

Purplepatch.

THE FUTURE of B2B Marketing:

A Strategic Approach to
the Borderless Enterprise
and the Age of AI



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Customers

Suppliers

Competitors

Automation

Cloud

AI

Introduction

Business-to-Business (B2B) marketing has drastically transformed, from its roots in face-to-face transactions and print advertisements to its current state of being a dynamic, digitally-driven field.

This radical shift has been fuelled, in large part, by the twin forces of globalization and rapid technological advancements. As companies have grown and expanded their operations, geographical boundaries that once dictated the scope and reach of businesses have begun to blur. This phenomenon has given birth to the concept of the borderless enterprise — a business model that operates seamlessly on a global scale, unhindered by traditional territorial limitations.

Emerging technologies like Artificial Intelligence (AI), cloud computing, and automation are playing pivotal roles in transforming B2B marketing practices. These innovations not only enhance efficiency and productivity but also cultivate personalized and immersive customer experiences.

Content Strategy in a Borderless Enterprise

In a borderless enterprise, constructing a successful content strategy involves a nuanced understanding and appreciation of diversity. Since the target audience is scattered across the globe, marketers must create content that caters to the local culture and sensibilities, ensuring relevance and resonance.



Glocal



Immersive



User-Generated

Adopting a ‘Glocal’ Approach: Marketers need to strike a balance between global and local — a strategy often termed as ‘glocal’. This involves tailoring universal messaging with local nuances to cater to the specific tastes and preferences of different markets.

Incorporating Interactive and Immersive Content: New forms of content such as webinars, virtual reality experiences, and interactive infographics are gaining popularity. These interactive and immersive content forms offer enriched customer experiences, fostering deeper engagement and stronger connections.

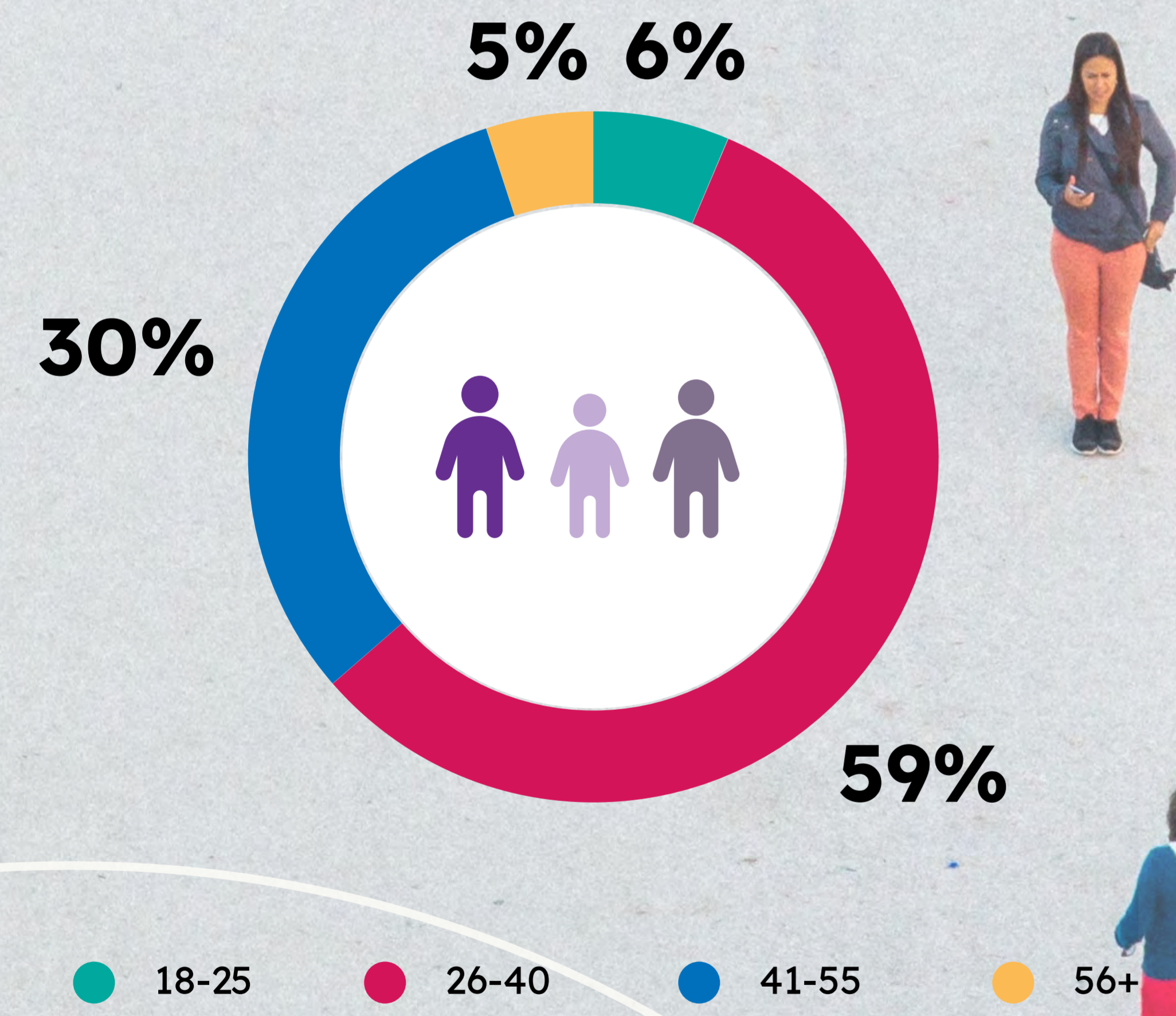
Leveraging User-Generated Content: User-generated content is becoming an increasingly important part of the marketing mix. It offers authenticity, fosters customer engagement, and adds a personal touch to the brand messaging.

