



The Value of Human Connections

B2B Digital Marketing



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September 2023



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B2B Marketing

2

The Challenge

3

The Solution

4

Measurement

B2B Challenges

Trust

Intricate

Multiple DMs

Competing priorities

Creative

Lengthy cycles



A Long Term Relationship

Partnership with Nielsen and LinkedIn



Best Practise



Longitudinal



Solution

Brand Impact In Action



10 Questions



Exposed / Non-Exposed



Segmented Analysis



Validated Effectiveness

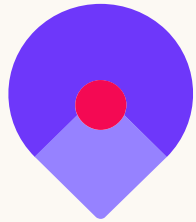
1000+ Studies

17 Categories

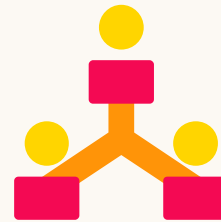
10+ Years

Brand Impact In A B2B World

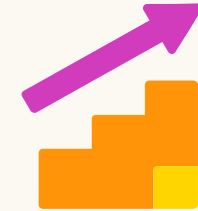
Key Factors



Salience



Frequency

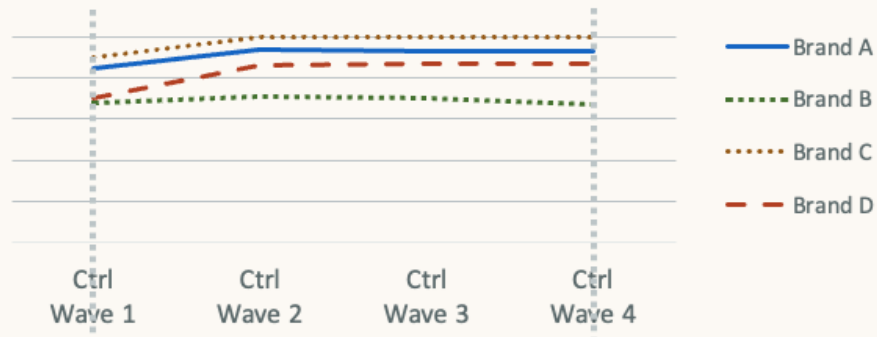


Long Term

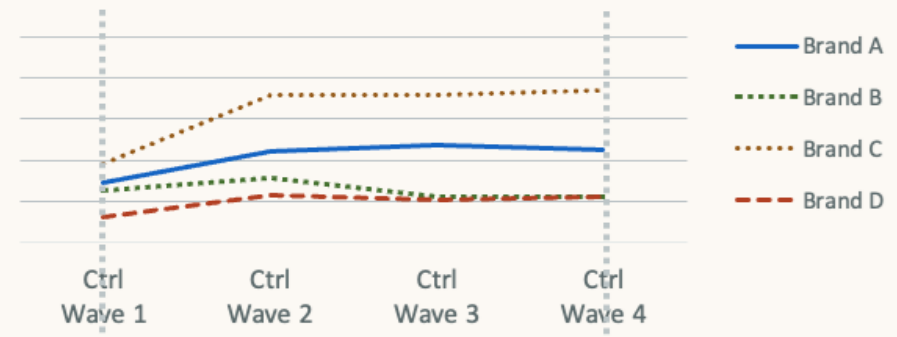
Maintaining A Presence

Q on Q Brand Performance

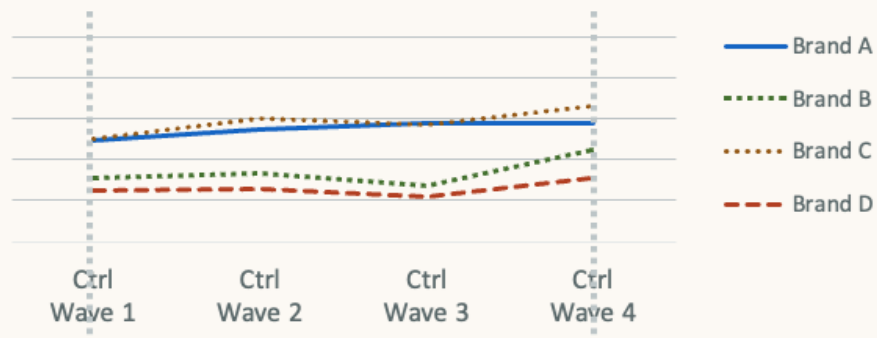
Awareness (Top 3 Box)



Familiarity (Top 1 Box)



