

Careers opportunities in B2B Marketing – why marketing can be the difference between a company's success and failure

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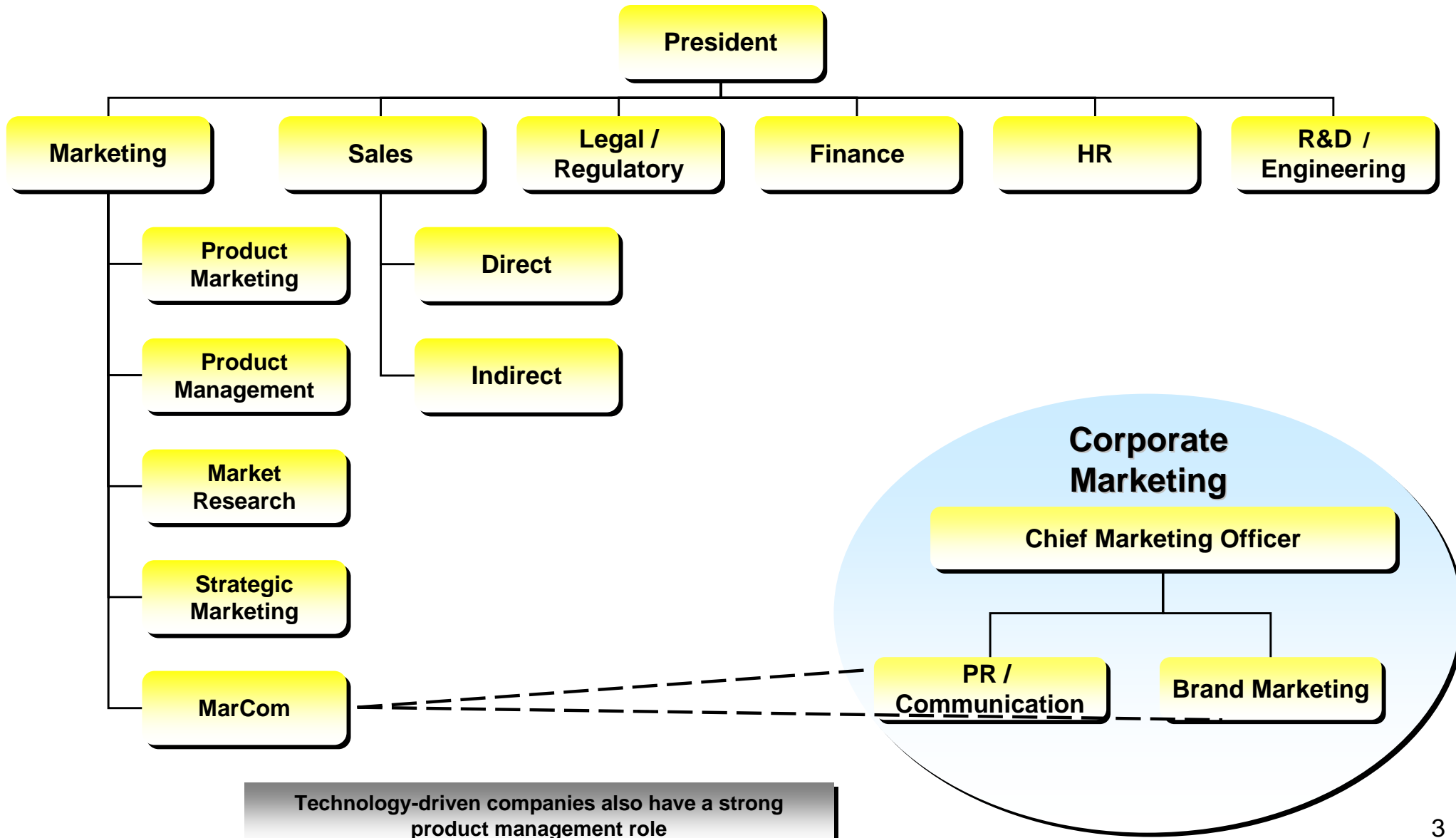
Azimuth Marketing Group
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- Many exciting roles in B2B marketing
- Smaller organizations enables you to do more roles
- The “tighter” you are with sales the better
- B2B Marketing makes a difference to organizations
- B2B Marketing can immediately effect sales when done correctly
- B2B Marketing must be strategic to get the full advantage of the department



Typical B2B Marketing Framework



Marketing Strategy and Planning

- Using trends, business intelligence and analysis to develop marketing strategy and planning

Segmentation and Value Proposition Development

- Segmentation, insights, value propositions including brand, price, channel positioning and communications choice

Brand and Communications Management

- Develop Masterbrand and product brand architecture and standards, and communications activities