A successful content strategy in a borderless enterprise embraces diversity, cultivates connections, and enhances engagement. It effectively balances global messaging with local nuances, while also leveraging user-generated and interactive content to create enriched, authentic, and immersive experiences for the global audience.

Buyer Decision-Making in a Borderless World

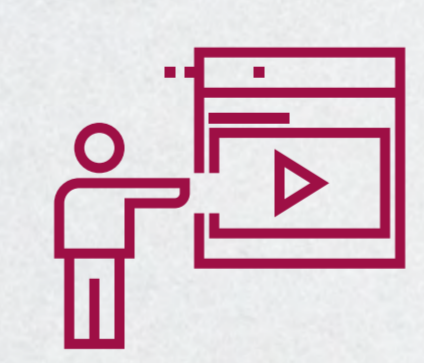
The B2B Buyer in 2023

(B2B Buyer by Age)



The buyer's decision-making process has undergone significant transformations due to the integration of digital technology and the omnipresence of the internet. The ubiquity of information, the power of personalized marketing, and the shift in sales dynamics all play a pivotal role in shaping the new-age buyer's journey.

Top 4 Influencing Decisions Before Accepting a B2B Sales Meeting*



60%
Go to the supplier's website



55%
Attend a webinar hosted by the supplier




52%
Conduct research on the supplier



50%
Evaluate the supplier on peer review sites

Source: <https://www.insiderintelligence.com/content/evolution-of-b2b-marketing-5-charts>



Personalized Marketing: With the help of AI and data analytics, businesses can now tailor their marketing efforts to align with individual buyer needs. They are able to deliver personalized content that resonates with the buyer, thereby fostering a stronger connection and improving the likelihood of a sale.

Access to Information: In this digital era, buyers have an unprecedented amount of information at their fingertips. They can research, compare, and review products extensively before making a purchase decision, thus shifting the power dynamic from the seller to the buyer.

Influence of Social Proof: As customers have grown more autonomous in their decision-making process, social proof such as online reviews and testimonials play a significant role in shaping buyer decisions. Buyers are more likely to trust a product or service that has positive feedback from peers or industry experts.

