

How to evolve your marketing approach

# B2B MARKETING STRATEGIES IN THE DIGITAL AGE

For Tech Companies



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RZ Marketing

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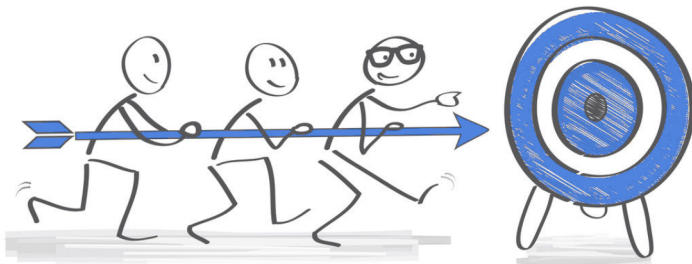
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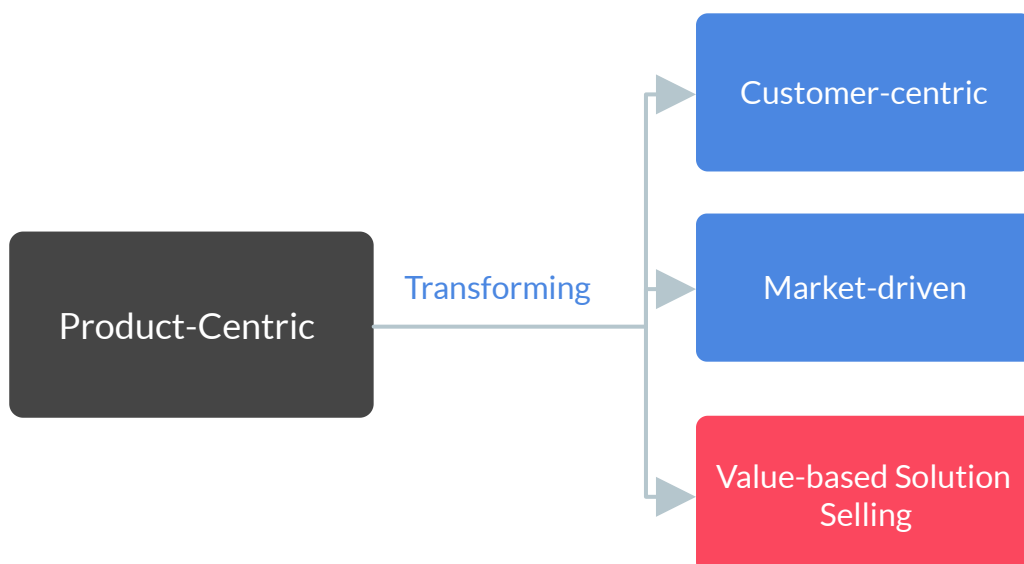


# INTRODUCTION



Over the decade, technology companies around the world have realized the importance of transforming themselves from being product-driven to becoming customer-centric and market-driven. They have moved into the value-based solution selling approach for continuous growth.

This transformation is challenging to most tech companies since the company leaders shall prepare and drive disruptive changes to strategies and operations in all aspects of the business, especially in this digital age.





## ALIGNMENT OF GOALS

To take your business to the next level, you shall first define your business direction, develop strategic plans and set your sales goals. This is an important foundation upon which to build your marketing strategy and plans. When you know where you are going, it is more effective to determine how to get there via your marketing efforts.



### Sales Goals

Sales and Marketing are key revenue-driving engines. They work together to sync-up plans, actions and goals. A close alignment is crucial for organizational success! Aligning the sales goals to marketing efforts starts with sharing the data that being analyzed, e.g. revenue target, target groups, sales funnels and lead conversion, etc. The alignment of terminologies, lead handling management and process are also critical that allow an accurate measurement on results.



### Marketing Strategy

Marketing is part of the business process. The marketing plan is not standalone. Marketing strategies and plans are tightly tied to the business direction and goals. Every marketing campaign aligns and supports at least one business objective in the overall strategy of the company. This will ensure you are spending time and money in the right priority and in the right places.

# MARKETING STRATEGY

## 3 Key Basic Pillars for Tech Companies

The three vital pillars are digital strategy, content playbook and the brand. They are all integrated, interlinked and having strong impact on each other.



### Branding

To stand out your brand and increase brand awareness, your strategies and action plans shall be developed around:

- Brand message & company story
- Corporate identity
- Media relations
- Stakeholder relations
- Competitive positioning



DIGITAL MARKETING

### Digital Strategy

Your digital marketing strategy shall have close alignment to every aspect related to branding, content marketing, social media, web development, lead generation, customer experience and stakeholder relationship. It defines the right channel mix and the online message you shall use, based on the understanding of your target groups' digital behavior and intent.



