



# B2B Trends



**Jeff Lancaster**





Agency Lead, North America  
LinkedIn Marketing Solutions

A large blue circle containing a white network diagram with nodes and connecting lines. The text "FOR THE CONTRARIAN MARKETER" is centered within the circle in white capital letters.

FOR THE  
CONTRARIAN  
MARKETER



# Our Trends Are Contrarian By Design

	WRONG	RIGHT
CONSENSUS		
CONTRARIAN		

# Our Trends Are Actionable Today



“The future is already here —  
it's just not very evenly  
distributed.”

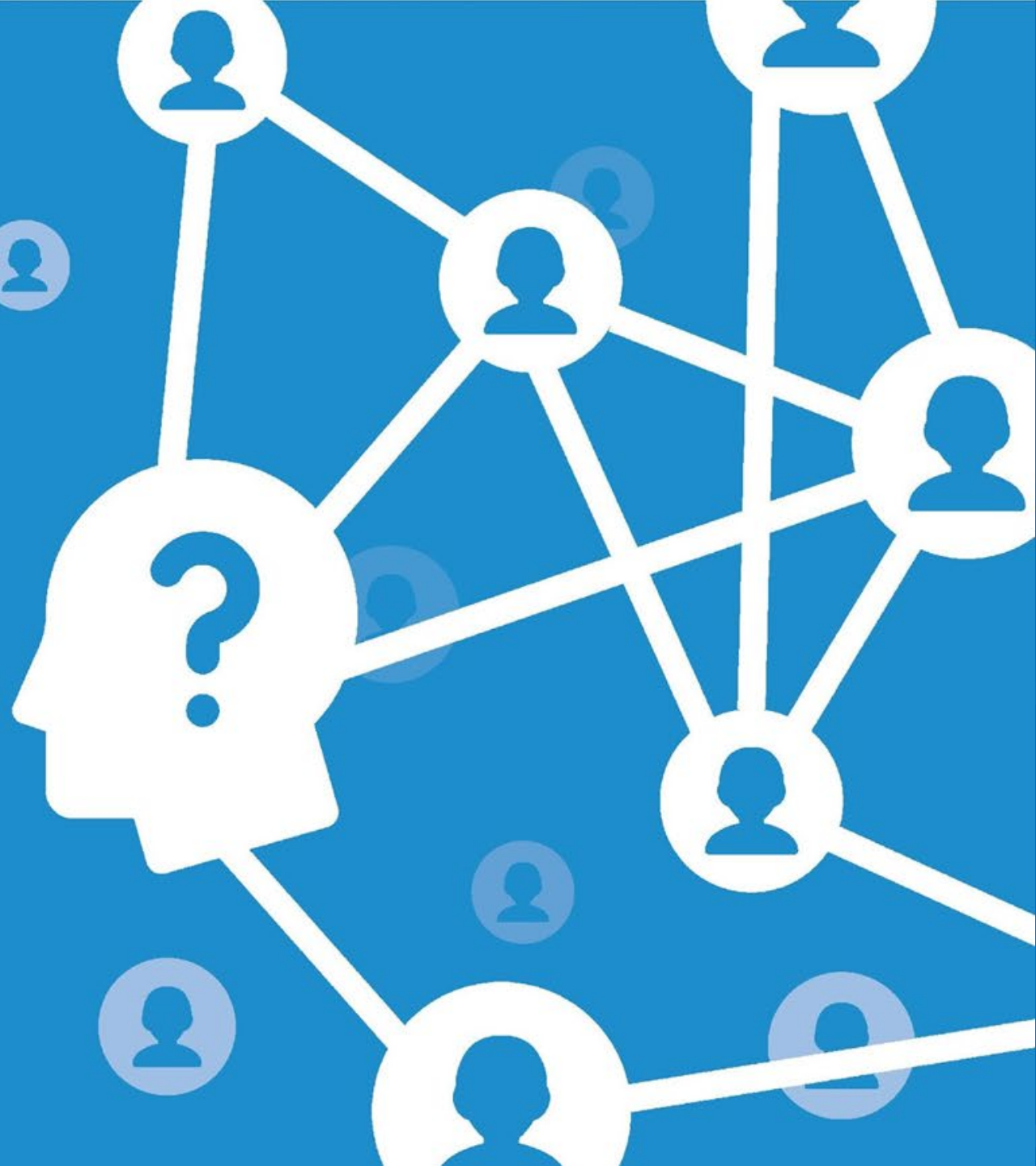
— William Gibson

1

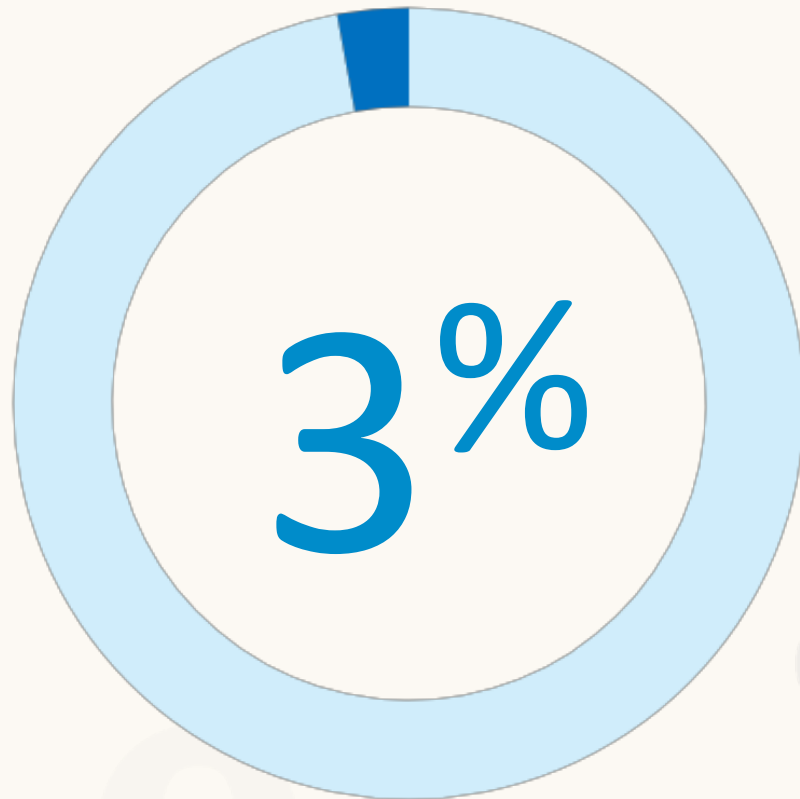
# START WITH WHO

---

(Death of Personas)



# Most Marketing Today Is **Not Customer-Centric**



of buyers say  
advertising is relevant  
to them



# Actual Customer-Centric Marketing Is Radically Individualistic

NETFLIX

Browse ▾

DVD

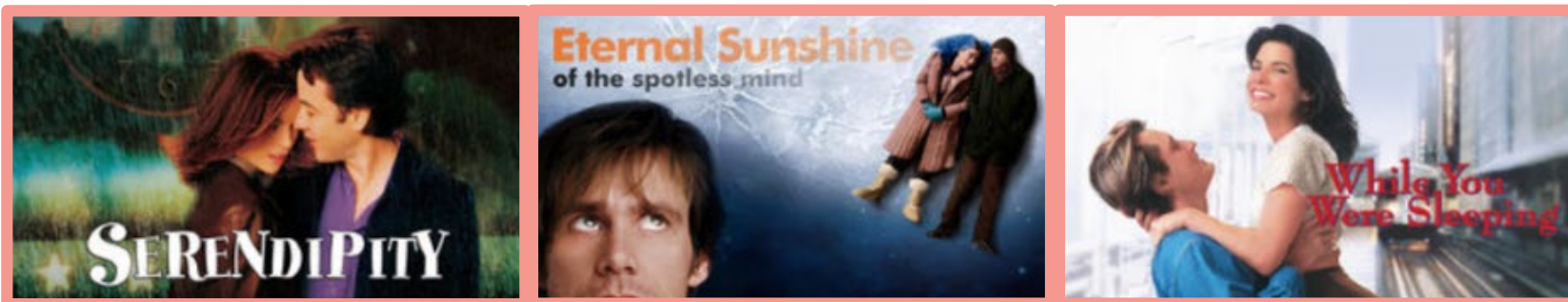
## Top Picks for Joshua



## Trending Now



# That Means Every Little Detail Is Driven By Data



COMEDIC



# Conversely, Most B2B Personas Are Informed By Guesswork



**Rachel**

*From Research*



**Sarah**

*From Sales*



**Peter**

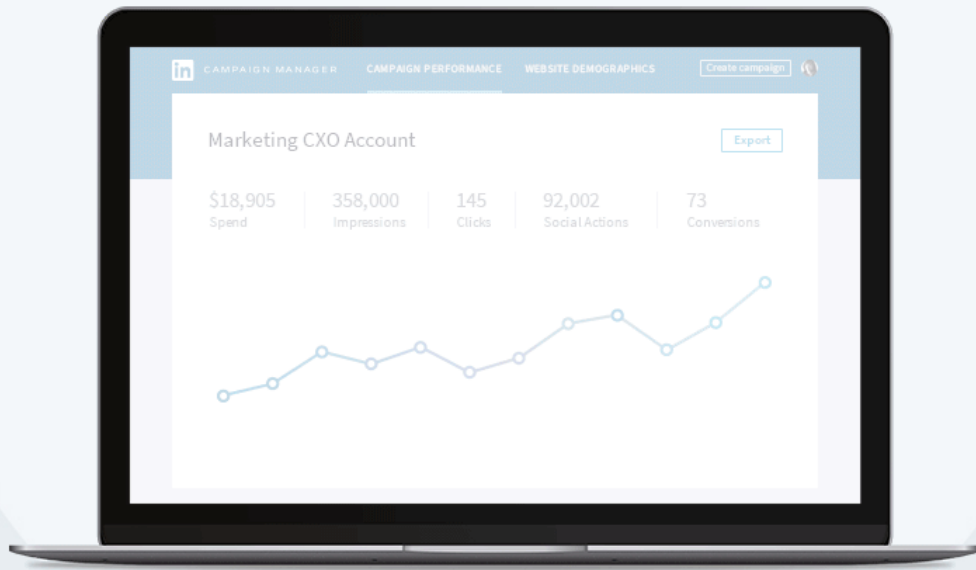
*From Procurement*



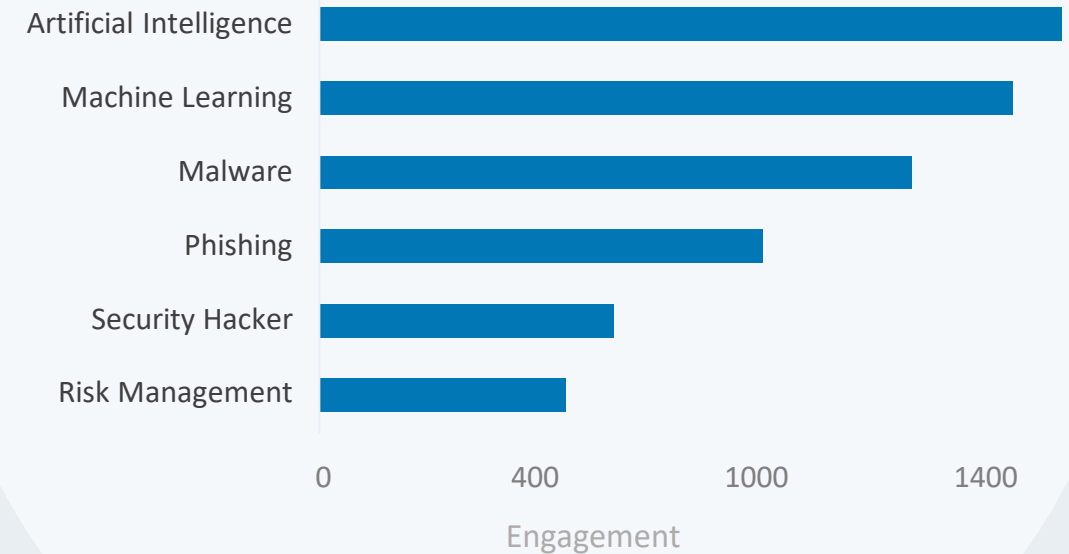
# The First Step Towards Netflix style Relevance Starts With **Data-Driven Personas**