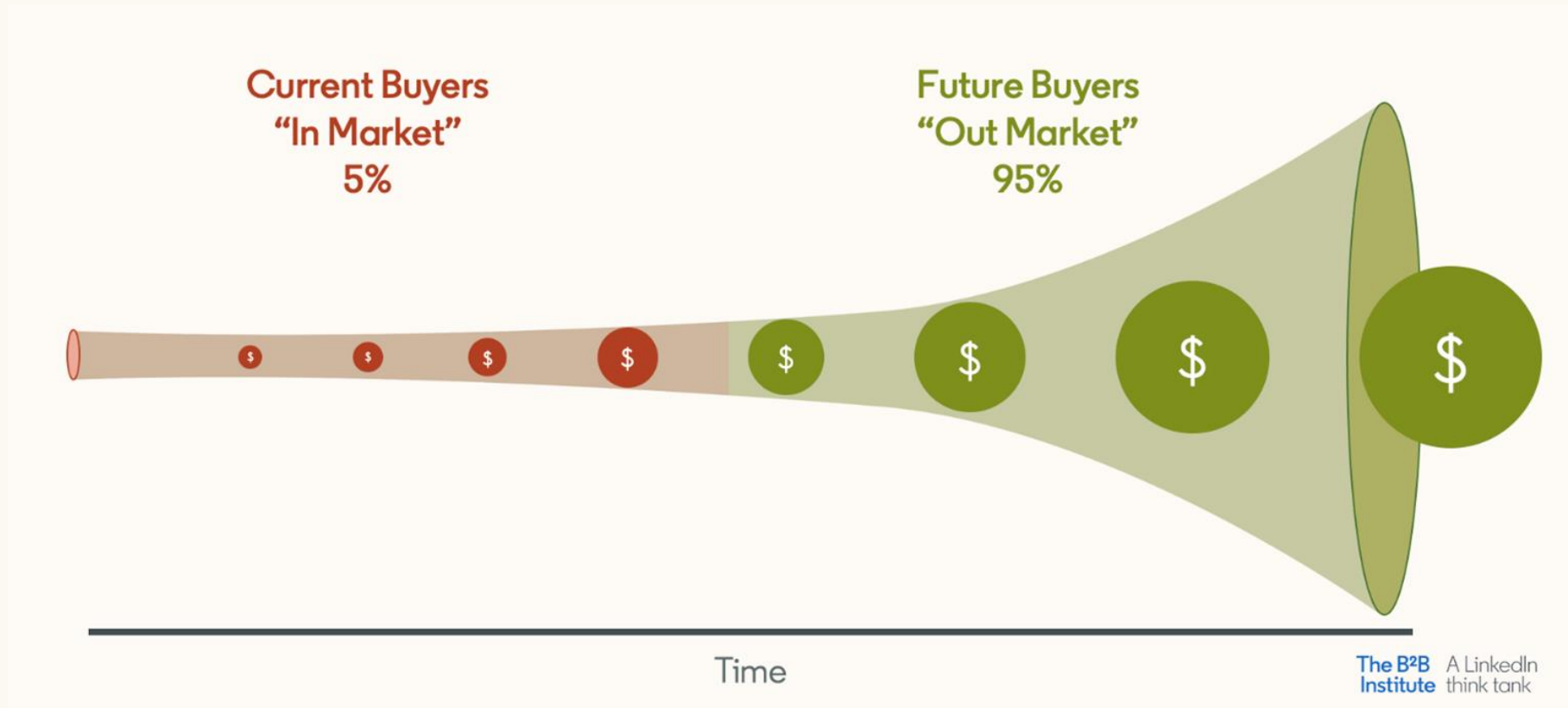
Consideration



Data source: QoQ Nielsen LinkedIn Brand Impact studies. Time Period: 2020

The 95 - 5 Rule

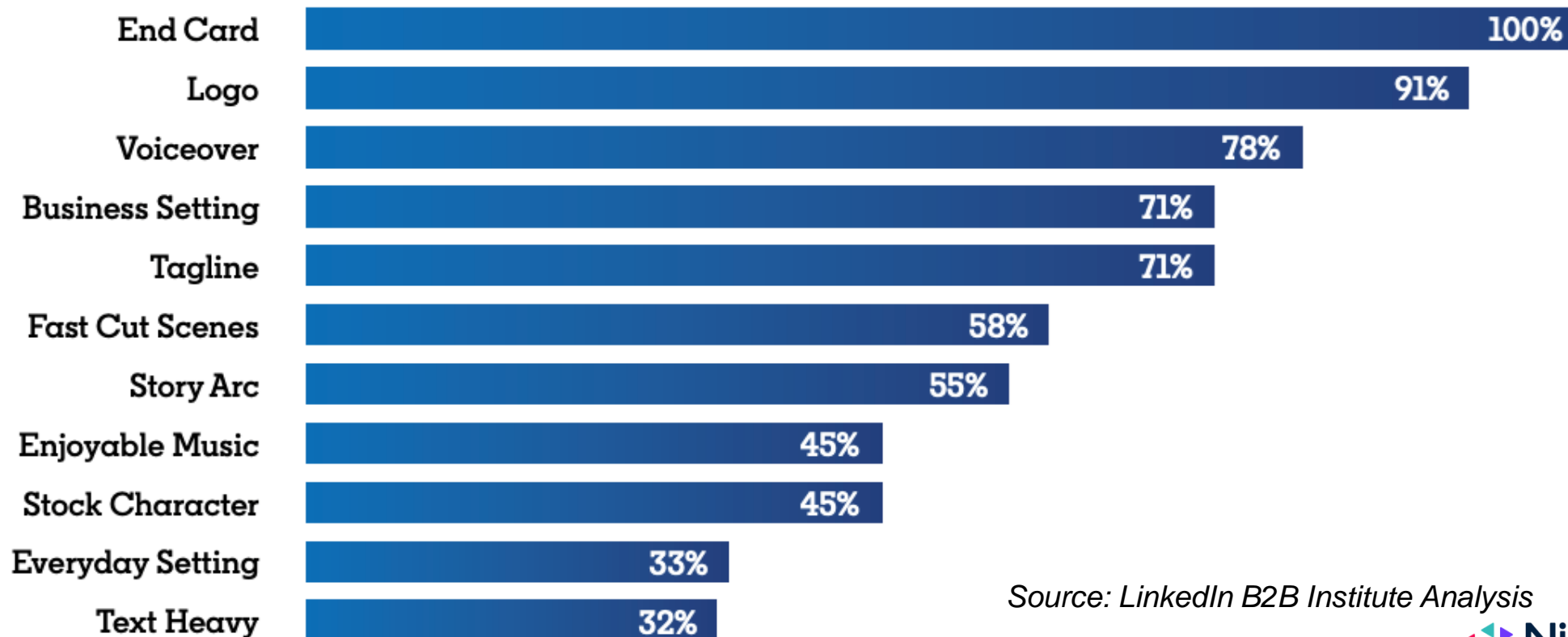
Current v Future Buyers



Creative

B2B ads tend to use the wrong creative recipes

How Many B2B Tech Ads Use Each Elements



Source: LinkedIn B2B Institute Analysis

Measurement Dilemma

What to Measure?

