

WINNING WITH DIGITAL

THE FUTURE IS NOW AND IT'S ONLINE

IDA CHEINMAN, SUBSTANCE151

@IdaCheminman @Substance151



TOP TRENDS DRIVING CHANGE IN THE AEC INDUSTRY

1. The generational hand-off
2. Rising business customers' expectations
3. Digital transformation
4. The emergence of AI-enabled tools

“ **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)

TOP 5 MARKETING STRATEGIES FOR WINNING WITH DIGITAL

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



[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](#)





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

[Solutions](#)

[Customers](#)

[Partners](#)

[Plans](#)

[Resources](#)

[Careers](#)

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

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

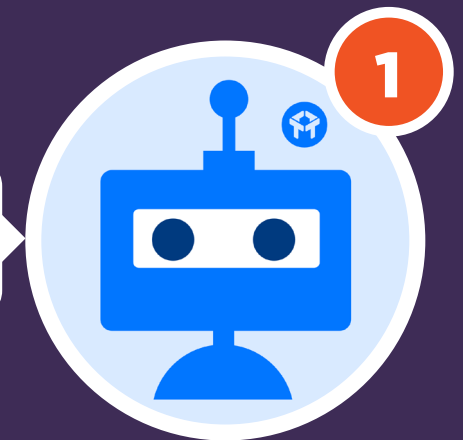
[LEARN MORE](#)

[TEST IT OUT](#)

CONVERSATIONAL MARKETING

DIGITAL FIRST AND HUMAN


Hey, Substance151! Thanks
for checking me out!



Unlock Pipeline with the Right Conversation for Every Situation

Accelerating qualification and conversion comes down to having the right conversation. So that enterprise buyer who's been engaging with your marketing for weeks gets a very different experience from the small business CEO just browsing your homepage for the first time. It's the power of the right conversation, at the right time, every time.

[LEARN MORE](#)

 Chelsea Ward

Applinks Bot

It looks like you've checked out our customer success stories. Are you looking to become our next story this year or next year?

[This year](#)




[You're funny](#)

Applinks Bot

Mamabot always said so! Here's Chelsea who can help you get there.

Chelsea Ward

Hey Talia, I'm your account manager! How can I help?

Chat ⚡ by Drift | [View our privacy policy here](#)



Search



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](#)