## WEBSITE DEMOGRAPHICS



## TRENDING CONTENT



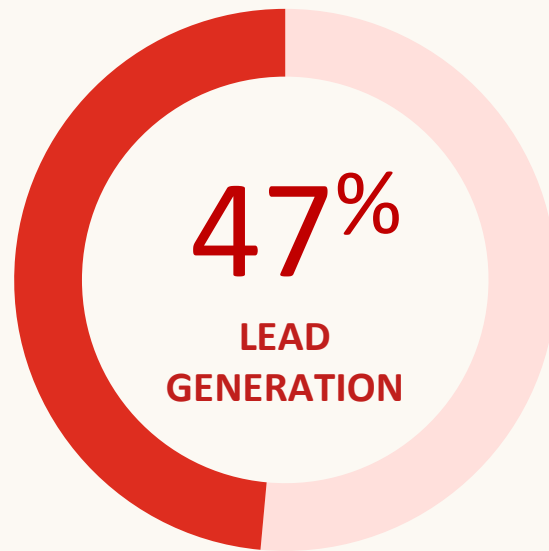


2

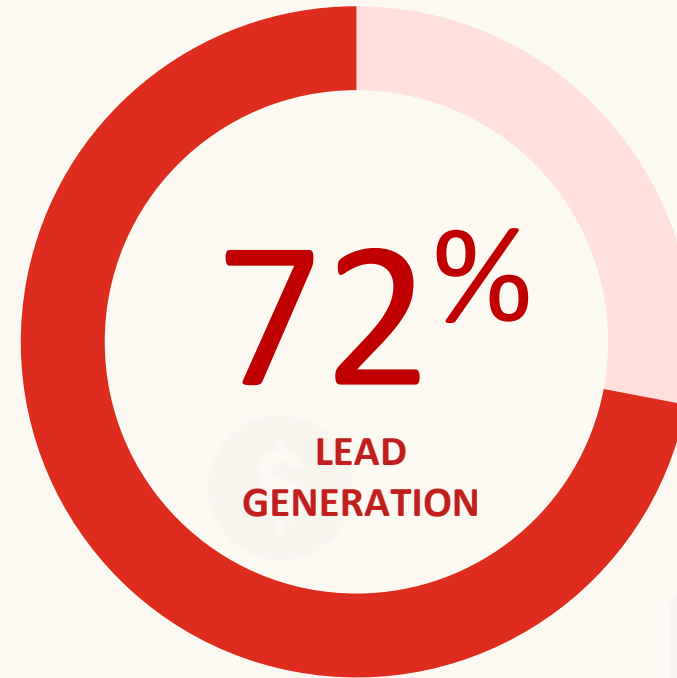
# THE WAR ON BRAND



# Brand Marketers Are Losing The Budget Battle



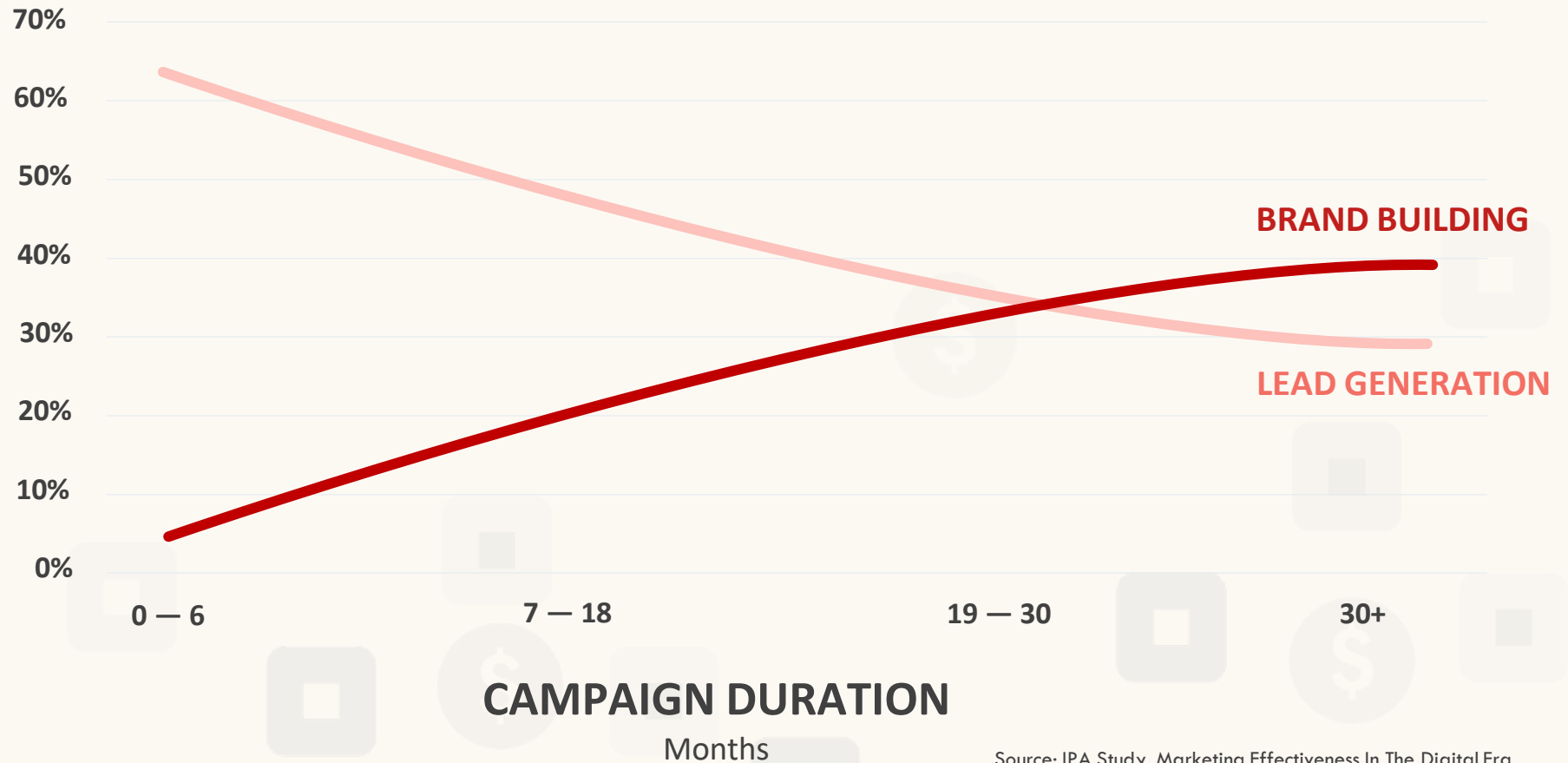
**2007**



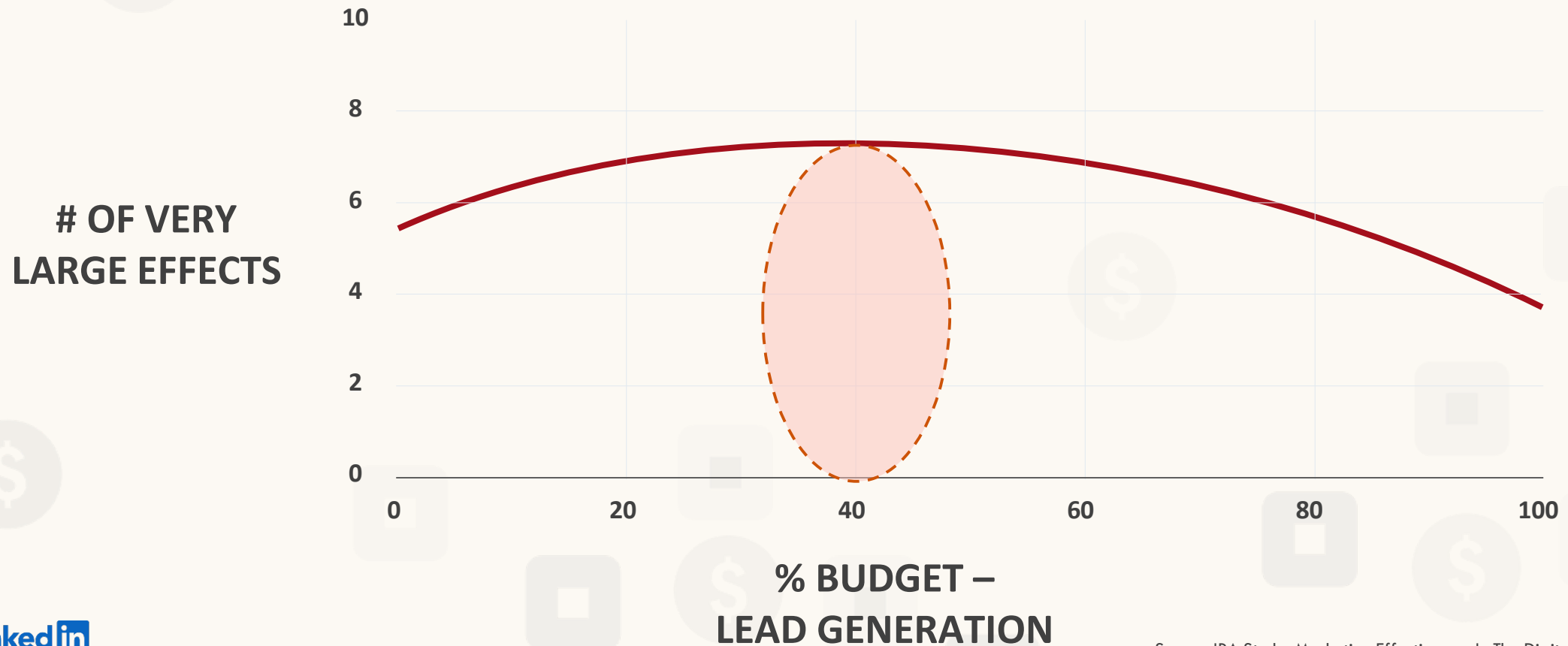
**2016**

# Leads Win In The Short-Run, But **Brand Wins In The Long-Run**

% REPORTING VERY  
LARGE BUSINESS  
EFFECTS



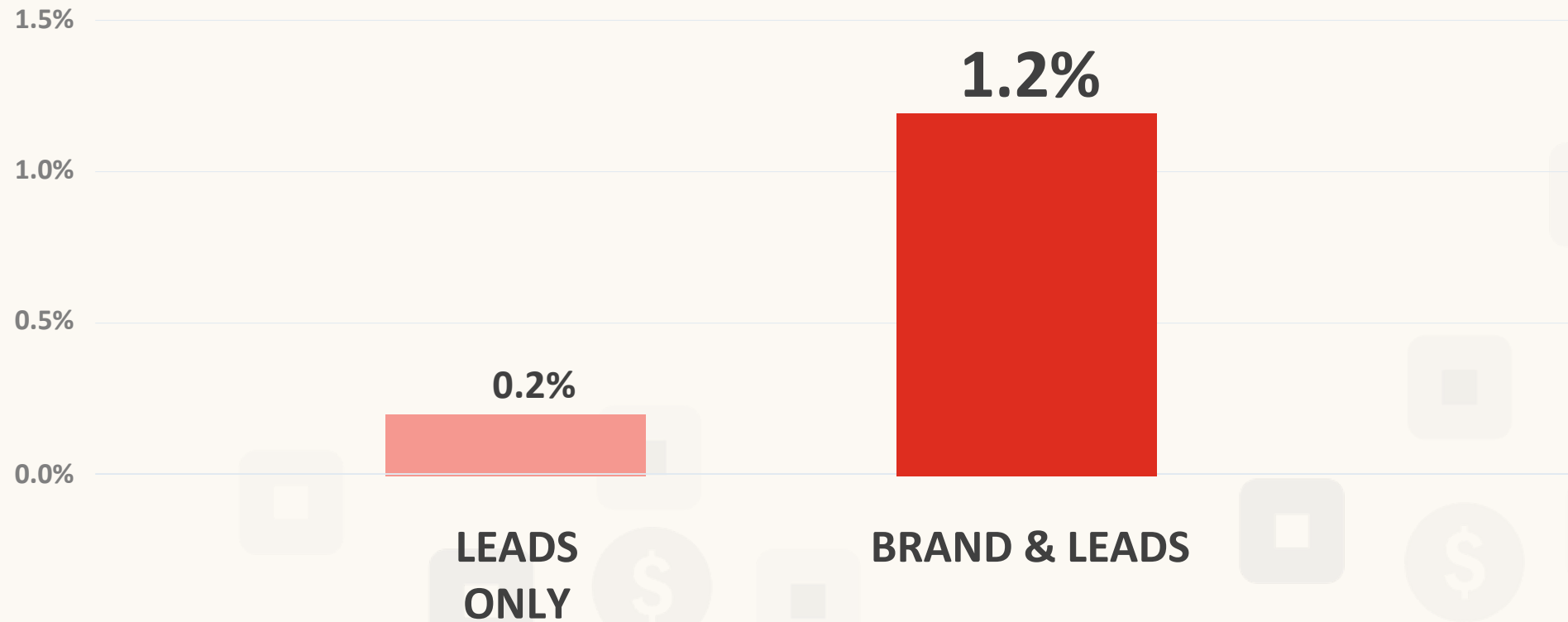
# This Isn't A War Worth Fighting, Negotiate A Truce With The "60:40 Rule"





