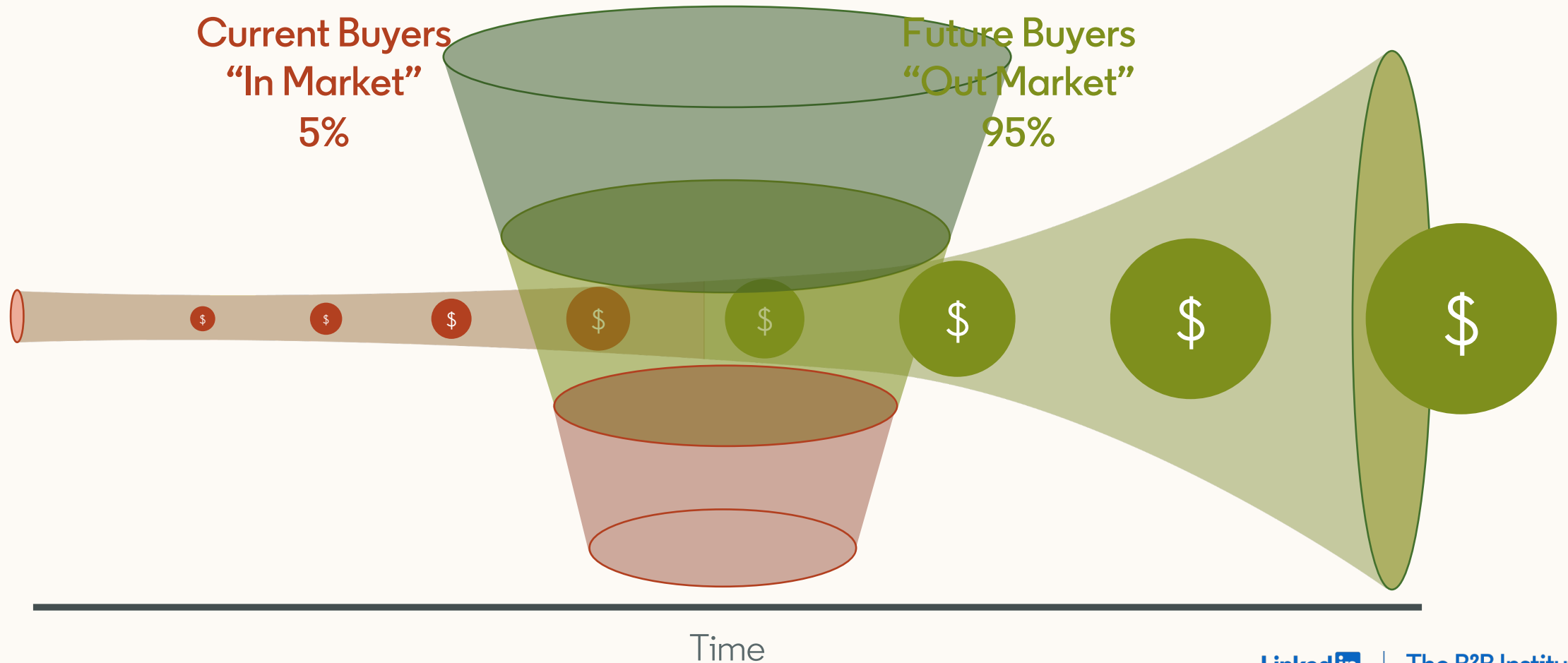
5 Years

90%

of consumers
buy new cars
once every

10
Years

Most Buyers Are Future Buyers, And Future Buyers Are The Source Of Future Cash Flows.



Follow The 95-5 Rule To Grow.

Build Memory Structures Before Buyers Enter The Market.



“To grow a brand, you need to advertise to people who aren’t in the market now, so that **when they do enter the market, your brand is the one they’re familiar with.**”

Professor John Dawes
Ehrenberg-Bass Institute

Situational Awareness



Memories Are Situational.



Experiments show that if we learn vocabulary underwater, our recall is best when we are underwater again.

Brand Memories Are Situational Too.