Campaign Demographics

Company Engagement Report

Revenue Attribution Report

Organic & Paid Report

Offline Conversions

Website Actions (Beta)

Conversions API (Beta)

MMM

Lead Gen

Brand Lift

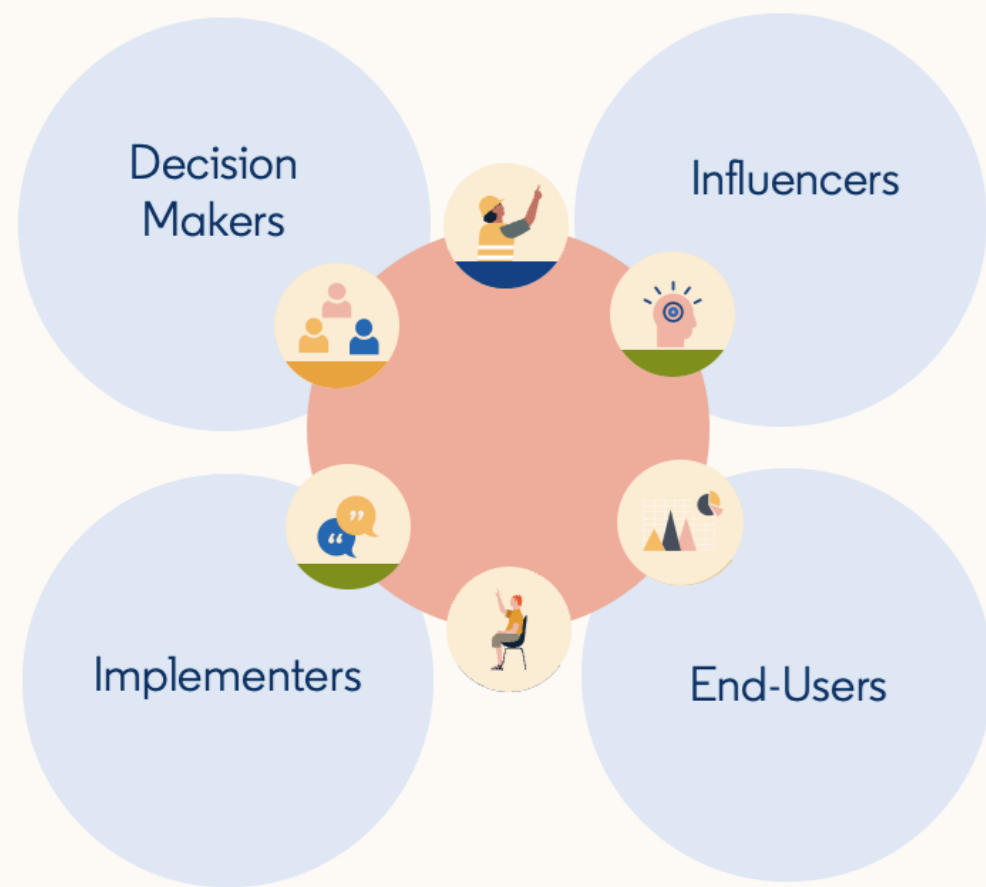
MTA

Solution #1: Audience Reach

So, who is your audience?
It's not just your decision maker.

6.8 People on average in the **B2B buying committee**

40% Of Professionals change jobs, companies or industries every four years



Empathy Maps

Understand Your Audience by creating Empathy Maps for each persona

Think & Feel

What preoccupies this person?
What's important to them? What are their desires and aspirations?
What are their fears?

See

What's their environment like? What do they see and observe in their industry or among their peers?
What's going on in their personal and professional worlds?

Hear

What influences this person?
What media do they pay attention to? People? Voices? What resources do they rely on most to help shape their thinking?

Say & Do

How do they behave? How do they act in public? Is that different in private?
How do they want to portray themselves outwardly? Are there contradictions between what they do and what they feel?



Customer Journey

Understand Your Audience by defining the customer journey for each persona



Source: Google Zero Moment of Truth Study, Inside Sales, Forrester, Focuvision.

Solution #2: Making The Brand Memorable

Your marketing has big jobs to accomplish throughout the customer journey



Be Memorable



Associate Your Brand with Reasons to Buy



Minimize The Perceived Risk of Buying

Case Study : Siemens

Align to Buying Motive

Boost Productivity w/Data

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Are you looking for ways to boost productivity in your factory? Having a strong data strategy can revolutionize your production process by providing real-time insights and analytics.

Analyzing data is only the first step – the greater complexity lies in figuring out how to best leverage it for your competitive advantage to identify bottlenecks, optimize workflows, and reduce downtime. This allows you to make informed decisions that can increase efficiency, reduce waste, and ultimately improve your bottom line.



**DATA ANALYTICS IN
FOOD & BEVERAGE
FOR THE DIGITAL FACTORY**

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Unlock your full potential and take your factory's productivity to the next level. [Learn more](#)

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Green F&B Manufacturing

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Are you ready to revolutionize your beverage manufacturing process? Siemens Advanta is your specialist when it comes to End-to-End solutions for the latest sustainable and efficient practices, including the Green Lean Digital Factory. Our team of experts will work with you to optimize your production process, reduce waste, and improve your bottom line.

Stay ahead of the competition and meet the growing demand for sustainable and eco-friendly products. Let us help you transform your beverage manufacturing process and take the next step towards a greener, leaner future.



**GREEN LEAN
DIGITAL FACTORY
REVOLUTIONIZE
PRODUCTION
PROCESS**

Siemens Advanta

Unlock your full potential and take your factory's productivity to the next level. [Learn more](#)

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Green Manufacturing

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Are you looking to take your manufacturing to the next level? Your production is ready for the Green Lean Digital Factory!

The factory of the future is not only eco-friendly, but it also uses cutting-edge technology to optimize efficiency and reduce waste. Say goodbye to resource-intensive manufacturing practices and hello to a sustainable solution for the food & beverage industry.

Join the movement towards a greener, leaner future with Siemens Advanta and learn more about the first step towards a more sustainable and profitable business.



