

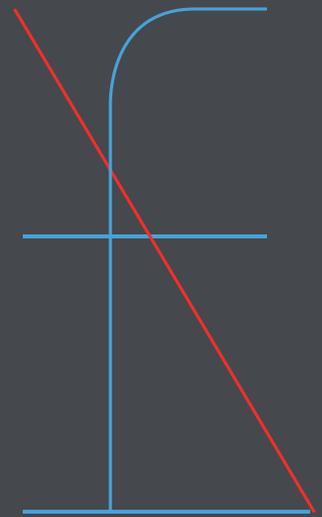
This is the first in a series of eBooks outlining Transformational Marketing and how it benefits B2B marketers.

# TRANSFORMATIONAL MARKETING IT'S TIME TO RE-THINK TACTICAL MARKETING PLANNING

BRINGING TOGETHER BUSINESS INSIGHT,  
AUDIENCE UNDERSTANDING, CREATIVITY,  
CONTENT AND MEASUREMENT.

“There needs to be a quicker, more successful and less costly way to target our prospects.”

IS THIS YOU?



## What is Transformational Marketing?

Transformational Marketing™ brings together business insight, audience understanding, tactical marketing, creativity, content and performance measurement.

Using a holistic and media-neutral view of marketing, Transformational Marketing enables businesses to develop and deliver uncompromised tactical marketing programmes that reach the audience in the most appropriate, timely and cost-effective way.

Transformational Marketing brings an increased understanding of the businesses' target audience, how they respond, and what their buying cycle consists of. It takes into account any previous successes or failures and builds marketing programmes and initiatives around this understanding – ultimately improving audience engagement and driving greater response.

“Transformational Marketing ensures that all your marketing tactics are pulling in the same direction. This makes them more effective, more successful, and saves you money.”

THE SEER AGENCY

# Transformational Marketing Planning

The following eBook focuses on a set of marketing processes that, when combined, deliver a comprehensive, appropriate and executable tactical marketing plan that will inspire and engage with the target audience.

The key stages that make up Transformational Marketing Planning are:

- Business Insight & Target Market Environment
- Business & Marketing Objectives
- Audience Buying-Cycle & Tactical/Content Mapping
- Digital Marketing Strategy
- Integrated Tactical Plan
- Tactical Campaign Brief
- Creative & Production Services
- Performance Tracking & Measurement

B2B COMPANIES THAT BLOG  
GENERATE 67% MORE LEADS  
THAN NON-BLOGGING  
COMPETITORS.



## Business Insight & Target Market Environment

No doubt you already know everything about your business, market, customers, products and competitors. But if you don't, now is the time to start your research.

Market insight and business/product knowledge gathering is critical to any successful tactical marketing plan, or any plan come to think of it.

It is, without doubt, pivotal to creating an informed, appropriate and deliverable marketing plan. You need a very clear outlook on the environment, your buyer personas and associated buying behaviour. Now is the time to transform yourself into 'your buyer'; step into their shoes and see how they see; think how they think; and respond, follow, read, and interpret everything from their point-of-view.

Unless you can invest the significant time required gathering insight and understanding of the market environment, your tactical marketing plan will be ill-informed and will undoubtedly fail at achieving its objectives.

**WE NEVER** RECOMMEND  
MARKETING TACTICS  
ON A WHIM.

WE SUPPORT ALL OUR TACTICAL PLANS  
WITH LEADING MARKET RESEARCH AND INSIGHT.

# Business & Marketing Objectives

It is important that marketing objectives are not seen in isolation, but as part of the hierarchy of objectives for the business. The drive to achieve the overall corporate objectives influences the marketing objectives, which in turn drives the marketing strategy and subsequent tactics.

Ensure that the marketing objectives are SMART and that they support the organisation's overall mission and goals. If you haven't come across SMART the following provides a short overview.

## SMART Objectives

Here's a straightforward way to ensure your objectives are SMART:

**Specific** – it's no good to just say that you want to "increase revenue". Be specific, and say instead "increase revenue from £1m to £1.2m". You can be even more specific and say from which customer groups, or from which products.