### Content Marketing

Content marketing impacts decision making process and it helps shorten the sales cycle. Set your content marketing strategy and create the content playbook. This guides you produce the right and relevant content for your target persona. The content shall be developed at each stage of the B2B buyers' journey, from Awareness, Consideration, Decision, Retention to Advocacy.

# MARKETING INFRASTRUCTURE

## 4 Fundamental Building Blocks

For small-to-medium sized tech companies, there are 4 fundamental areas to start for building a solid marketing infrastructure to support and drive your business growth.



### Lead Generation Engine

Marketers shall work closely with sales team to build the relevant lead generation programs and select the optimal mix of channels. For small tech companies, the priority always goes to:

- Account-based marketing
- Persona-based marketing
- Customer-based cross-selling and up-selling
- Nurturing & re-targeting campaigns
- Competitive programs



### People

To plan and execute modern marketing, tech companies shall hire marketers with the right level of experience and skill set in order to perform different marketing functions like event management, digital marketing social media, PR, content marketing, web development, search-engine marketing, field marketing and marketing management.



### Marketing Budget & Control

Invest right amount of marketing budget and keep the budget allocation flexible. Keep a control based on your priority and objectives by campaigns. Review your investment from time to time as small tech companies are more agile to shift budget among marketing projects which yield better results and business value after evaluation.

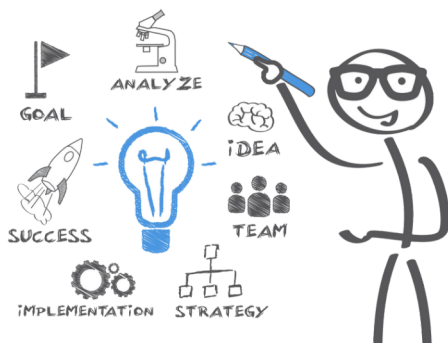


### Measurement

Every campaign and marketing program shall have a set of metrics to measure results against the objectives and goals set. You can calculate the ROI based on the attribution model agreed among management, sales & marketing. The measurement shall cover both quantitative and qualitative aspects, allowing constant improvement.

## WHAT'S NEXT?

To let RZ Marketing understand better how we are able to support your modern marketing journey, here are the next steps suggested. Analysis and audits can be conducted onsite via interviews and interactive workshops.



**Step 1:**  
Conducting Gap Analysis

**Step 2:**  
Marketing Planning

**Step 3:**  
Building Your B2B Marketing Strategy  
& Marketing Infrastructure

**Step 4:**  
Constructing key targeted marketing  
campaigns and execution

**Step 5:**  
Evaluation | On-going enhancement &  
improvement

## CONTACT US

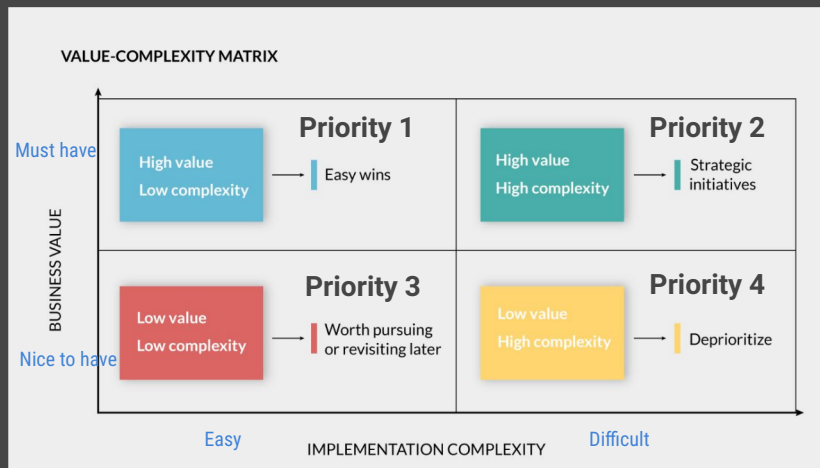
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## YOUR PRIORITIZATION



During 6-12 months planning journey, setting priority is vital by considering your company's resources and goals. As in the matrix above, for startups and SMEs, you shall first identify your top priorities of marketing development and executions under the upper left and upper right quadrants with the consideration of the level of business value, the complexity of building your marketing infrastructure and the investment of time on each development.

## GAP ANALYSIS

This process of gap analysis is to understand your company's current situation and diagnose what is working, what is not working, and what will take to get where you want to be. This also helps drive your decision on setting priorities and goals of marketing development and strategic plans, allowing to make forecasts on how your company can perform in the future.

The analysis covers major areas listed as below:

B2B Buyers' Journey

Customer Service Operation

Business Direction & Goals

Marketing Technology

Budget Allocation

Marketing Skill Assessment

Communications

Process & Methodology

Competitive Analysis

Product Development

Content Audit

Selling Model

Customer Lifecycle

ROI Model