# Synchronize Brand And Demand To Optimize Performance

Conversion Rate





3

# THE ORIGINALITY DELUSION

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# Marketers Are Obsessed With Newness



# But New Isn't What Sells



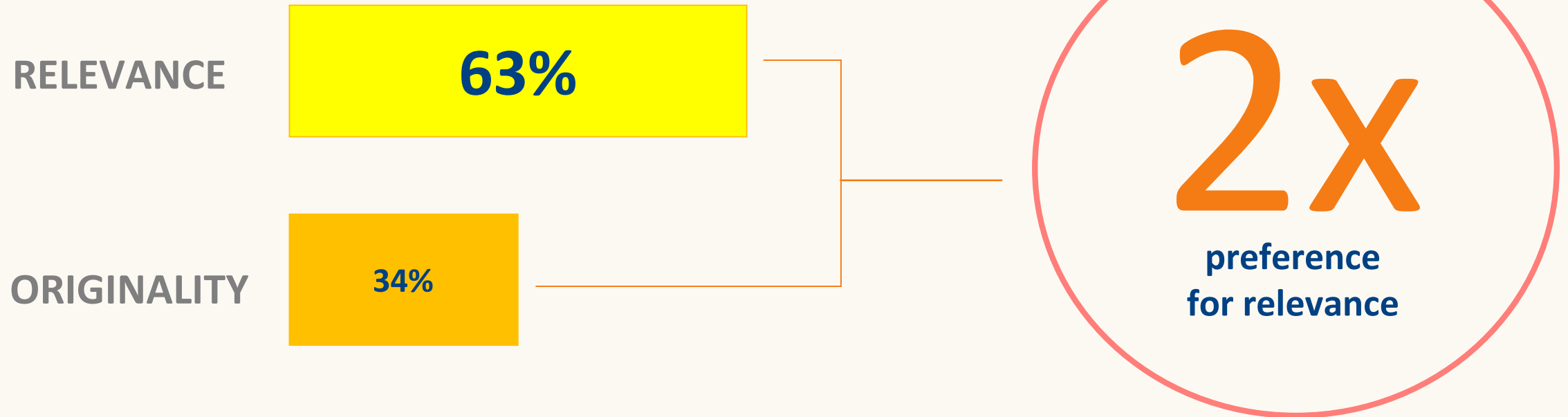
2009



new ad campaigns  
outperform old campaigns

# What Sells Is Relevance + Familiarity

What Do CXOs Want From  
Thought Leadership?





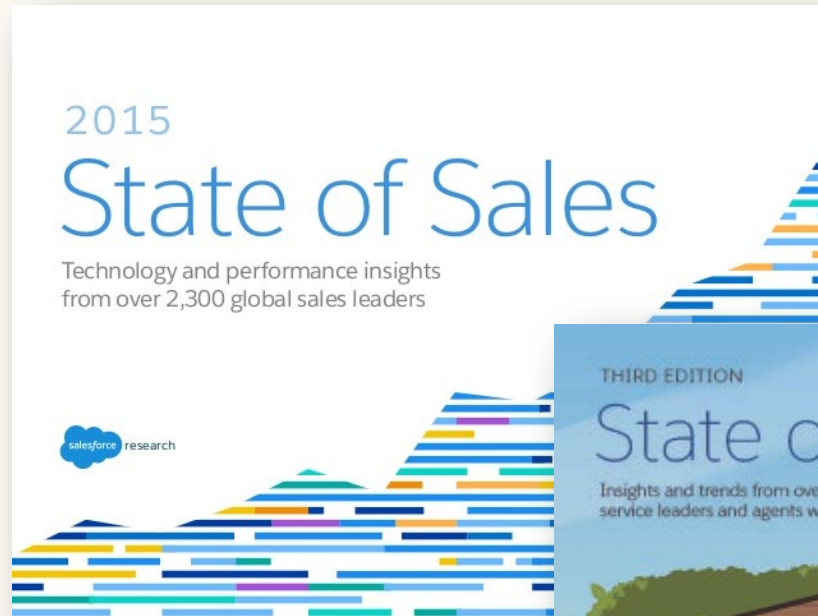
# Don't Sell "Original," Sell "MAYA"