**Measurable** – only when you measure how you're doing, can you check if you're on track. Just make sure that the objectives you set can actually be measured. Companies will always measure financial indicators like turnover, gross margin and profit. But what if your objective is about increasing your market share? Unless you can measure what it is to begin with, and what it is later on, then it's worthless setting it as an objective.

**Achievable** – this is the hardest part of setting SMART objectives. Until you've tried, you may not know if your objective is achievable or not. Ensure you have the resources, people, budget and time to achieve the objective.

**Realistic** – Make sure it's realistic that the objective will be worked towards by everyone involved. Ask yourself if you genuinely believe it can be accomplished. If you think something might get in the way, address it now, not later.

**Time-based** – set some time limits on your objectives, and measure them – were they achieved? For example, you might want to measure the number of leads generated, new followers or downloads achieved in a month.

## Audience Buying-Cycle & Tactical/Content Mapping

Buyers are more informed than ever before and they seek information regardless of any sales person or approach. Buyers have access to an overwhelming amount of information, but they look for intelligence that they can trust to support their decision making process.

How sales want to sell has little impact on how buyers are choosing to buy. Gone are the days when salespeople actively 'sold' to prospects and marketers would participate in 'interruptive marketing'. The knowledge hungry buyer has raised the bar for sales and marketing people to be more informed and better prepared to bring even more value to the sales process. Is this Transformational Sales, enabled by Transformational Marketing?

“Business buyers are people, not faceless companies. Rational decisions get clouded by emotions, motivations and desires. B2B marketers must stop pushing out communications and start listening to what buyers need.”

IDC

## // Audience Buying-Cycle & Tactical/Content Mapping

It's easy to forget that your customers are people, with all that being human brings. Typically the B2B buyer is fearful of making any buying decision due to the impact it may have on them personally. For example: job security, loss of credibility and suffering any monetary loss (personal and corporate loss). This perceived risk provides a fantastic opportunity to create trust, lead the buyer seamlessly through the buying cycle, and deliver them at the decision making point in a confident state to make a trusted, well-informed buying decision.

With B2B buyers spending the majority of time online reading independent research, gathering information from their peers, watching videos, participating in webinars, benchmarking solutions/products, and searching for case study proof-points – the job of a B2B marketer is no longer to be disruptive with outbound tactics, but to build trust and influence prospects through valuable content creation and focusing on inbound tactical marketing programmes.

By understanding the Buying Cycle you can map content types and tactical marketing initiatives, as well as search query keywords across the following Buying Stages:

### Buying Stages

**AWARENESS** – identify a business need

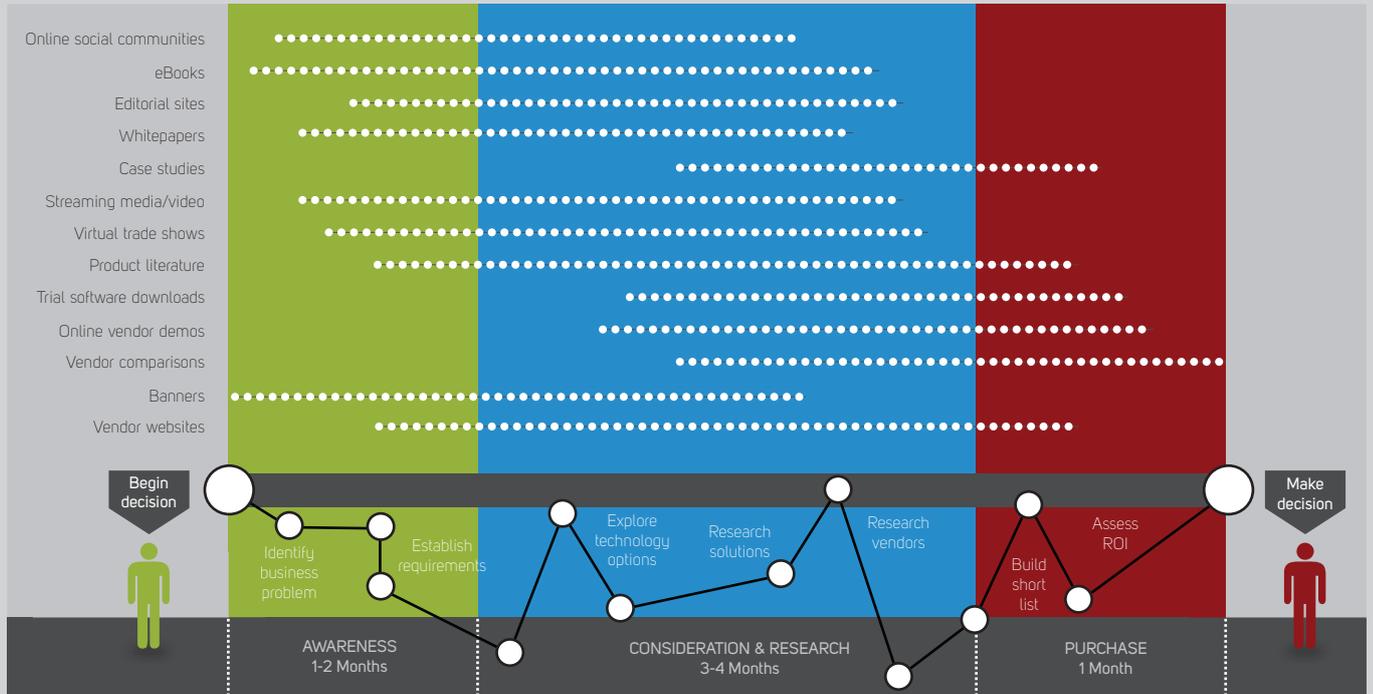
**CONSIDERATION** – determine possible solutions

**RESEARCH** – evaluate different solutions

**PURCHASE** – select a solution and negotiate the purchase

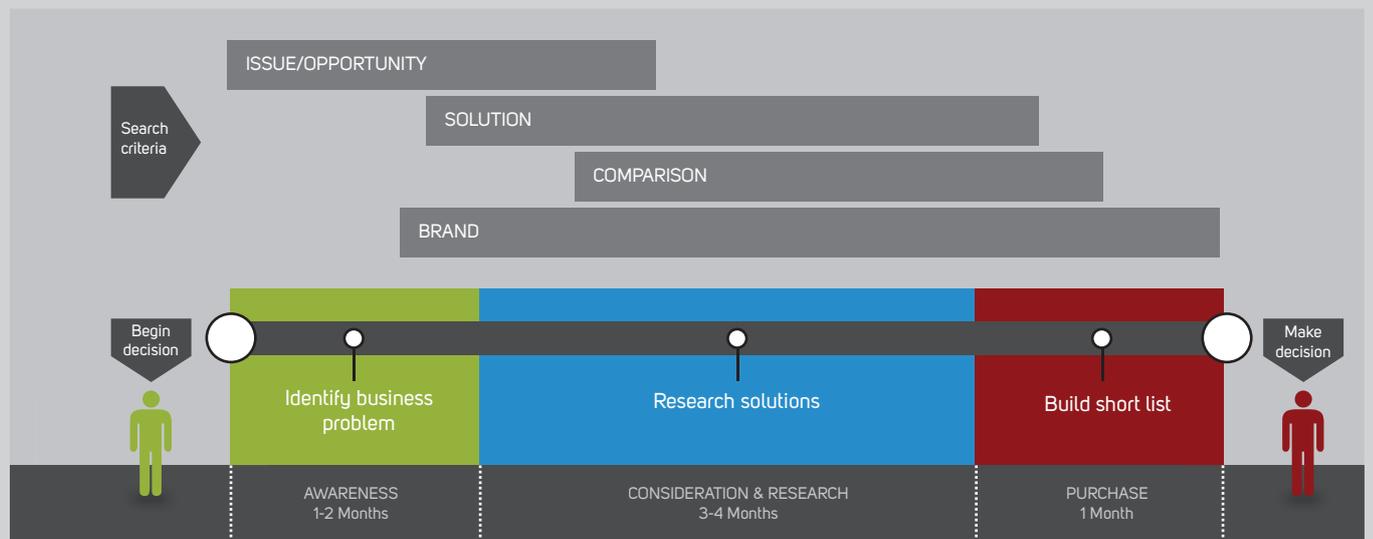
## // Content Mapping the Buying-Cycle (Simplified)

The diagram below provides a simplified example of how you could map marketing tactics across the Buying Stages.



