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# The Top 5 B2B Marketing Challenges in 2021

How do you turn them into growth opportunities?

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# B2B Marketing

A sample of brands that successfully address B2B trends. Are you one of them?



## Successful digitization and market-oriented strategy

Schindler is leading by example and demonstrates that effective marketing enables profitable growth and expansion even in highly competitive markets with profound price pressure. This achievement is in a large part due to successful marketing digitization.

**The Swiss Society for Marketing (GfM) has recognized these efforts by awarding Schindler its renowned marketing prize.**



## Expansion of B2C into a B2B platform

Amazon has become more than just a marketplace for B2C and a provider of scalable cloud solutions. Amazon Business has evolved from a supply platform to an exciting B2B marketplace for business customers. This allows suppliers to reach new customers, and customers to save time and money shopping.

**In 2018, Amazon earned over \$10 billion in annual revenue with this solution. In Germany, 22 DAX companies are among Amazon Business customers.**



## Repositioning as an industry pioneer 4.0

In the fourth industrial revolution, ABB is turning the promise of the future into reality. Their quick repositioning was successfully carried out from the inside, as the statements of the employees worldwide testify. Both internally and externally, ABB is no longer perceived as a global player, but as a pioneer.

**An internal brand reputation study clearly shows an increase in recognition, image, and intention to buy shares.**



# B2B Marketing

## The paradigm shift shaping today's B2B landscape

	From <b>Business to Business</b>	...To <b>Human to Human</b>
<b>Strategy</b>	Sales-oriented: disconnected branding activities based on internal structures	Marketing-oriented: culture in which marketing steers innovation, customer service and corporate strategy
<b>Data</b>	Last-touch focused: activity-based measurement of periodic data	Multi-touch focused: continuous real-time measurement of result-based data, including systematic knowledge build-up
<b>User Experience</b>	Push-oriented: disjointed user experiences	Pull-oriented: integrated and personalized user experiences
<b>Channels</b>	Siloed: digital as an independent channel	Seamlessly unified: integrated journey through omnichannel and platform
<b>Organization</b>	Top-down: hierarchically structured organization with isolated departments and rigid planning processes	Cross-functional: collaborative organization with connected departments and agile working methods

# B2B Marketing

Meeting the challenges with tailored solutions

## Uniform Offers

86% of B2B buyers do not perceive a real difference in supplier offerings



### Build a differentiating positioning

Overcome information overload and stand out

Establish an outstanding and differentiating brand

## Unclear Marketing Effectiveness

53% of B2B marketers fail to measure the output of their activities



### Maximize Marketing ROI

Create a measurement framework to establish transparency about KPIs along the sales funnel

Use analytics to measure and optimize Marketing ROI

## Incoherent User Experience

57% of the buying process is completed before the first contact with a salesperson



### Create seamless brand experiences

Implement an «always-on» approach to create seamless experiences

Seamlessly integrate offline, online and mobile for a B2C-like brand experience

## Out-Dated Business Model

By 2025, 30% of the world economy will be platform-based



### Develop a customer-centric business model

Truly understand and connect with the customer

Search, create and exploit platform potential to offer more than your initial product

## Internal Silo-Thinking

Companies with loosely cooperating marketing and sales teams are less successful



### Align the departments

Think outside-in and align departments

Integrate and create a cross-functional organization

# B2B Marketing

## Challenge

- 86% of B2B buyers do not perceive a real difference in supplier offerings
- B2B offerings need to go beyond price to find other points of differentiation

## Key Questions

- What is your company's purpose?
- How can you credibly stand out in this market?
- What customer perceptions do you want to create in the market?
- What value does your company deliver? How is it relevant to customers?

**Build a differentiating positioning:** B2B companies need to reconsider what they stand for and how their firm is really perceived

## Approach\*

1. **4C analysis and exploration workshop:** identify brand imperatives, target audiences, points of parity (PoP) and points of difference (PoD)
2. **Brand directions:** elaborate and prioritize potential directions, including mood boards
3. **Positioning statement:** evaluate implications on credibility, evaluate organizational implications and fit with imperatives, and define benefits for target audiences
4. **Brand narrative:** create messaging framework and guidelines for differentiating communication



## Select Client Story

Vivaldi was enlisted to develop a winning and unique positioning for a global brand and its sub-brands to stabilize the flow of revenues.

## Results

We established a customer-oriented positioning, including new brand-driven packaging and retail design and strategic guidelines for sales, marketing and product development. Further, we supported the implementation across all customer touchpoints, and takeover of industry leadership.

