

**LOOKING AHEAD**

---

# AEC MARKETING TOOLBOX



---

**@IDACHEINMAN @SUBSTANCE151**

**SUBSTANCE151.COM**

## AEC MARKETING OUTLOOK

**“BUSINESS AS USUAL” IS NOT  
AN OPTION.**

## **MARKETING DRIVER NO. 1**

---

# **THE FUTURE IS NOW. AND IT'S ONLINE.**

## **MARKETING DRIVER NO. 2**

---

**CUSTOMER IS A STRATEGY, NOT  
SIMPLY AN AUDIENCE.**

“ **EVERYONE TALKS ABOUT HOW  
DISRUPTIVE TECHNOLOGY IS, BUT  
THE PEOPLE ARE THE DISRUPTIVE  
FORCE.**

**TIFFANI BOVA**

Global Growth & Innovation, Salesforce

## EMERGING B2B CONSUMER

**RAPIDLY CHANGING B2B CUSTOMERS'  
EXPECTATIONS DEMAND B2C-LIKE  
EXPERIENCES.**

**NOT SINCE THE ADVENT OF THE  
INTERNET HAS TECHNOLOGY  
FORCED US TO RETHINK HOW WE  
WIN, SERVE & RETAIN CUSTOMERS.**

Source: Forrester

## **B2B END-TO-END DIGITAL, SELF-SERVE, REMOTE SALES**

**Buyers are willing to spend big using remote or self-service.**

**\$50K to \$500K**

amount **32%** are  
willing to spend

**\$500K to \$1M**

amount **12%** are  
willing to spend

**Over \$1M**

amount **15%** are  
willing to spend

McKinsey  
& Company Source: McKinsey COVID-19 B2B Decision-Maker Pulse #3 7/27–8/11/2020 (n = 3,626)



## CONVERSATIONAL MARKETING

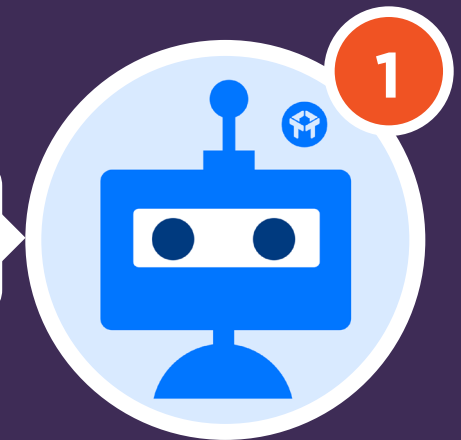
---

**DIGITAL FIRST ...**

**MOBILE FIRST ...**

**... AND HUMAN**

Hey, Substance151! Thanks for checking me out!



## MAKE SURE YOUR FIRM CAN BE FOUND ONLINE

68%

**CITE ONLINE SEARCH  
AS THEIR #1 SOURCE  
OF INFORMATION**

75%

**START WITH A GENERIC  
SEARCH TERM**  
(not a firm name)

12+

**SEARCHES  
BEFORE  
ENGAGING**

## MAKE SURE YOUR WEBSITE OFFERS VALUE

**0.05 SEC**

**TAKES FOR A VISITOR  
TO FORM AN OPINION**

**75%**

**JUDGE FIRM'S  
CREDIBILITY BY  
ITS WEBSITE**

**68%**

**LEAVE IF A WEBSITE  
DOESN'T ANTICIPATE  
THEIR NEEDS**

“ **PERSONALIZATION IS A MUST-HAVE STRATEGY IN THE FUTURE OF B2B MARKETING.**

**JESSICA COLLIER**

Web Conversion Strategist, Citrix



[Sign Up](#) [Log In](#)

[Solutions](#)

[Customers](#)

[Partners](#)

[Plans](#)

[Resources](#)

[Careers](#)

# Hello, Adidas! Let's optimize digital experiences for your athletes.

Optimizely makes it easy to test and personalize your website and mobile app.