MOST ADVANCED, YET ACCEPTABLE



# In B2B If You Want Big Returns, That Means Investing in **Familiar Franchises**

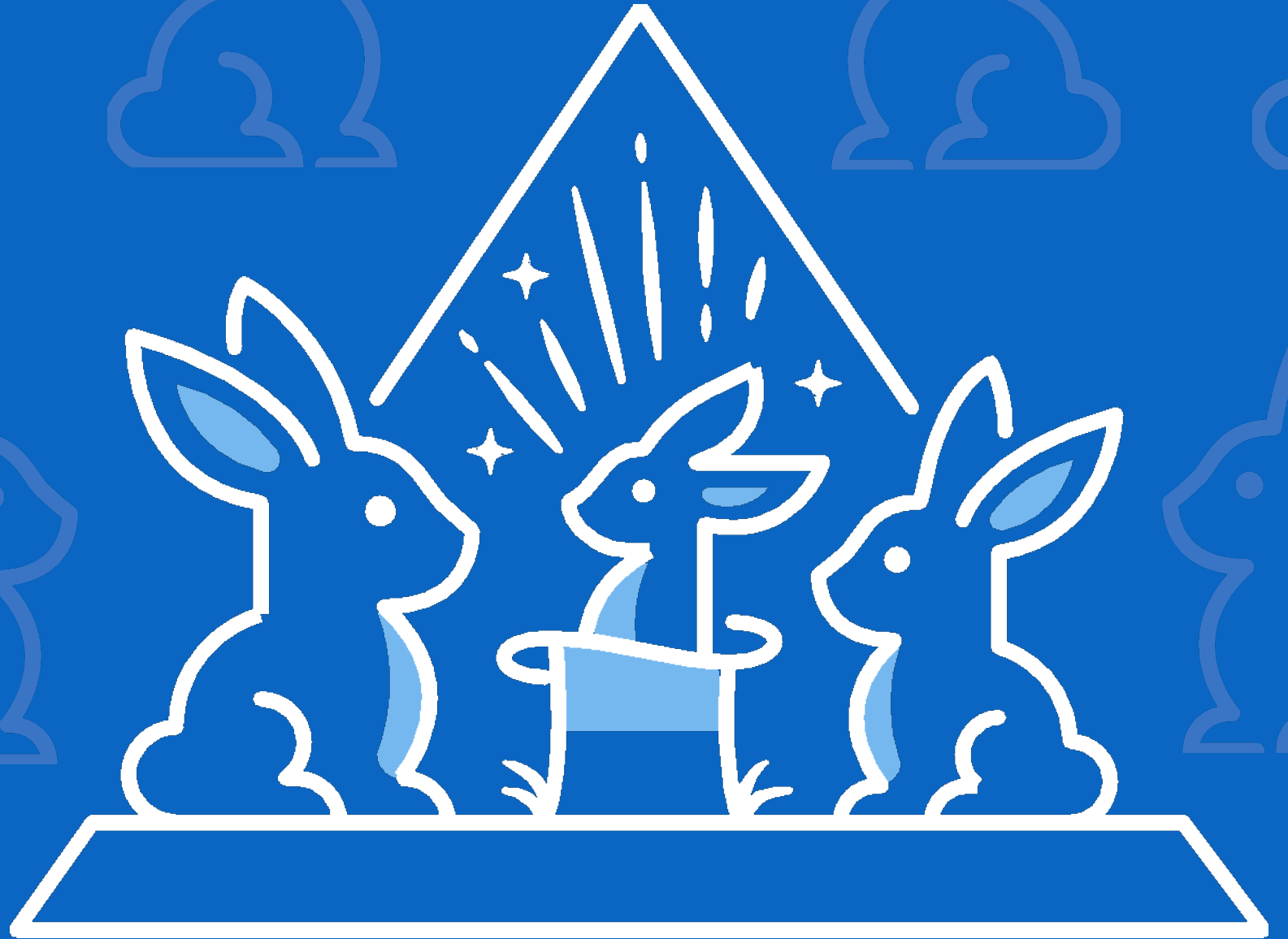


# In B2B, That Means Investing In A Familiar Franchise



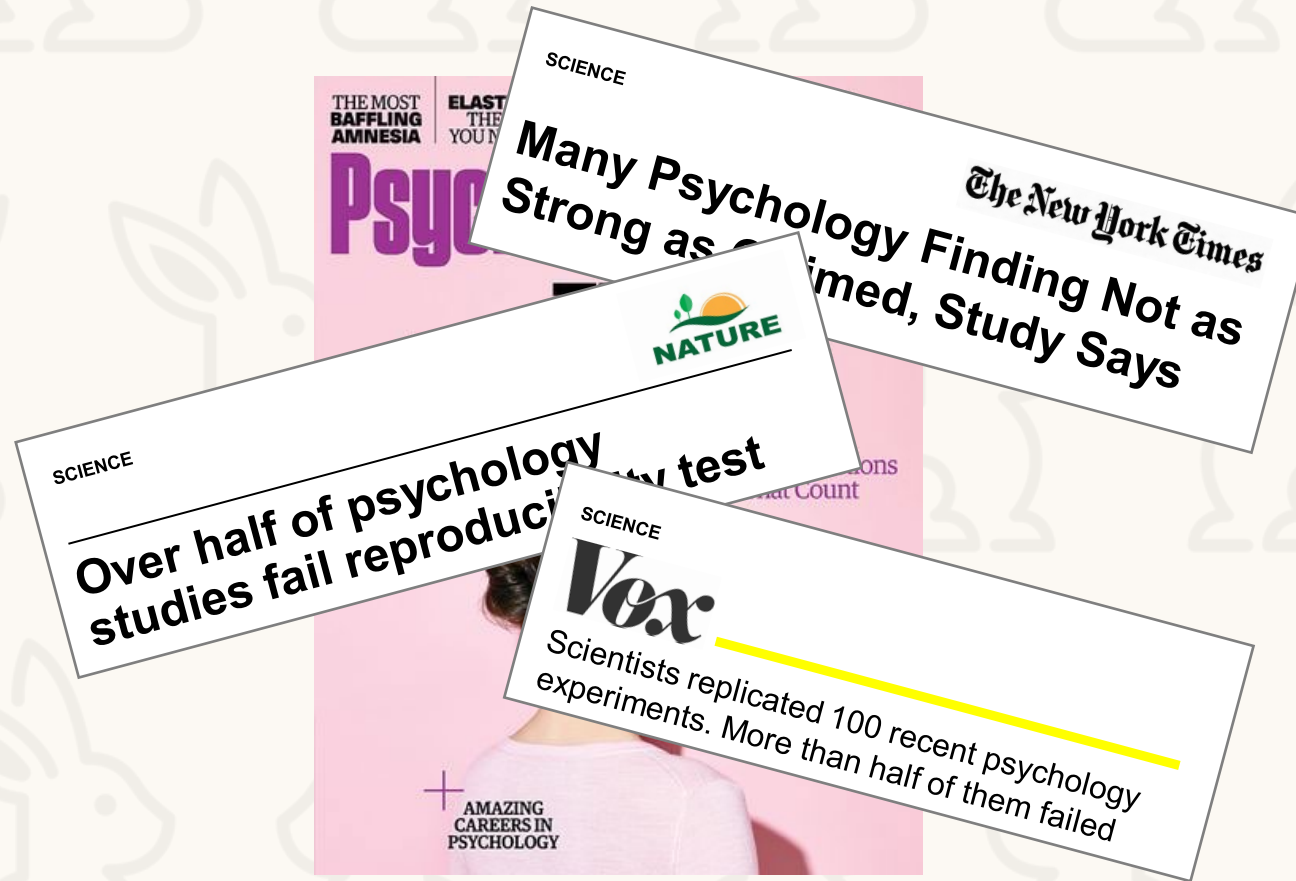
4

REPLICATE  
OR DIE



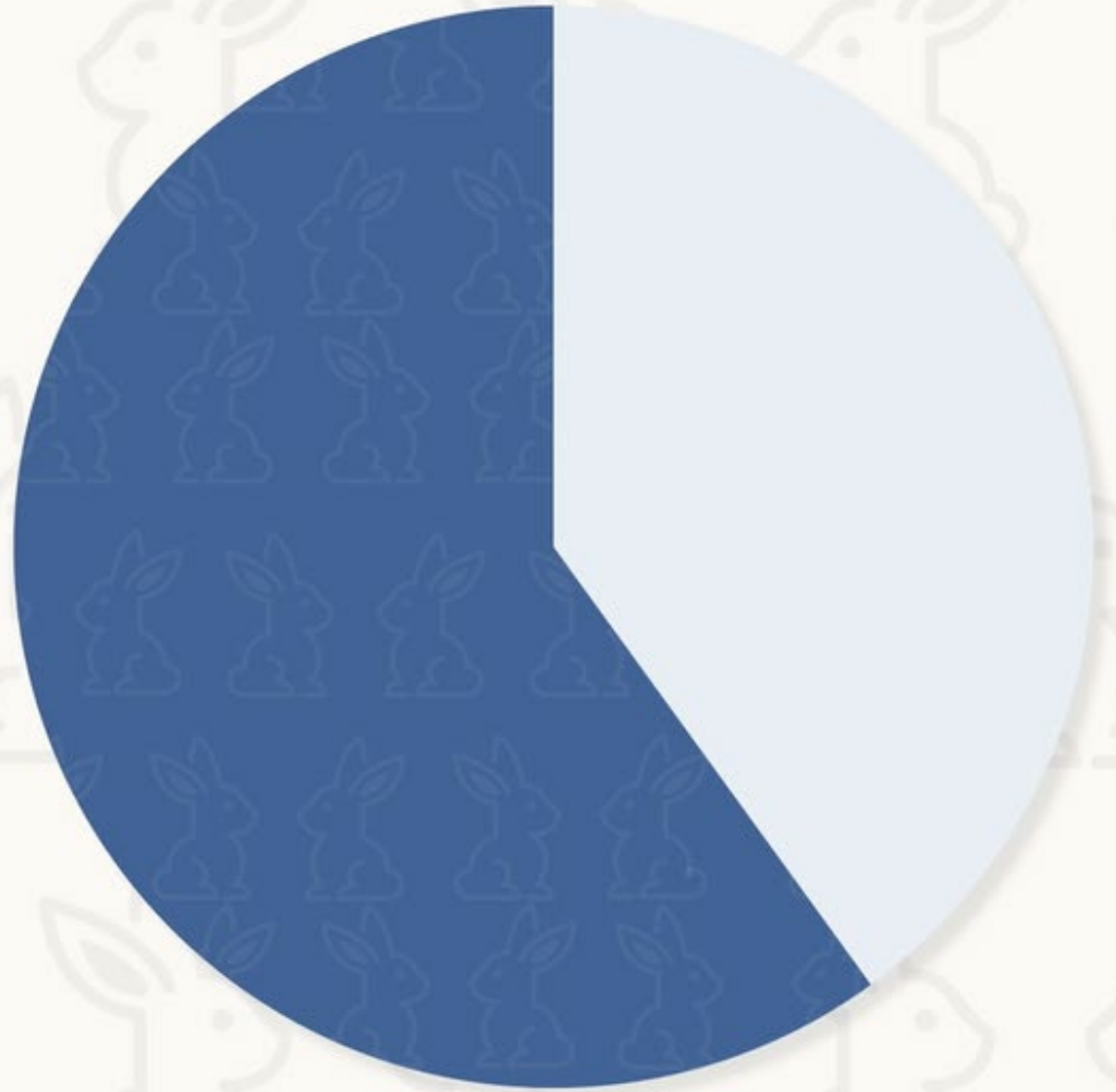


# Right Now, There's A Replication Crisis In The Social Sciences





**More than half  
of scientific studies  
are *not* replicable**



# Replication Is Fundamental To Science

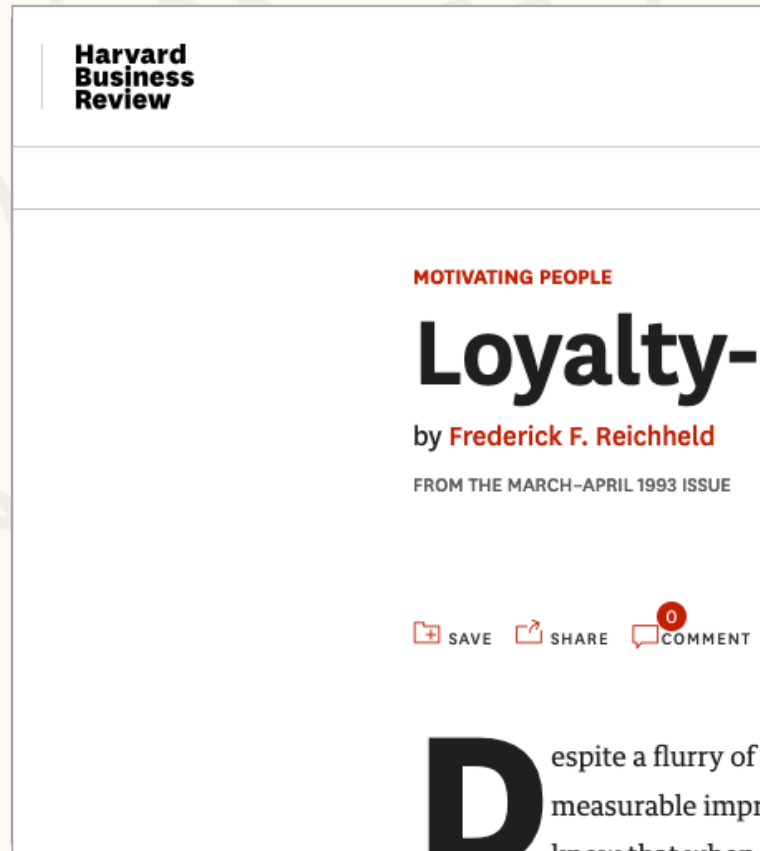


“

There is no more fundamental requirement in science than the replication of findings.

– Seymour Epstein, Cognitive Scientist

# We Actually Think There's A Much Bigger Replication Crisis In Marketing



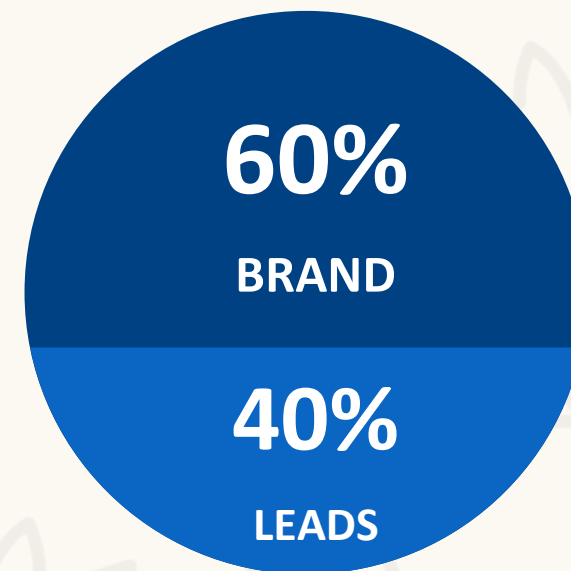
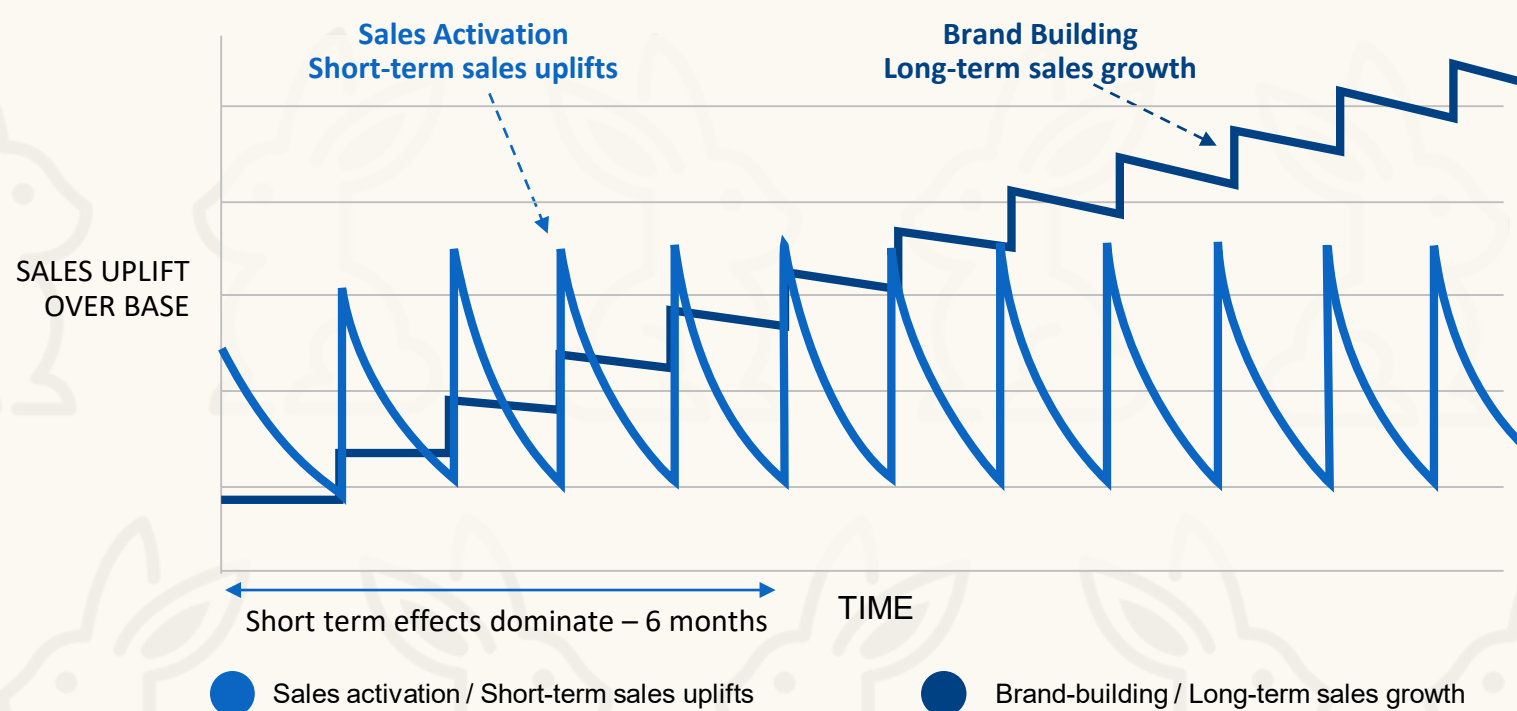
**Molson Canadian** ✓  
@Molson\_Canadian



Spotted! The beer fridge in Canada Olympic House in [#Sochi](#)  
[#wearewinter](#)

# Invest In Strategies That Replicate For Thousands of Brands

Brand-building and sales activation work over different timescales





# Invest In Tactics That Replicate Across Industries, Markets, And Years





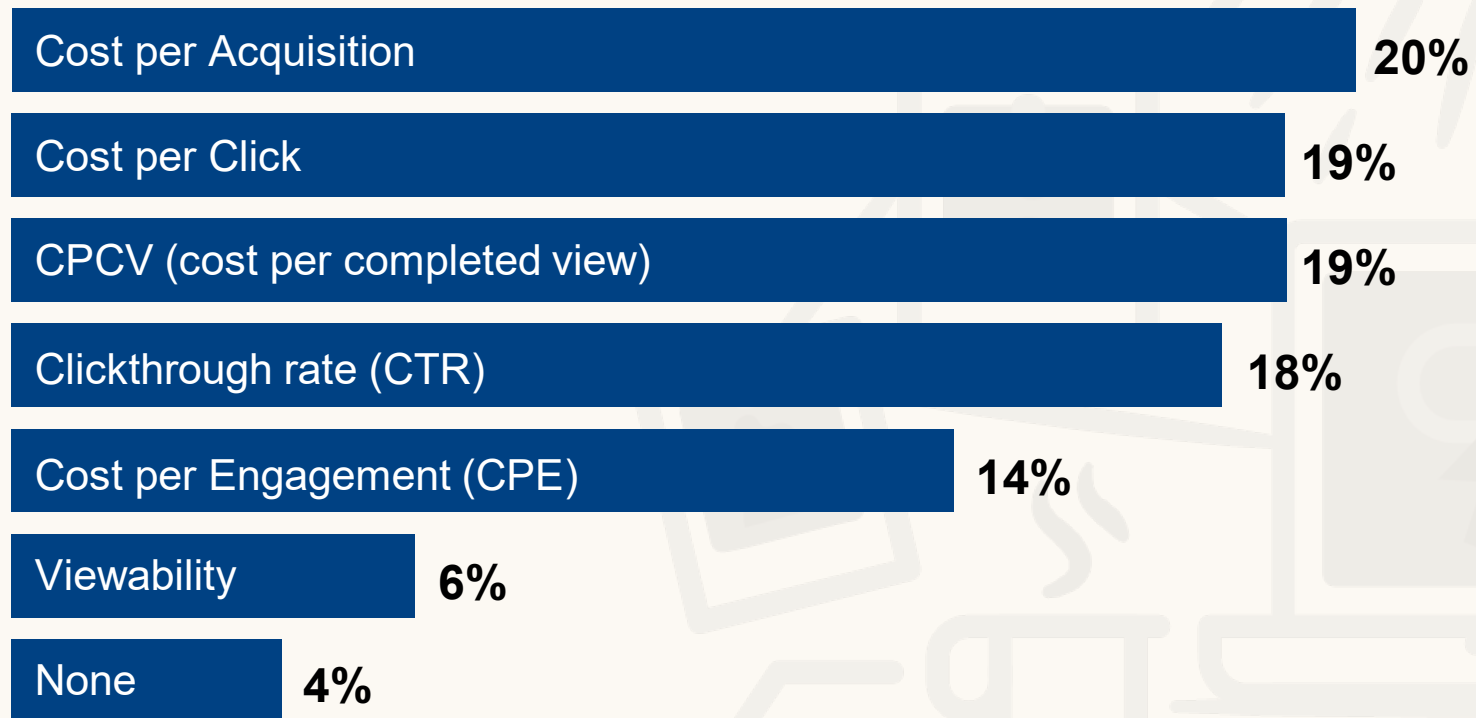
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## THE CLICK-THROUGH CONSPIRACY