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REVOLUTIONIZE
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Competitive Advantage

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📌 The future of manufacturing is closer than you think. Our thought-provoking blog article offers a fresh perspective on achieving the Factory of the Future. You won't want to miss our insider's view of what it takes to create a factory that is sustainable, efficient, and technologically advanced.

👉 Click now to read our insider's view on creating a factory that is lean, green, and ahead of its time.



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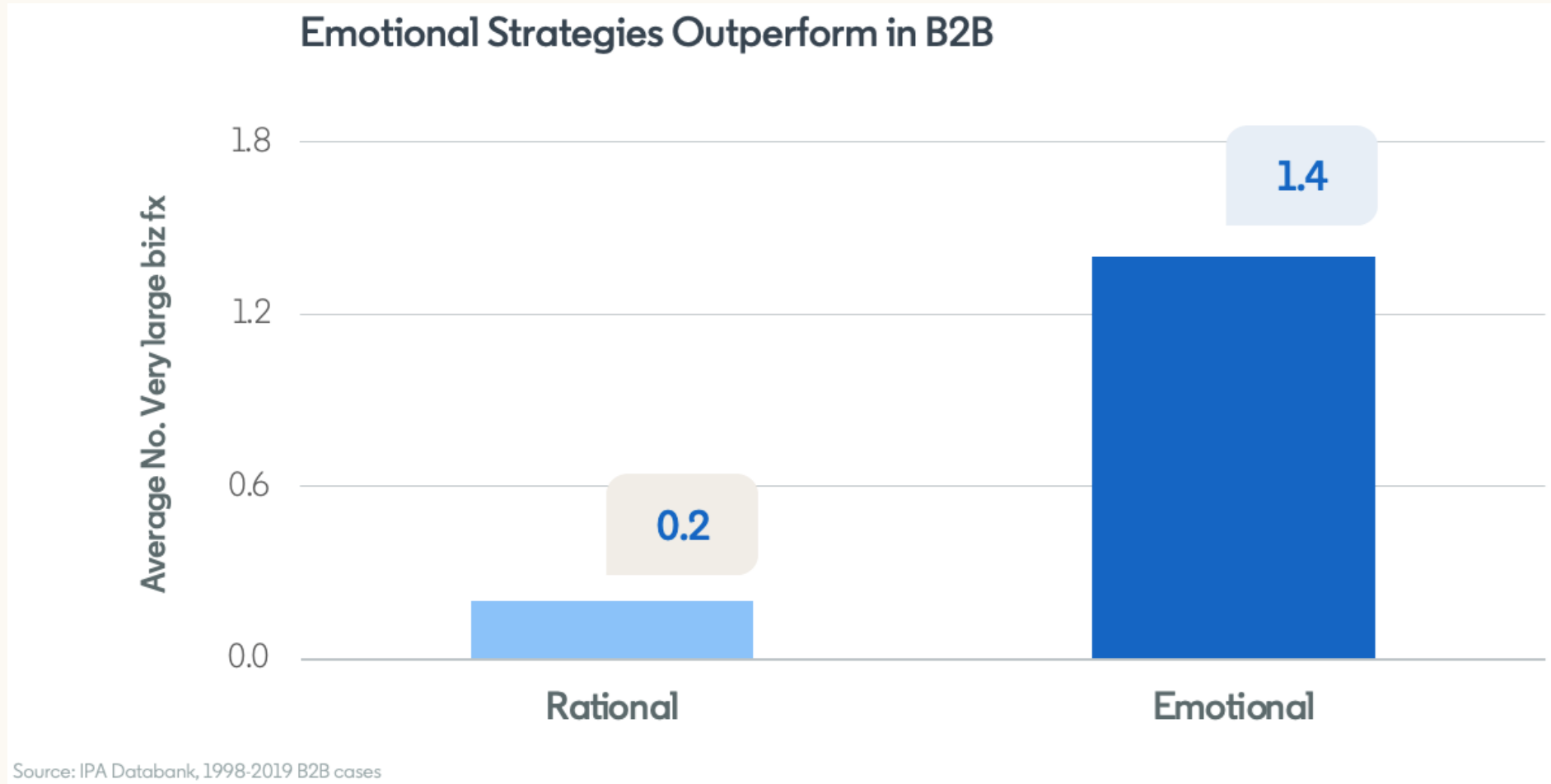
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Solution #3

Creating Breakthrough Content on LinkedIn:

