Once upon a time, marketers found out that story-telling could help sell products.
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SIPA Annual Conference, San Juan, Puerto Rico

Richard Willingham
And what might that look like?

• Faster
• Cheaper
• More measurable
So what’s today’s story?

- Desired outcomes—what can our brands achieve that they’re not achieving now?
- What’s changed that might make those outcomes more possible?
- How can technology help justify marketing budgets?
How not to market yourself

motum b2b presents

HOW NOT TO MARKET YOUR COMPANY
A brand is the sum of all conversations about a brand
A brand is the sum of all stories told about a brand
Desired Outcomes
Desired outcomes

- Your customers perceive your brand as helping them do better than their competitors
- Your brand is seen as the go-to-source to get learnings about processes and technologies.
- Your brand is viewed as an informed and impartial commentator on what’s happening in your sector and marketplace
- You can measure the success of your marketing effort and its ROI more accurately
ACS Valves - Will it clean?
What’s changed that might make those outcomes more possible?
2 really big Sea Changes

• The POWER SHIFT from Sales to Buyer
• Journalists losing jobs on newspapers and becoming marketers
The Big Power Shift

• Customer is in control
• Customer does almost all the research before talking to sales
• SO, there is...
• Much less traditional outbound push
• Sales people making fewer cold calls
The Age of Advertising Persuasion is Over. Welcome to the Age of Customer Discovery
So what do we want them to discover and why?

- Something they don’t already know
- How to compare third-party, independent valuations of performance, durability
- What technologies are available now to improve their business success
- Questions to ask when they move from research to a first conversation with your sales team
Brand journalism

- Cisco—even newspaper guy in charge of marketing and 30 ex-journalists—The Network News Channel
- Red Bull—printed magazine
- Coke—4 full time editors and 40 freelancers
Why journalist-style story-telling?

- Our childhood—one of the first things we ever believed
- Engaging beyond what old-style copywriters wrote
- What we choose to visit, to read, to believe
- If it answers the WIIFM question
- They can ‘smell’ the story
Brand journalism
ACS Valves - Yes, you have to remove our endplates

WHAT DO THEY LOOK LIKE?

HAMSTER HANDS

OUR ENDPLATES

MORE INCONVENIENT
Toyota - Forklift
Service journalism
How can builders sell net-zero-ready homes?

Posted on January 29, 2016

The Business Case for Zero Differentiation with Energy Ready Home

Service journalism
A story in everything

6 Questions Ontario Businesses had About Energy Costs, Answered
Content (sometimes confused with) Digital Marketing

- Blogs, videos, webinars, case studies, articles, white papers, press releases
- Everything is content. And too much of it is not storytelling. Especially in consumer world.
- A data sheet is content. But it’s the price of entry, not an engagement tool
- Remember, product pitches are bad when they’re done in an engaging way
Haremar - Luxury films

Flawless packaging

High-end finishes
Treat people as friends
WE HEAR YOU
What kind of stories matter?
Reduce production costs
Speed of delivery
Code compliance
What’s the difference?
The consequences of a bad decision
Relevant thought leadership
How is technology helping justify marketing budgets?
And a really, really big change

- Bean-counters can get ROI data
- Story-telling delivered digitally
  - Faster
  - Cheaper (the digital part—not the story-telling part)
  - More measurable
- How measurable?
The new way to set a marketing budget

• How many qualified prospects do we want based on the sales team’s conversion rate?
• What is the cost base that the CFO can authorize to invest per QP?
• Multiply the first number by the second and you have:
  – KPIs for the marketing team
  – A way of measuring performance of the sales and marketing teams separately and together
  – A budget that can be increased or decreased
(Big) Data Intelligence
Context of decision making
Who makes the decision?
Demand Generation
Marketing Automation
And how do you do all that?

• You’ve done your research. You’ve set up your marketing automation platform.
• You know your KPIs. You have your budget.
• You create the videos, the articles, the blogs, the webinars.
• You make sure they answer the ‘discovery questions’ – remember that?
• Then you use social media, custom email blasts, earned media and other means to draw people in to consume your great content.
• You alert your already owned, loyal followers.
• You notify those you don’t know.
Once upon a time in Puerto Rico, SIPS businesses heard that story-telling might be able to help them sell products...

Thank you!

Richard Willingham
How’s your relationship between marketing and sales?
Is this what alignment looks like?