

— BUSTED! —

# 5 B2B Marketing Myths that are Holding You Back

# Let's bust a few myths!

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If you're a B2B brand ready to grab the reins on your marketing strategy and take things to the next level, then buckle up. As a data innovator who loves to challenge the status quo of traditional marketing data, AnalyticsIQ is here to bust the most common myths that far too many marketers believe.

These misconceptions, especially around data, are preventing brands from generating more leads, winning more deals, and increasing revenue. Let's shift your mindset and unlock creative marketing ideas fueled by data!



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# 1

## B2B STANDS FOR BORING TO BORING.

One of the most common B2B marketing myths is that B2B stands for “boring to boring”. It’s stuffy. It’s old-school. It’s bland. That may have been the experience of the past, but the days of boring marketing strategies have now been transformed into rich, creative experiences.

B2B marketing can actually be just as fun and creative as its B2C counterpart, and not limited to things such as PowerPoints and cold emails. Marketers can be creative while delivering an informative message. In fact, B2B buyers are expecting experiences similar to what we see in B2C marketing.

### The truth?

Data can change the B2B marketing game, making it more exciting than ever.

You can tailor your B2B outreach by:

- Sending direct mail to home or office
- Mirroring your target’s communication style
- Sharing the type of marketing content they like
- Linking professional & personal lives to mine new insights

Check out the content to the right to see one way that AnalyticsIQ uses BusinessCore data for our own prospecting and lead gen efforts.

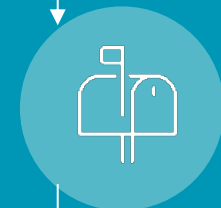
### B2B Data In Action



**TARGET**  
Identify key accounts & decision makers



**INSIGHTS**  
Pinpoint prospects who prefer in-person meetings



**STAND OUT**  
Reach them at home or the office with direct mail



**RESONATE**  
Personalize outreach with gift card and invite them to coffee

# 2

## B2B MARKETING IS NOT PERSONAL.

B2B marketing, according to some people, is not personal. They believe it's insincere and about reaching businesses only. But at AnalyticsIQ, we believe strongly that businesses don't make decisions, people do. That means you aren't marketing to a company, you are marketing to an individual person so you must attempt to make a connection. Understanding the decision maker or influencer on a deeper level is critical. What keeps them up at night? What are their goals? What are their pain points?

Then you must understand how to connect with them. Leverage insights related to a decision maker's persona to develop relevant marketing content. For example, does your client prefer to be contacted via email, phone, in-person, Twitter, LinkedIn or other social media touchpoints? And when you reach out, what content would they prefer to learn more? Case studies, e-books, whitepapers or webinars, for example? Fortunately, these are all data points we have on decision makers in our BusinessCore database.

### The truth?

You can personalize the marketing experience with data.

If you use data and insights to do your marketing homework, you will understand the company, and more importantly the person you are trying to reach. Watch the number of connections you make continue to rise.

# B2B MARKETING STOPS AFTER THE SALE.

Unfortunately, all too many B2B brands believe the job of marketing is done once there is a contract in place. Competition is extremely fierce and constantly evolving, which means post-sale complacency can lead to customers switching to other companies. The goal in any new partnership should be to create a long-lasting, loyal relationship.

A dedicated lifecycle marketing strategy will achieve this. It builds brand advocacy which leads to both buyer retention and clients becoming promoters. Providing valuable and relevant post-sale content and great customer service not only helps strengthen relationships but can also lead to additional opportunities. Most cross-sell, upsell and retention strategies are centered around knowing your customers and connecting with them personally.

One of the things that makes BusinessCore a game changer is that we can link it to our PeopleCore database, ultimately connecting professionals to their personal profiles. That means we can link 50 million+ professionals to over 1,000 consumer attributes! And B2B marketers gain unprecedented insight into who people are, how they behave, what they're likely to do, and why.

## The truth?

Have a post sale plan. With a data-centric marketing strategy that engages your audience, you'll turn contracts into partnerships and promoters.

Our Data Powers  
Lifecycle Marketing

50M+  
PROFESSIONALS



1,000+  
PERSONAL  
ATTRIBUTES

3

# SOCIAL MEDIA IS A WASTE OF TIME

Another common myth that B2B brands may hold is that being active on social media does not benefit B2B marketers. There are over 4 billion active social media users. What does that mean? It means that this number is highly likely to include B2B professionals across all industries. Establishing a presence on multiple social media platforms is super important. Although LinkedIn is the preferred platform for most professionals, there are many others to help drive B2B marketing results. There are the more traditional platforms, of course, including LinkedIn, Twitter, YouTube and Facebook. But more and more B2B brands are establishing a presence on trendier platforms like TikTok, Instagram, Snapchat and even Reddit.

Marketers should consider a presence on any channel or platform where their audience is communicating. Companies should be creative. Get as many employees involved with the company's social strategy as possible. Our company recently ran a company wide contest that focused on improving everyone's Social Selling Index (SSI) score on LinkedIn. It was a fun way to promote branding while driving engagement with clients and prospects. The results were awesome! We grew our followers and increased engagement rates across our content. At the end of the day, people partner with people they trust or know.

## The truth?

Social media gives B2B brands an incredible opportunity to connect directly with their target audience.

An active presence on social media is an incredible opportunity to build rapport, build a brand and gain influential insight with current or potential partners.

# 4

AnalyticsIQ

**Basis**  
Technologies

Leverage B2B2C Linkage  
for 1-to-1 Targeting



## Home C-Suite Home

Now is the time to reach business leaders across channels wherever they may be.

# 5

## B2B DATA IS NOTHING LIKE B2C.

The people who believe B2B data is nothing like B2C marketing data also believe that the marketing strategies for these two approaches are also vastly different. Changes in the way we work have forced businesses to adjust processes, structure, and how they do business on a day-to-day basis. Most of us are working from home or in some sort of hybrid model. This the new normal, which means the line between professional and home life are blurring more than ever.

B2B marketing has become much more personal and targeted. Understanding what motivates a decision maker both at home and at work gives people a holistic view of a person's profile. It's pretty exciting to think that we have a solution that does exactly this. Our B2B2C linkage connects our two proprietary data sets - BusinessCore and PeopleCore - to create a solution that gives B2B marketers a 360 degree profile of their prospects. Not only do the profiles contain all the key firmographic information, but also their home address, demographics, psychographics and behavioral characteristics. This data can be served up to fuel similar marketing strategies that have traditionally been relegated to B2C campaigns only - like social, digital, email, and TV.

### The truth?

B2B brands can use data for creative, personalized targeting across channels. So not only is B2B and B2C data similar in nature, but the way marketers are activating the data are extremely similar as well. If you're ready to launch omni-channel strategies centered around knowing your customers and prospects like you know your friend, let's go!

# See the whole picture – business & personal – with AnalyticsIQ.





# Why AnalyticsIQ Can Help You Uplevel Your B2B Strategy?

AnalyticsIQ is the leading predictive analytics and marketing data innovator. We are the first data company to consistently blend cognitive psychology with sophisticated data science to help marketers understand how and why individuals make decisions regardless of whether they are at home or at work.

Our flexible approach makes using sophisticated data to improve your organization's marketing effectiveness easy. Whether you are looking to test data, build custom audiences, or target prospects across channels, we are here to help, and we have over 1,900 actionable audiences available at Basis Technologies.

Are you ready to learn more about BusinessCore? Contact us at [margoh@analytics-iq.com](mailto:margoh@analytics-iq.com) and we'll make sure your marketing is maximizing its mileage.





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