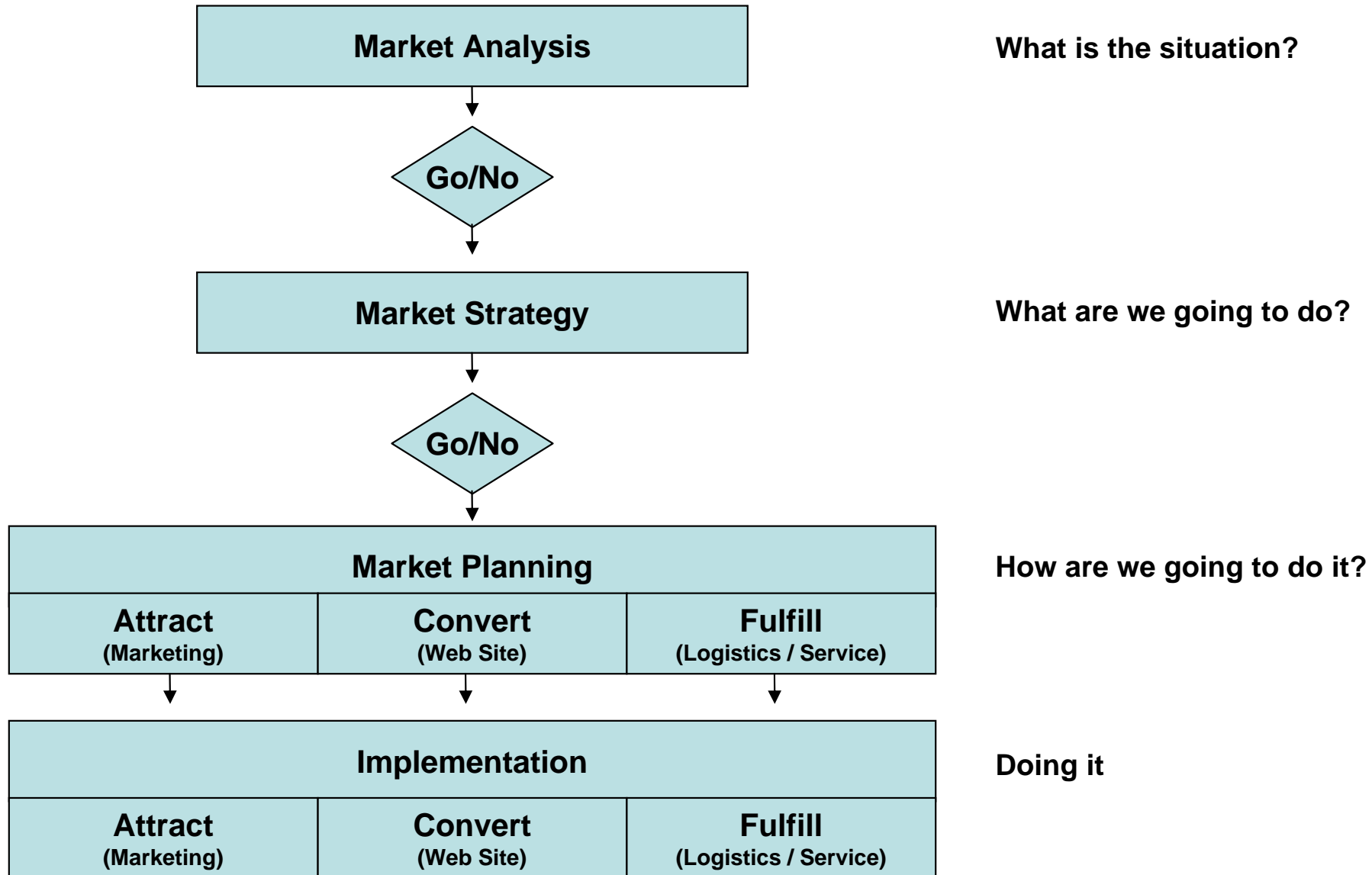
Marketing Operations

- Bringing the Marketing Plan to life

Marketing Performance

- Analyze marketing performance including price, channel, market share, capability

Typical B2B Product Launch



Evolutionary Development 

Support	Advisory	Planning	Strategic
<ul style="list-style-type: none"> ■ Provide product materials & information ■ Support product service, warranty, logistics ■ Collect channel and re-seller data ■ Maintain customer database, issue reports ■ No customer segmentation in business ■ Collect and communicate pricing information ■ Coordinate MarCom, trade shows / events 	<ul style="list-style-type: none"> ■ Track feedback on product performance ■ Coordinate value-added services ■ Make recommendations for channel opportunities ■ Interpret customer research and provide implications ■ Segmentation created and communicated ■ Make pricing recommendations ■ Provide advice on customer communication strategy 	<ul style="list-style-type: none"> ■ Identify customer needs, and opportunities ■ Develop services that differentiate offer ■ Analyze and manage channel profitability ■ Manage CRM, deal flow, contract backlog ■ Segmentation shapes customer strategy ■ Create pricing guidelines in line with segmentation ■ Create annual marketing plans / ad campaigns 	<ul style="list-style-type: none"> ■ Lead identification of new product areas ■ Create services that generate profit ■ Develop and execute route-to-market strategy ■ Identify new sectors and customers ■ Segmentation drives all customer activity ■ Develop long term pricing strategies ■ Develop and implement integrated brand strategy

Reactive

Leading

MarCom role may be independent of strategic evolution



- Support tactically – drive strategically
- Be Customer Focused
- Trust what you’ve learned... Business majors really use what you learn in school!!!
 - Accounting
 - Finance
 - Marketing
 - Management/HR
 - Communications
- Focus on a job/industry you love... do what “turns you on”
 - Switching industries gets harder as you get older
- Become an expert
- Be honest and ethical



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