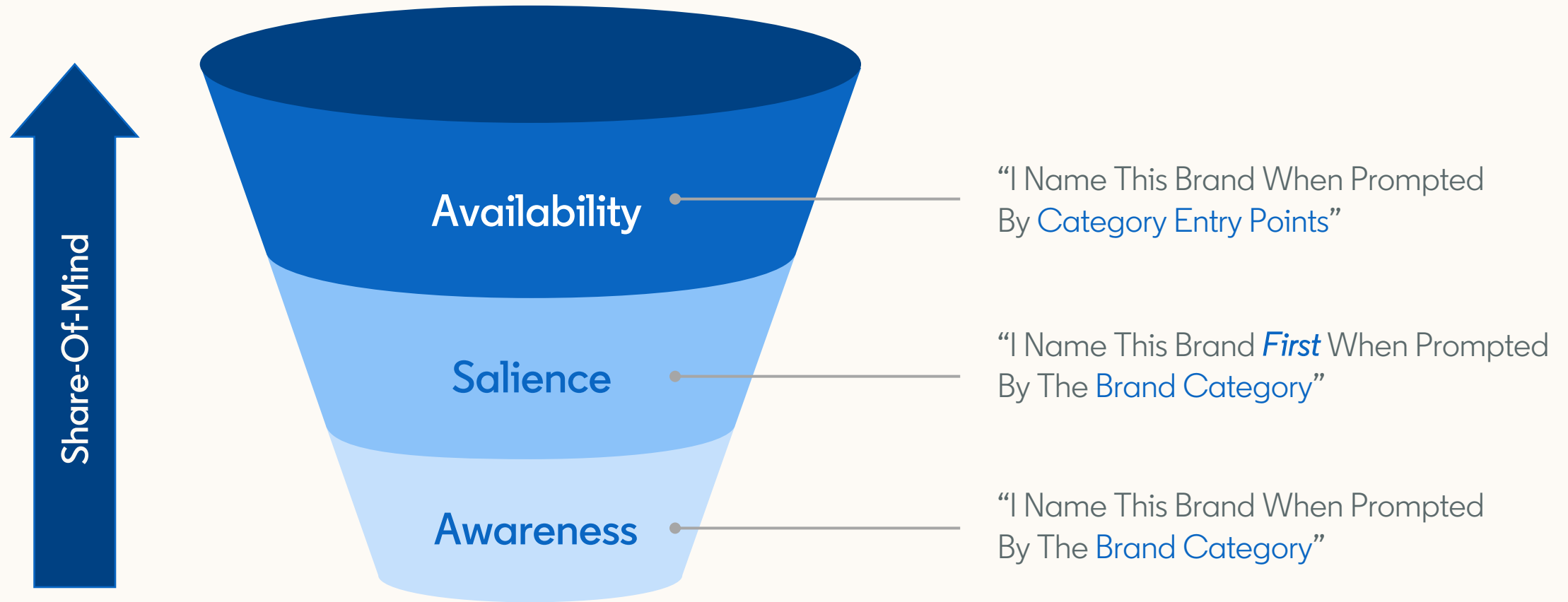


“We got different research results if we asked, ‘Which ice-cream brand comes to mind if you think of having ice cream as a dessert at Christmas?’ compared with if we asked generically which ice-cream brands someone was aware of.

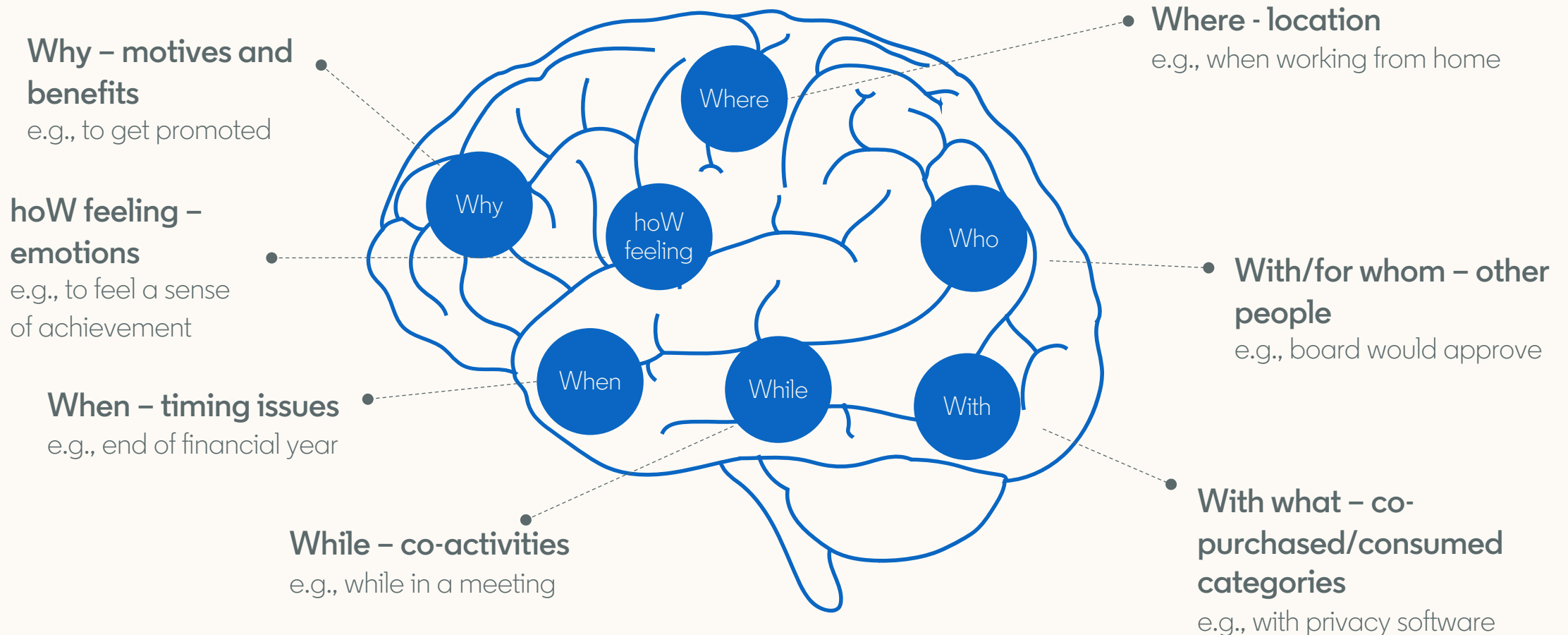
Providing a situational frame affects significantly which ice-cream brand is top of mind.”

Phil Barden
Decoded

But Most Marketers Don't Measure Situations Today.



Understand the Situational Cues For Your Brand. It's Not About *What* Buyers Think About You. It's About *When*.



There Is No Awareness Independent Of Situations.
Link Your Brand Messaging To Buying Situations.



Strategy By Subtraction



“Via Negativa” Is A Famous Idea In Theology: To Improve Through Subtraction, Not Through Addition.



When asked by the Pope how he carved the statue of David, Michelangelo replied,

“It’s simple. I just remove everything that’s not David.”

Marketers Should Practice Strategy By Subtraction. Use The 3C's To Prioritize Your Category Entry Points.



Competitive

How many companies compete for this buying situation?



Common

How commonly do buyers enter this situation?



Credible

How credible is my brand and/or product in this situation?