## // Search Mapping the Buying-Cycle (Simplified)

You can also map typical buyer search criteria across the key Buying Stages.



“Start from the customer. Envision their view, then plan an end-to-end journey of their experience.”

THE SEER AGENCY

## // Engaging the Changing B2B Buyer

- The following is not an exhaustive list, but they highlight some basic techniques for engaging the changing B2B Buyer:
- Step into your customers' shoes and create buyer personas that will help you to create relevant and consistent marketing messages.
- Differentiate your product or service and build brand awareness.
- Reduce the feelings of risk and build trust with prospects.
- Pay attention to their emotional needs. Only get sales engaged once they're qualified, sales-ready prospects.
- Provide prospects with sufficient, valuable content that is relevant and will guide/educate them through the buying process.
- Be where the prospects 'hang-out', social media networks, blogs, forums, professional groups.
- Listen to what non-prospects are saying about your market on social media, and use what they say to enhance your brand story and content.
- Make the most of available marketing tools to track and monitor inbound success; Google Analytics, social/buzz monitoring, marketing automation and CRM applications.

“If buyers get their questions answered clearly, positively, and with relevance, they will take another step. If they do not, they stall or abandon their quest.”

IDC 2012

## Digital Marketing Strategy [DMS]

Digital marketing planning is no different to any other marketing plan, and we do feel it strange to even have separate plans for 'digital' and 'offline'. However it is common practice to break the plans this way based on the internal structure of marketing teams.

The following are some key points that you should keep in mind when planning a DMS:

- Build the plan around customer insight and their market needs.
- Adopt a media-neutral mindset when working through the where, when and how to approach the audience. And stick with this approach through every stage of the plan: objective setting, strategy, tactical selection and creative.
- Set realistic goals, keeping them fact-based and above all else achievable. Try and keep the plan 'jargon free', or at least keep things 'jargon light'. This approach helps remove any misunderstanding.
- When a plan continues across months, quarters and years ensure that it is reviewed at regular intervals and updated as necessary. And appreciate that there is no perfect plan and if you feel changes are needed, recommend them.

When working through the Digital Marketing Strategy it can be useful to use the following **'RACE' Framework**;

**REACH**  
**ACT**  
**CONVERT**  
**ENGAGE**

Working across key questions to help create and refine the plan. The following diagrams give an example of the questions to ask yourself, and some guiding answers.

// The Digital Marketing Strategy RACE Framework in action:

Key digital strategies: How do we want to grow our online business?



Build awareness on other sites and offline media to drive presence

Encourage audience to interact with brand on website/online

Achieve conversion to likes, followers, leads or sales online

Build customer/fan relationships over time/retention goals

Marketplace analysis: How well are we using digital media now?



What do your online customers/prospects look like?

What is your competitors online presence?

Who do your prospects hangout with online?

What's already in place, and what's not?

Objective setting: Which goals and KPIs should we use?



What do you see your DMS achieving?

How do you define success and achievement?

How will you monitor and measure?

Who's going to manage and own your DMS?

Strategy: How can we achieve our goals?