**-> 4+ Customer experience hubs enabled**

# B2B Marketing

## Maximize Marketing ROI: B2B marketers need a performance measurement system to improve marketing effectiveness

### Challenge

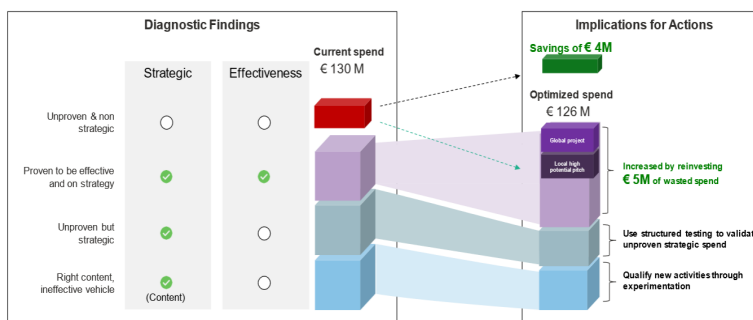
- 53% of B2B marketers fail at measuring the output of their activities
- Measuring the Marketing ROI is essential to not only justify marketing expenditures, but also to identify successful marketing tactics

### Key Questions

- How do you prove the return on your marketing efforts?
- Which of your marketing activities generate measurable success?
- Which KPIs need to increase and how can they be improved?

### Approach\*

1. **Current state audit:** interview stakeholders and evaluate current measurement tools
2. **Performance measurement framework:** implement KPI system, identify relevant KPIs, and establish ROMI-based dashboard for tracking marketing activities
3. **Objective-led planning:** invest in optimization workshops to maximize marketing effectiveness and outline workstreams to materialize opportunities
4. **Implementation:** develop effective marketing budget allocation and implementation plans, and engage employees through change management



ILLUSTRATIVE

### Select Client Story

Vivaldi implemented an ongoing performance measurement tool for our client to track brand, marketing and sales success along the consumer funnel.

### Results

The tailored dashboard provides the client team with a link between marketing and business figures, with KPIs set to objectives to measure marketing effectiveness and guide investment decisions.

**Industry:** B2B Trade

**Size:** > € 500 million turnover

**-> 126 Million € Optimized spend**

# B2B Marketing

## Challenge

- 57% of the buying process is completed before an initial contact with a salesperson
- During the buying process, B2B buyers look for the same digital experience they encounter during the B2C sales cycle

## Key Questions

- Is your brand’s appearance coherent and consistent throughout all channels?
- Do you provide the right content to your customers at the right time and place?
- How can you create a seamless and compelling user experience to drive conversion?

## Create seamless brand experiences: B2B buyers expect a consistent brand and user experience at every touchpoint

## Approach\*

1. **Current user experience audit:** conduct a gap analysis, digital maturity map, and best in class research, and interview stakeholders
2. **Communication strategy:** define strategic goals, create a customer channel matrix, and implement a digital competence center with digital cockpit
3. **Compelling storytelling:** evaluate the right story, conduct customer qualitative research, develop commercial materials, and elaborate the concept activation roadmap
4. **Customer experience management:** design the customer journey map, identify the relevant touchpoints, and draft a touchpoint strategy



ILLUSTRATIVE

\*An illustrative approach.

## Select Client Story

Vivaldi led the development and implementation of a new business model and brand strategy project. Additionally, we supported the planning and implementation of a consistent user experience at customer touchpoints along the customer journey.

## Results

We created a touchpoint-management tool to enable monitoring and control of touchpoint adjustments. And established a growth roadmap for the organization to double sales within the next three years.

**Industry:** Real Estate

**Size:** \$ 0.1 billion turnover

**-> 10 Successful market entries (2018 vs. 2017)**

# B2B Marketing

## Challenge

- The conventional classic pipeline model is being challenged – by 2025, 30% of the world economy will be platform-based
- Platform-based business models are not only suitable for start-ups. They open up new opportunities for B2B companies

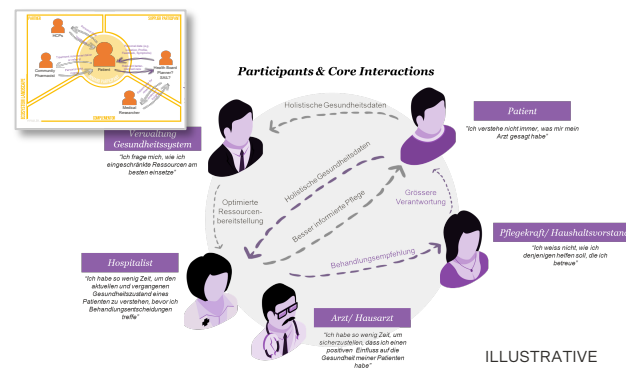
## Key Questions

- Is your business ensuring two-way value creation and interaction between your stakeholders?
- Which elements of a platform business do you need to build; which do you need to acquire?
- Are you collecting useful data that serves both your company and your customers?

