

WINNING WITH DIGITAL

THE FUTURE IS NOW AND IT'S ONLINE

IDA CHEINMAN, SUBSTANCE151

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**“ THE TIMES THEY ARE
A-CHANGIN.’**

BOB DYLAN

“ **EVERYONE TALKS ABOUT HOW
DISRUPTIVE TECHNOLOGY IS BUT
THE CUSTOMER IS THE DISRUPTIVE
FORCE.**

TIFFANI BOVA

Global Customer Growth & Innovation, Salesforce

END-TO-END DIGITAL, SELF-SERVE, REMOTE B2B 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)

45782145 - 52251861289
 1189115195f - 18482365
 32610555 - 52251 - 861
 4545 - 82145 - 4156 - 1
 6772145 - 522518612891

05.21.2023 - 2 000 000
 05.04.2029 - 4 025 225 356
 05.07.2020 - 2 000 452 754
 02.15.2021 - 1 000 002 004
 08.23.2019 - 1 000 223
 02.15.2018 - 0 250 352

75%

0%



FINANCIAL STATISTICS
 MIN. 25% MAX. 84%



TOP 5 MARKETING STRATEGIES FOR WINNING WITH DIGITAL

90 PERCENT

25 PERCENT

90 PERCENT
 25 PERCENT
 90 PERCENT

STRATEGY NO. 1

SEARCH

Ensure Your Firm Can Be Found Online.

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 your firm's name)

12+

**SEARCHES
BEFORE
ENGAGING**

PEER REVIEWS AND SOCIAL PROOF TRANSLATE INTO TRUST

87%

**TRUST INFLUENCER
CONTENT**

68%

**GIVE CREDENCE TO
PEER REVIEWS**

60%

**TRUST THIRD-PARTY
PUBLICATIONS**

STRATEGY NO. 2

A USER-CENTRIC WEBSITE

Frictionless. Relevant. Conversational.



MAKE SURE YOUR WEBSITE OFFERS VALUE

0.05sec

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

75%

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

68%

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

**“ PROVIDING A BURDEN-FREE UX
TO START A CONVERSATION HELPS
MAXIMIZE YOUR WEBSITE’S VALUE.**

DAVID FENG

Co-founder, Re:amaze

STRATEGY NO. 3

CONTENT

Attract. Engage. Convert.

BUSINESS DECISION MAKERS CONSUME 13 PIECES OF CONTENT BEFORE MAKING A DECISION. WHY?

65%

IT ENABLES BETTER
DECISION MAKING

41%

IT KEEPS ME INFORMED
OF EMERGING TRENDS

31%

IT ANSWERS MY
MOST PRESSING
QUESTIONS

MAPPING CONTENT TO JOURNEY

STAGE:	EXPLORATION	EVALUATION	SELECTION	RELATIONSHIP
Clients' Goals	Understand a problem / Educate themselves / Improve their business	Research a solution to a specific problem / Evaluate providers	Validate / Reduce risk / Confirm they are making the right choice	Stay on top of what's new / Be successful personally / Grow their business
Your Goals	Reach prospects / Establish expertise / Build trust	Provide insight into your industry, solutions and practices / Build confidence	Prove your firm is the right choice / Add value to decision-makers	Retain clients / Grow accounts / Get repeat business and referrals
Sample Touchpoints	Search / LinkedIn and SoMe / Web / Industry resources (conferences, publications, peers, etc.)	Web / LinkedIn, SoMe / Targeted email / Industry resources / Peers and influencers	Web (proof: experience, successful outcomes, case studies) / Meetings	Blog / Targeted email marketing / SoMe / Personal comms and touches
Questions	WHAT QUESTION(S) SHOULD YOUR CONTENT ANSWER AT EACH STAGE?			

STRATEGY NO. 4

DIGITAL EXPERIENCES

Relevant. Useful. Personalized.

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

JESSICA COLLIER

Web Conversion Strategist, Citrix

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

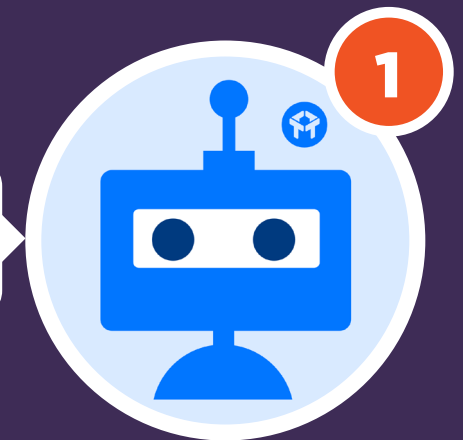
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CONVERSATIONAL MARKETING

DIGITAL FIRST AND HUMAN

Hey, Substance151! Thanks for checking me out!





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Home



My Network



Jobs



Messaging



Notifications



Me



Work

Retry Premium
Free



Ida Cheinman 🔊

Brand Strategist + Designer | Speaker + Educator | Substance151
Principal and Creative Director

Talks about #design, #branding, #marketing, #brandstrategy, and
#professionalservices

Baltimore, Maryland, United States · [Contact info](#)

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Analytics

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106 profile v

Discover who

Featured

Link · 2yr

Link · 11mo



Ethan Beute, MBA



Ethan Beute, MBA (He/Him) · 3:16 PM

Thanks so much, Ida! A quick, personal intro ...

<http://vid.us/4bm41c>



Thank you, Ida!

bbemaildelivery.com



Ida Cheinman · 3:18 PM

Of course – a video message! :) Wouldn't expect anything less! Only have positive things to say about the podcast – keep them coming.

STRATEGY NO. 5

MASTERING LINKEDIN AND SOCIAL



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 content for each stage in the buyer's journey
4. Create personalized, useful digital experiences
5. Master LinkedIn and social



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PRINCIPAL/CREATIVE DIRECTOR

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ADDITIONAL RESOURCES

BIT.LY/SMPSGROW