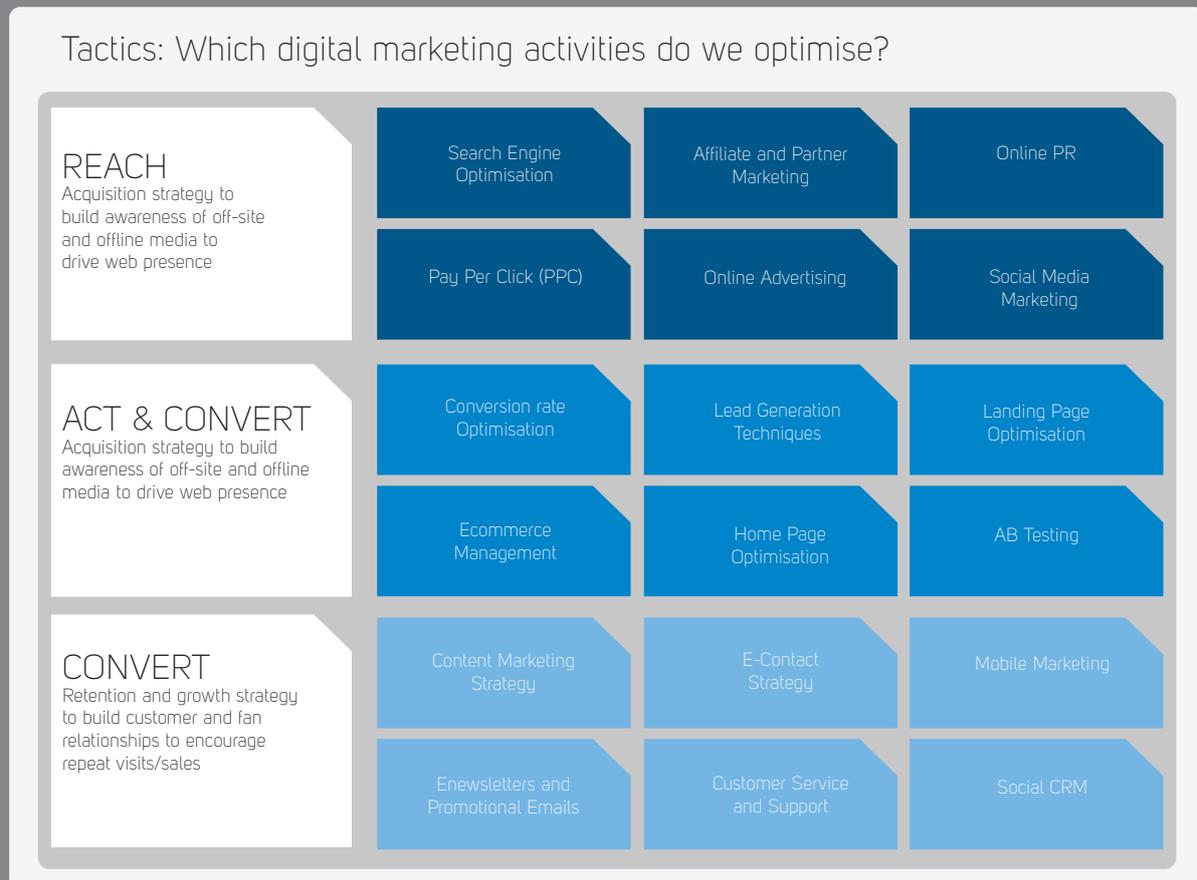
Break the audience into market, interest, responsibility

Get the message honest, engaging, use consistently

Content is fresh, relevant, supports the buying process, is sticky/returnable?

Does your marketing work seamlessly together?

// The Digital Marketing Strategy RACE Framework in action:



## // Digital Marketing GamePlan (Example)

Once the Digital Marketing Strategy has been developed, you can move onto working up a simple, understandable summary – a GamePlan. This will enable anyone in the marketing team to quickly get to grips with what’s happening, to whom, and why.



## Integrated Tactical Plan

Once you have your GamePlan in place, the next stage is to create an Integrated Tactical Plan. This covers in detail the actions (or tactics) required to achieve the marketing and campaign objectives.

It's important to develop a thorough set of tactical initiatives that cover outbound tactics, content creation and inbound tactical methods. If you are targeting multiple audience groups, it's also essential to assess and make recommendations for each tactic's suitability, not forgetting that everything needs to be aligned towards achieving objectives and the expected ROI.