Subtract The Category Entry Points That You Can't Own, And Add The Ones You Can.

Potential CEP For Microsoft Teams	Competition	Commonness	Credibility	Action
Want to call my colleague.	Medium	High	High	Build
Communicate with a friend.	High	High	Low	Ignore
Integrate with work applications.	Low	High	High	Build
Experience virtual stadium seating.	Low	Low	Medium	Ignore
Facilitate online education.	High	Low	High	Build

Microsoft Uses Situational Storytelling And Heavy Branding To Build Availability Around The Online Education CEP.

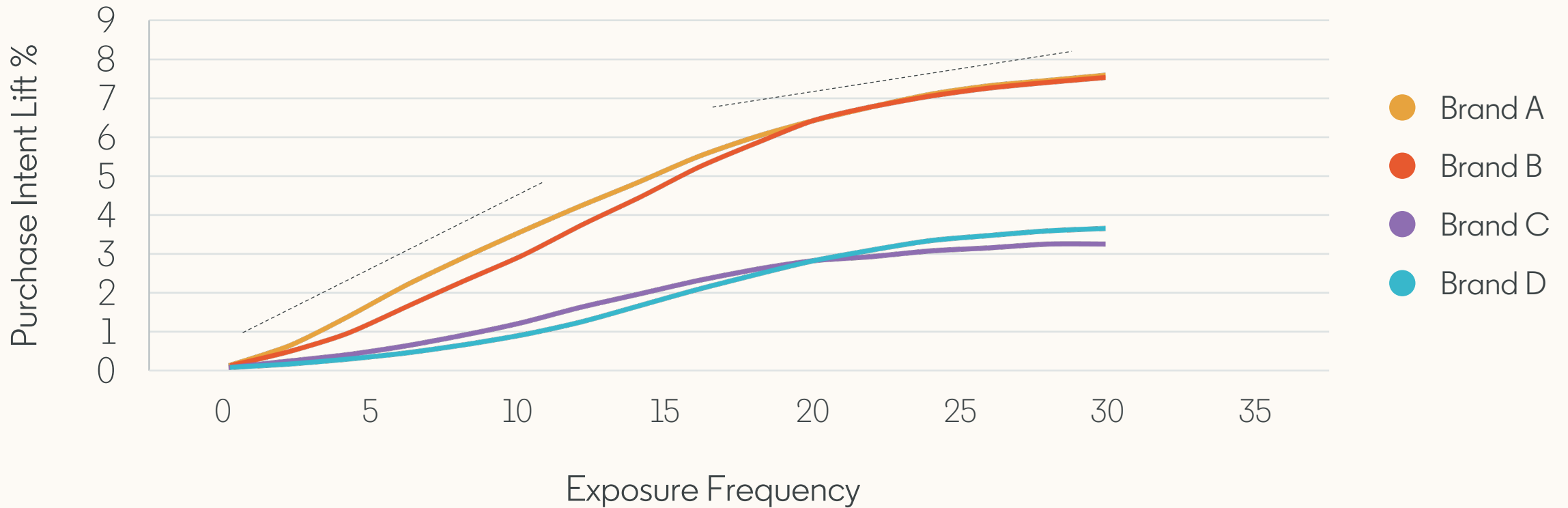


Reach Maximalism

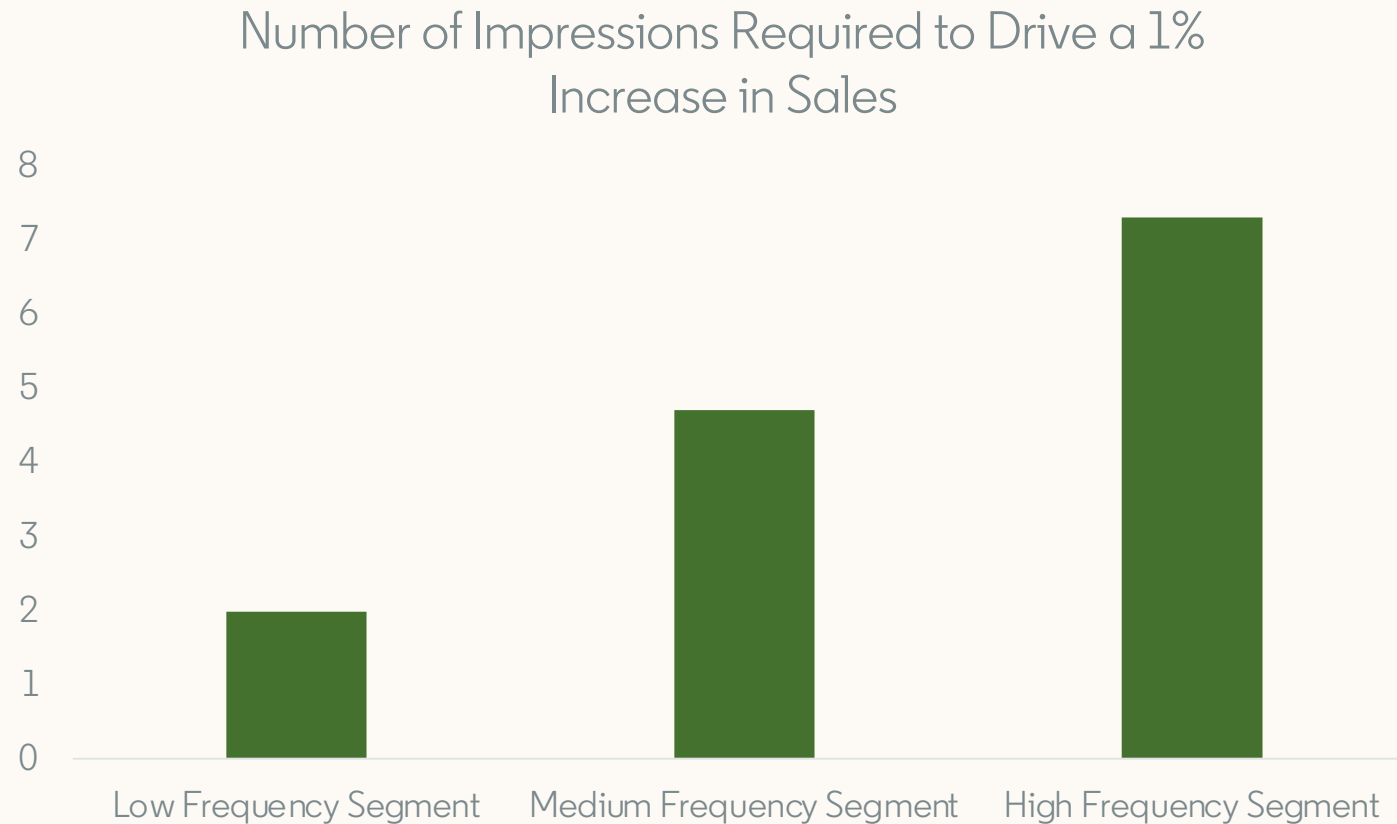


Is It More Profitable To Reach 1 Million People Once Or 500,000 People Twice?

Frequency Curves: Lift in Purchase Intent by Ad Exposure (%)



Is It More Profitable To Reach 1 Million People Once Or 500,000 People Twice?



It's More Profitable To Reach 1 Million People Once.
Without Reach, Nothing Else Matters.