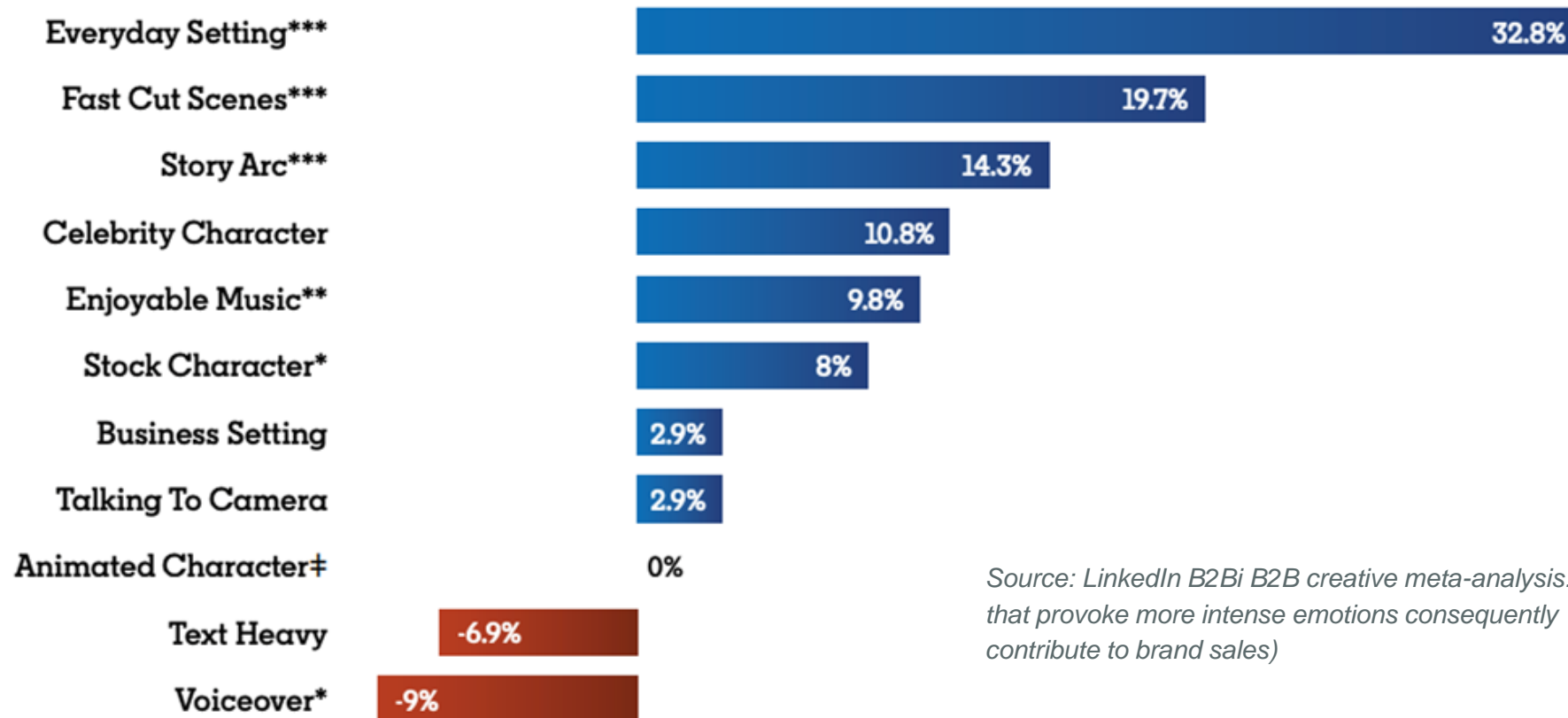
1. Embrace Emotional Connections
2. Be Distinctive, Consistently
3. Get Personal
4. Break the Format
5. Bring Your Value to Life

Emotional Ads Deliver Revenue, Profit & Market Share



Creative Elements

Most Effective Creative Elements in B2B Tech Ads

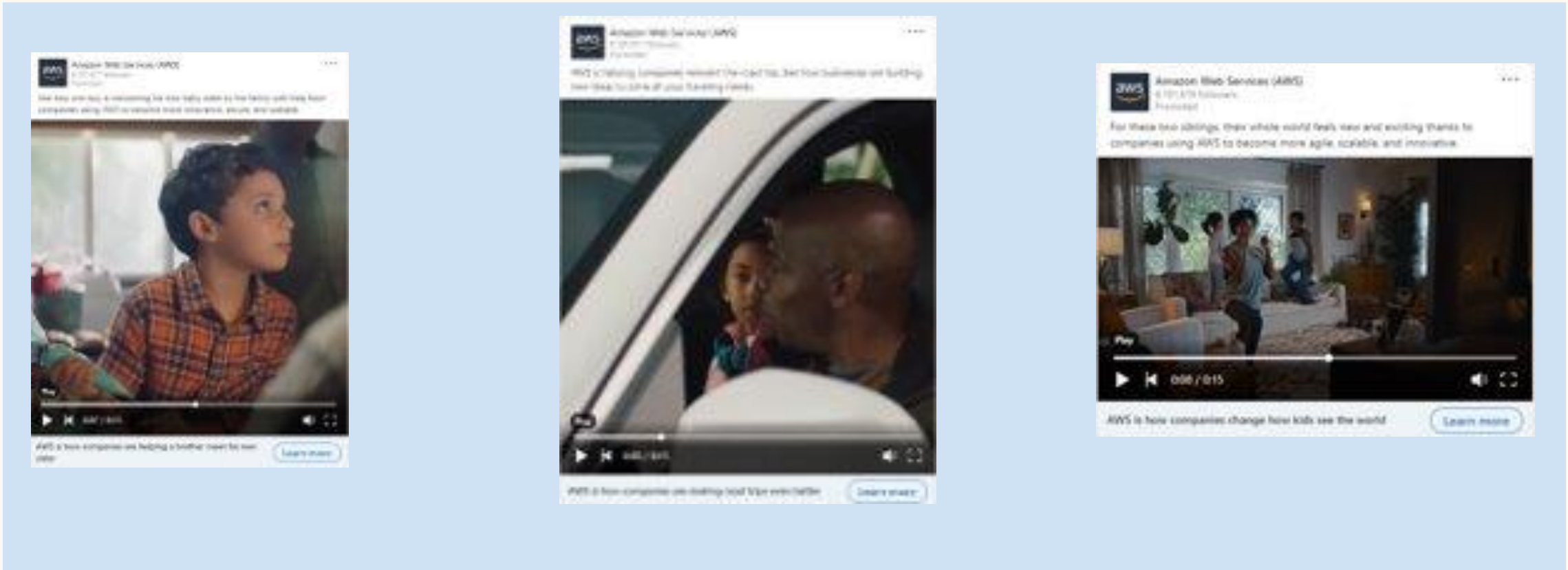


Source: LinkedIn B2Bi B2B creative meta-analysis: Ads that provoke more intense emotions consequently contribute to brand sales)

