



B2B Marketing

Why getting digital
right should be a
key focus in 2022

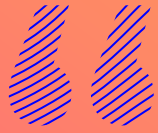


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Correlate Digital: The digital marketing problem solver for B2B businesses

Recent years have ushered in dramatic changes in the Business to Business (B2B) marketing landscape. At the crux of these shifts are the hyper-connected, increasingly digitised audiences that demand – and get – access to the information they want, when they want.



The B2B marketing and e-commerce space is changing fast, and buyers have high expectations of the same levels of convenience they have as consumers.



B2B Marketing in a digital world

Your customers are online – and they are more willing to use digital channels to connect and make purchases at scale.

94%

of B2B buyers are performing online research before they engage with an organisation.

Make it easy for them to discover and do business with you. 94% of B2B buyers are performing online research before they engage with an organisation. Remote interactions have also made it easier for buyers to get information, place orders, and arrange services – and they have enjoyed that speed and convenience.¹

No doubt, the move from face-to-face sales interactions in B2B to more digital and virtual processes has been accelerated by the pandemic. Globally, B2B e-commerce and digital marketing are reducing the barriers to engaging with prospective customers and igniting opportunities for companies to do business with new, diversified buyers.

Source

01 These eight charts show how Covid-19 has changed B2B sales forever



The prevailing wisdom used to be that e-commerce was mainly for smaller-ticket items and fast-moving parts. Not so anymore. Notably, 70% of B2B decision-makers say they are open to making new, fully self-serve or remote purchases more than \$50,000, and 27% would spend more than \$500,000.

McKinsey²

Source

02 These eight charts show how Covid-19 has changed B2B sales forever

B2B Marketing shifts in South Africa

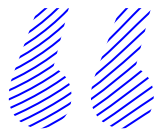
B2B digital experience is in the early stages of the maturity curve. Being at the cusp represents huge opportunities for forward-thinking and ambitious B2B brands.

Like B2B buyers around the world, local buyers are looking for education, assessing credibility, making comparisons, and determining value online before they engage with and invest in a new product or solution for their organisations.

E-commerce marketplaces and digital technologies are just starting to disrupt the way that B2B companies do business. It's a time of exciting and rapid change. B2B companies are shifting their focus to provide consultative knowledge and resources that add value, ease the discovery and purchasing process, and help their customers succeed.

Online awareness, digital customer experience and sales channels are set to become the primary points of differentiation for B2B companies.

Communication campaigns and purchasing journeys that are customer rather than product-centric will characterise B2B marketing into the future.



The top performers in this economy will be sellers who can reach decision-makers through value-messaging.

ThinkSales Global³

B2B Marketing shifts in South Africa

Lag or lead?

Outdated B2B business models and customer service channels stop B2B companies from realising the big benefits of a digital marketing strategy, such as greater visibility, brand awareness, more customers, access to international markets, increased revenue, and growth.



Companies looking to gain advantage are already investing in understanding their customers' customers in this enhanced digital context, going so far as to redefine their company mission, corporate purpose and offerings.

Edelman⁴

Source

04 How B2B companies are adapting customer engagement strategies during Covid

B2B Marketing shifts in South Africa

At the root of lags

01

Digital transformation is only a concept

05

There's a low understanding of digital marketing & e-commerce

02

Manual systems & processes

06

There is a lack of skills & know-how in this specific space

03

The digital ecosystem is not holistically considered nor run optimally

07

An overreliance on face-to-face salespeople

04

Online is still only considered a B2C buying channel





B2B decision-makers globally say that online and remote selling is as effective as in-person engagement, or even more so. Sellers also believe digital prospecting is as effective as in-person meetings to connect with existing customers.

McKinsey⁵

Source

05 These eight charts show how Covid-19 has changed B2B sales forever

Strategies exist
but the execution
is lacking

The digital B2B landscape is ever-evolving and so too is the customer, but a key problem remains; turning sound strategy into a digital execution that meets core business objectives.

This is a biggie for B2B marketers. Great marketing should start with a solid strategy. Great strategies take time to build and develop, but even the best-laid plans fall flat when execution is lacking because of resource problems, knowledge gaps and poor utilisation of technology.

The enthusiasm is there and it's easy to see the opportunities. The challenge is acquiring the know-how to maximise them.

B2B companies are often sold expensive software solutions that promise digital transformation of their space but are handed a how-to guide with a good luck handshake. Then in comes an agency, with a bloated structure and services that serve channel needs and don't solve the B2B business objectives. When you know what good B2B marketing looks like in the digitised era, you know it's not that.

Solving the B2B digital marketing dilemma

Successful B2B marketing in the digital era begins and ends with the sound execution of solid strategies. Each strategy should be implemented properly, managed effectively, and optimised consistently to yield results.

