



# B2B MESSAGING OVERVIEW

Details for How B2B Clients Use Our  
Most Frequent Marketing Platforms

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# TYPICAL **B2B TARGETS** – Most Frequent Uses



C-SUITE DECISION MAKERS



ENTERPRISE DECISION-MAKERS



CHANNEL PARTNERS



VITAL DEALERS, DISTRIBUTORS &  
KEY RETAILERS – ALL CHANNELS



INVESTOR RELATIONS  
& INFLUENCER TARGETS



CUSTOMERS & PROSPECTS  
CRM – ABM – ROI DRIVEN



# TYPICAL CAMPAIGN PLATFORM – B2B Targets

ANNOUNCEMENT  
LETTER

SEP  
Normal

OCT  
Cover Wrap

NOV  
Cover Wrap

DEC  
Cover Wrap

FEB  
Cover Wrap

RESPONSE  
SURVEY

MAR  
Cover Wrap

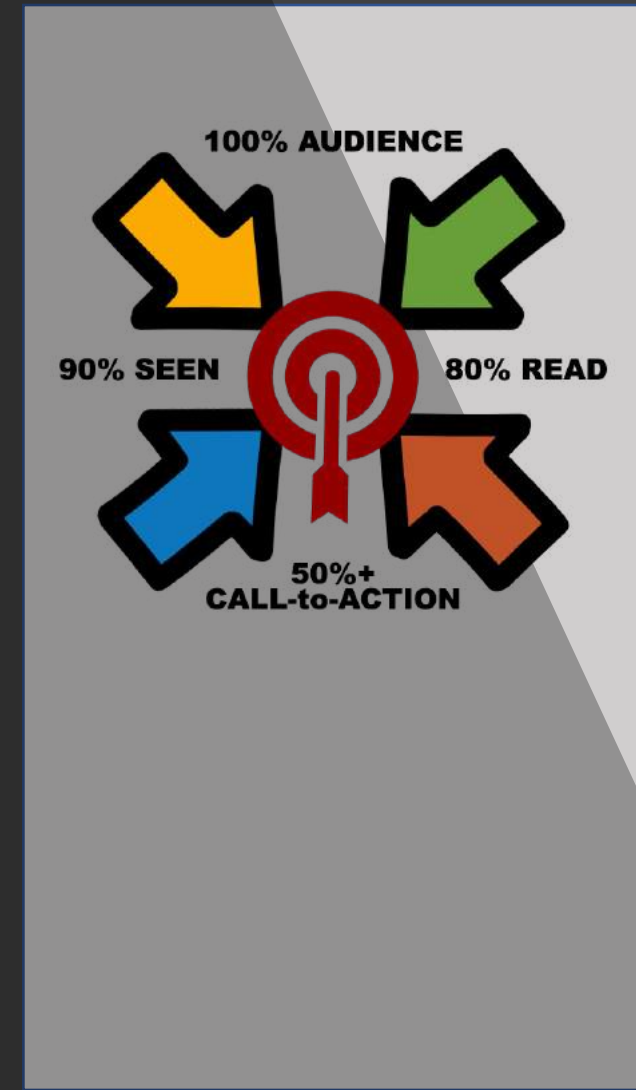
MAY  
Cover Wrap

JUN  
Normal



# B2B – Multi-touch VIP Messaging Platform

- Often referred to as **TOP-to-TOP**, or **CEO-to-CXO**, these are very common examples of targeting and used frequently.
- The **MUST ENGAGE** the **CEO** and/or the **C-SUITE** and, this platform is an ideal means to reach and engage their VIP targets – appreciation, education, updates, news & more.
- **IT'S A VERY PERSONAL WAY OF KEEPING A TARGET USER CHANNEL UP-TO-DATE AND, IT'S RELIABLE – AS THERE'S A NEARLY 100% DELIVERY RATE ... AND, 90% AWARENESS.**