Reach



Attention



Memory



Purchase



The Primary Objective Of Your Media Is To Reach As Many Category Buyers As Possible.

 CAMPAIGN MANAGER

Objective ?

Let's get started! Select the objective that best fits your goals below.

Awareness

Brand awareness

Consideration

Website visits

Engagement

Video views

Conversion

Lead generation

Website conversions

Job applications

Bidding

Optimization goal ?

Reach

Reach (recommended)

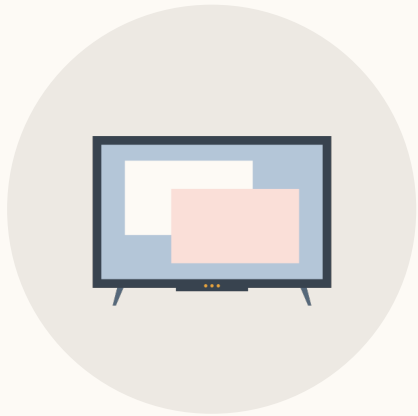
Optimize towards the number of unique member accounts that are shown your ads.

Impressions

Deliver as many impressions as possible.

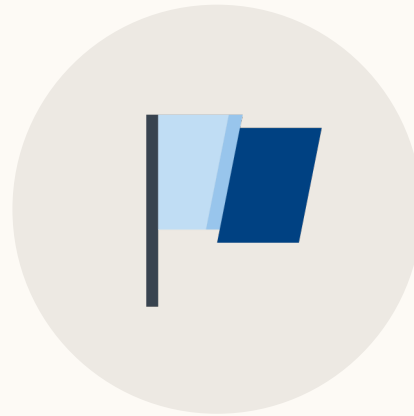
Use Reach As A Litmus Test.

Prioritize The Marketing Tactics That Offer The Most Reach.



Advertisement

10 million people



Event

100 people



Dinner

10 people

Memory Corrosion

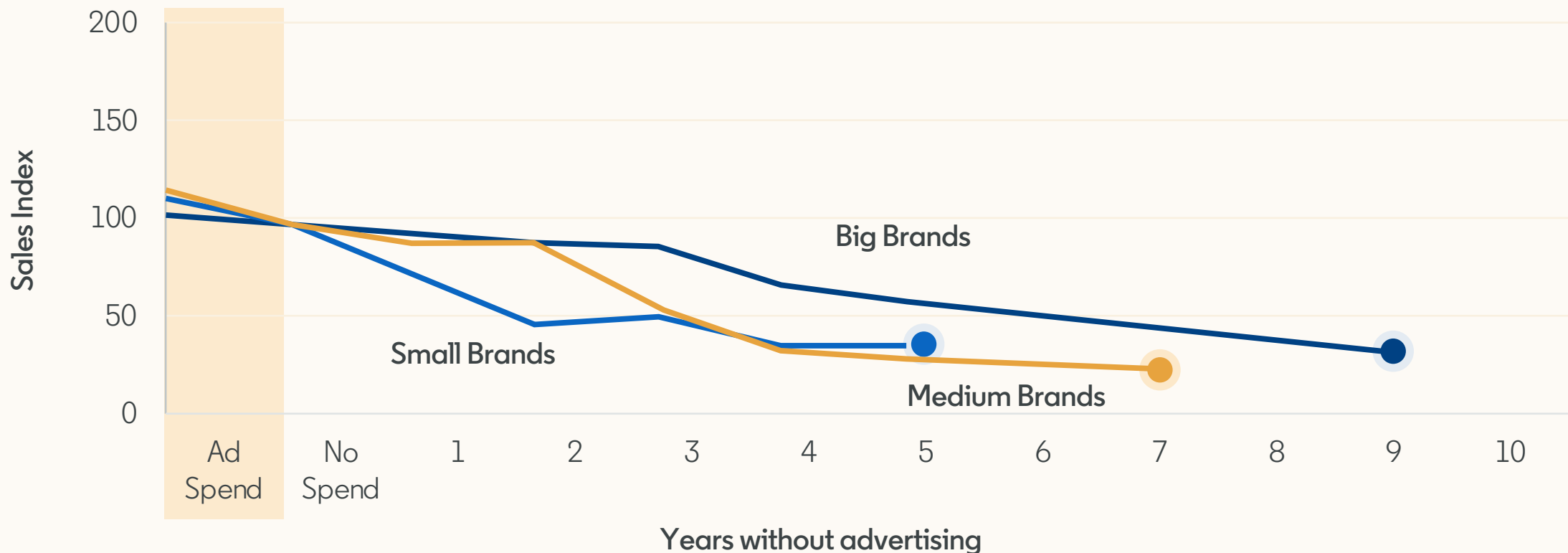


Do You Know Why The Golden Gate Bridge Is Always Being Painted?