Correlate Digital specialises in perfecting B2B marketing executions that assess and optimise the entire marketing ecosystem to unlock the massive potential that digital channels afford B2B businesses to drive revenue growth through customer acquisition and nurture strategies and e-commerce.

With a core focus on return on investment, we deliver marketing outcomes centred on business value, going beyond the cookie-cutter approach to build real, measurable, and effective strategies founded on deep research.

For our B2B clients, we ultimately deliver qualified leads through a holistically strategic digital content marketing and lead nurturing cycle.

Solving the B2B digital marketing dilemma

Our strength lies in our practised execution of solid strategies and an integrated network of marketing technology. This takes the guesswork and legwork from your business and enables your teams to focus on closing.

Our clients get



Team of B2B marketing and e-commerce specialists



Data-led and goal-aligned strategy



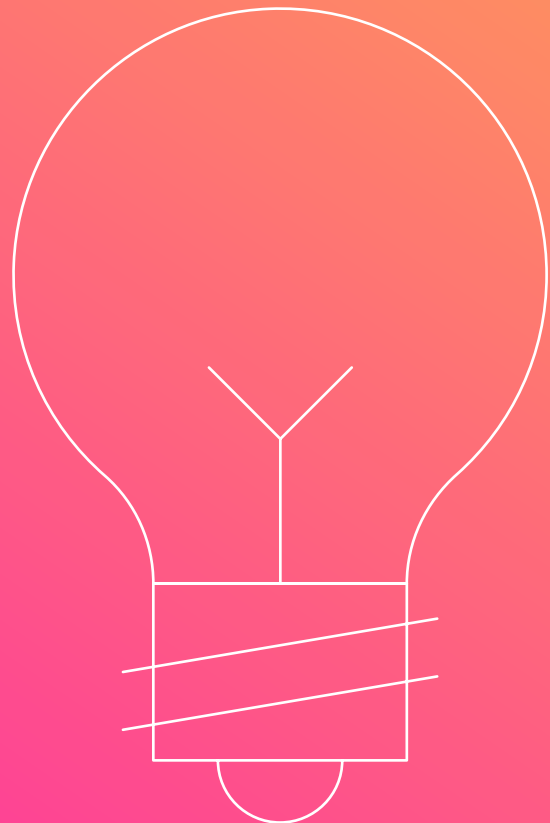
Best practice execution

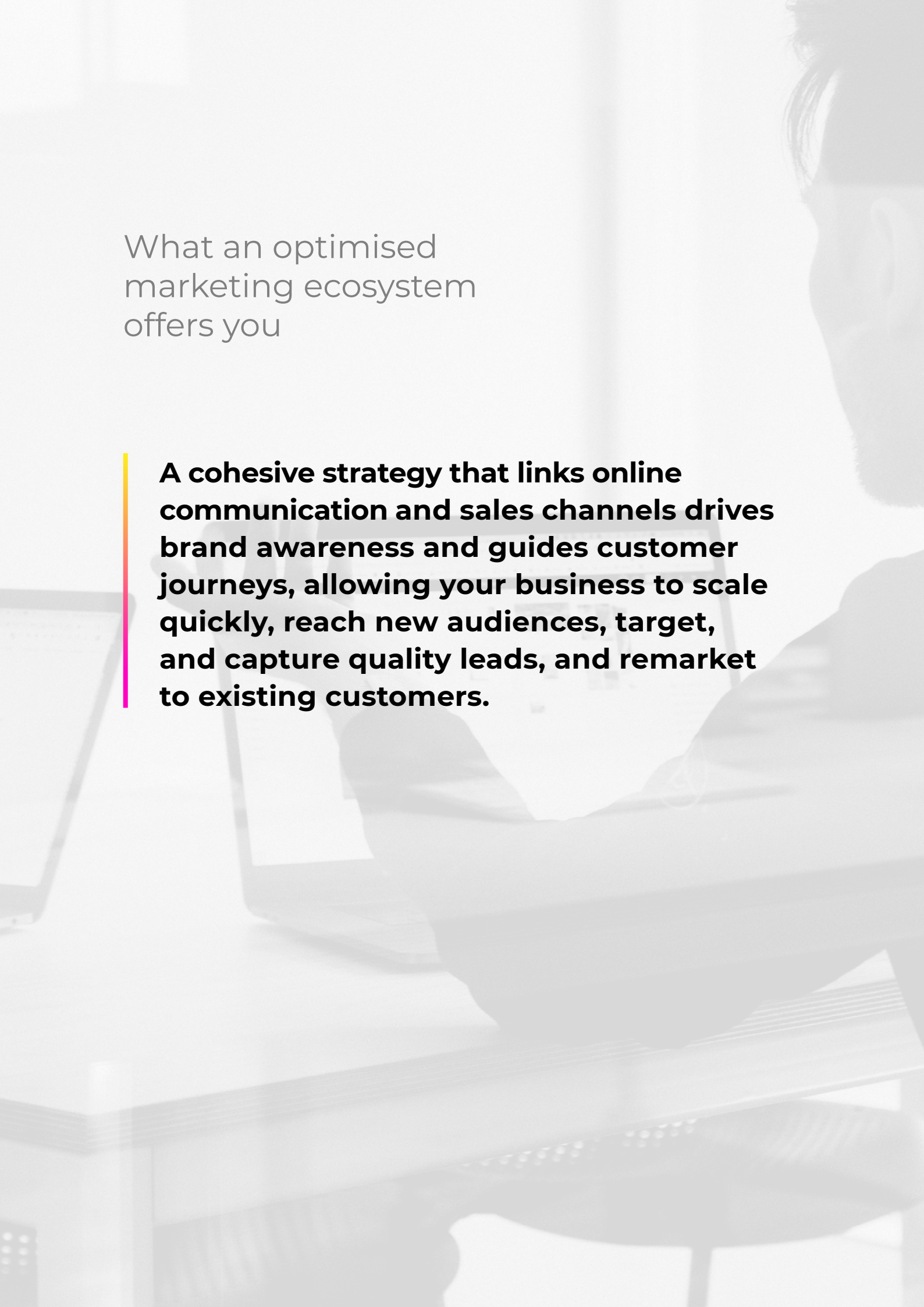


Market-leading technologies



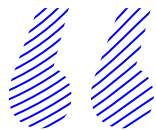
Continuous measurement and optimisation





What an optimised
marketing ecosystem
offers you

A cohesive strategy that links online communication and sales channels drives brand awareness and guides customer journeys, allowing your business to scale quickly, reach new audiences, target, and capture quality leads, and remarket to existing customers.



What the great B2C brands have achieved — Amazon, Netflix, Apple, Uber — is achievable in B2B as well. But B2B organizations must make sure experience is part of the equation in solving a business problem.

PwC⁶

What an optimised marketing ecosystem offers you



Sound alignment with your strategic plans



Demonstrate purpose, positioning and thought leadership at scale



A deeper understanding of your customer and your customer's customer



Consistent promotion of your unique selling points



Drive profitability from your marketing efforts



Attract and build relationships through virtual experiences



Intensify connections with your customers



Achieve stronger integration and collaboration between marketing and sales



Engage with diversified, higher-level prospects



Enabled B2B e-commerce



Build competitive advantage at every stage of the customer journey



Data-driven insights for modifying and optimising marketing, aligned to business objectives



Constant, personalised communication with your customers and prospects



Solid return on investment in marketing