Understanding and being confident that you are selecting and using the right tactical vehicles to achieve your objectives will no doubt spark some debate. It's important to utilise any previous experiences you may have had; both successes and failures.

The following charts give you an insight into some typical inbound and outbound tactics that B2B research has forecast will be widely adopted and invested in for 2013.

“It's all about the customer. Understand your customer inside and out. Put yourself in their position and plan marketing tactics around that.”

THE SEER AGENCY

## // Inbound vs Outbound Marketing Tactics

### Inbound Marketing: They find You

Inbound marketing's focus is getting prospects to find you, and to ask what you have to offer.

Inbound marketing aims to position you as an expert and the go-to information resource.

A large proportion of people researching a topic may not be ready to buy when they first see your information, so inbound marketing is a way to nurture relationships with prospects until they are ready to buy.

### Outbound Marketing: You find Them

Outbound marketing is generally considered a more traditional marketing method – for no other reason than it's been around longer!

Outbound marketing is focused on putting your message in front of your ideal customer.

The advantage is that the marketer is in control of the message, in terms of what is said, and when, how and where it is seen.

This approach is more focused on selling than inbound marketing.

### Inbound Tactical Examples

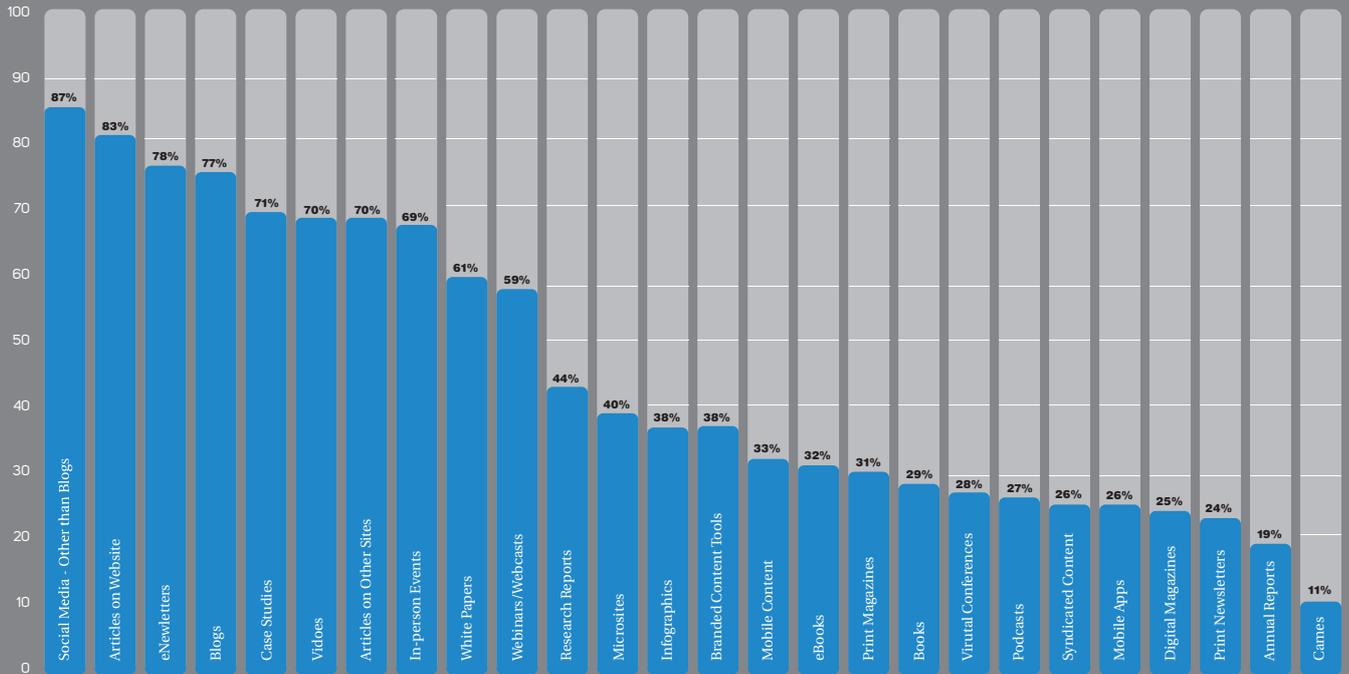
- Social Media Marketing
- Bloggng & Micro-Bloggng
- Digital Content Creation
- Online Video Production
- Pod & Videcasts
- White Papers
- eBooks & eNewsletters
- Search Engine Optimisation (SEO)
- Pay per Click (PPC)
- Linkbuilding