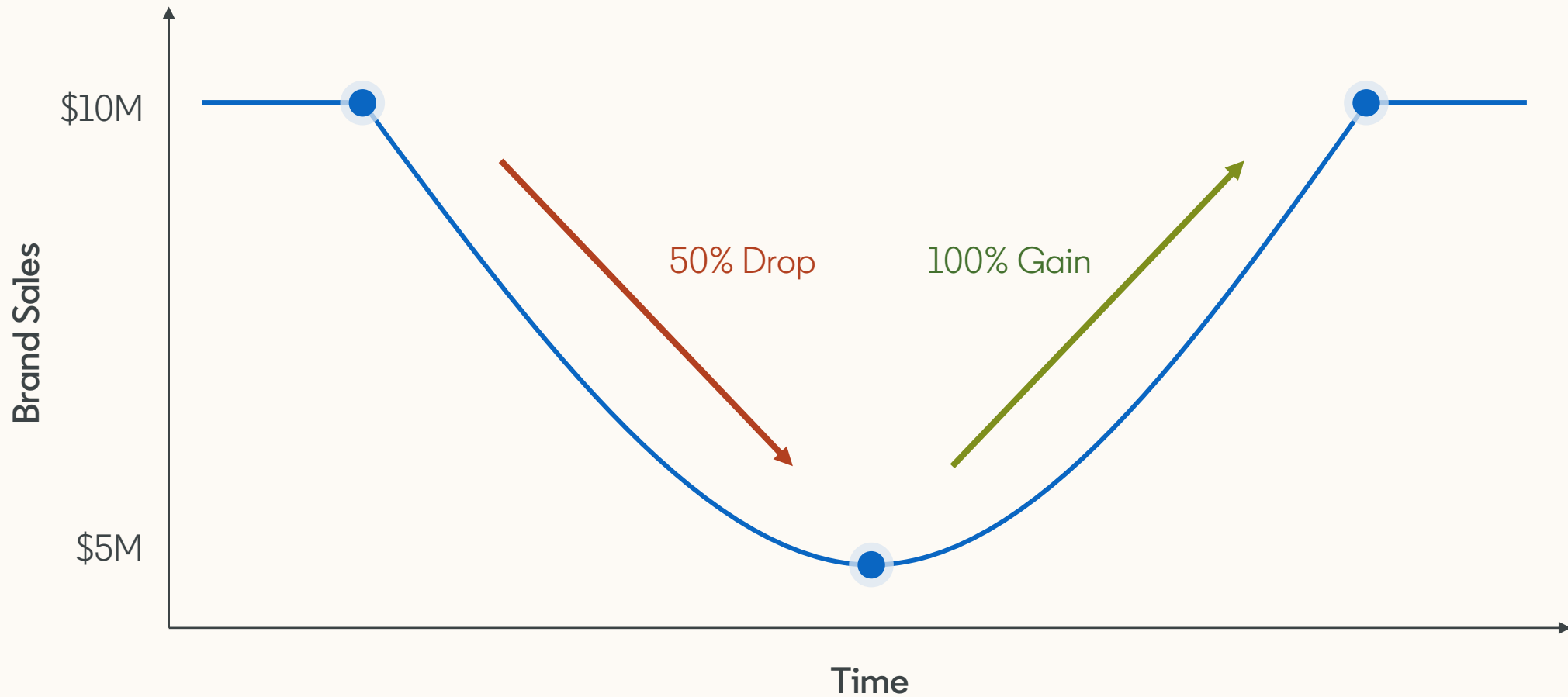


Because Bridges Corrode, And So Do Memories.
And When Memories Corrode, Sales Quickly Start To Fall.