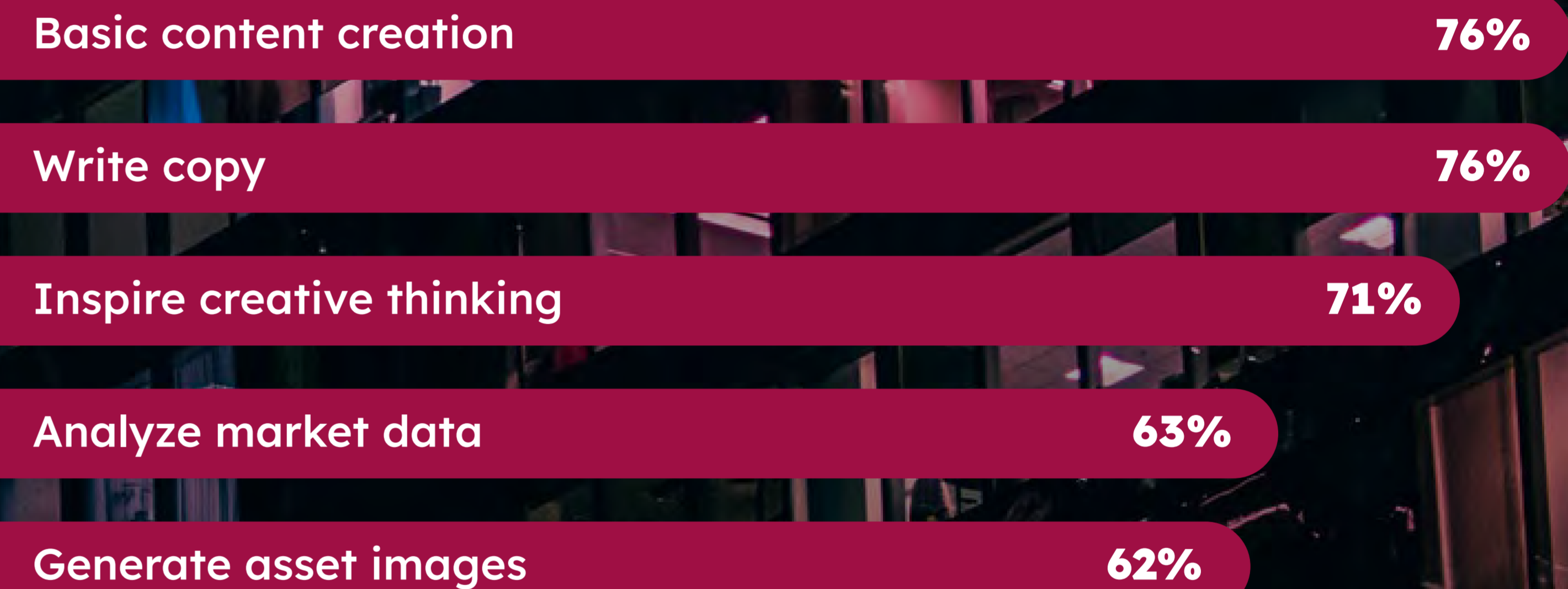
Shift to Customer-Driven Purchases: The extensive availability of information has facilitated a shift from vendor-driven sales to customer-driven purchases. Buyers are now in the driver's seat, dictating the terms of purchase, which compels marketers to reframe their strategies to be more customer-centric.

The buyer's decision-making process in a borderless enterprise is a complex interplay of personalized marketing, extensive information availability, social proof, and customer autonomy. Navigating this intricate landscape requires innovative marketing strategies and a keen understanding of the digital buyer's psyche.

How A.I. is Automating and Aiding Marketing Decisions

Artificial Intelligence (AI) is no longer the future of marketing — it's the present. With its capacity to automate, analyze, and predict, AI has dramatically restructured the marketing landscape, playing an integral part in how businesses frame and execute their B2B marketing strategies.

