

Creating a Human Connection Within the B2B World of Digital Marketing

www.compellingcopynow.com



Peter Fogel – Peter Fogel Presents LLC

Copywriter/Marketing Strategist

info@compellingcopynow.com

www.compellingcopynow.com

561-245-5252 office

561-264-2065 fax

Skype: copyman2007

"Creating a Human Connection Within the B2B World of Digital Marketing"

By Copywriter Peter J. Fogel

When it comes to changing trends in digital marketing – change can arrive at the speed of light. Just think, who would have ever thought that many companies (even after the pandemic ends) will offer their staff remote working options.

A recent Gallup Poll revealed that 56% of U.S. **workers** were "always" or "sometimes" **working remotely** in January.

And the **percentage of workers** working remotely hit a high of 70% this past April.

Further market data states that some companies are offering their workers the perk of working from home. And guess what? By 2025, an estimated 70% of the workforce **will work at least five days a month remotely**.



I am sure you notice that SLACK and Microsoft Office Teams are now the norm.

Not to mention, Intra office meetings are now on zoom with folks turning off their cameras in the morning, so others don't notice they've just crawled out of bed eight minutes ago and are having a bad hair day.

Oh, and by the time you read this article, I'm sure that there will be a new digital trend metastasizing over the horizon.

That said, though times have changed -- human psychology has not. In the B2B world, it is (and will always be) about building long-term relations with your fellow employees, supervisors, and, of course, the lifeblood of your business --- your clients.

Even while working remotely, it is critical to keep and craft relationships on honesty, respect, and shared interests and understanding.

Unless your NEW purchasing agent/manager is R2D2 from Star Wars -- you should still work to deliver value and trust to a HUMAN BEING.

And it is essential (during these unprecedented times) that you do this with your B2B marketing.

Is it All About The Sale or Something Else?

I get it. We all get it, especially when it comes to sales. You have quotas... you have goals to meet (personal and business).

However, savvy B2B marketers like you know to succeed and to capture market share -
- It is always about discovering and solving your MQL's (Marketing Quality lead) problems.

Remember, your B2B (or even your B2C prospect) does not care about your quotas. They don't even care about your product; they care only about what your product or service will do for them.

A customer buys a hammer -- not for the nail he is going to pound into the wall. No, all he is thinking about is the picture of grandma he wants to hang in the living room (and hoping he doesn't damage the drywall).

Effective B2B Marketing Campaigns Always Begin with The MQL's Best Interests

Instead of focusing on getting these folks to your website, focus on your prospect's wants, needs, and desires.

And if your Special Report or Case Study can highlight and then solve the problem and help your sales team close the deal, even better! You do what YOU have to do to get those get eyeballs on your marketing materials.



Walk in the shoes of your prospects... become a Sleuth that reads and investigates what is going on within your industry by reading trade publications... or industry forums.

You will soon realize what is keeping your MQL's up at night while on the job! For example, you might come across what their pain is.

*"I need a strategy that will help my firm to troubleshoot x, y, z better!
"Our accounting software is not keeping up industry standards..."
"I need to have better access to our inventory..."*

The above are just a few examples.

However, many times when a prospect/client says, "I need," what they are really saying is they have an urgency to solve an issue that will make THEIR job (and their personal or business life) a lot easier.

Again, this all goes back to doing your homework on your prospect, business, industry, and truly listen to what they are saying!

Also, examine what your MQL's position is in the company, their seniority. Yes, you might focus on your company's purchasing agent -- and impressing them.



But make no mistake: they (as you know) are answering to their superiors at their company. Ask yourself...

Is your product or service accessible to other people at the company that will be using (for instance) your new 2.0 software program?

You attend a party... if you asked ten other partygoers what they liked about it -each one would come up with a different response. Some liked the food, others enjoyed the booze, and other folks lovvvvvvvvvvvvvvved the view from the balcony.

In this instance, the sum is greater than the parts. It is the same with your product or service – it has to please others at the company you are pitching, too.

Don't forget, in B2B marketing, there are many end-users for your product/service at the company whom you have to impress with your presentation.