### Outbound Tactical Examples

- Direct Mail
- Email Marketing
- Digital & Print Asset Creation
- Banner Advertising
- Print & Media Advertising
- Online Surveys
- Pre/Post Trade Shows Marketing

// Inbound vs Outbound Marketing Tactics

// Forecast for B2B Content Marketing Tactical Usage in 2013



2013 B2B Content Marketing Benchmarks - CMI/Marketing Profs - North America

“Who received the email?  
 How busy are they? Where  
 are they when they received it?  
 What’s interesting to them?  
 What’s in it for them?”

THE SEER AGENCY

## Creative & Production Services

To deliver your tactical campaign you're probably going to require the services of a creative marketing agency. Even if you currently have an agency, it's always worthwhile ensuring that their skills, creativity and delivery resources suit the brief being worked on.

How to select an agency is out of this guide's scope, but no doubt you'll be looking for a marketing agency that is nimble, tech savvy, and collaborative. Digital services will be a core component of their service offering; however these skills should be blended with traditional marketing methods to enable the successful execution of your integrated Marketing Gameplan.

Agency checklist:

- Media-neutral offering
- Experienced marketers
- Outstanding creative talent
- Industry specialists/market knowledge
- Blended service offering (inbound/outbound)
- Content and written skills
- Proven track record
- Collaborative, approachable
- Cost and time sensitive

## Tactical Campaign Brief

The Tactical Campaign Brief is the key component of success – get this wrong, and we may as well all pack up and go home!

It's not uncommon for a single campaign to require multiple agencies or departments; including creative, digital, copywriters and their respective client account managers. As each tactical area focuses on their own specialities, without a strong Tactical Campaign Brief your core message or objectives could get lost.

A good brief allows you to effectively communicate your objectives, your customer, your strategy, and your message to everyone involved in the project – regardless of whether you have direct contact with them or not. The brief should be viewed regularly – if not every day when working on the project and delivering tactical campaigns.

“Get your agency involved in the early stages of planning. Be open, share strategy and the bigger picture.

Work collaboratively with them to create truly integrated joint activities.”

THE SEER AGENCY

## // Tactical Campaign Brief

Every agency typically uses different campaign brief templates. But hopefully the following provides you with a general idea of the areas that need to be covered:

- **Market Background:** Why are you doing this? This is the business background, what the company is, what the business goals are, competitive environment, and opportunity in the market.
- **Programme objectives:** What is it that this particular tactical initiative or activity needs to achieve?
- **Target audience profile and personas:** define them as people, not just their job title. Use buyer personas. Outline their age, background, think about their daily concerns, needs and desires in relation to the offering.
- **Offering/Why-to-buy/Promise:** What are you offering them? Keep it simple – one sentence is sufficient. Don't describe the offering, describe how it will benefit the buyer and/or answer their need.
- **Key Message:** What is it that the target audience should think, feel and do as a result of reading this?
- **Creative brief and considerations:** outline any guidance or restrictions creatively that should be adhered to.
- **Call-to-actions/response requirements:** What is it you want the audience to do? How will they respond? What is it you want to know from them?
- **Additional research and resources:** Provide details of relevant research, stats, and previous success/failure.
- **Schedule, budget and ROI:** Outline timings, milestones, actions/responsibilities, budgets and anticipated ROI from the programme.

When working on the 'creative' component of a project it's very easy to get carried away – by referring back to the brief you'll be reminded of exactly what you and your chosen agency should be trying to achieve and why. If you feel things are going off track, pull it back as quickly as possible to avoid any further unnecessary time and money burn.

