



# Marketing in B2B markets

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CQ Strategic Marketing Ltd

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## About me



- Over 17 years experience in business to business (B2B) and services marketing
- Qualifications including CIM and MSC from:

- Fellow of:



- Marketing roles with:



Accountants &  
business advisers



- Consultancy part time from 2008



# CQ Strategic Marketing



Our mission is to deliver a specialist professional strategic marketing service which increases our customer's understanding of their market and that enables a drive for growth.

We share marketing knowledge and skills to improve strategic marketing capability in manufacturing, engineering and professional services.

We increase awareness of diversity, capability and advances in the manufacturing and engineering sectors.



# CQ Strategic Marketing Group

- Launched 2012
- Rotherham and Leeds offices
- Specialist team of associates



- In-house marketing service to SME's
- Engineering & Manufacturing
- Professional Services
- Interactive workshops
- Mentoring
- STEM Ambassador
- Work experience placements

# CQ Strategic Marketing Clients



## Engineering & Manufacturing



[www.cqstrategicmarketing.com](http://www.cqstrategicmarketing.com)

## Professional Services





# Marketing Fundamentals

## Stage One

Where are we now?

Strategic and marketing analysis

Marketing auditing and analysis of capability

Segmental productivity and ratio analysis

Market and environmental analysis

Approaches to customer analysis

Approaches to competitor analysis

## Stage Two

Where do we want to be?

Strategic direction and strategic formulation

Missions and objectives

Market segmentation targeting and positioning

Formulation of strategy

## Stage Three

How might we get there?

Strategic choice

Strategic management of the marketing mix

## Stage Four

Which way is best?

Strategic evaluation

Criteria of choice

## Stage Five

How can we ensure arrival?

Strategic implementation and control

Problems to overcome

Management control

# Marketing environmental analysis



- Political
  - Brexit, trade deals
- Economic
  - inflation, recession
- Socio-cultural
  - culture, consumers ethics
- Technological
  - innovation, advancements
- Legal
  - restrictions on trade, safety and quality
- Environmental
  - waste disposal, energy consumption, recycling



# Competitor and market analysis



- Direct competition – that provide the same product or service as you
  - How does their offer compare?
  - Different benefits?
  - Costs?
  - How do you purchase?
- Indirect competition – fills the same need for the customer
- Cost of entry to the market
- Barriers to entry
- No.s of competitors
- Market leaders and followers
- Market share %
- Regulation

## Segmentation

Identify customer needs

Segment the market, including

- industry sector
- geography
- demographics
- frequency of purchase

Develop profiles of the resulting segments

## Targeting

Evaluate the attractiveness/  
value of each segment

Select your target segments incl:

- industry sector
- geography
- demographics
- frequency of purchase

Prioritise resulting segments

## Marketing planning

Develop your marketing plan for each segment, including:

- means and frequency of communication
- market knowledge system
- database

Develop your marketing structure:

- external resources
- internal resources
- reporting and evaluation

## Positioning

Identify what is different about your product/service for each segment

Formulate your marketing message for each segment of the market

# Marketing Mix



## 4 P's

- Product – what is it you are selling
- Price – how much for
- Place – where or through what channels
- Promotion – how you make people aware of it

## 7 P's for marketing of services

- People – customer service, knowledge, culture
- Physical evidence – premises, finished result
- Process – how is the service consumed?



# Marketing communications

# Where to start



- Why you?
  - What is your Unique Selling Point (USP)?
- What problem is your product or service going to solve?
  - Where are you really adding value?



# Marketing communication tools



- Advertising and sponsorship
- Marketing materials, including:
  - Brochures, flyers, promotional items, branded clothing
- Public Relations (PR)
- Events, including:
  - exhibitions, trade shows, seminars, corporate hospitality, lunches, networking events
- Digital marketing, including:
  - social media, e-shots, e-commerce
- Direct mail
- Point of Sale material
- Internal marketing, including:
  - presentations, newsletters

## What to put in a marketing communications plan?



- Who are your customers?
- What do they read/watch etc?
- Where are they?
- What is your USP?
- When will you promote it?
- Why are you communicating?
- How are you going to do it?

# What your marketing communications need to do



## Your comms should:

- Gain people's Attention
- Keep their Interest
- Create a Desire
- Call them to Action

## Your customer will then:

- Be aware of your product or service
- Be curious and find out more
- Want the product or service
- Take action, contact you



# How to be successful at marketing...



- Understand your market/sector
- Set clear targets and budgets
- Be clear about the profile of your target market
- Decide on the brand and USP you want to promote
- Produce a marketing plan
- Decide how you will measure your performance – increased sales, direct responses, editorial coverage in press etc...
- Monitor and evaluate the results of your plans
- Learn and adapt for future campaigns



## Marketing for



# Marketing for Rotary Amber Valley



- What are your objectives?
- Who is your customer?
  - Age group?
  - Geographically?
  - What are their interests?
  - What do they do for a living?
- What are the benefits to them?
  - What's in it for me?
- If it is for work – what is the business benefit?
- If it is personal – why should I give up my precious downtime?

## Your target customers



- He is 29, married, 2 junior school age children, Sales Director of a £5m turnover business – so not a 9 to 5 job, retained firefighter with Derbyshire Fire Service and has just started an MBA. Very time poor!
- MD of export manufacturing business, 50, married, 2 secondary school age children, just bought a property that has a holiday let cottage attached so they are building that business up, Freeman of Cutlers Company, various business mentoring organisations.
- MD of export manufacturing business, 55, 3 grown up children, 4 grandchildren, travels internationally several times a month for business, Masons – 2 chapters, Freeman of Cutlers Company, active supporter of charity that promotes careers in engineering and manufacturing, former governor at sixth form college and qualified JP

# Contact Us



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