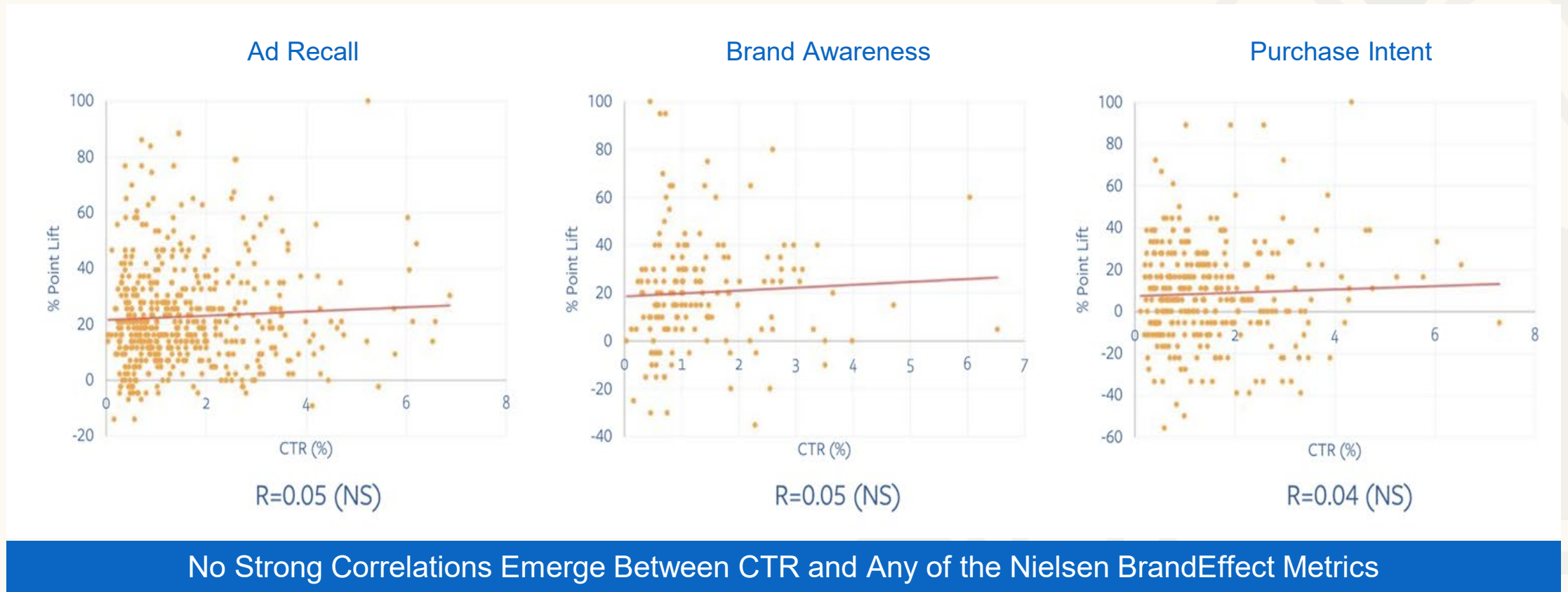


# The Entire Digital Marketing Industry Still Runs On Clicks

## Most Commonly Used Metrics

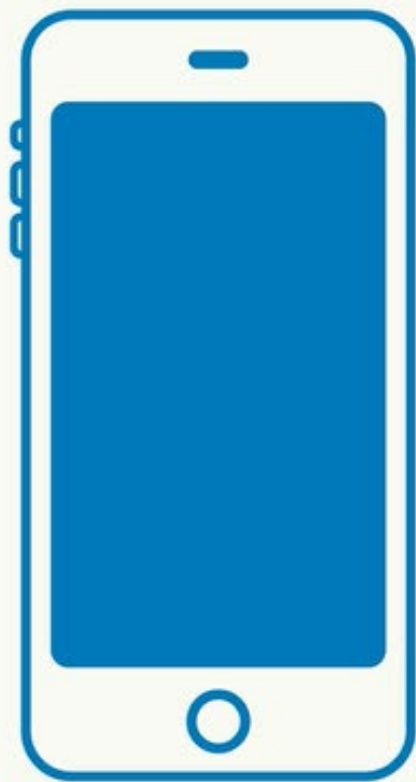


# Smart Marketers Have Long Argued That Clicks Don't Correlate With Success

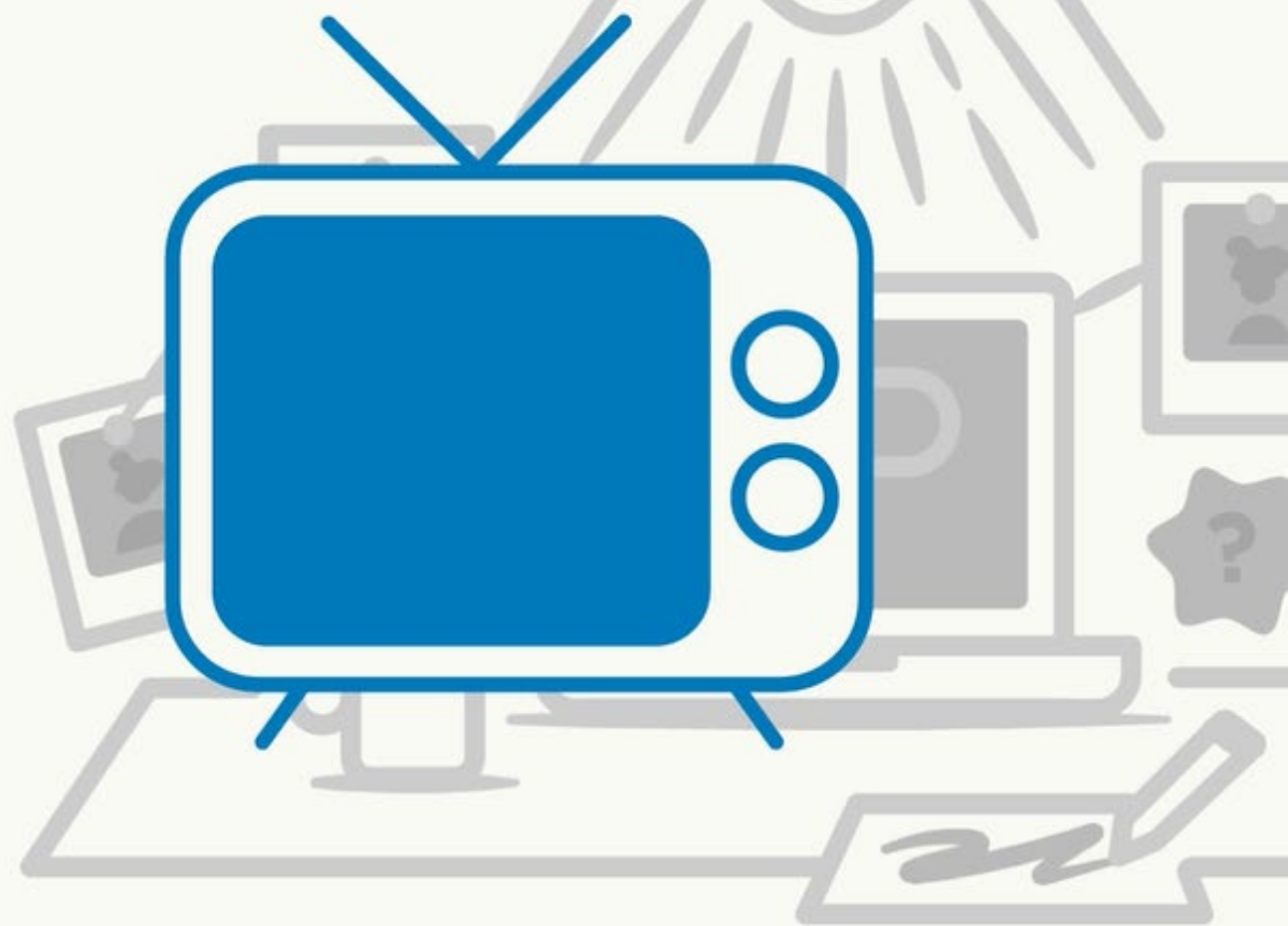




# The power of impressions and getting brand **exposure**

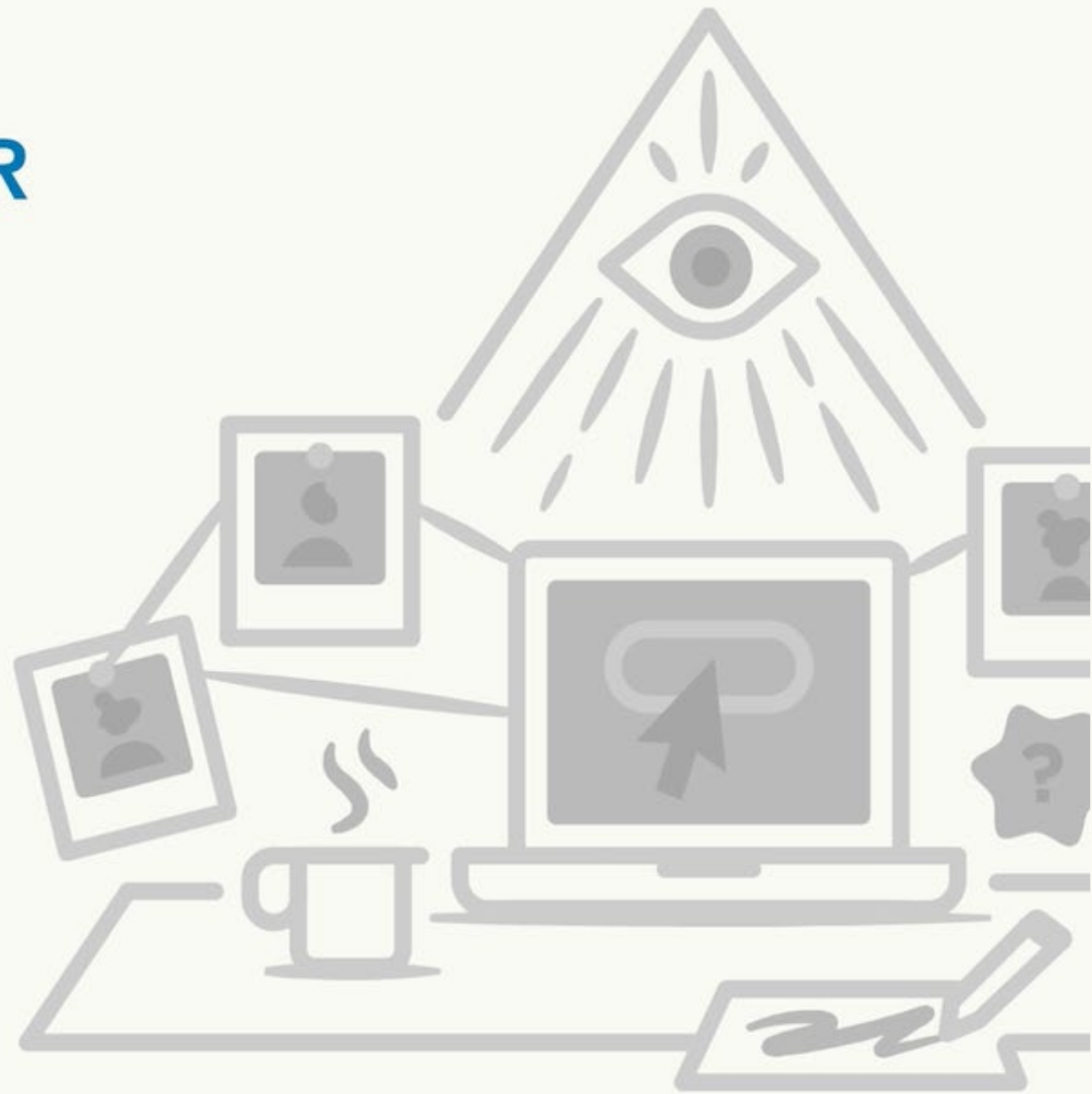


&





# Cracking down on clicks and the **truth** behind C.T.R



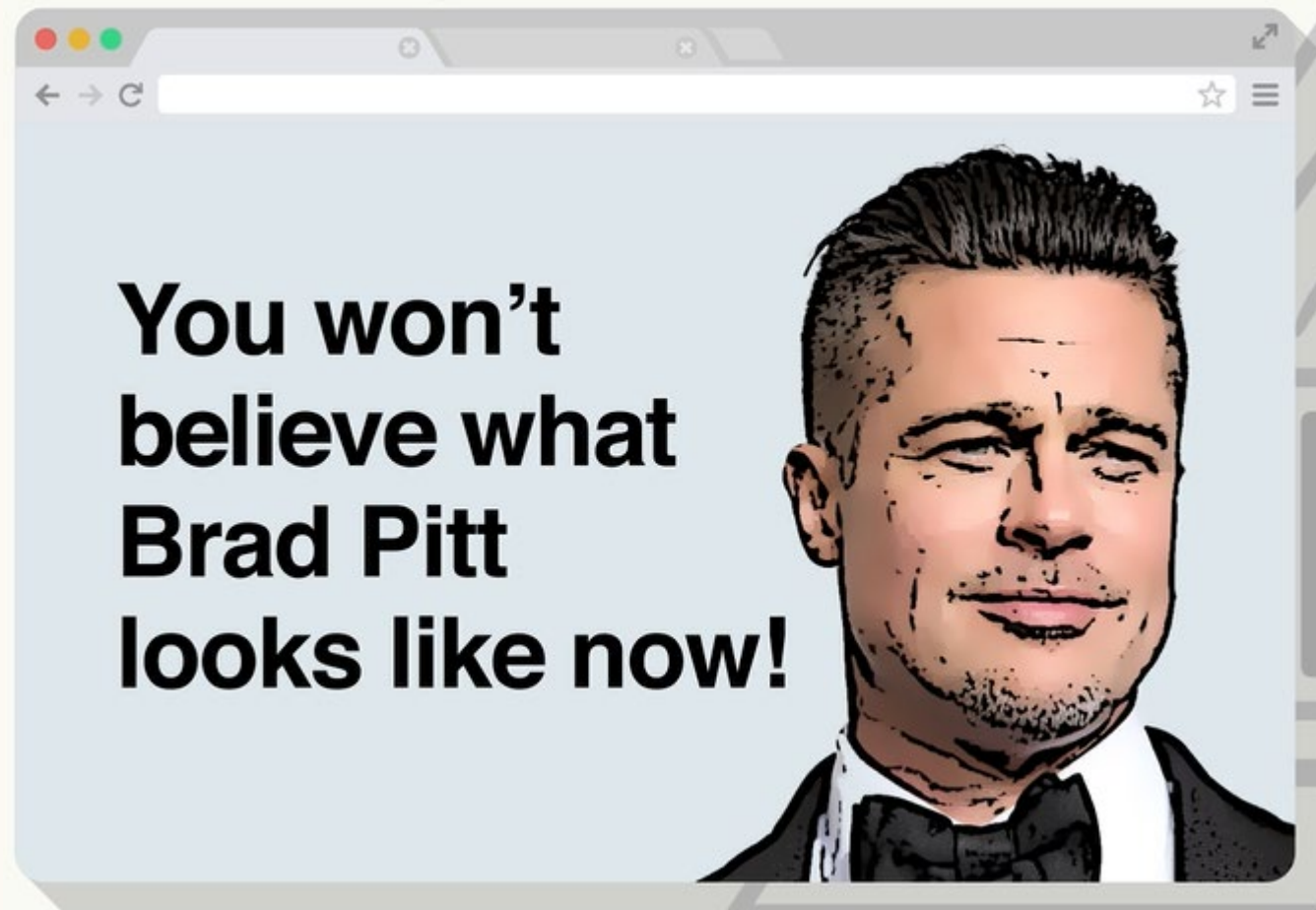


# We Have A More Extreme Opinion – Optimizing For Clicks Will Kill Your Brand





# Bad Creative: Clickbait Is Bad For Your Brand



# Bad Creative: Clickbait Is Bad For Your Brand



# Bad Audiences: Robots Are Bad For Your Brand

https://www.wsj.com/articles/fraudulent-web-traffic-continues-to-plague-advertisers-other-businesses-1522234801