To gain market share and beat your competition -- you must go the extra mile to always think about your prospect's deep needs.

But first, you have to get to know who they are -- what their position is at the company and whom they report to.

One current strategy is to ask your valued end-user questions. Probe, if you must, discover what their first and secondary needs are.

In doing so, you will help improve your company's services and products.

NEWS FLASH

Research reveals 63% of consumers think marketing wastes time trying to force prospects to pay attention instead of making them want to pay attention. 55% of **B2B buyers** search for information on social media. In a typical firm with 100 to 500 employees, an average of seven **people are involved** in most **buying decisions**.

Even AI Was Created By... You Guessed it, A HUMAN BEING!

I know AI (Artificial intelligence) is here to stay, and it is improving daily, but it will never replace the human side of B2B marketing.

No one likes getting generic automated e-mails, and the recipient can smell that a mile away. Generic e-mails do not convert as well as hearing from Sid in accounting.

And here's something to consider when crafting e-mails, blogs, Special reports.

Keep it simple, relevant, and relatable? KIH. And mostly- Keep. It. Human!

Remember: for optimal results – common sense dictates you work with a competent copywriter who can craft a conversational and relatable message that resonates with your prospect on a human level.



Of course, when applicable -- you can always add industry jargon judiciously in your communications. (You know, "The Usual Suspects" of dependable tribal buzz words).

However, above all else, do not forget that your purchasing agent is **still** a human being

And he or she is looking out for the best interests of their company and, of course, their own job!

Don't Over Do It With Personalization.

Talk to any B2B marketing veteran -- and you will discover that some salespeople overdo it with personalization. (Not you, other salespeople.)

Remember, an MQL wants you to know about their needs, not necessarily their dog, wife, or kid's names.

Sure, it might help you to ingratiate yourself to them (sometimes). However, but in the end, it won't help seal the deal.



They are busy; you are busy... so it's acceptable to personalize your message by focusing on their:

Name
Company
Industry
Job Title/Responsibility
General Location (like a city)
Area of Interest

Of course, all this info is available in their LinkedIn profile.

Common sense dictates that when you get to speak to this busy person on a conference call, keep away from personal stuff (unless they offer to tell you about it).

Your focus is on how to expand your company or brand's personality best to stand out from your competition as opposed to telling your prospect, "here's our widget, please buy it..."

The sales journey is about the courtship with your prospect, so they get to know who you and your company is --- and you can solve their problems!

For instance, as a copywriter, my brand or mission statement is "*crafting sales copy for the most important product or service there is... yours!*"



But what is your brand? What stands out in your prospect's mind about your company, culture, products, or services? And what is the best way to communicate that to your prospect?



Figure out your company's most crucial USP is and then position it into your brand with all communications (blog, social post, blog, e-mails, direct mail.)

If your brand focuses on technical expertise (The Geek Squad), pump up the volume in all your marketing strategies.

Yes, it would help if you focused on your marketing funnel with your MQLs, SQL -- open rates, and conversion rates.

Of course, strategic marketing and brand building is the lifeblood of your company's conversions. So again, always analyze online data. I am betting that when you connect on a more deeper level with your B2B prospect... your open and click rates can lead to a better business relationship that can lead to more sales conversions.... off of the Internet!

In closing, for best results, always focus your B2B marketing with conversational copywriting or communication where you are creating intimacy between human beings.



Peter Fogel is an 18+ year Veteran B2C/B2B Copywriter, Script Writer, and Voice-Over Artist out of Delray Beach, Florida. He's also the author of **Reboot Your Career: 27 Ways to Reinvent Yourself in the Workplace (amazon.com)**. He crafts lead generation e-mails, landing pages, direct-mail, case studies, white papers – with a conversational copywriting style that connects with your targeted audience – on.a.human.level.

For more info on how he can boost your sales conversion rates and white paper downloads, please visit www.compellingcopynow.com or contact him at info@compellingcopynow.com

Or better yet, for quicker service, call NOW for a FREE 15 Minute No-Obligation consultation at 561-245-5252 EST