## Develop a customer-centric business model: A platform facilitates interactions between users and providers, creating competitive advantage

## Approach\*

1. **Opportunity framing:** conduct interviews and workshops, identify interactions, and ideate scenarios
2. **Prioritization of scenarios:** estimate monetization and evaluate social impact and feasibility
3. **Platform prototyping:** refine UX-design and concepts, co-create with consumers, refine concept



## Select Client Story

Vivaldi prioritized and implemented platform scenarios and expanded the offer into adjacent areas to increase the value for various stakeholders of the ecosystem.

## Results

We created storyboard prototypes to illustrate platform functionality and its relevance to users. We derived five value-generating platform concepts and implemented one concrete use case.

**Industry:** Pharmaceuticals

**Size:** \$ 54 billion turnover

**-> 5 Lucrative platform models**



# B2B Marketing

## Challenge

- Companies with loosely cooperating marketing and sales teams are less successful

## Key Questions

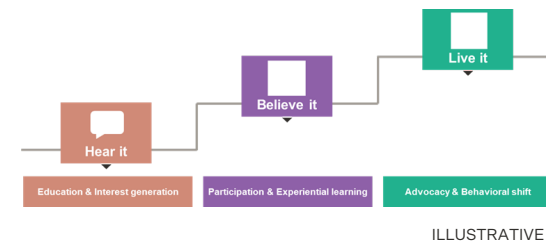
- Are your marketing and sales goals aligned?
- What is the corporate relationship between your marketing, sales and IT departments?
- How do you best motivate your employees toward a common goal?

**Enable the organization:** An aligned strategy is crucial to optimally guide marketing, sales and IT in their daily activities

## Approach\*

1. **Organizational structure:** assess competencies, create a RACI, define roles, conduct a gap assessment, and define roadmap
2. **Corporate culture:** align the marketing and company team cultures, gain insights on office behavior and culture, and develop educational programs
3. **Employee engagement:** interview stakeholders, survey employees, conduct a value driver analysis, and develop value platforms, positioning directions, and an implementation roadmap

Employee engagement plan:



## Select Client Story

Vivaldi activated our client's brand to serve as the guiding north star across sales and marketing functions through experiential learning sessions in a brand immersion day.

## Results

We established a common understanding for brand values, set the brand positioning direction and elaborated an implementation roadmap.

**Industry:** Financial Services

**Size:** \$ 1 billion turnover

**-> 93% of all employees permanently applied the guiding principles**

# B2B Marketing

Unlock your growth potential – how we can tackle your business challenge and achieve immediate impact\*

## Build a differentiating positioning



### Positioning Workshop

Create a tangible vision and align on the brand role. Design a roadmap to build the brand.

1-2 Weeks

## Maximize Marketing ROI



### Marketing Performance

Analyze the current marketing effectiveness and find the most effective and efficient measures to reach objectives. Give initial recommendation to optimize marketing spend.

2 - 3 Weeks

## Create seamless brand experiences



### Customer Journey

Assess current customer journey touchpoints and elaborate target audience personas. Discover customer journey optimization potentials and design new experiences.

3 - 4 Weeks

## Develop a customer-centric business model



### Platform Workshop

Explore your future ecosystem to design platform ideas. Expand your offerings and services into adjacent categories and identify new revenues streams. Develop a winning platform scenario.

1 - 2 Weeks

## Enable the organization



### Capability Assessment

Assess current capabilities and competencies and identify potential gaps between current organization and future requirements. Define a unique «leadership model».

2 - 3 Weeks

# B2B Marketing

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## Valet Living

“The collaboration with Vivaldi has significantly accelerated the transformation and growth of our company.”

– Valet Living Inc.

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## Schindler

“With a great deal of understanding and drive, the Vivaldi team has successfully anchored customer centricity in an engineer-driven B2B environment.”

– Schindler Group

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## AMERICAN EXPRESS

“Many consulting firms create strategies and campaigns. But only a few manage to change how a marketing organization works and behaves... Vivaldi is one of our most valuable partners.”

– American Express

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# Thank You

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Ready to unlock new  
growth opportunities?

Let's collaborate.

[Hello@vivaldigroup.com](mailto:Hello@vivaldigroup.com)



**VIVALDI\_**