DOW JONES, A NEWS CORP COMPANY

DJIA 24984.39 1.65% ▲ S&P 500 2677.82 1.43% ▲ Nasdaq 7171.53 2.04% ▲ U.S. 10 Yr 7/32 Yield 2.685% ▲ Crude Oil 54.22 1.73% ▲ Euro 1.1486 0.46% ▲

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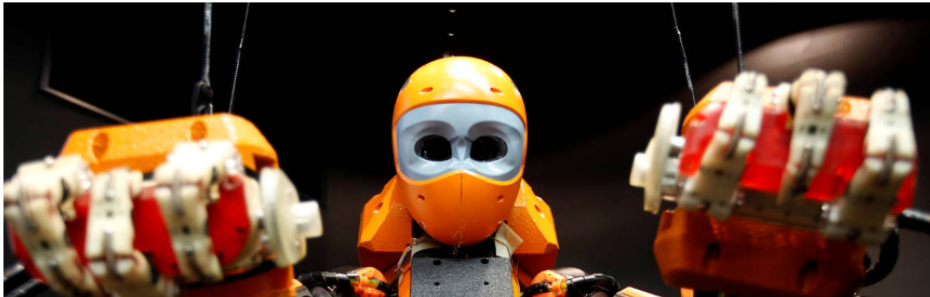
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Adobe found that about 28% of website traffic likely came from bots and other "non-human signals"

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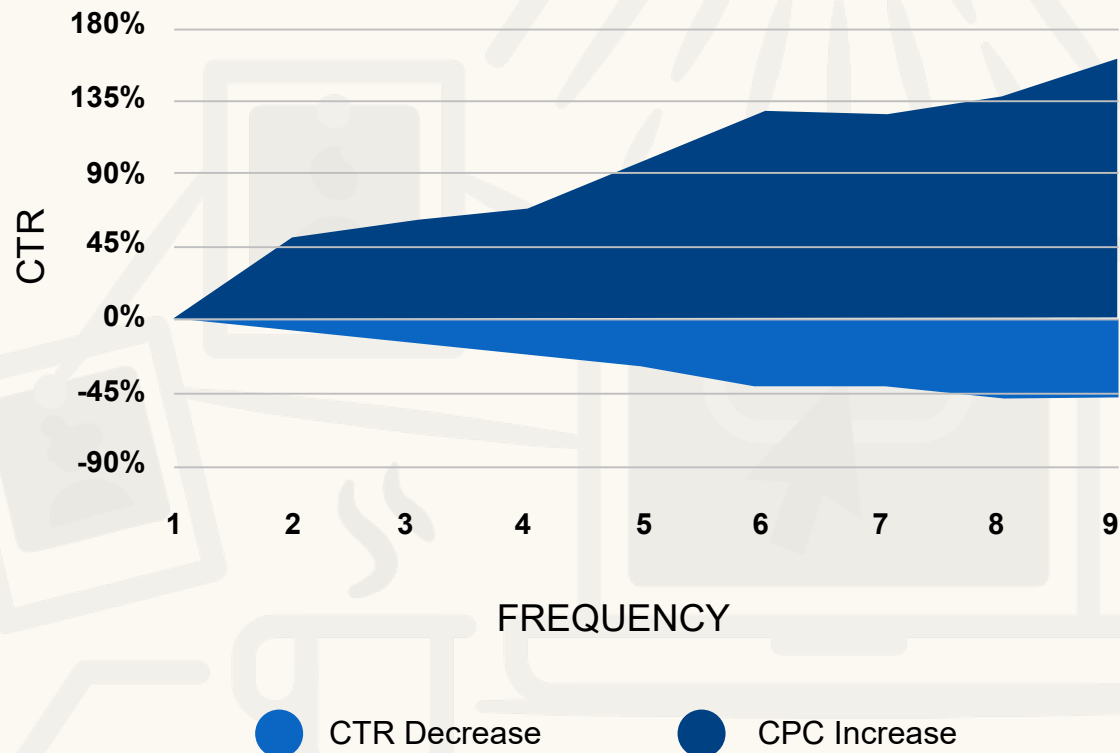
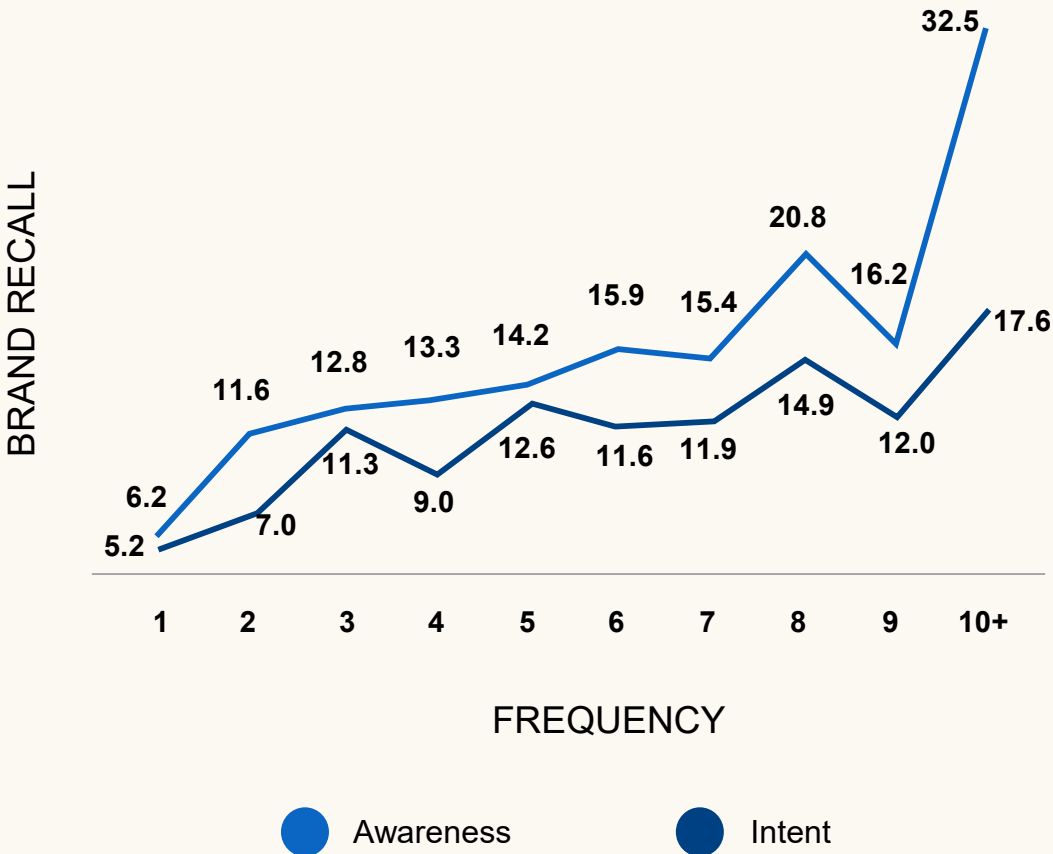
#### 2019 Retail Industry Outlook

With a new year underway, retail industry stakeholders have a number of opportunities and challenges to consider. While last year saw strong sales, 2019 may be a year of transition for retailers, says Deloitte LLP's Rod Sides, vice chairman and U.S. retail and distribution leader.





