Batten & Company
Marketing & Sales Consultants

Batten & Company: Brand-to-Market Approach

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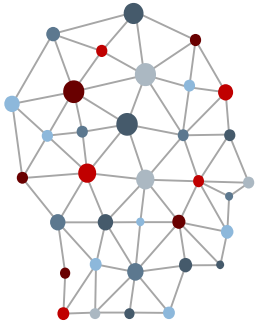
The Marketing & Sales Consultants of BBDO Worldwide

Current situation: B2B Companies need to adjust the course on how to develop campaigns and content.



Customers need **relevant and customized content** at the **right moment** due to **information overload**

Currently, **60-70% of content** produced by B2B marketing **goes unused**

Customers are more **empowered** and thus their **buyer's journey** has become more **individualized** and more **independent from suppliers**

Global players in all industries have recognized these changes and have **already adapted** the way they **develop content**

Batten & Company Brand-to-Market Approach: Connecting the brand to the market demand to drive business impact.

Substantiating the brand positioning
by building relevant themes with a focus on customer needs

Brand

Interlinking **brand** to **market** demand to drive **business impact**

Market

Building on the brand positioning
to generate demand by breaking down relevant topics with focus on customer needs

Brand-to-Market stands for a **customer-centric** approach to **marketing communications planning** which transforms marketing efforts into **successful lead generation** by **orchestrating the various marketing and sales functions** in the B2B context.

Batten & Company Brand-to-Market Approach: Four essential principles underlie the Brand-to-Market Approach.

01

Outside-in

Enables customer-centric communication by developing it from an outside-in perspective

02

Efficiency & Effectiveness

Maximizes efficiency and effectiveness of communication and marketing activities

03

Alignment

Builds on close collaboration of different functions (Communications, Marketing, Sales, Business Development & Strategy)

04

Lead Tracking

Makes it possible to generate and track leads from Marketing and Communication activities

Goal: Brand-to-Market delivers concrete business impact through successful lead generation and pursues three principal objectives along the sales funnel.

The **lead funnel** measures the impact of marketing activities

Lead funnel

- INQUIRY
- MARKETING QUALIFIED LEAD
- SALES QUALIFIED LEAD
- WON BUSINESS

Brand-to-Market pursues **three principal objectives** along the **sales funnel:**

Sales funnel

Reputation building

- **Builds awareness, interest**, and urgency around a theme

Demand creation

- **Sources** and **nurtures demand** in the markets based on that theme

Sales enablement

- **Provides Sales** with relevant buyer's journey **information and assets**

Process: Batten & Company offers an 8-level framework for generating customer-centric content, which is the basis for achieving the three principle objectives.

WORKFLOW

Evaluate	1 Introduction	Result	▪ Employees' understanding for the Brand-to-Market concept ▪ Clarification of requirements (resources, monitoring, etc.)
	2 Market Identification	Result	▪ Identification of a focus market for the Brand-to-Market campaign
Understand	3 Market Analysis	Result	▪ Identification of buying centers, central buying decision makers and needs within the focus market
	4 Persona Profiling	Result	▪ Development of persona profiles for the central purchasing decision makers
	5 Persona Environment	Result	▪ Identification and development of influencing factors and corresponding measures for the central purchasing decision-makers
Implement	6 Content Planning	Result	▪ Planning of content, measures and channels for the campaign ▪ Identification of current content gaps/needs for adaptation ▪ Finalization of KPIs to measure campaign performance
	7 Content Creation	Result	▪ Development of content ▪ Ensuring of a continuous content flow
	8 Go-Live	Result	▪ Creation of measurable results with Business Impact ▪ Continuous optimization of the campaign

Content development based on customer needs

Content based on customer needs

OBJECTIVES

Sales funnel

Reputation building	▪ **Builds awareness, interest**, and urgency around a theme
Demand creation	▪ **Sources** and **nurtures demand** in the markets based on that theme
Sales enablement	▪ **Provides Sales** with relevant buyer's journey **information and assets**

Content usage along the sales funnel

Process: Batten & Company offers an 8-level framework for generating customer-centric content, which is then played out along the sales funnel.

