

Essentials of B2B engagement

Getting personalized content right



Most marketers understand that the best way to generate demand is to appeal to buyers in a direct, relevant and engaging way. But in B2B marketing you're selling to senior executives in an organisation.

A B2B customer might take longer to convert, but will then become a repeat client with large orders over a long period of time. Industry figures indicate the following:

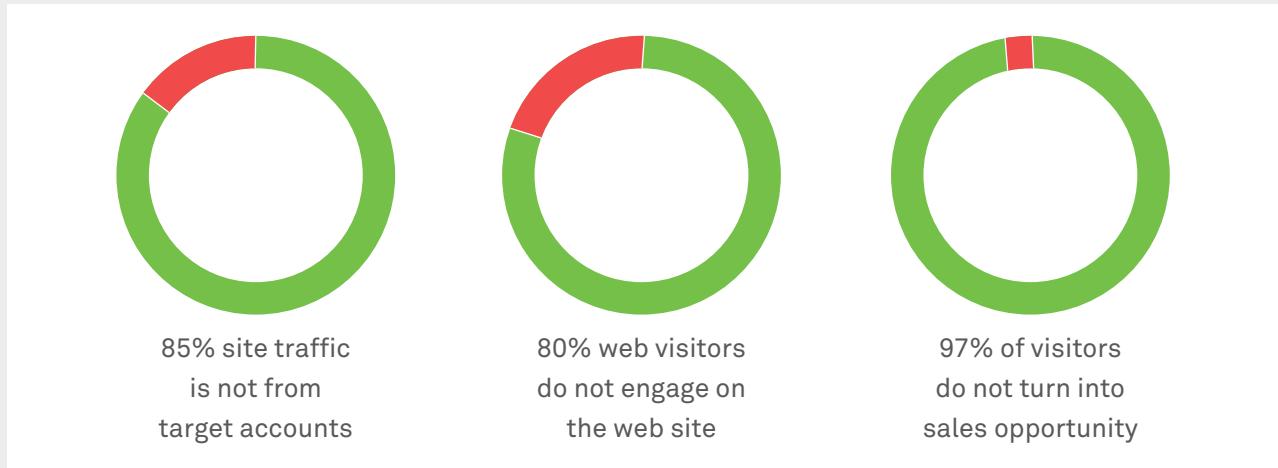


Figure 1: Industry figures-website traffic

It's critical to provide the information businesses need from the get-go, anticipate their questions and initial reservations, and build trust—at the speed they choose, through their medium of choice.

Here are some ground rules for making a customer centric experience in B2B world:

Offer informational assets: You want to give the prospect valuable, insightful information that is relevant to them. This can take the form of:

- Explainer videos
- Specification sheets
- eBooks or white papers
- Demos, webinars and tutorials

Re-energize your website: Include a landing page offering promotions, an excellent site search engine and different navigation options.

Add a quick repeat functionality: Make your customer's repeat purchase even easier with an order feature that allows the buyer to order the same set of items repeatedly.

Enable corporate accounts: One could set up a multiple user role functionality within the same account to simplify the buying process.

Offer personalized product suggestions: B2B e-commerce could offer product recommendations to drive further sales, for cross selling or upselling opportunities.

Streamline your checkout process: One could make sure that shopping carts can either be easily shared or be submitted for review to another customer role in your system.

Create a coherent user experience across all screen resolutions and devices: If you can access your shopping list on the B2B e-commerce site, you must be able to see the same information on your mobile device.

Segment and incentivize: Use the information gathered on customers, such as their click activities, personal interests, geographic location, buying and browsing history, etc., to deliver personalized marketing content.

Loyalty programs: Offer rewards to personalize the customer experience and reward them to shop more from you. Not historically seen as to be applicable for B2B selling, this report by Forrester demonstrates its importance for B2B marketers.

Companies should have 2 different strategies for:

- Unknown visitors (approximately 90% of site visitors)
- Known visitors (approximately 10% of site visitors)



A B2B customer might take longer to convert, but will then become a repeat client with large orders over a long period of time.

1. Unknown visitors

Based on in-depth analysis of their digital trail, we can take following actions to personalize their experience and content:

User type	User action	Action to be taken	Key attributes	Personalization
Unknown (based on cookie)	.com browse	Dynamic ads	Geography	Country specific landing page
	.com browse	Dynamic ads	Industry	Industry specific hero image
	Paid media click	Dynamic ads	Referrer (keyword search on google.com)	Product specific landing page
	Paid media click	Dynamic ads	Referrer (keyword search on google.com)	Chat live with a product specialist
	Paid media click	Dynamic ads	Referrer (keyword search on google.com)	Chat live with an account specialist (if the cookie reveals that this account needs 1:1 targeting)
	Paid media click	Dynamic ads	Referrer (keyword search on google.com)	Side help pop up: Product selector chat now
	Click to chat	Chat box	Input name and email address	Personalized greeting
	Click to chat	Chat box	Input name and email address	Chat live with an account specialist (if the cookie reveals that this account needs 1:1 targeting)
	Product selector tool	Curated content	Product	Recommended product
	Search	Curated content based on the following: 1.Geo 2.Keyword	Product	Curated search

2. Known visitors

Content personalization in the B2B space delivers an opportunity to begin a meaningful conversation built around empathy and understanding and helps in identifying the client's industry at an early stage.

Companies should strive to make the logged in experiences richer than the vanilla experience by:

User type	User action	Action to be taken	Key attributes	Personalization
Known	Register	Dynamic ads	Not applicable	Customize your experience based on preferences, past purchases, current data journey and keyword searches
	Product data sheet	Targeted content	Product	Product banner
	Product data sheet	Targeted content	Geography	Local language
	Click to chat	Chat box	Input name and email address	Personalized greeting
	Click to chat	Chat box	Input name and email address	Chat live with an account specialist (if the cookie reveals that this account needs 1:1 targeting)
	Search	Curated content based on profile, segmentation, geography and keyword	Product	Curated search
	Product selector tool	Curated content	Product	Recommended product
	Product catalog and price	Curated content	Contract, price, terms and conditions	Custom catalog based on their contract, terms and conditions
	Ordering functionality	Approved products	Contract, price, terms and conditions	Provide a quick order or bulk order form for quick ordering
	Account details	Orders	Invoices	Payment of invoices and other Accounts Payable activities

We sincerely hope you will utilize the actionable items from this blog to improve your inbound marketing investments and make the B2B experience more enjoyable for your clients.

True B2B personalization means going the extra mile to understand each buyer's priorities and

add value to their decision-making process. To make that happen, one needs accurate data, powerful technology, good content and a willingness to experiment.

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With over 20 years of international, cross-industry experience, Namit Bhargava works with clients on “Connected” themes enabled by Industrial Internet of Things (IIOT)—Connected Worker, Connected Assets, Connected Plant, Connected Supply Chain and Connected Commerce.

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