

BRIDGE THE GAP

STATE OF B2B MARKETING COMMUNICATIONS | 2018



Through a recently conducted survey of more than 2,000 CEOs and other top executives around the country, we've gained great insight on the B2B needs and wants of our industry – especially how they like to connect with businesses and consumers.

WHAT DOES THE MODERN B2B CUSTOMER WANT IN 2018

Based on the survey results, we can, at the highest level, report that today's B2B customers have three overarching "wants":



Access

Customers want easy access to the information they need.



Response

Customers want that access to and from sellers to be fast.



Convenience

Customers want to engage in interactions on their own time, not on yours.

Even customer service voice queues that put people on hold for a few moments can seriously damage a business relationship, no matter how often callers are told that they and their call are important.

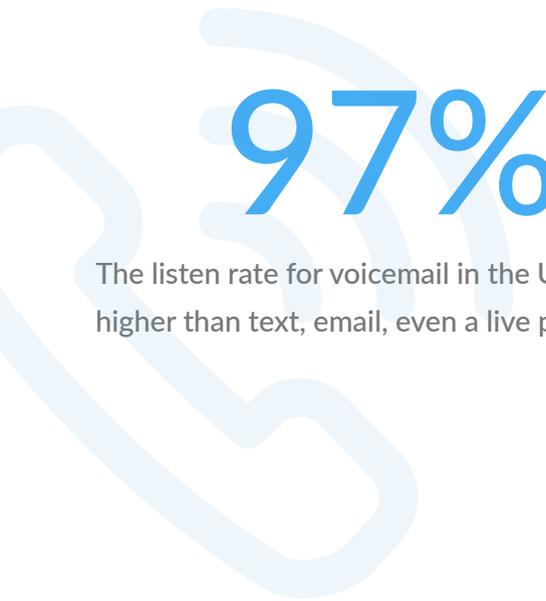
Because so many people can get instant answers to just about anything via their mobile devices, it's becoming expected to receive just-as-speedy responses to any business-related questions or queries.

Today's on-the-go client should also be reaching out to customers using a wider array of channels than previously used, primarily because modern audiences are fragmented. A business may offer truly stellar products or services that can help businesses do something better and save money, but if it can't reach them adequately, then they may never know the said business exists.

MARKETING COMMUNICATION IN 2018 AND BEYOND

Mobile Marketing

EMERGING TECHNOLOGY Ringless Voicemail



97%

The listen rate for voicemail in the U.S. is higher than text, email, even a live person!

“Let it go to voicemail” is no longer the brush-off it once was. Today, it can be seen as an invitation to provide information to a potential customer at a time when they’ll be able to commit to listening, rather trying to break away from their daily tasks to have a conversation.

This tells us that RVM can be an extremely beneficial part of any B2B strategy, especially for companies who want to connect with customers beyond traditional methods.

“Ringless voicemail is another communications channel that allows us to get various information directly to our members that is efficient and affordable,” said Sinan Kanatsiz, Founder and CEO of IMA. “Using new technology allows us to stay at the forefront of change in marketing communications technology.”

SMS (Text Messaging)

97%

As high as 97% of text messages are seen within 4-6 minutes of delivering; compare this to only 22% of email, which are often read hours or even days later, if at all.

More people are sending and receiving text messages than ever before in history. Smart companies will see this as a prime opportunity to connect directly to customers, and vice versa. Text messages can also fuel more clicks on special offers, websites or promotions. But the bigger appeal of texting is how quickly they're opened and read.

Because we're collectively on our phones at least five hours a day, it's likely that a text will be seen by the recipient right after it's sent.

