



Dear {NAME}
{TITLE}
{BUSINESS EMAIL ADDRESS}
{BUSINESS PHONE NUMBER}
{PERSONAL EMAIL ADDRESS}
{MOBILE PHONE NUMBER}
{250+-PERSON BUSINESS}
{25 MILLION+ ANNUAL REVENUE}
{7 LOCATIONS IN SOUTHEASTERN U.S.}
{RESPONSIBLE FOR IT ASSET MANAGEMENT}
{IN HOSPITAL AND HEALTHCARE INDUSTRY}
{MEMBER OF 5-PERSON BUYING COMMITTEE}
{BEGAN SEARCHING FOR YOUR EXACT SOLUTION 3 WEEKS AGO}
{IN CONSIDERATION PHASE}
{MOST VISITS LINKEDIN, HEALTHTECHMAGAZINE.NET, ESPN.COM}

Why your B2B marketing needs to be
A LOT more personalized

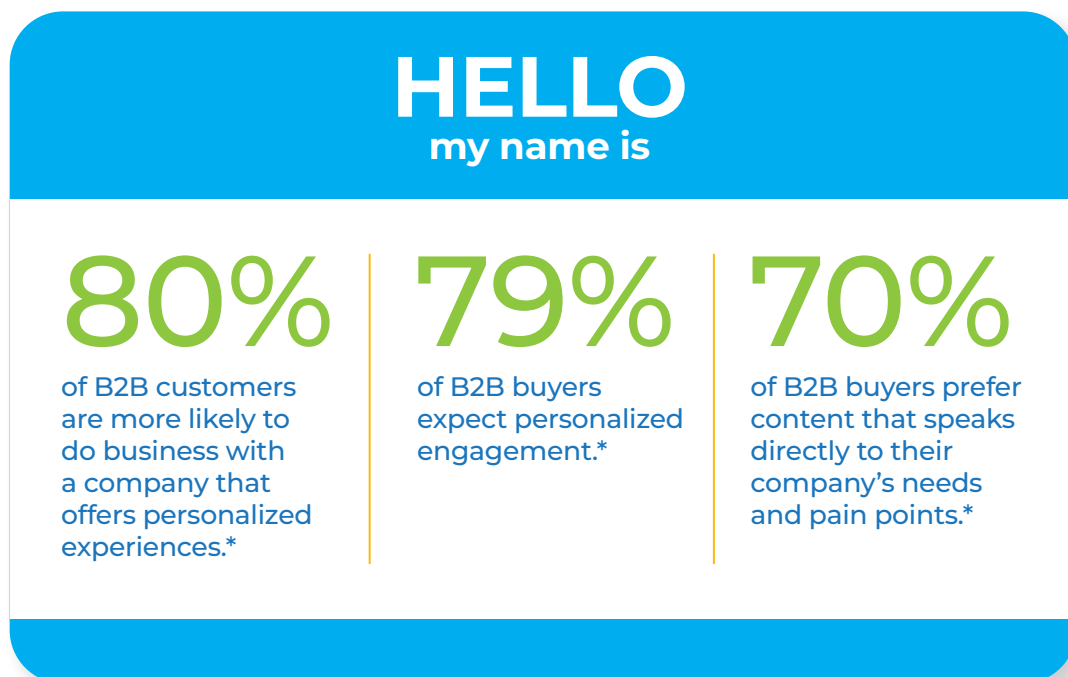
Forget about Big Brother. If Big Brother's Big Brother had an even Bigger Brother, that's today's reality. There's an insane/scary amount of detailed data available on and to just about all of us. You can either smash your SIM card, head for the tree line and hide from it, or you can embrace it and use it to greatly improve your B2B marketing success.

If Big Brother's Big Brother had an even Bigger Brother, that's today's reality.

The fall of one-to-all

Gone are the days when you could blast one mass marketing email to everyone on your dusty old list, and maybe snag a few qualified prospects who were actually seeking what you were selling.

Today's B2B customers are inundated with marketing messaging ... even after spam filters take their cut. If you don't hit the right prospects squarely in the nose with exactly what they need, when they need it, you might as well have a marketing budget bonfire.



The new definition of personalization

With the abundance of information available to everyone about everyone, you can now find and specifically target people actively seeking what you're selling. Specify things like titles, industries, verticals, pain points, how long they've been searching, where they search, and where they are in the buying journey. Now you can tailor your messaging and media to reach ideal prospects at the perfect time in their decision-making process.

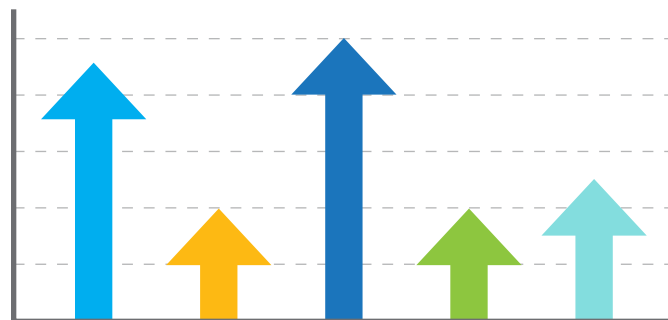
Why it works

Research shows that personalized marketing in B2B drives ROI — and lots of it. Here's why.

- **Create deeper connections:** B2B buyers are more likely to trust and prefer companies who show a clear understanding of their day-to-day responsibilities and challenges. Personalization makes your prospects feel seen and valued.
- **Increase engagement:** Your prospects are more likely to engage with content that's relevant to them. This translates to higher email open rates, more click-throughs and downloads, and increased conversion from curious prospects to qualified leads.
- **Propel purchases:** When prospects see relevant content and marketers acknowledge their activities (i.e. retargeting prospects who visited your website before or following up with prospects who downloaded an asset), targets are more motivated to consider a purchase.
- **Cut through the clutter:** Hyper-targeted and uber-relevant content that focuses on specific pain points or benefits your prospect cares about cuts through the noise, grab attention, and keep you out of spam folders.
- **Drive continued business:** Personalization bolsters customer satisfaction, loyalty and retention, as well. Once your prospect becomes customer, keep sending them personalized content to cross-sell and upsell your other offerings. You know who they are what they're trying to accomplish – grow the relationship.

B2B companies that use personalization strategies see increases across the board.*

- 46% Lead generation
- 20% Sales opportunities
- 50% Sales
- 19% Revenue
- 25% ROI



Strategize then personalize

So how can you drive more success with personalization? Here are a few things to consider.

Do your homework: Honestly and methodically define and segment your ideal prospects. Identify specifically who makes the decision to buy what you're selling and define what they actually care about. C-level prospects will have very different interests than someone who is in the trenches with day-to-day operations.

Be intentional: Use intent-based data — info collected about your prospects' buying patterns, browsing history, locations, previous purchases, online searches, website visits and more — to create ultra-personalized content that addresses what they're looking for and where they are in the customer journey.

Show you know: Customize communications and content as deeply as possible. Make it apparent that you know each person — their name, title, job responsibilities, pain points and goals. Offer personalized recommendations and targeted offers based on your insight about them.

Funnel them forward: Track all interactions and customize your communications and content to fulfill targets needs as they progress through the buyer's journey. Maybe they visited your site, downloaded a case study or clicked on a banner. Continue feeding them information related to what they've indicated interest in, which will help them progress toward purchase. And nurture every opportunity as if it's your only opportunity.

LET'S GET PERSONAL

If you don't have the personnel, expertise or access to high-quality intent-based data to execute personalized marketing, we can help. Let's talk through who you're trying to reach and what you're trying to accomplish.

Schedule a quick meeting