Evaluate	1 Introduction	Result	▪ Employees' understanding for the Brand-to-Market concept ▪ Clarification of requirements (resources, monitoring, etc.)	Kick-Off
	2 Market Identification	Result	▪ Identification of a focus market for the Brand-to-Market campaign	
Understand	3 Market Analysis	Result	▪ Identification of buying centers, central buying decision makers and needs within the focus market	
	4 Persona Profiling	Result	▪ Development of persona profiles for the central purchasing decision makers	/
	5 Persona Environment	Result	▪ Identification and development of influencing factors and corresponding measures for the central purchasing decision-makers	
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	7 Content Creation	Result	▪ Development of content ▪ Ensuring of a continuous content flow	
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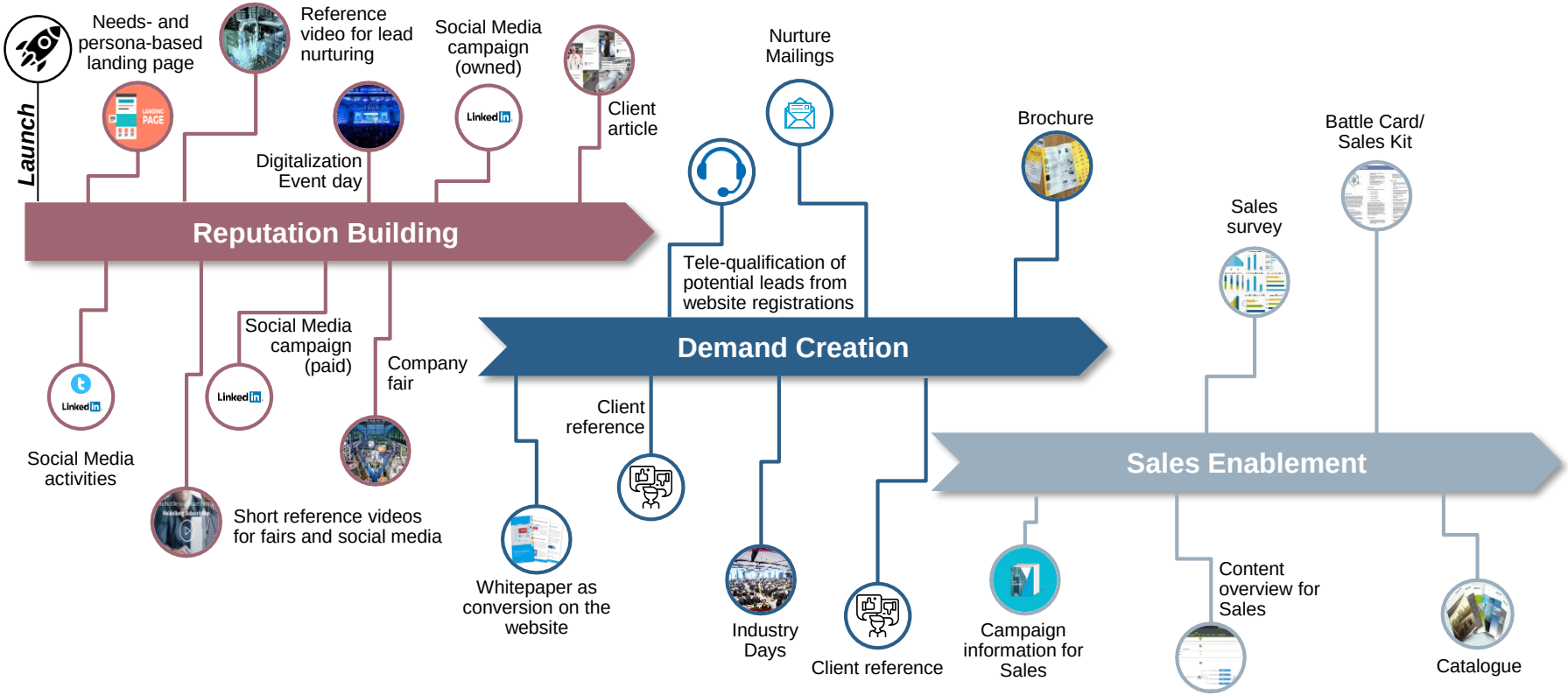
= Workshop = Interviews = Regular Calls

Exemplary B2M Campaign: Overview of the developed measures from campaign launch along the sales funnel.



Illustrative campaign including **Reputation Building**, **Demand Creation**, and **Sales Enablement**

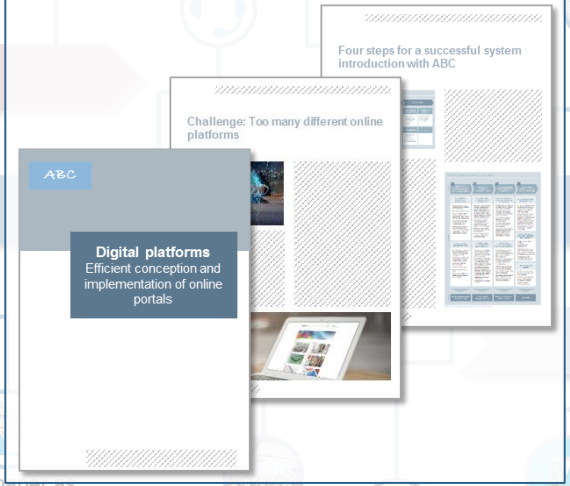
Exemplary B2M Campaign: Overview of detailed measures along the sales funnel.

Reputation Building

Needs- and persona-based landing page

Demand Creation

Whitepaper as conversion on the website



Sales Enablement

Sales Kit with argumentation lines

Brand-to-Market delivers marketing and sales measures for **every phase of the lead funnel,** tailored to the **needs of specific personas** and leading to **measurable business impact results**

Proven track record: Customer centricity and Brand-to-Market drive business success

Customer centric companies are **60%** more profitable than non-customer centric organizations.

71% of companies who exceed revenue and lead goals have documented customer persona profiles.

30% increase of Sales success rate by contacting customers at the right time with the right information.

Marketeers enjoy **73%** higher conversions to marketing qualified leads (MQL) when they use personas and map content to the buyer's journey.

Brand-to-Market campaigns can increase lead handover from Communications & Marketing to Sales by up to **47%**.

Brand-to-Market increases lead quantity without compromising quality, i.e. Sales acceptance of leads remains constant, for example at around **65%**.

Sources: Batten & Company research and project experience

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