% Difference in Avg. Emotional Score Where Element Present

Case Study

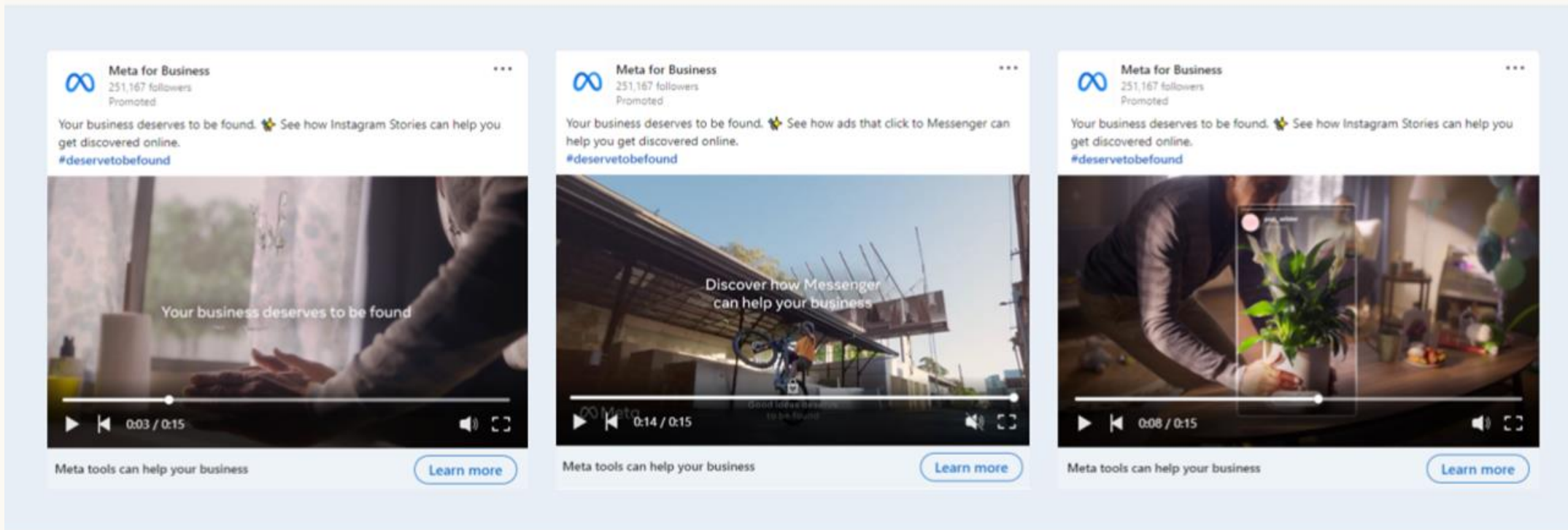
Emotional Ads Equally Effective for B2B Brands



Source: Nielsen Brand Impact Study 2021

Case Study: APAC

Emotional Ads Equally Effective for B2B Brands

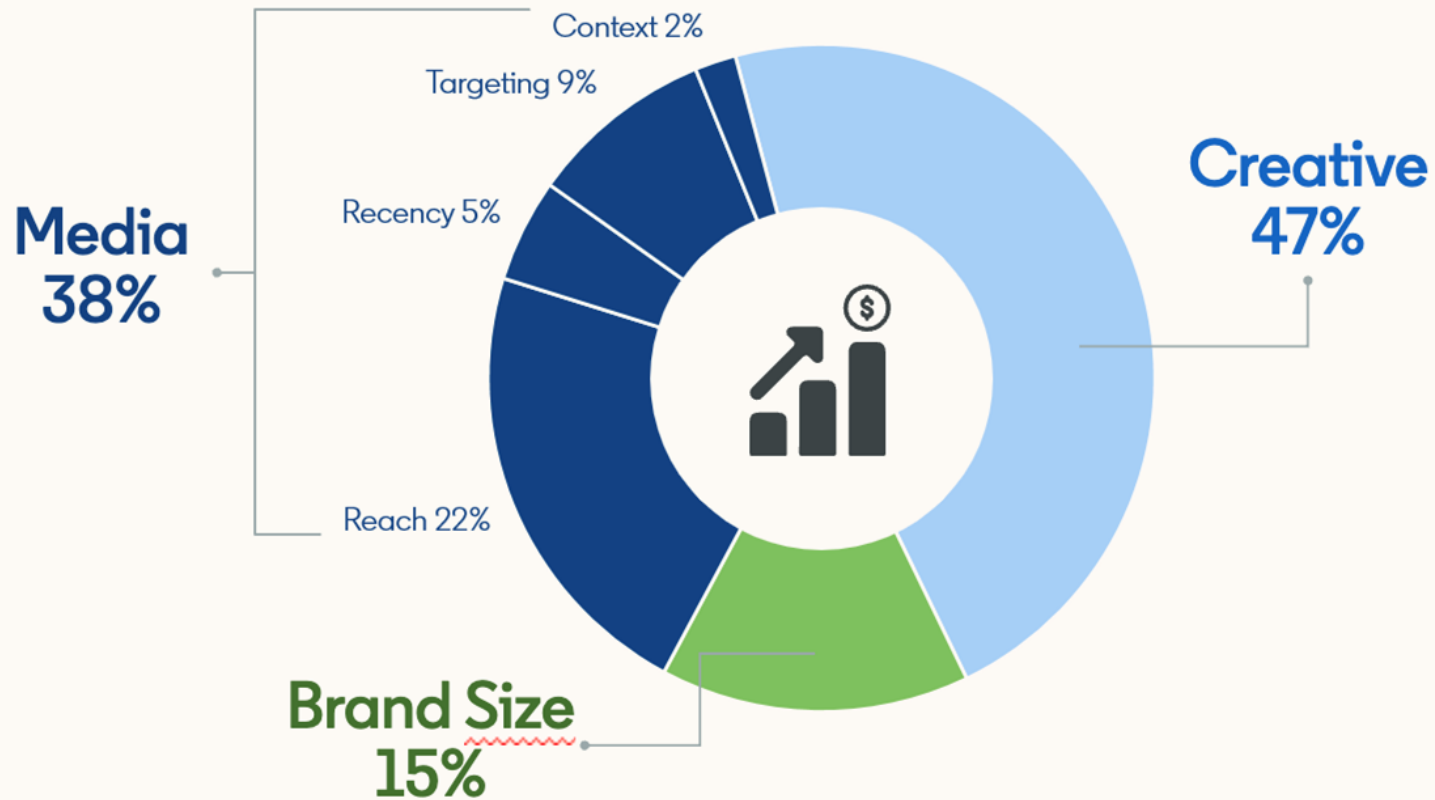


Source: Nielsen Brand Impact Studies 2022-2023



Measurement

The CMO Scorecard measures the 95% by linking creative and media outputs to key business outcomes



Source; Nielsen Creative Services n=500 campaigns

Linking Performance to Outcomes

The “CMO” Scorecard



Creative

How effectively does our creative drive attention, branding, and linkage?