# MULTIPLE SELL POINTS – B2B Business Units

- Increasing a bit in difficulty and yet, **targeting multiple different business units** with one common, yet different messaging – with a **central leadership** team often as well.
- **DEPENDING ON THE SIZE OF EACH GROUP OR BUSINESS UNIT, THE MESSAGING CAN BE 'COPY SPLIT' TO ENSURE THE MOST EFFECTIVE IMPACT AND, OFTEN WITH A SERIES OF VANITY PAGES FOR COMPANY AND/OR EACH GROUP.**



# OPTIMAL DATABASE SOURCE



- The optimal database is always the internal customer/prospect targets, those already identified by sales.
- When needed, we also use a variety of proven B2B database sources for targeting, based on specifics: title target, filters, company size, geography, annual revenue, and a variety of other database filters to optimize.
- We review and clean each database for client's review. Due to variations in coding, it's imperative that our clients also review their file to choose the final targets based on their criteria and fine-tuning exact selections.
- There is no database that's 100% perfect. Databases are always a moving/evolving data source that must be reviewed and cleaned by sales for any application and, to remove imperfections via any original source file.
- For all platforms, we use the contact's email address, company name, LinkedIn profile link, and mailing address.
- Databases for the USA are typically more accurate, especially for their physical mailing addresses.

# ANNOUNCEMENT OPTIONS



- In the USA, we typically 'announce' a client's platform for each target via a mailed letter on client's letterhead.
- We provide a proven 'template' for our client to script their announcement letter for their exact messaging.
- Our client's also often have each chosen target receive an email announcement, in addition to the mailed letter.
- With some magazine partners, like The Economist, they will also provide an email announcement for the target, which also provides their online login and to setup their online account. The sequence is for each target.
- For platforms outside the USA, email is typically the most effective option, though some clients will have a locally sourced provider who sends the same mailed letter in that region. They will choose a known locally-sourced provider in that specific region, one that's aware of the specific nuances for direct mailed in that region.

# Creative Sequence & Messaging



- Design a 'template' look/feel for your cover wrap sequence. It remains the same the full series.
- For each cover wrap, the design template is modified for: a) front cover background/image, b) front cover headline and/or short text, c) inside front cover 'letter' messaging from a specific executive at the company.
- The 'executive' message is proven and ideal and includes a more personal interaction along with a QR code for the CTA tracking and easy access for each target, often driving each target to a landing page for interaction.
- Each executive message typically includes their signature and image to further personalize and connect the dots. The chosen executive can be the same for each cover wrap, or a rotating series of executive messages.
- The QR code to landing page remain the same during the entire program, providing a look/feel of VIP access.
- Clients typically plan for SIX physical cover wraps annually, spaced every two months unless there's significant seasonality for their sales, or specific high-volume months and/or events they want to support for added impact.
- You can also order posters for trade shows and events, and bulk order cover wrap issues to pass out at trade shows, events, and for the sales force to share with their clients and/or prospects. Simple efficient integration.



# SIMPLE ANALYTICS TRACKING



- Client's use a field in their CRM to track campaign metrics, CTA mechanisms and sales revenue generated.
- It's a simple means to automatically track interactions, and keeps the sales team involved with proper follow-ups.
- Many clients track the exact revenue achieved via this platform. When tested vs. other marketing options, our clients find that the cover wrap platform targets always produce a greater ROI for their sales goals/objectives.
- Example includes FEDEX who tracked an A/B split test. Their online-only group received a 0.9% CTA score vs. those they targeted with the cover wrap 'overlay' who produced at 59% CTA score. That's 65X vs. their online-only group.

# EASY START-UP – B2B & CXO Targets



Put Your Company's  
**MESSAGE HERE**

**1** Choose Your **TARGET**

**2** Choose Your **MAGAZINE**

**3** Choose Your **START DATE**

\*Over 400 Magazine Partner Options

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INNOVATION**