

Business-to-Business Marketing

Coaching Questions

Do you build your brand? Why is B2B branding important?

- Branding is more commonly used in Business-to-Consumer marketing programs. For example, well known marketing campaigns have been launched by Coca-Cola, Pepsi, Heinz, McCain Foods, Maple Leaf, Heineken, Marshalls, Ford, etc.
- Business to business branding is still effective. One of the most well-known B2B brands is Intel microprocessor. Every single computer that uses Intel has a sticker on it. Traditionally a consumer would not care what technology was inside of the computer as long as it was an Apple or a Dell, now consumers care due to Intel's branding.
- Any brand marketing takes 1000 days to be effective. The brand must be consistent and in all communication to customers (both end consumers and channel partners).
- A brand allows you to build a relationship and trust with your customers. Often a brand can be viewed positively or associated with quality, when this happens a business can charge a price premium because of their brand.

Does your marketing support your sales team? What marketing tools do you need to help your sales team?

- Marketing and sales should be interwoven. However, in many large companies the departments are separate.
- Sales are the major driver of a company, so your marketing should be developed to help your sales team drive more sales. Different ways that marketing can support sales is through the development of presentations, brochures, or the website.
- Selling a product or service that has brand marketing supporting it is easier than selling something that is unknown. This is another way that marketing helps sales.

Examples of Business to Business Marketing Tools:

Presentations

Creative briefs

Events / Lunch & learns

Tradeshow materials

Social media

Newsletters

Websites

Pay Per Click

Signage

Guerilla Marketing

Event Sponsorships

Search Engine Optimization

Public Relations (PR)

Promotional Kits

Coupons, rebates

Loyalty Program

Holiday Cards or Gifts

Customer Appreciation Events

Information Bulletins

Strategic Alliances / Cross Promotions

Sales Promotions