Short Code

- Short code numbers are 5-6 digit phone numbers designed for high volume texting for businesses
- High delivery, recognizable numbers, actionable messaging, opt-in model so trust is already established
- Business use: Alerts, subscriptions, events. Perfect for marketing campaigns

Long Code

- Long code numbers are standard phone numbers used to send and receive calls and SMS messages
- Used globally
- Business use: Customer service related communication

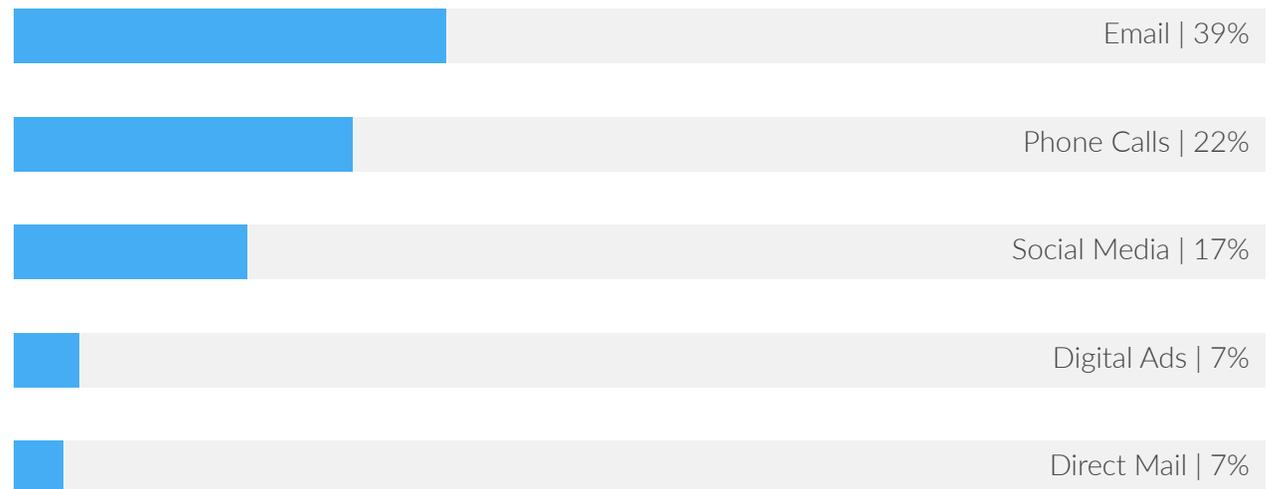
HOW DO YOU MAINLY UTILIZE YOUR MOBILE TOOL FOR MARKETING?



Responsive Customer Service

Excellent customer service means that a business is willing and eager to communicate with clients, regardless of the situation or time of day. It's a crucial part of being transparent as an organization; ensuring that customers know you're available at all times, especially before or after traditional business hours.

SURVEY TAKERS INDICATED EMAIL WAS THEIR PREFERRED OUTREACH TOOL



Compliance/Regulations

Part of providing superior communications services includes remaining compliant and respecting consumers' privacy requests. State and federal governments have created a framework of rules, along with accompanying fines and penalties for failing to do so.

Partnerships

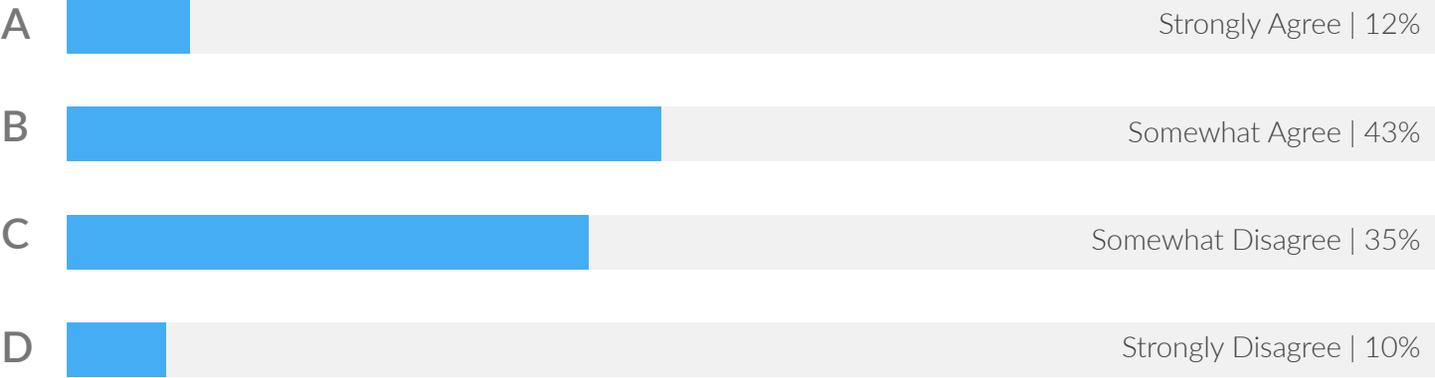
Beyond traditional or new marketing channels, another way to achieve these goals is by seeking collaborations with like-minded or similarly-focused organizations.