We trusted them from the outset. Like us, they are specialists in their space. We plan to aggressively move forward with Correlate Digital and explore new ways to deliver our message to clients. We feel they are a perfect cultural fit for Caracal.

Nathan Venter, CEO: Caracal Engineering

How we do it

We develop and execute bespoke digital marketing solutions to maximise revenue growth for our clients. These are tailored to the specific needs and goals of each business.

- ➔ **Strategy**
- ➔ **Content marketing & production**
- ➔ **Brand & Corporate Identity (CI)**
- ➔ **Paid media strategy & implementation**
- ➔ **Data & insights**
- ➔ **Email marketing**

How we do it

→ **Strategy**

We design and execute strategic marketing digital marketing solutions focused on bridging the gap between your products and the people and companies that buy them. We also take the reins of clients' existing strategies that are falling short on execution. We work tirelessly to map out the direction towards opportunity, starting with a deep understanding of what you do and the customers you serve.

→ **Content marketing & production**

We curate holistic content marketing solutions that encompass strategy, promotion, and optimisation to boost search engine rankings, attract links and leads, build connections, and nurture customer relationships throughout the discovery and purchasing journey.

→ **Brand & Corporate Identity (CI)**

We develop and modernise B2B branding and corporate identities to make them powerful differentiators in a marketplace where personality is severely lacking. Whether you are a new start-up, or your company is evolving from "shelf to server", we will create a fresh and distinctive brand that communicates your purpose and value proposition.

→ **Paid media strategy & implementation**

Our paid media strategies are aligned to your business objectives and broader digital marketing goals, giving intent and purpose to every advert and campaign to ensure return on investment. Our model doesn't encourage you to spend more without results. We meticulously design, target and manage 360 campaigns towards defined and measured objectives.

→ **Data and insights**

We build bespoke data solutions that defragment the digital universe, allowing you to understand your customers better, monitor campaign performance, measure brand awareness, and understand how your digital presence is influencing your bottom line.

→ **Email marketing**

We devise purposeful, targeted, and creative email marketing campaigns to help our B2B clients generate new leads, stay connected to their customers, share insights, improve brand awareness, increase engagement, and drive website traffic.