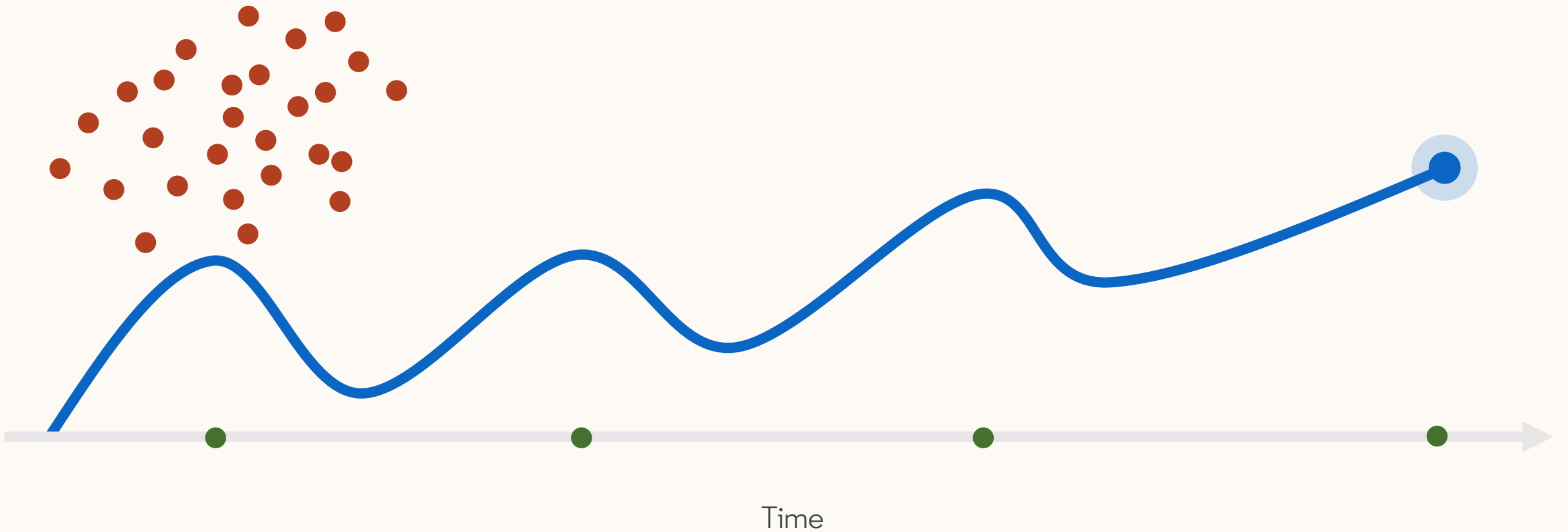
Average change in sales – Brand size



Not Only Do You Lose Sales As Memory Corrodes;
It's Twice As Expensive To Regain Them Than Maintain Them.



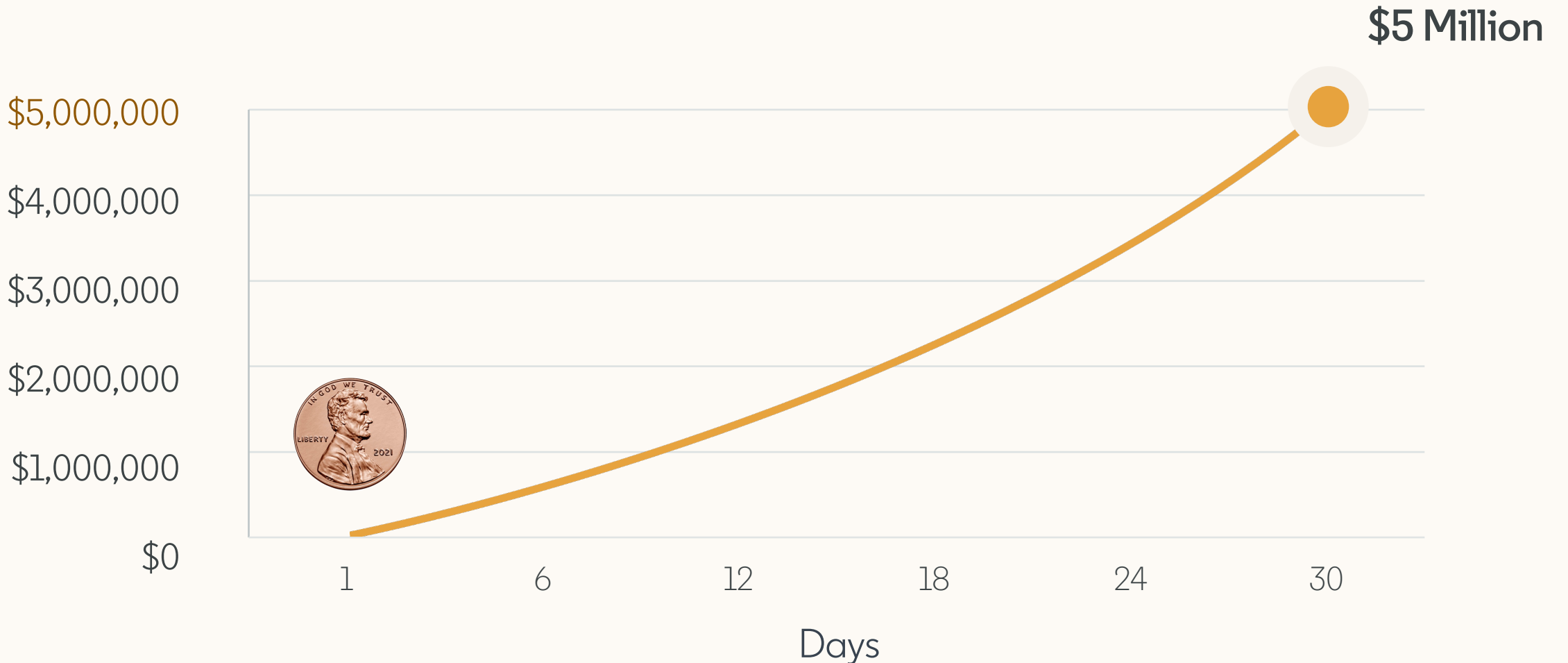
Advertise Consistently Over Time To Avoid Corrosion.
Build Memory Through Recency, Not Frequency.



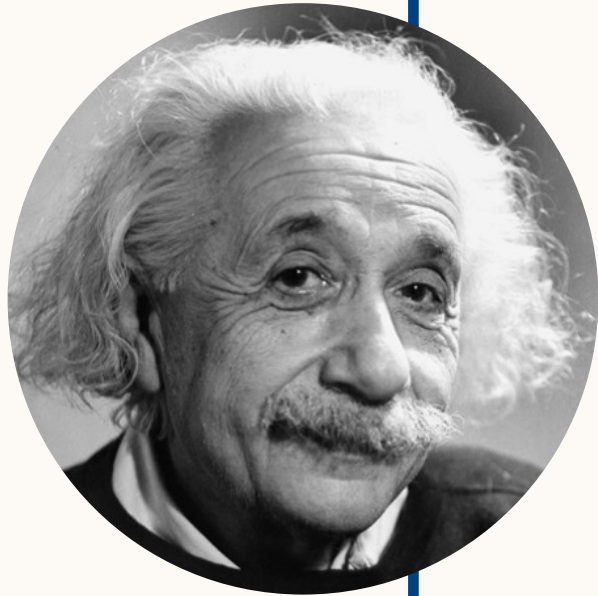
Earn It Or Pay It



If You Double The Value Of A Penny For 30 Days, How Much Is It Worth?