Top 5 Uses for Generative AI According to Marketers Worldwide, May 2023 (% of respondents)



Note: Among respondents in Australia, the UK, and the US who are using generative AI
Source: Salesforce survey conducted by YouGov as cited in company blog, June 5, 2023

Source: <https://www.insiderintelligence.com/content/5-charts-showing-how-marketers-thinking-about-generative-ai-now-that-hype-has-passed>

Automating Repetitive Tasks: AI-powered automation systems have taken over several repetitive tasks in marketing. These include basic content creation, email marketing, social media posting, and ad bidding, freeing up marketers to focus on strategic endeavors.

Enhancing Content Curation and Personalization: AI isn't limited to mere task automation. It also excels in sophisticated content curation and personalization, enhancing customer engagement, and fostering meaningful relationships with a diverse clientele across geographical boundaries.

Facilitating Informed Buyer Decision-Making: AI has a substantial role in aiding buyer decision-making. It deploys advanced algorithms to analyze large amounts of data, predicting buyer behavior and preferences. This analysis helps in providing personalized recommendations that suit each client's unique needs.

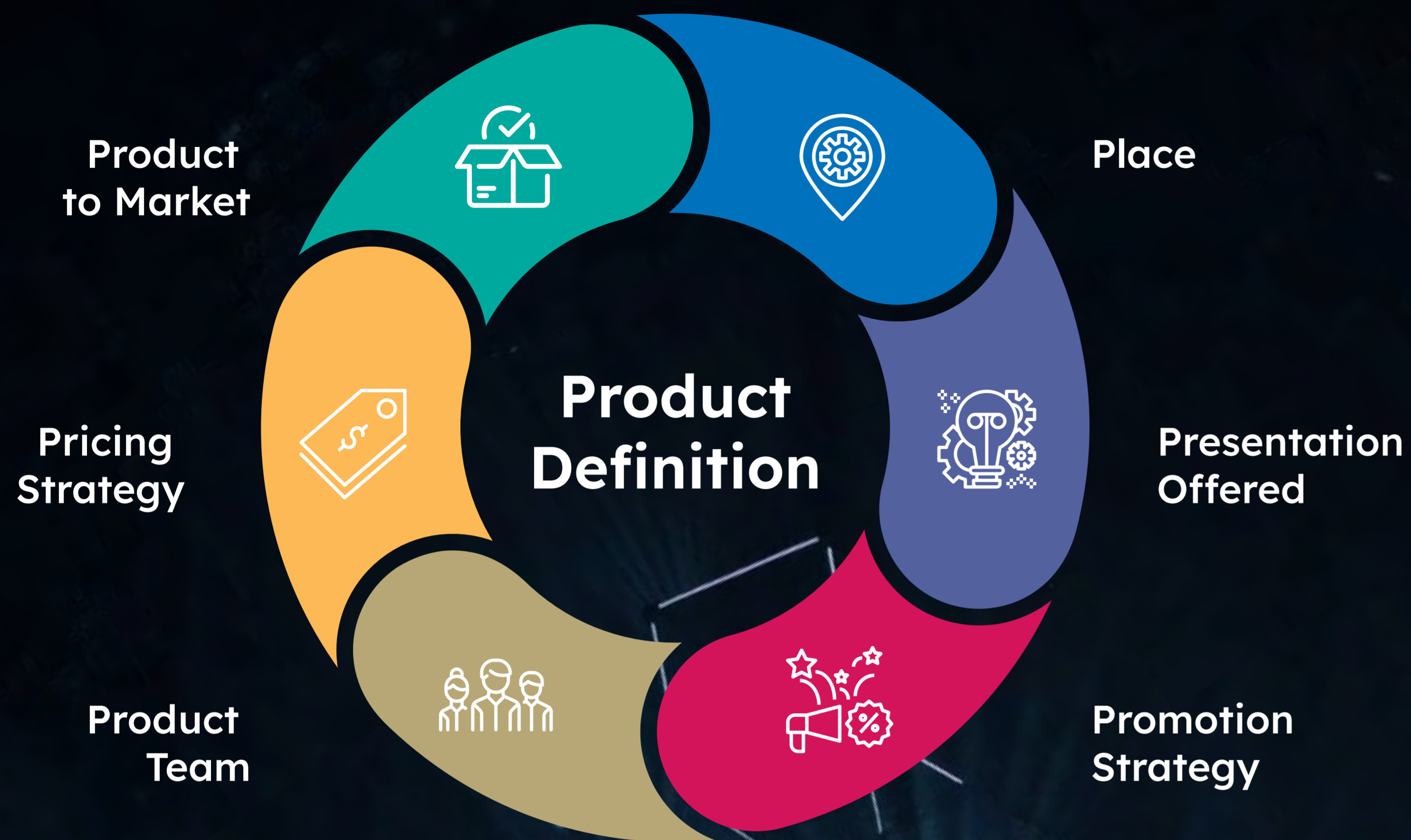
Real-Time Understanding of the Sales Funnel: Furthermore, AI enables a real-time understanding of a customer's position in the sales funnel. This knowledge allows marketers to tailor their approach and messaging, thereby improving the effectiveness of their sales strategies.