Media

How effectively, evenly, and efficiently do we reach the category?

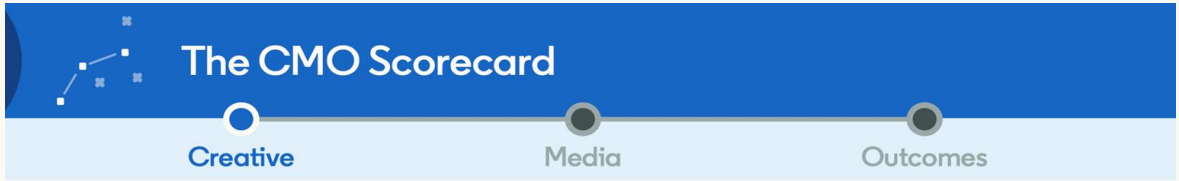


Outcomes

How effectively does our advertising drive business outcomes?

Creative

Attention, Branding, Linkage



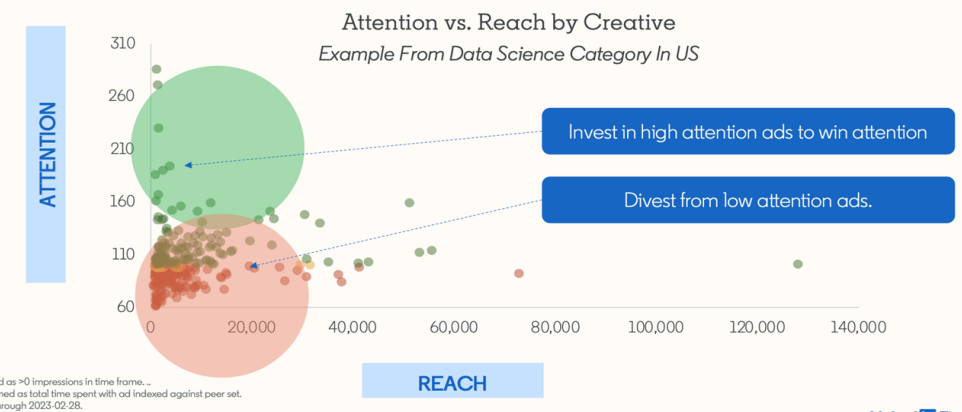
Recommendations

Attention
Put more media dollars behind ads with higher dwell.

Branding
Brand early and often, using distinctive brand assets, to drive attribution.

Linkage
Allocate your **keywords** to buyer key needs.

Example Attention Analysis From The CMO Scorecard. Creative Tip: Invest In High Attention Ads.



Reach defined as >0 impressions in time frame...
Attention defined as total time spent with ad indexed against peer set.
2022-02-01 through 2023-02-28.

Media

Effectiveness, Evenness, Efficiency

The CMO Scorecard

Creative

Media

Outcomes

Recommendations

Effectiveness

Maximize your **cumulative reach** and **competitive reach** in your category.

Evenness

Spread your **weekly spend** evenly over the year.

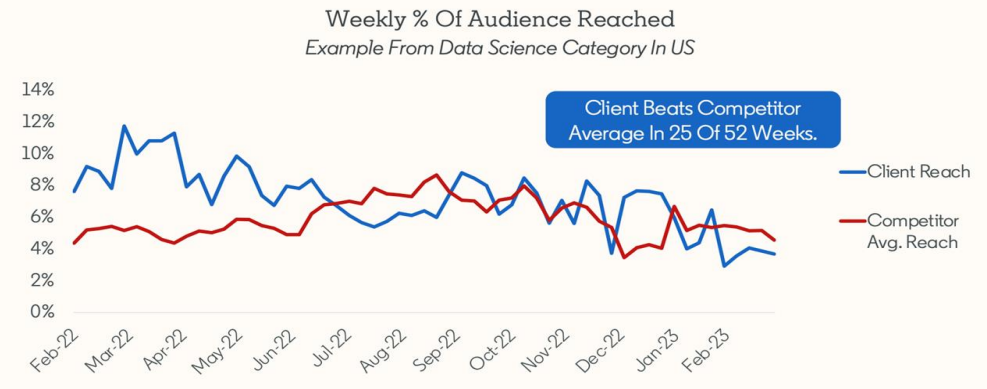
Efficiency

Spend more on demand creation objectives to optimize **cost per reach**.

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Example Reach Analysis From The CMO Scorecard.

Media Tip: Reach More Buyers Than Your Competitors.



Reach defined as >0 impressions in time frame. Audience: United States; Data Science Professionals. For internal, non-commercial use only. Provided under license from LinkedIn and subject to the LinkedIn Subscription Agreement and Service Terms.


Outcomes

Marketing, Selling, Hiring

The CMO Scorecard


Creative
Media
Outcomes

Recommendations




Marketing

Great creative and great media delivers more **conversions**.