[LEARN MORE](#)

[TEST IT OUT](#)





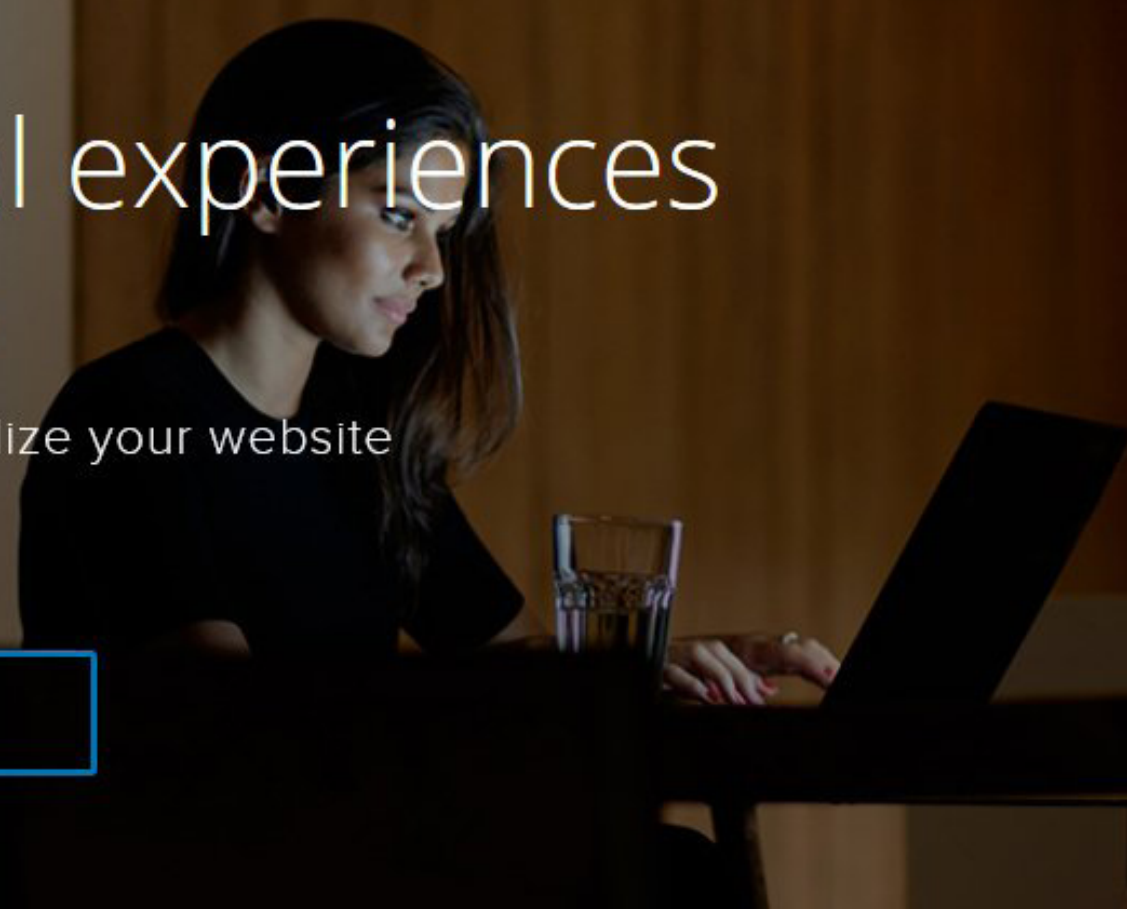


# Still awake? Let's optimize digital experiences for your customers.

Optimizely makes it easy to test and personalize your website and mobile app.

[LEARN MORE](#)

[TEST IT OUT](#)



## B2B EMAIL MARKETING STATISTICS

**5.6 B**

**ACTIVE EMAIL  
ACCOUNTS**

**> 59%**

**SAY EMAIL MARKETING  
HAS THE HIGHEST ROI**

**62%**

**CITE EMAIL AS TOP  
SOURCE OF LEADS**

## LIST SEGMENTATION

---

**MARKETERS WHO SEGMENT THEIR  
CAMPAIGNS NOTICE AS MUCH AS A  
760% INCREASE IN ROI.**



# REINVENT YOUR MARKETING AND BUSINESS DEVELOPMENT WITH LINKEDIN

---

**675M**

**PROFESSIONAL  
MEMBERS**



**NO.1**

**PLATFORM FOR  
LEAD GEN.**

**4 OF 5**

**MEMBERS ARE  
DECISION-MAKERS**

**“ THE REPUTATION OF A FIRM’S  
LEADERSHIP IS RESPONSIBLE  
FOR 44% OF ITS MARKET VALUE.**

**FORBES MAGAZINE**

## **5 MARKETING STRATEGIES FOR WINNING WITH DIGITAL**

---

1. Make sure your firm can be found online
2. Make sure your firm's website offers value
3. Create personalized, useful online experiences
4. Rethink your email marketing
5. Master LinkedIn

# ADDITIONAL RESOURCES

**[HTTPS://BIT.LY/2022MARKETING](https://bit.ly/2022marketing)**

# QUESTIONS?

**IDA CHEINMAN, PRINCIPAL/CREATIVE DIRECTOR**

**IDA@SUBSTANCE151.COM**