Marketing Tool Consolidation: Through AI-driven integrations, various functionalities like content management, customer relationship management, analytics, and more can be consolidated into a cohesive ecosystem. This not only streamlines the workflow but also enhances the consistency and accuracy of data across different channels, leading to more informed decision-making and effective execution of marketing strategies.

Creating Marketing Digital Twins: By integrating AI and real-time data analytics, marketers can develop virtual replicas of their marketing campaigns, known as Marketing Digital Twins. Using Marketing Digital Twins, marketers can simulate and analyze different scenarios to predict how a campaign might perform before launch. Marketing Digital Twins will enable proactive adjustments and align global strategies with local nuances, enhancing the overall efficiency and success rate of marketing initiatives in a borderless enterprise.

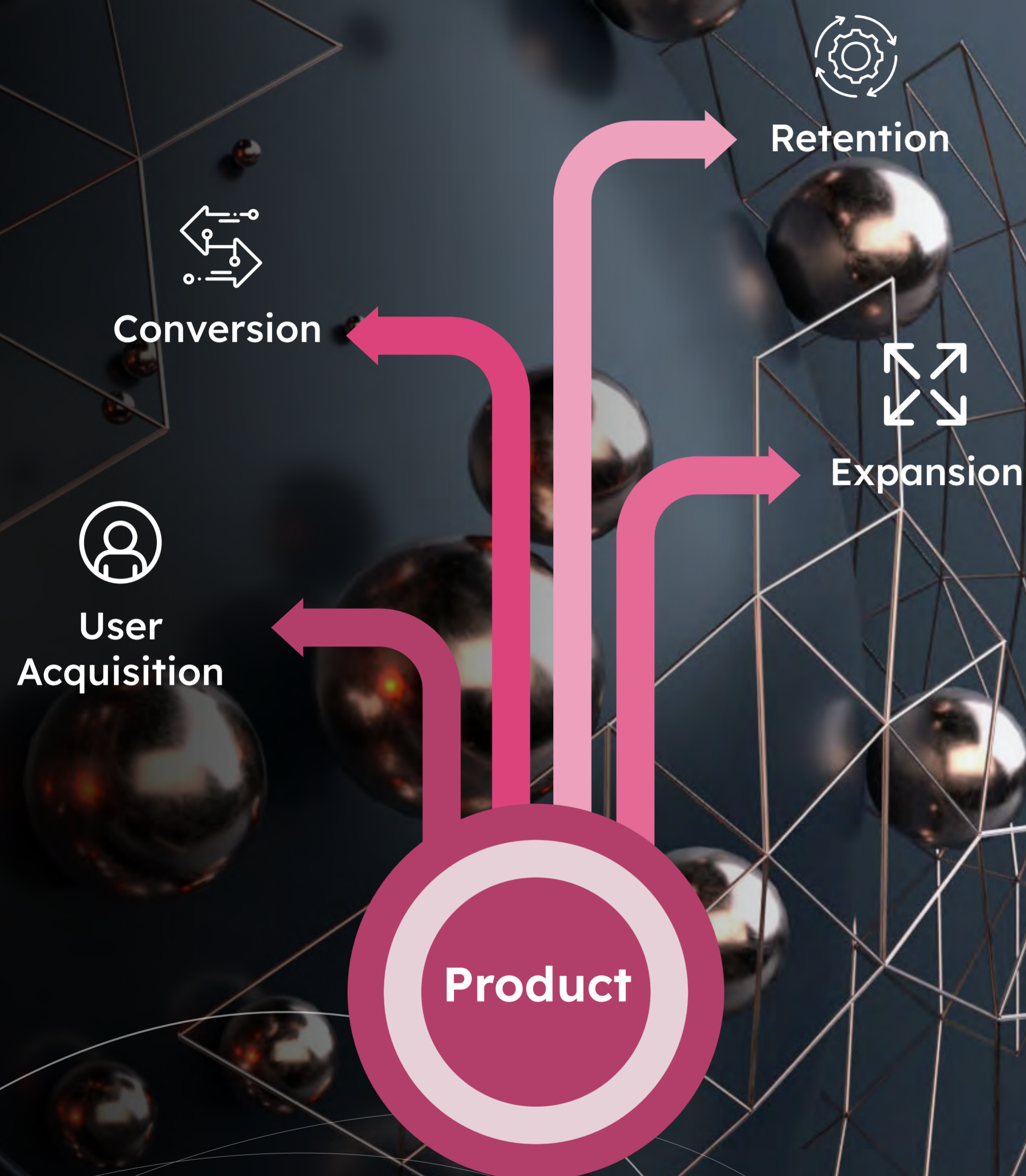
The adoption and integration of AI in marketing are not mere trends but necessary steps towards more efficient and personalized B2B marketing in the era of borderless enterprise.



Reshaping Go-to-Market Strategies in Product Companies

Product companies need a comprehensive overhaul of traditional go-to-market strategies. As this new era is marked by digitalization and global connectivity, the focus must shift from conventional sales techniques to innovative approaches.

Product-led Growth



Product-Led Growth is the Future: Product-Led Growth (PLG) is a business strategy in which the product itself is the main vehicle for growth. Rather than relying heavily on traditional marketing or sales teams to promote and sell the product, a product-led approach focuses on building a product that can sell itself via its features, performance, and virality

Transition to Digital Channels: Traditional sales models are giving way to digital channels. This shift drives more virtual interactions and engagements, allowing products to be demoed virtually. Cloud-based platforms are playing a pivotal role in enabling seamless distribution and installation across geographical boundaries.

Data-Driven Strategy: The advent of data analytics has allowed companies to accurately identify market trends and potential customer segments. This data-driven strategy fosters a closer alignment with customer expectations and needs, allowing customization of products and offerings to resonate with different regional demands.

Adoption of Service-Based Models: The shift towards models like SaaS (Software as a Service) has fundamentally altered product marketing. By emphasizing the long-term value of the product, and focusing on ongoing services, updates, and customer support, companies are placing a priority on lasting relationships rather than one-time sales.

The borderless enterprise has instigated a radical reshaping of go-to-market strategies for product companies. Embracing these changes is essential for staying competitive and relevant in a globalized, interconnected market.

The Role of Service Firms in the SaaS, Cloud, and Automation World

Currently, only

11%

of SaaS companies are using content marketing.

This presents an excellent opportunity; with only 11% of SaaS companies creating content, you can easily become a thought leader in your niche and rank in search engines.