Selling

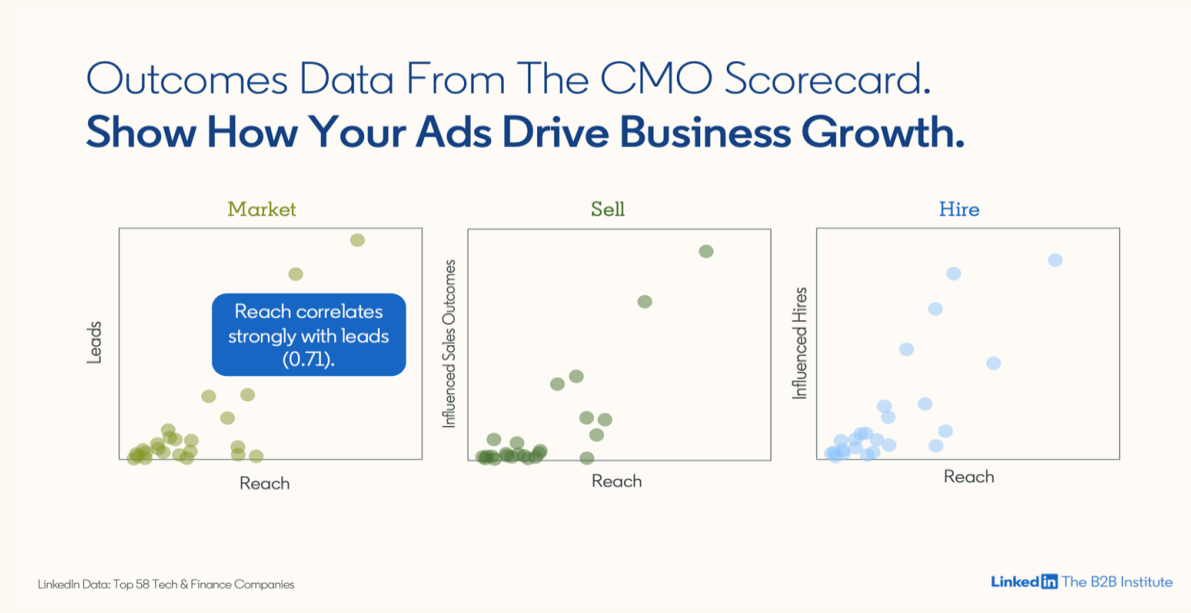
Great creative and great media delivers more **seller responses**.



Hiring

Great creative and great media delivers more **recruiter responses**.

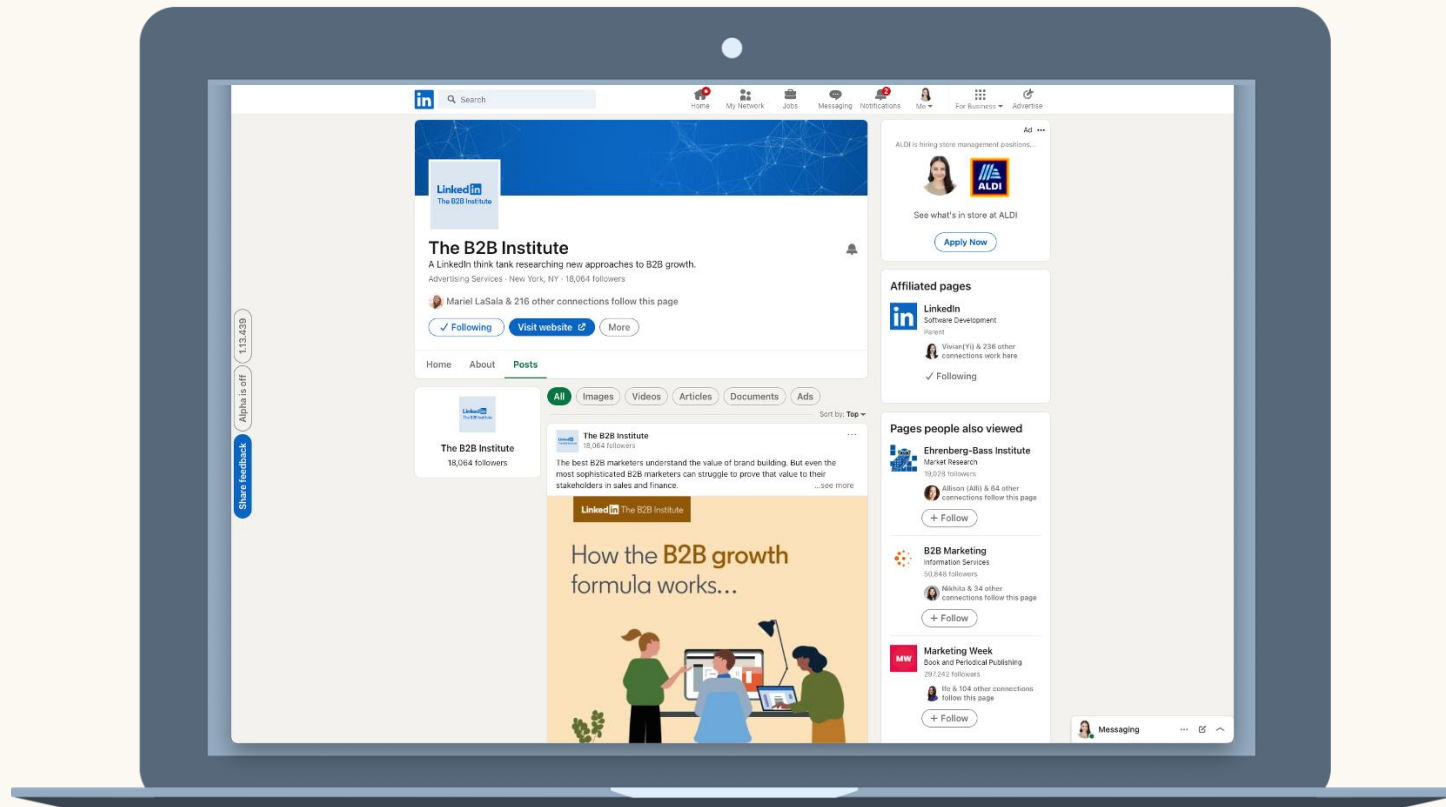
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- 1 B2B Marketing
- 2 The Challenge
- 3 The Solution
- 4 Measurement

CMO Scorecard Report Access

Download The Full Report At
b2binstitute.org.





- 1 Standout from the crowd
- 2 Making the intangible, tangible
- 3 It may take a looooooong time
- 4 Measure, measure, measure