Correlate Digital works for B2B



Our B2B clients are getting results from digital marketing and e-commerce strategies that include search engine optimisation, search engine marketing, digital adverts, customer nurture campaigns, and email marketing.

Here are some of our success stories

Trojan Batteries

Trojan Batteries wanted to test their might in three African countries; Nigeria, Kenya and South Africa. Their marketing was limited within the distributor network and historically, they had no way of directly engaging customers.

Our approach

We focused on maturing their digital ecosystem. To do this, we localised their presence and communication, and then decoded the complexities of product selection through a decision tree. We then separated the markets and ran multiple content experiments in each.

Result

29 distributors requested products

39 non-distributors initiated contact with the intent to distribute

22 584 units were requested for purchase

Here are some of our success stories

Pepperclub Invest

Pepperclub Invest wanted to raise a few hundred million for their fund before the Section 12J clause allowing investors to deduct investments in key sectors from their taxes was sunset, amidst a huge market push from competitors to draw investment from a limited pool of investors.

Our approach

We implemented a hyper-targeted and aggressive lead activation complemented with a nurturing journey designed to increase pressure on investors to invest as the sunset on Section 12J neared. This involved multiple channels, executions, and integration with sales to ensure we were aligned to the best outcome.

Result

Over

R650mil

raised

Here are some of our success stories

Caracal Engineering

Operating in the Solar Photovoltaic sector which has been traditionally slow to adopt future-facing marketing strategies, Caracal Engineering wanted to do things differently, stand out and attract more business globally.

Our approach

We overhauled their entire ecosystem and presented the world with a new Caracal Engineering (previously Caracal Energy) to demonstrate their renewed purpose and vision. We then turned to attracting and promoting the business to key stakeholders and decision-makers on the end client side as well as within the EPC (Engineering Procurement and Construction) network.

Result

“Being a technical business necessitates digital partners that can wrap their heads around what we do, who we sell to, the markets we are in, and the markets we want to move into. Correlate Digital have managed to do exactly that in a short space of time, and the results have been excellent.”

Nathan Venter, CEO: Caracal Engineering

Here are some
of our success
stories

NorthWest Copper

NorthWest Copper in Canada was enjoying a new stock market listing in the US and wanted to encourage positive investor sentiment in this new territory. Our goal was to test and learn quickly to ensure we built credibility and grew their active database.

Our approach

Drawing out from the business case and the newly discovered high-grade copper in the Kwanika Project in British Columbia, we developed a highly segmented targeting strategy that aggressively activated a large, multivariate communication campaign. We refined our approach, communication, and activation consistently throughout the campaign, with over 45 creative executions produced.

Result

Over **300%** growth in
their database

Average of **40 000** shares
traded
daily

Up over **200%** from the
previous
period

Here are some
of our success
stories

Mahindra Construction

Mahindra Construction wanted to drive sales of their backhoe loaders (TLBs) from India through their distributor network in South Africa where historical incumbents' foothold has dominated market share.

Our approach

Starting from scratch, we built their local online presence and delved deeper than just promoting the product by unpacking the benefits to the specific target market segments based in construction, mining, and agriculture.

Result

All the

TLBs

in stock were
sold out within
the first month
of the campaign



mahindraconstruction.co.za

Here are some of our success stories

Kodak Alaris

Kodak Alaris wanted to plan and execute a lead generation campaign that included five webinars focused on how Kodak Alaris' offerings can drive digital transformation within multiple industries across 28 countries in Africa and the Middle East.

Our approach

We developed a robust targeting strategy by translating Kodak Alaris' target market into profiles on LinkedIn using job functions, seniority levels and company sizes across financial services, retail and logistics, healthcare and government organisations in multiple countries. Deriving insight from the results of each webinar, we continuously improved creative, messaging and targeting throughout the series.



kodakalaris.com

Result

570 marketing qualified leads

144 were sales qualified

Here are some of our success stories

The Event Production Company

The Event Production Company wanted to build a pipeline of contacts in the largest corporations with offices in the United Arab Emirates to attend a virtual event.

They needed to identify decision-makers, influencers to decision-makers and get messaging to people at the right time within their events calendar. It was also amidst the COVID-19 pandemic when in-person events were not an option and budgets were on a shoestring.

Our approach

With virtual events a trending topic within the B2B space at the time, we had to cut through the clutter by offering a highly useful and relevant E-Book to help customers navigate the new era of Virtual Conferencing.

Result

166

leads were generated at \$25 a lead, many of which were from the world's largest brands*



theeventcompany.com

*the exact target market desired



Contact Correlate Digital

**Stand out where others refuse to evolve.
Enter new markets. Grow.**

Contact us to turn your
strategies into seamless
digital executions and
activate the evolution
of your B2B brand online.

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