

# 8 B2B ENGAGEMENT TECHNIQUES THAT WILL FLOOR YOUR CUSTOMERS



Article by TECHNO DATA GROUP

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Customerstoday are proving to be pricier than ever before. A study from Iris, Chicago in this regard is proving to be an eye opener for marketers. It suggests that B2B marketers often face the cold shoulder from customers, that too more often than they deserve.



In the survey conducted with 200 participants, 63% of the lot said that they do not even open the emails and delete them pronto. 45% of the respondents who themselves are B2B marketers say that breaking the clutter and getting your brand seen and heard is the problem that needs to be tackled.

Jennifer Stoll, Strategy Director with Iris, Chicago says ‘participation marketing’ holds the key to break open this clutter. Engaging your customers, personalizing your offerings for them and building loyalty is what will count in the future.

HERE ARE 8 TECHNIQUES THAT YOU CAN EMPLOY TO BRING ABOUT THIS ENGAGEMENT:



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1

## Make Your Message Loud And Clear

Customers have limited time and attention span, and therefore, you ought to make the most of it by making your email communication as clear and crisp as you can. They are really not interested in what you are and your history. All they want to know is what you can do for them.



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# 2

## Segmentation Is Necessary

Most marketers send communication without really segmenting their targets. What works for one customer may not necessarily work for the other. So, it is advisable to restrict your strategy to three or four segment groups. This sentiment is echoed by 56% of the respondents while 24% of the respondents say that you can stretch to five to eight target segments. The approach to follow in this is crawl-walk-run. Start slow, understand the responses, tweak your processes and then go for the kill. Remember to effectively use loyalists, influencers and social media in the process too.



# 3

## Focus On Your Tone

Each of your customers is different! While interacting with them, some may like a friendlier and causal tone while others would prefer to interact professionally. 65% of the respondents like a professional tone while only 15% preferred friendly content. Similarly, with respect to the message tone, 70% opted for example driven messages while only a mere 10% opted for advice driven content. Leveraging on these numbers and creating persona based messages is what will resonate more with the customers of the future and engage them better.



# 4

## Relevant And Timely Content Matters

55% of the respondents said that they do not unsubscribe to emails for the simple reason that sometimes the content could be relevant. Herein lies the opportunity for marketers. To get the desired response from customers they need to keep their messages highly relevant. Time also plays an important role. 26% of the respondents want monthly publications that are work related while a close 24% want content as soon as it is available, irrespective of the frequency. Another 23% would prefer fortnightly content. So, how does a marketer take a call under these circumstances? Stoll suggests that social networks hold the key. Marketers should check what is trending and debated amongst professionals and create content around that.



# 5

## Ensure Your Content Is Tagged

79% of the respondents said that they browse and explore the blogs and websites that pop up when they are seeking information of a particular kind on the web. Another 60% said that they often read the latest news about a topic that is being debated. Going by this, Stoll says that marketers need to tag their content so that they reach the right audiences.



# 6

## Employ Professionals To Generate Content

Marketers are so burdened by a multitude of tasks that they may not even consider email campaigns. In such a scenario, it is better to outsource the email campaigns to professionals in this field or to other departments that can take up the task of content production. 26% of the respondents said that they do not opt for email programs, and are oblivious to its scope. It is time this changed!





# 7

## Create Face-to-Face Engagement

With digitalization of almost all methods of marketing, face to face engagement is hardly seen or heard. However, this still is important, says Stoll. Sitting in meetings and live interactions are preferred by whopping 62% respondents. This number will increase in case of new business pitch even more because of the sensitivity and the chemistry that comes to play when people meet. So, focus on relationship building through face to face interactions too and not only by other mediums. After all, nothing can replace the 'human touch'.



# 8

## Accept Ignorance And Be Future Ready

No matter what you do, you will face ignorance some time. 56% respondents admitted that they signed up for a webinar or an event only to receive the material from the event and not to really participate. This is the reality and the sooner the marketers accept it, the better it will be for them. However, you can also plan for this and use it for creating engagement. For instance, if a person misses a webinar, send the top points of discussion to him/her in the form of a newsletter or a digest, and engage him with you.

Remember, these techniques are not 'one size fits all'. Understand your need, your consumer and the life stage of your business and act accordingly to get the desired outcome.



## ABOUT US

**Techno Data Group** is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads to drive your business forward to achieve sustainable growth.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

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