# Bad Frequency: Low Frequency Is Bad For Your Brand



# Instead, Let's Track Impressions + SOV

in

CAMPAIGN MANAGER

FixDex

Marketing CXO Account

CAMPAIGN PERFORMANCE

WEBSITE DEMOGRAPHICS

ACCOUNT ASSETS

Create campaign

Account

Marketing CXO Account

Campaign groups

10 total campaign groups

Campaigns

50 total campaigns

Ads

200 total ads

Create campaign

View: Performance

Breakdown

Time Range: 03/07/17 - 03/14/17

Export

Campaign Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
<input type="checkbox"/> 50 campaigns	—	\$57,735.29	1,392,210	16,718	0.510%	—	\$20.21	\$5.10
<input type="checkbox"/> <a href="#">FixDex CXO ADS Campaign</a> ID: 9532102 · Sponsored Content	Active	\$4,169.34	23,130	619	0.10%	\$10.12	\$15.32	\$4.04
<input type="checkbox"/> <a href="#">FixDex CXO High Tech NAMED ADS C...ign</a> ID: 9532102 · Sponsored Content	Draft	—	—	—	—	—	—	—
<input type="checkbox"/> <a href="#">FixDex Life Sciences NAME ...ign</a> ID: 9532102 · Sponsored Content	Active	\$300.00	122,123	206	0.60%	\$4.05	\$10.23	\$6.10
<input type="checkbox"/> <a href="#">FixDex CXO ADS Campaign</a> CID: 45360423Sponsored Content	Active	\$150.50	2,000	203	0.40%	\$8.21	\$5.70	\$10.40
<input type="checkbox"/> <a href="#">FixDex CXO ADS Campaign</a> ID: 9532102 · Sponsored Content	Active	\$210.00	4,210	356	0.10%	\$5.20	\$12.50	\$4.51



Instead, Let's Track Impressions + SOV

REACH = GROWTH

Instead, Let's Track Impressions + SOV

GROWTH  
IN  
PROFITABILITY  
+ MARKET SHARE





Instead, Let's Track Impressions + SOV

# IMPRESSIONS + SHARE OF VOICE

6

# MEDIA VALUE INVESTING



*Who is the smartest  
investor of all-time?*

# The Most Savvy Investors

## Look For Undervalued Assets



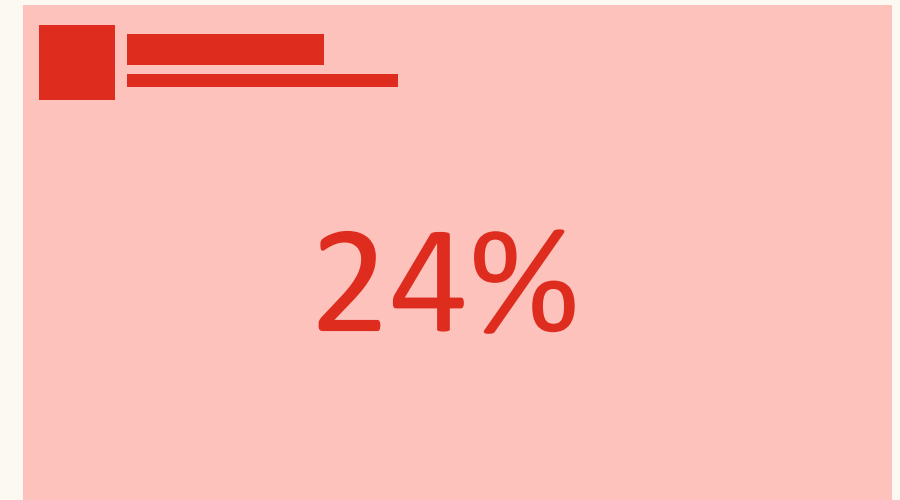
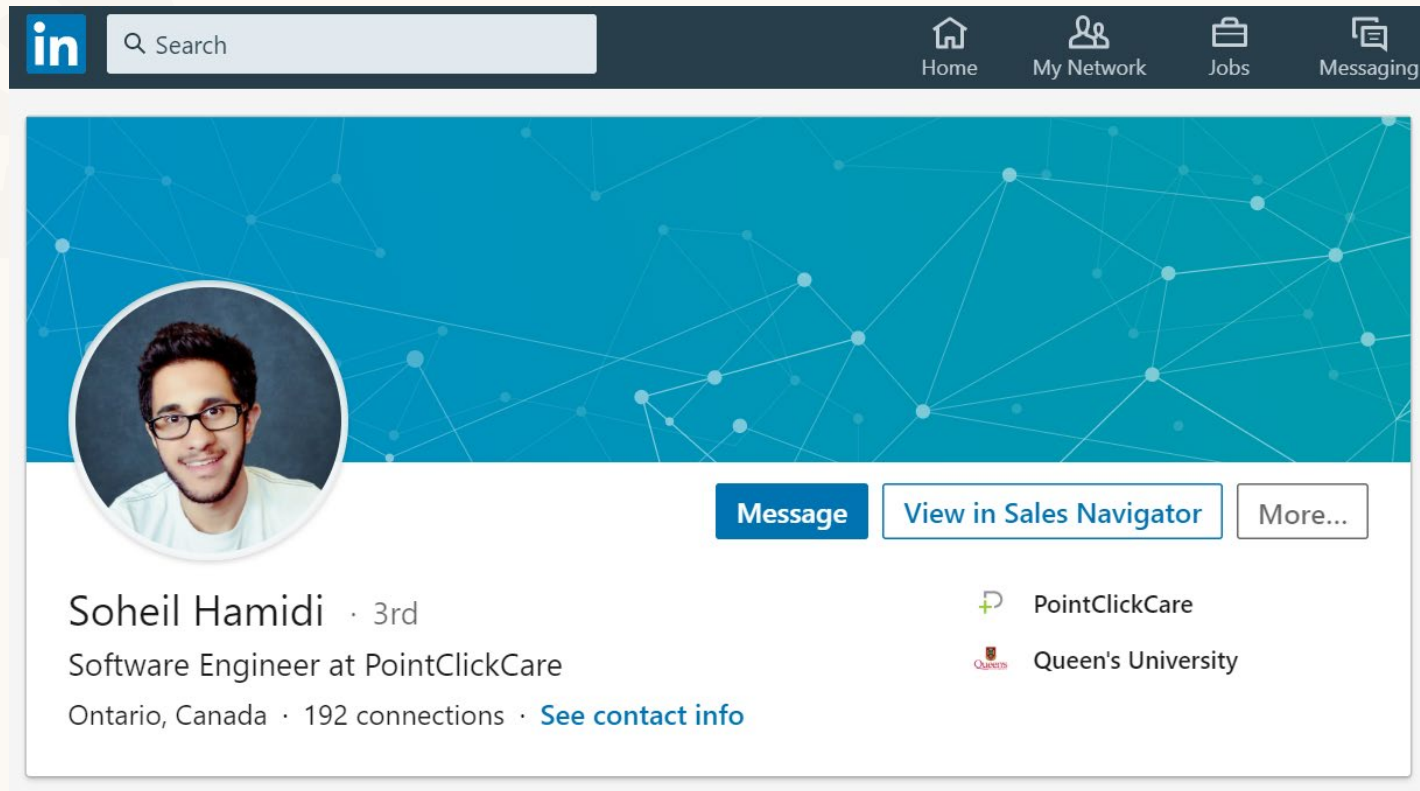
“Price is what you pay; value is what you get. Whether we’re talking about socks or stocks, I like buying quality merchandise when it is marked down.”

— Warren Buffett



*So, what are the  
undervalued assets in  
B2B marketing?*

# Individual Contributors (ICs) Are An Undervalued Asset Today



Of Impressions Reach  
Individual Contributors



## Reason 1

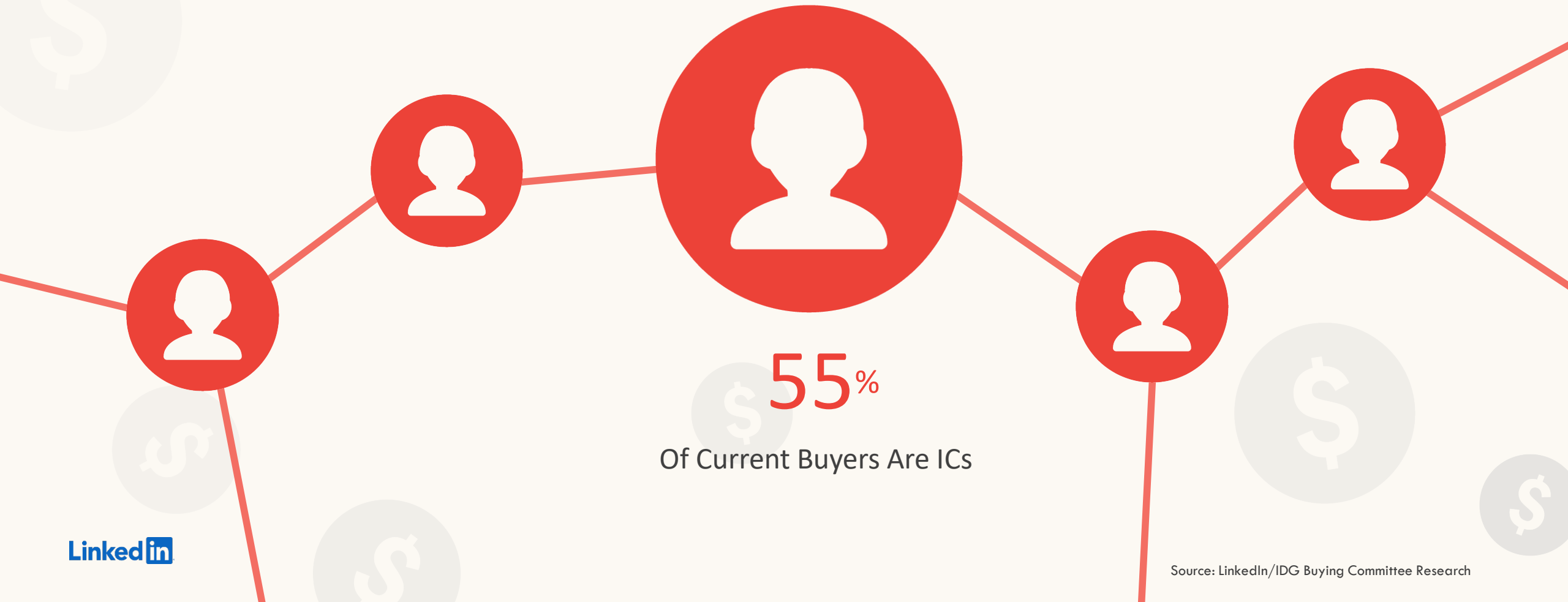
Individual Contributors  
Influence Buying Decisions

**TODAY**



# Undervalued Because ICs

**\*Do\*** Influence Today's Buying Decisions





## Reason 2

Individual Contributors  
will be making The Buying Decision

**TOMORROW**

And ICs

# Make Tomorrow's Buying Decisions



IC



3yrs



Manager



Deal Begins



3yrs



Deal Ends

# Broader Reach Is An Investment In Higher Lifetime Customer Value





# 7

## TRUE VALUE OF THOUGHT LEADERSHIP

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# The B2B Buying Process Is Especially Emotional



**Jon Miller**

CEO & Co-Founder at Engagio

*“It’s not a big deal if you  
buy the wrong can of soda.”*



**Don Draper**

Creative Director at Sterling Cooper

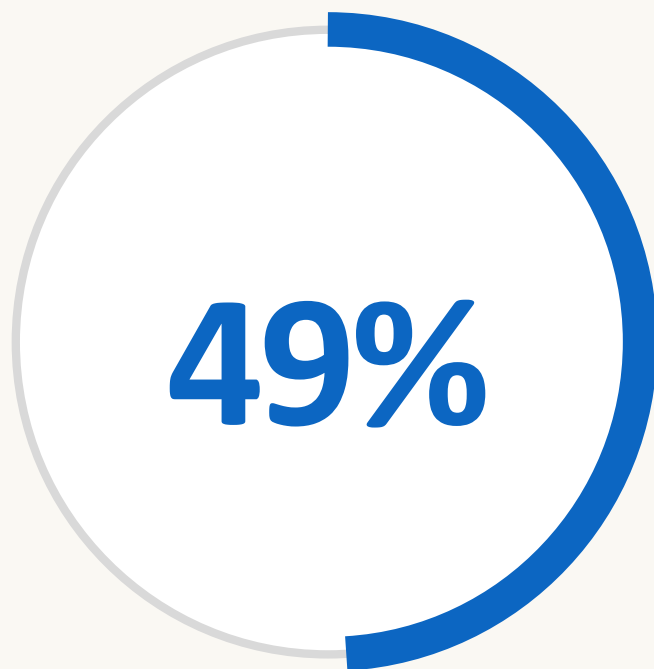
*“Nobody ever got fired  
for buying IBM.”*