Partnership Benefits:

- Offer products and solutions that supplement what your business offers
- Useful new opportunities for your existing customers (integrations, upsells)
- Creates organic efficiencies within your industry
- Partners to share space with at trade shows or other networking events
- Even save money on outreach efforts and licensing fees.

“IMA has over 1 million members around the world who are making an impact on sales and marketing teams,” said Sinan Kanatsiz, Founder and CEO of IMA. **“We have strategically aligned ourselves with technology companies that help our members deliver an end to end customer experience.”**

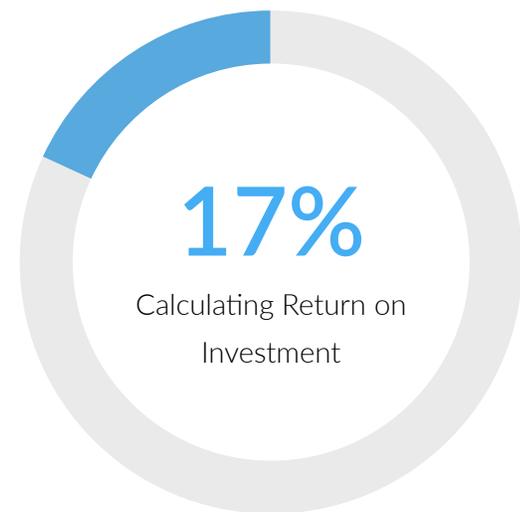
How much do you agree with this statement, “I have a hard time getting my message and content in front of my target audience.”



MEASURE WHAT YOU MARKET

Today's marketers have more technical tools at their disposal to not only communicate but measure the overall effectiveness of a message or campaign through different messages and tools.

Our survey respondents identified the top challenges of marketing communication campaigns as:





Automation

Let's say you have 1,000 customers who have opted in to receive your promotional texts or emails. Sending these individually wouldn't be a great use of anyone's time.

Smart automation allows teams to focus on the bigger picture of messaging and campaign analytics, rather than spending too much time on campaign mechanics. Having this part under control also allows businesses to plan ahead for future campaigns, rather than scrambling to get the current one out the door.

19%

of survey respondents claimed to be very familiar with automation and the ways it can power their marketing campaigns.



Personalization

Digital marketing makes it much easier to send different messages to different audiences through personalization. This approach increases the odds that a business's message will be received by someone who wants or needs what the business has available instead of ignoring it.



Direct Mail

There are all sorts of exciting digital marketing options available to today's modern marketers, but the classic method of direct mail still gets results.

Being able to utilize direct mail easily offers the best of both worlds for clients – they can use digital solutions to promote and manage their products and services and also reach customers through more traditional channels.

7%

percent of survey respondents communicate with their audience through direct mail.

There is a clear gap between the world of the customer and the world of the marketer. Customers are demanding accessibility, responsiveness and convenience. But sellers and marketers are well behind the curve in their knowledge of the latest solutions that could help them meet those customer needs. This disparity will lead to dissatisfied prospects at best and lost sales at the worst. It is, therefore, incumbent on marketers and sellers to take stock of the current practices and seek solutions that enable them to stay at the forefront of technology and automation.

Businesses that want to be around tomorrow must find ways to deliver their messages through all of these newer and traditional channels, using proven methods from the past along with mastering innovative solutions that customers may enjoy trying.



The Power to Communicate

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Voice, SMS, Email and Direct Mail Solutions.

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