Source: <https://www.cobloom.com/blog/10-saas-content-marketing-statistics-for-2017-infographic#>

In a world increasingly dominated by SaaS, cloud computing, and automation, service firms have a crucial role to play. They act as intermediaries between product companies and their clients, providing necessary support, training, and integration services.

Intermediaries: Service firms operate as crucial intermediaries, bridging the gap between product companies and their clients. They deliver necessary support, offer intensive training, and provide vital integration services to ensure seamless workflows.

Maximizing SaaS Utilization: An important role of service firms is enabling businesses to optimally utilize their SaaS solutions. They assist in the proper integration of these tools into existing systems, workflows, and business strategies, maximizing the utility and return on investment.

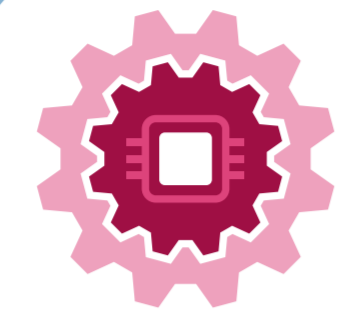
Providing Support and Training: Service firms extend continuous support and training to businesses. This assistance helps enterprises harness the full potential of the tools, ensuring effective usage and contributing to enhanced productivity.

Navigating Digital Transformation: With cloud and automation technologies constantly evolving, service firms guide businesses through their digital transformation journeys. They identify potential opportunities for automation, aid in the shift to cloud-based operations, and equip the business to be future-ready.

Service firms have emerged as the crucial guides in this era of SaaS, cloud computing, and automation. They facilitate the journey of businesses in this transformation, allowing them to harness the power of technology to optimize their operations and stay competitive.



Automation



AI



Analytics



How Should B2B Marketers Evolve in This New Normal?

The sweeping transformation in B2B marketing — shaped by the borderless enterprise, AI-driven personalization, and cloud-based solutions — demands a thoughtful and proactive response from B2B marketers. The path forward requires not just adaptation but evolution, leveraging these changes to create more value and better alignment with the dynamically changing business environment.



Forget the Job Title: Emphasizing skills rather than rigid job classifications are empowering employees to utilize their unique capabilities more effectively. It's a transformative change that resonates not just within the general workforce, but also holds significant implications for B2B marketers adapting to the new business landscape.

Invest in Upskilling: The rapid technological advancements require continuous learning and skill enhancement. Investing in upskilling ensures that marketing teams are equipped to utilize emerging technologies, understand evolving customer needs, and innovate in their strategies.

Embrace Digital Transformation: The new landscape is digital-first. Marketers must be adept at leveraging digital channels, virtual engagements, and cloud solutions to reach global audiences effectively.

Utilize AI and Data Analytics: Modern B2B marketing is fueled by intelligent insights and personalized experiences. Marketers must harness AI and analytics to enhance customer engagement, predict buyer behavior, and provide personalized recommendations.

Leverage Social Proof and Customer-Driven Strategies: The buyer's journey now emphasizes customer-driven purchases. Marketers must utilize social proof, customer reviews, and user-generated content to build credibility and influence buying decisions.

The new normal in B2B marketing is complex but filled with opportunities. By aligning strategies with the shifts in technology, global reach, and customer behavior, marketers can create more meaningful connections and drive business growth. A commitment to continuous learning and upskilling is essential, allowing marketing teams to stay ahead of the curve and lead in a world that is constantly evolving.

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About Us

Since 2004, we've been doing only one thing: helping create stories and telling them well. Purplepatch Services works with technology product and services firms to create compelling stories that help them convince their audiences. Right from conceptualizing it to actually telling it to the listening market place.

We take pride in delivering informed creativity that helps our customers truly achieve growth by being relevant, sensitive, and inspirational to their markets.

Our customers are able to move from talking “geek” to presenting “understandable big pictures” to their buyers. And the rest, as they say, is really simple.