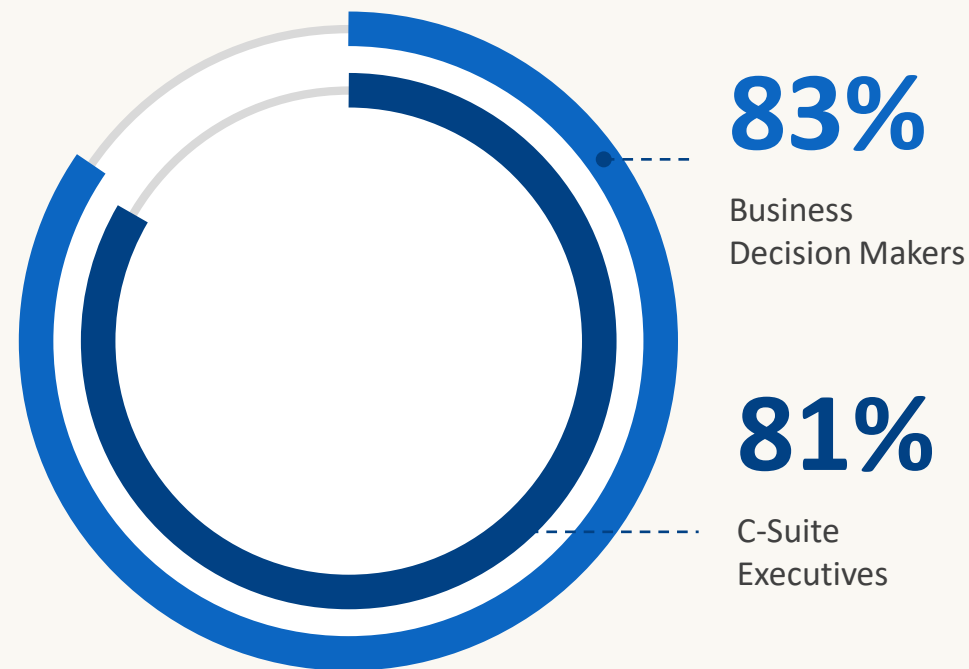
# B2B Buyers Trust Thought Leaders

B2B Marketers



...believe TL increases trust

B2B Buyers

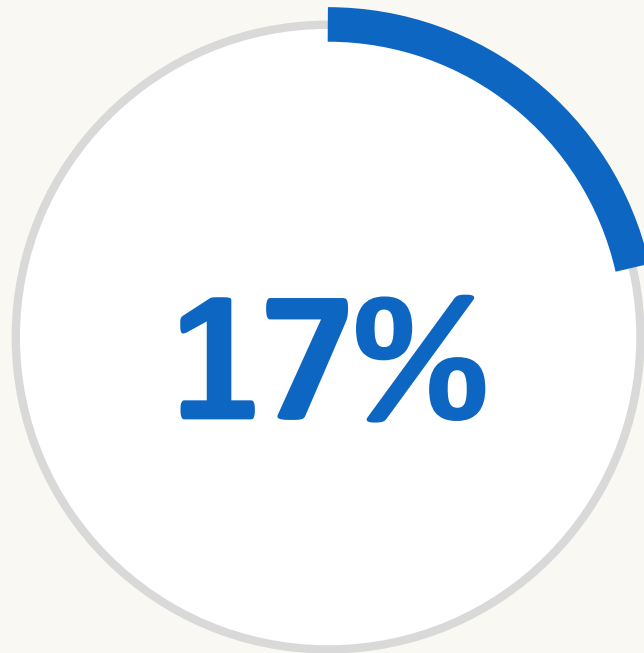


...believe TL increases trust



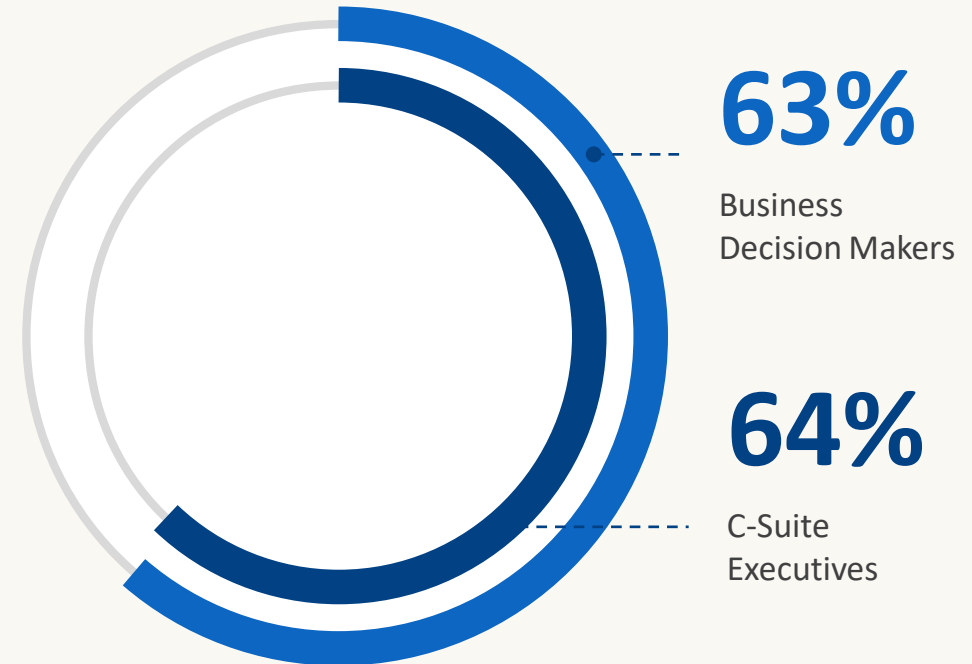
# B2B Buyers RFP Thought Leaders

B2B Marketers



...believe TL wins more RFPs

B2B Buyers



...believe TL wins more RFPs



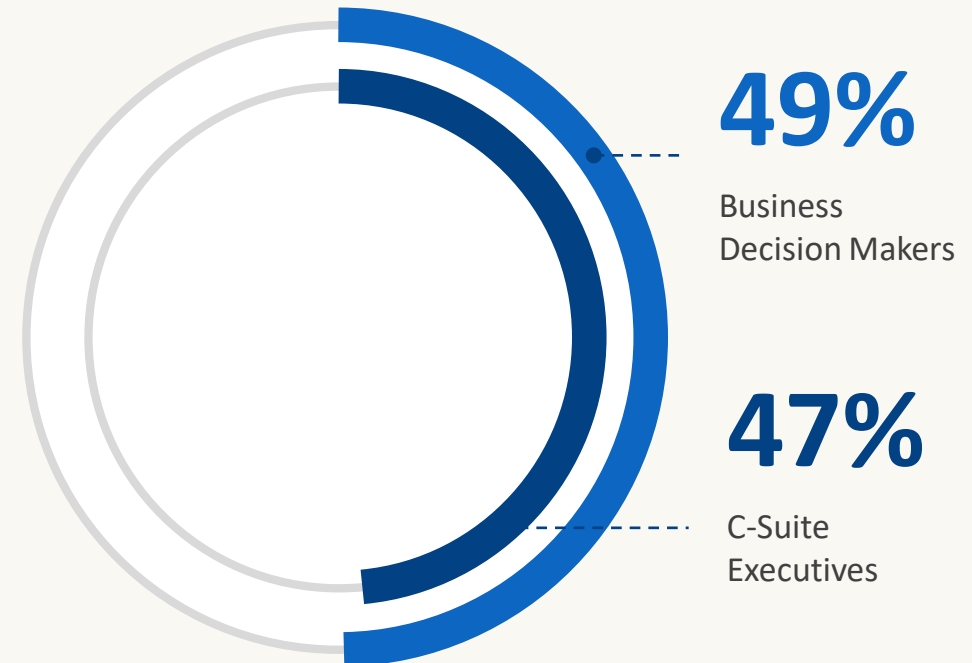
# B2B Buyers Pay Premium Pricing To Work With Thought Leaders

B2B Marketers



...helps me charge premium pricing

B2B Buyers



49%

Business  
Decision Makers

47%

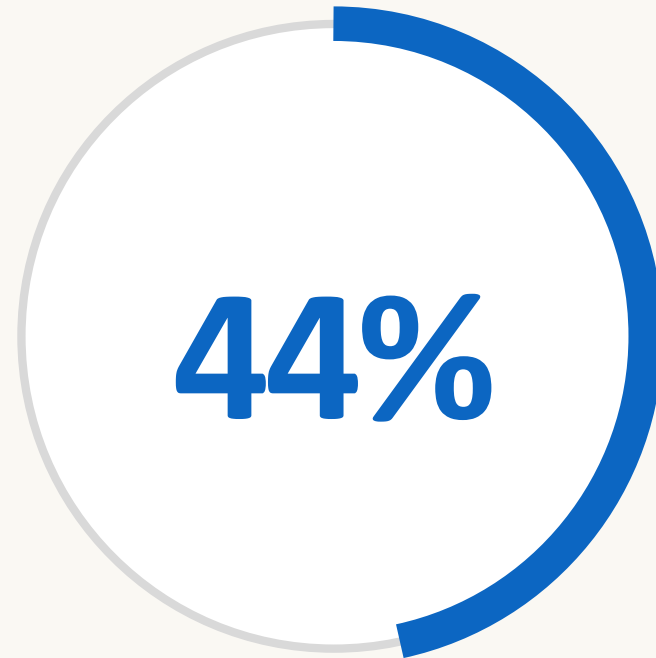
C-Suite  
Executives

...I am willing to pay premium pricing



# But Despite All That, B2B Buyers Aren't Getting What They Need

B2B Buyers



What % of the time do you get value from thought leadership?

# How Can I Apply These Trends?

- 1 Build **dynamic personas** using 1<sup>st</sup> part data.
- 2 Forget About “Never-Been-Before” And **Invest In Old Ideas**
- 3 Lead Gen Alone Delivers Worse Results Than **Brand + Demand**
- 4 Look for **ideas that replicate**.
- 5 **Measure reach**, not clicks.
- 6 Make a **value investment** in individual contributors.
- 7 **Thought leadership** is what sells.



# That's The Show.

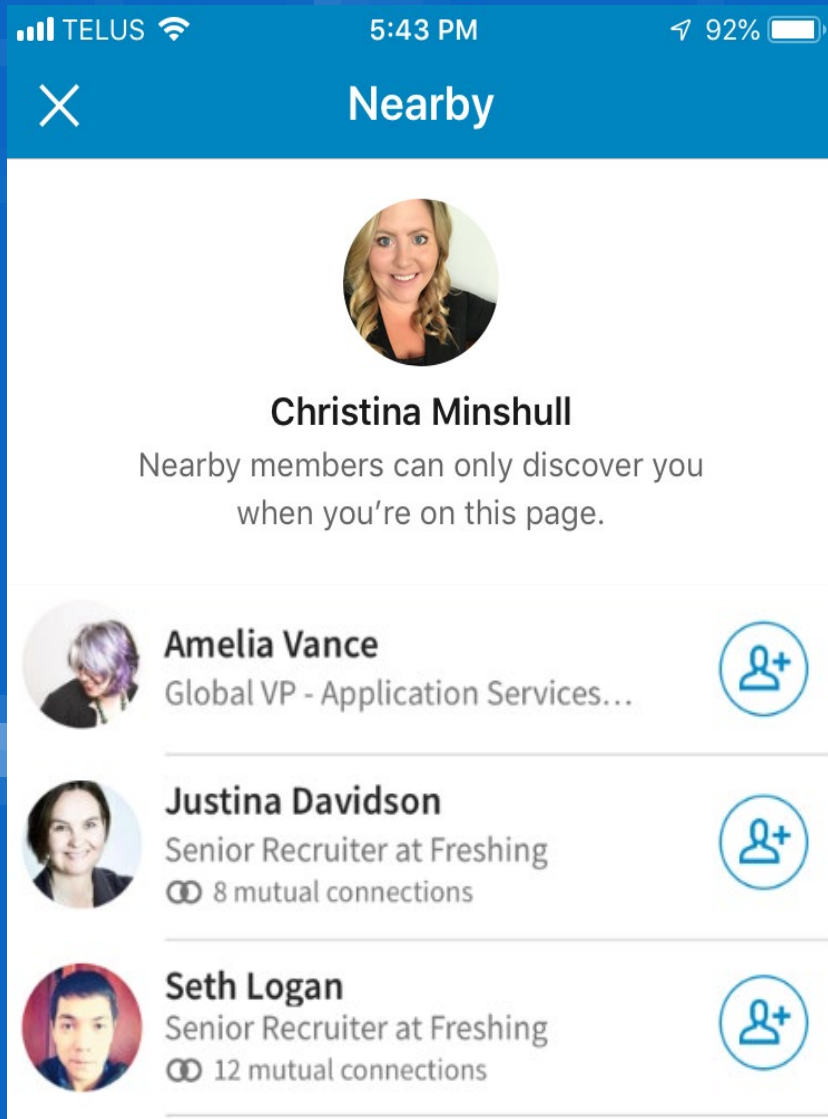
LinkedIn

# [bit.ly/linkedin-iab](https://bit.ly/linkedin-iab)

**Jeff Lancaster**  
**Agency Lead, North America**  
**[jelancaster@linkedin.com](mailto:jelancaster@linkedin.com)**

Linked 

# Connect via LinkedIn Find Nearby



1. Activate Bluetooth on your mobile device.

2. In the LinkedIn mobile app, tap the **My Network**



3. Tap **Find nearby** at the top of the screen.

4. Follow the prompts to settings to allow LinkedIn to connect to your device.



5. You can now discover others nearby while viewing the **Find Nearby** screen.

6. You'll see a list of people currently on Find Nearby.

7. Tap the name of the member's profile you want to connect with!

3<sup>RD</sup> ANNUAL

# 2019 B2B TRENDS

FOR THE  
CONTRARIAN MARKETER