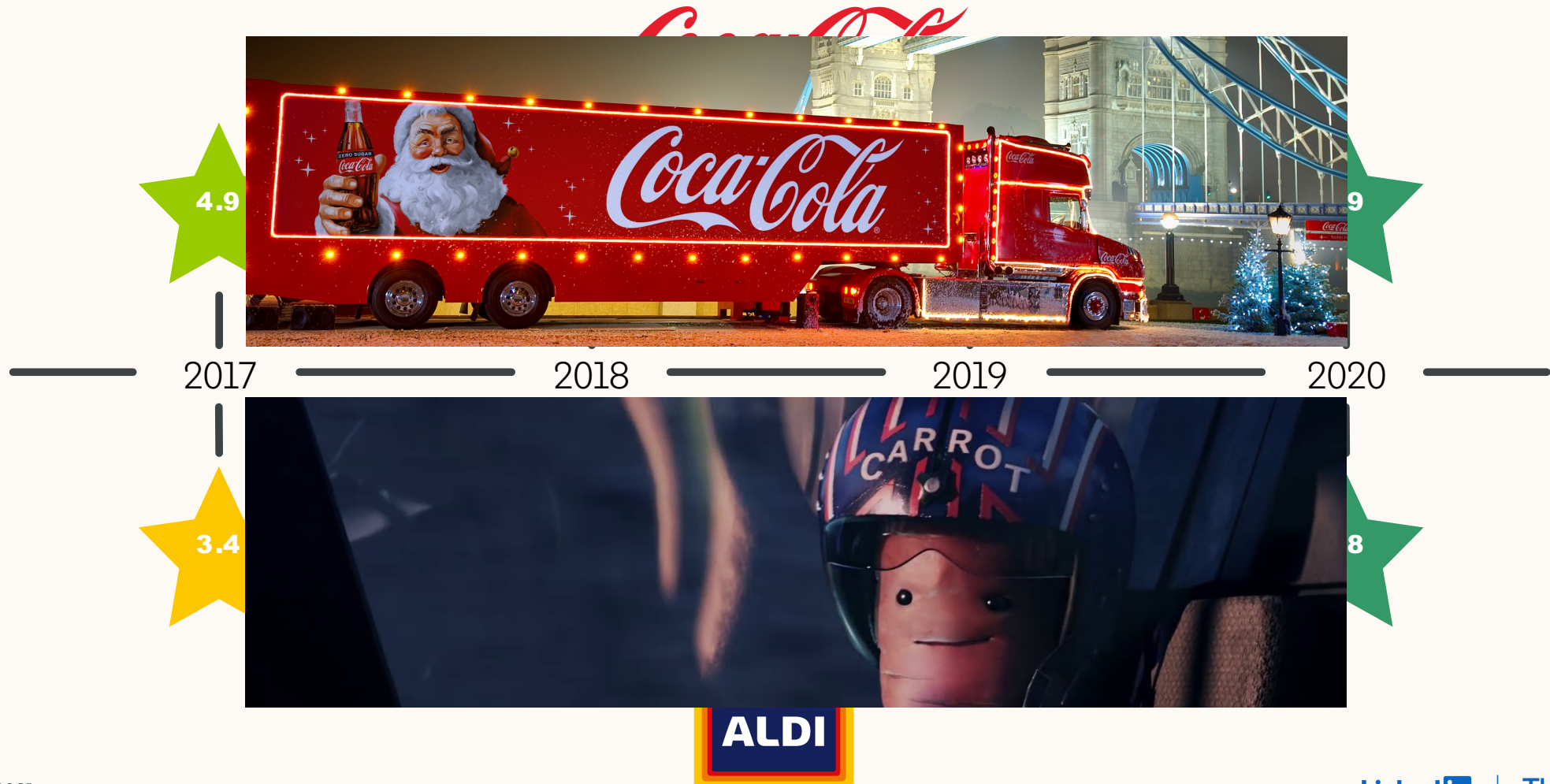
Compounding Is A Double Edged Sword.
If You're Not Earning It, You're Paying It.



“Compound interest is the eighth wonder of the world. He who understands it, earns it... He who doesn't... Pays it.”

Albert Einstein

Compounding Doesn't Just Apply To Monetary Assets; Compounding Applies To Brand Assets Too.



Treat Every Marketing Decision As A Chance
To Earn Or Pay Compound Interest.