# Performance Tracking & Measurement

The way we market has changed. ROI or ROMI (Return on Marketing Investment) has also changed. Focusing on traditional ROI isn't enough. You need to embrace Impressions, Opportunity, Engagement and Objectives to give yourself a clear understanding of the return on your marketing efforts.

Here are some new ways ROI can be, and must be measured.

## Return on Impressions

The first metric you can track is impressions. That is the number of people who actually see your communication. It is people who build brands. They talk about brands online and become brand advocates – consider them as an online sales team. So a soft metric (cannot be easily measure but provides important insight) is to analyse how your campaign affected the perception of your brand.

## Return on Opportunity

A specific marketing activity or campaign may not provide a return today, but it could lead to people sharing your content online and becoming advocates of your brand. This leads to future sales beyond the 'shelf life' of the campaign.

## Return on Engagement

Word of mouth marketing, sharing and conversations can now happen online. Don't underestimate the power of an online buzz around your organisation and product. Measure how people are engaging with your brand and build relationships with them, giving them compelling content that is relevant to their position within the Buying Cycle. Return on Engagement will show you how well you are performing in terms of building and sustaining relationships with consumers and influencers.

## Return on Objectives

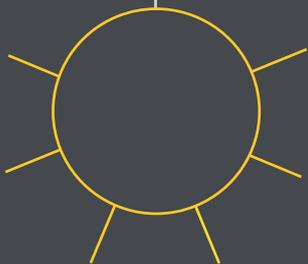
Sometimes marketing simply helps your business move in the right direction to meet your business objectives. For instance; creating content for the web, keyword tagging it and uploading it to your social networks for it to be found online will surely help build your brand and move your business closer to its objectives.

# TRANSFORMATIONAL MARKETING™

## // About The Seer Agency

Whether you've worked with an agency before, and whatever your expectations might be; it's fair to say we have a unique B2B tactical marketing approach:

The Seer Agency is a creative marketing agency, working exclusively with B2B organisations throughout the UK and Europe. We are committed to delivering real value for our clients, which results in lasting, mutually beneficial relationships. We look to the longer term and will always tell you if we think there's another way of doing something to achieve the same result, or better, and for less. We offer a B2B tactical marketing approach that will inspire clients to break the mould and deliver Transformational Marketing.



WE BRING IMAGINATION  
TO OUR STRATEGIC  
THINKING AND DELIVER  
CREATIVITY TO EVERY  
CLIENT PROJECT.

## // About The Seer Agency

### Collaborative Expertise

The Seer Agency is an extraordinary union of people, business and ideas. We work together with a network of Connected Partners who share our commitment to delivering value and new thinking. This is a deliberate strategy, and by working this way we ensure we have access to specialist expertise and are open to great ideas – even if they come from someone else. This approach inspires our clients to collaborate with us and use our creativity and tactical marketing methods in the most effective way. Ultimately helping them get to where they want to be.

### Tactical Blending

We blend new and traditional marketing strategies and tactics to create and deliver coordinated, seamlessly linked programmes. Our clients benefit from confident B2B marketing leadership, refreshing creativity, maximum efficiency, measurable campaign returns and a better client experience.

We make sure every single thing we do is strategically connected to each other. It is this connection that ultimately makes your tactical creative marketing stronger and faster to market; giving greater impact and driving response.

### Our Approach

Marketing is not what it used to be. To survive, businesses need to quickly adapt the way they interact with their audiences. We help our clients to embrace change, build on existing marketing initiatives, and leverage the new marketing vehicles available today. We achieve results by adopting a media-neutral strategic, tactical and creative mindset when considering where, when and how to approach an audience and deliver measurable returns.

We identify and unify different marketing methods; inbound, outbound, online, offline, and ensure that each complements the other. We ensure that all activities are pulling in the same direction and deliver a stronger individual impact on the target audience. This makes them more effective, more successful, and saves you money. We call this Transformational Marketing™.

## // How to contact The Seer Agency

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