

SIX GOOD REASONS

Why B2B organisations need corporate marketing

The easiest way to beat your competitors

It's easy to pretend that business decisions are dispassionate, sensible and logical – despite the evidence to the contrary.

The fact is most people respond to recognised and trusted brands – even aspirational brands. Just look in your wardrobe, pantry and car park to see the evidence.

This ingrained value system isn't left at the front door when people go to work. All of us take it everywhere we go.

Ask yourself this: In my corporate role would I buy something expensive, or commit to something important, if I didn't have a good reason to trust the product or service, or the business behind it – or couldn't easily justify my decision to others in my organisation?

If you answered NO, you've just demonstrated why business-to-business (B2B) organisations need to engage in corporate marketing.

Yet this is one of the great modern corporate issues.

Corporate marketing is not often regarded as something that needs to be approached with as much rigour, investment, creativity, commitment and persistence as B2C (business-to-consumer) marketing.

The good news is that because this is such a widely held belief it provides limitless opportunities for companies that embrace corporate marketing as a strategic function of their business. They invariably position themselves as leaders in their sector – and reap the rewards that go with it.

There are at least six good reasons for this:

- **Certainty**
- **Self-preservation**
- **Ego**
- **Margin**
- **Door opening**
- **Talent attraction**

Certainty

Clients in B2B relationships almost always prefer suppliers:

- With whom they have current, or had previous, successful dealings; or
- With a proven track record.

These are the 'certainty' factors.



Self-preservation

Decision-makers in large or bureaucratic organisations prefer suppliers that are well known or highly regarded by those above them in their organisations.

This is the 'self-preservation' or 'insurance' factor.



Ego

Decision-makers in large or bureaucratic organisations prefer to work with suppliers that are well known within their own organisation and / or their industry as being amongst the best in the supplier's industry.

This is the 'ego' factor.



Margin

Companies with a high profile and good reputation are able to command higher prices – or get more business at industry standard prices.

This is the 'brand premium' or 'margin' factor.



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Door opening

Prospects are many times more likely to host a credentials presentation by a high profile, well-regarded organisation than an organisation with no profile or reputation.

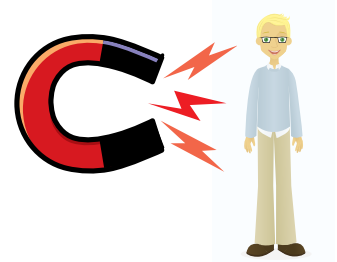
This is the 'door opening' factor.



Talent attraction

It is much easier to recruit high calibre staff to an organisation with a high profile and good reputation.

This is the 'talent attraction' factor.



IMPLEMENTATION

A great corporate marketing strategy is cost and performance effective. It's uncomplicated and delivers results.

The four proven elements of such a strategy are:

1. Promote your successes
 - Advertise – where those important to you will see it
 - Publicise – describe the benefits
 - Newsletters – provide the opportunity to tell more complete stories
2. Demonstrate the benefits of a commercial relationship
 - Testimonials – the most powerful way to demonstrate success and benefits
 - Be real – use 'their' language; use real examples
 - Relate – illustrate a potential problem or challenge and show how you are the best supplier to overcome it
3. Keep raising your profile
 - Sponsorship – cheap way to get brand recognition, and enhance the brand
 - Be bold – demonstrate skills, experience, and know-how
 - Be creative – dare to be different. Position yourself as a leader
4. Foster and maintain close relationships with current and former clients, and key stakeholders
 - Hospitality – engage in social activity with those important to you

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