**\$81.5
Billion**

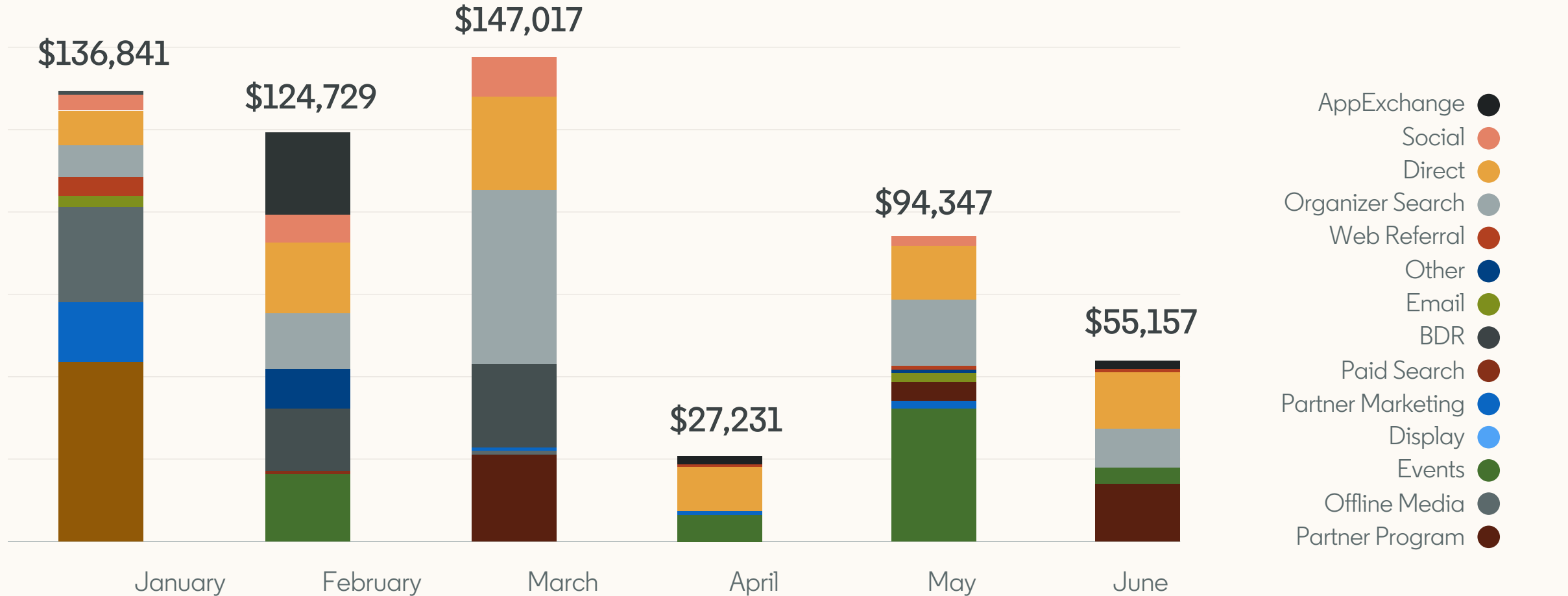


**\$3
Billion?**

Performance Branding

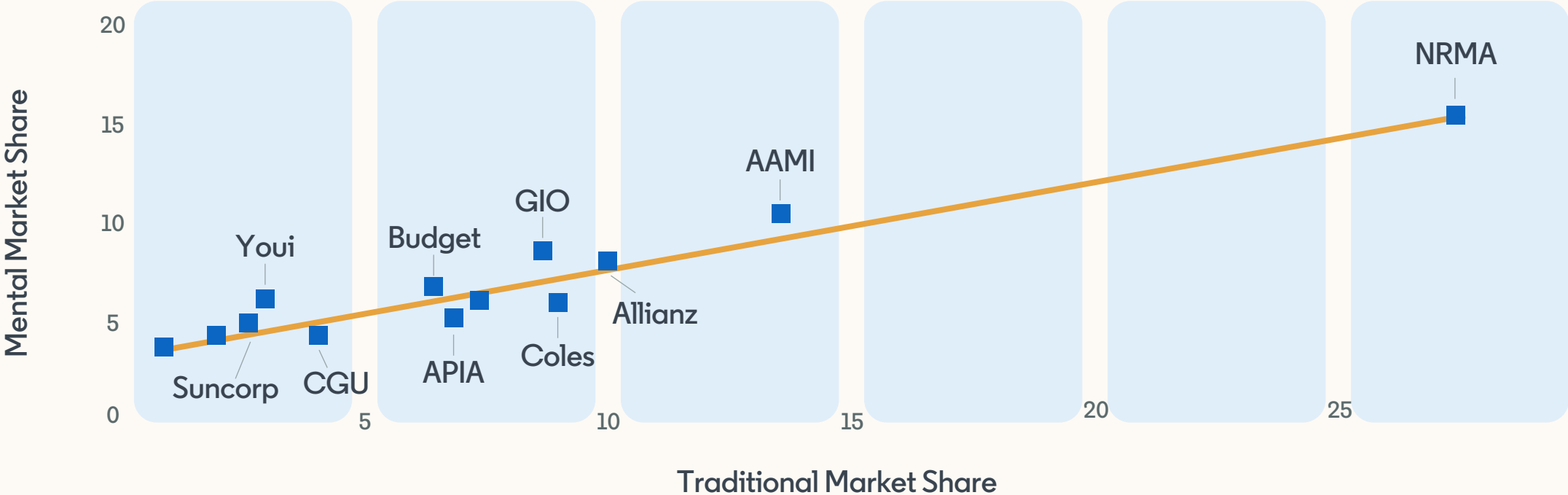


“Performance Marketers” Have Made Lead Generation Look Like A Quantifiable Science (It’s Not).



Lead Gen Doesn't Generate Most Sales. Memory Gen Does.

Insurance Brands in NSW/ACT (Nov. 2019)



Source: Mental Available tracking, IAG, Nov 2019

The Brand That's Remembered Is The Brand That's Bought. Follow RMB To Stay Remembered.



Reach
the whole category



Message
around several
category entry
points



Brand
everything

“Brand Marketers” Must Learn To Play The Game. Be Memorable, Not Clickable.



Number Of
On-Target
Reached



Percentage Of
On-Target
Reached



Cost Per
On-Target
Reach



Share Of
On-Target
Reach (SOV)

Score

6,000,000

60%

\$0.30

5%

Average

TBD

TBD

TBD

10%

Goal

10,000,000

TBD

TBD

10%