2,911 followers · 500+ connections

Open to

Add profile section

More



Substance151, B



Towson Universit

Analytics

Private to you



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 AI

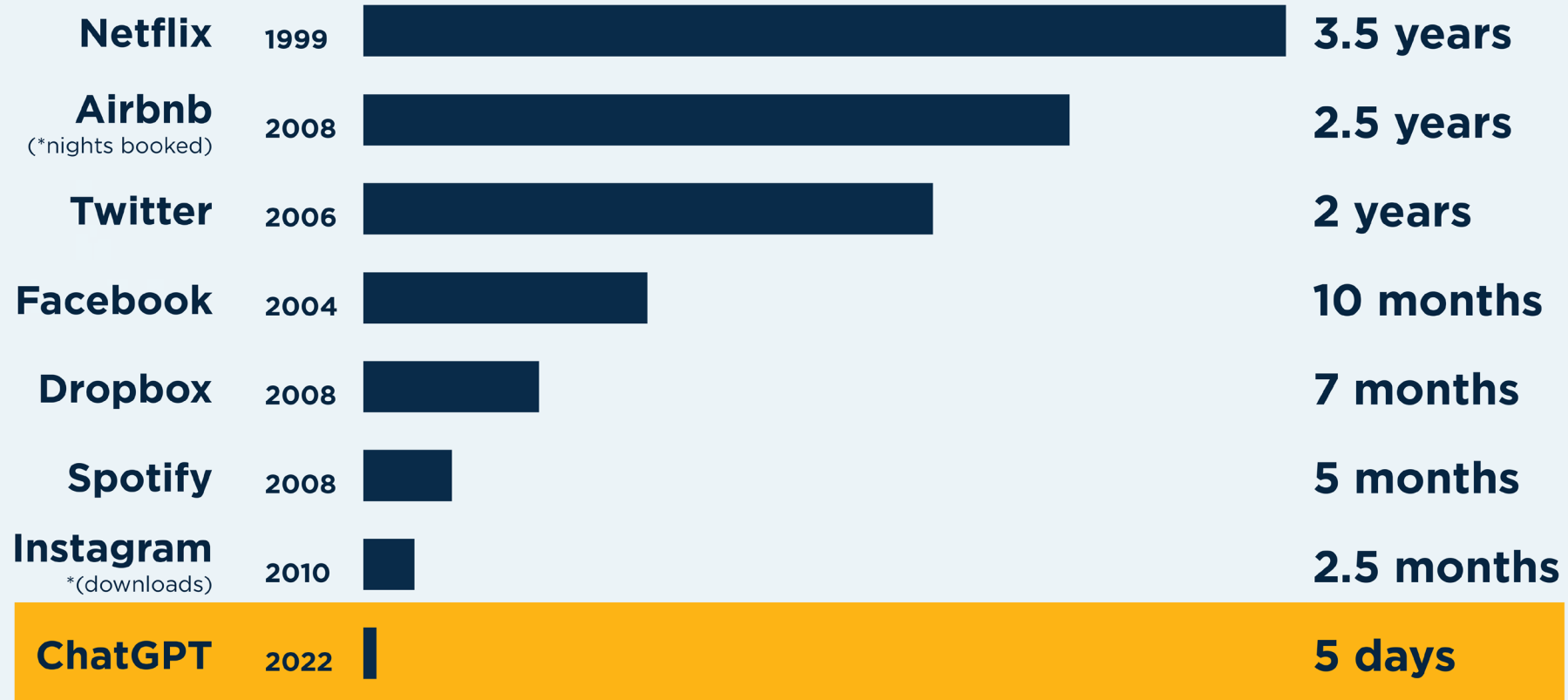


“ IT’S CRITICAL TO REMEMBER: AI IS NOT, AND NEVER WILL BE, A COMPLETE SOLUTION ON ITS OWN.

Source: West Monroe, “Tech Trends to Watch”

ChatGPT: 1M consumers in a record 5 days

Time it took for selected online services to reach 1 million users*



Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com

2019

7,040 solutions

2018

6,829 solutions

2017

5,381 solutions

2016

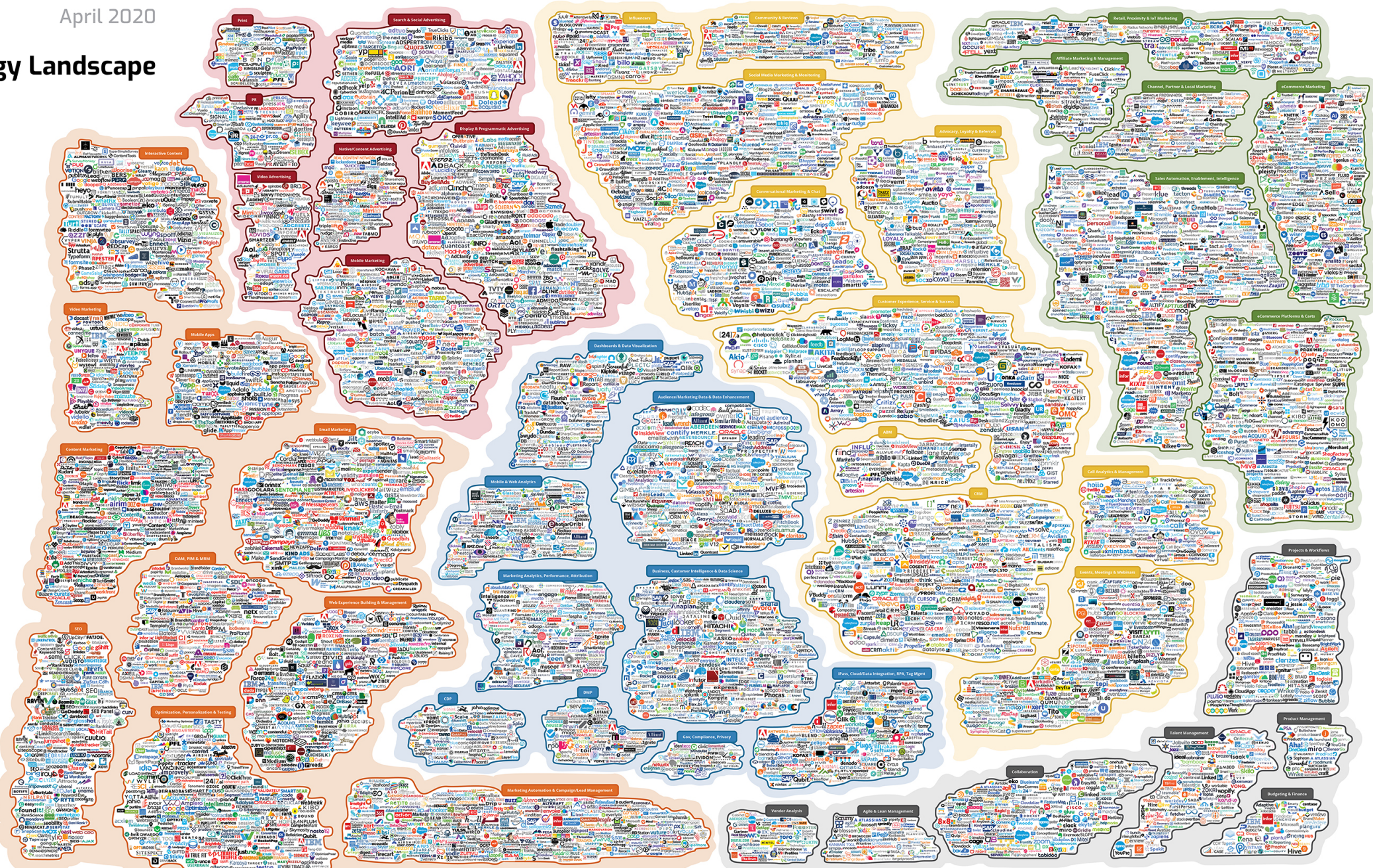
3,874 solutions

2015

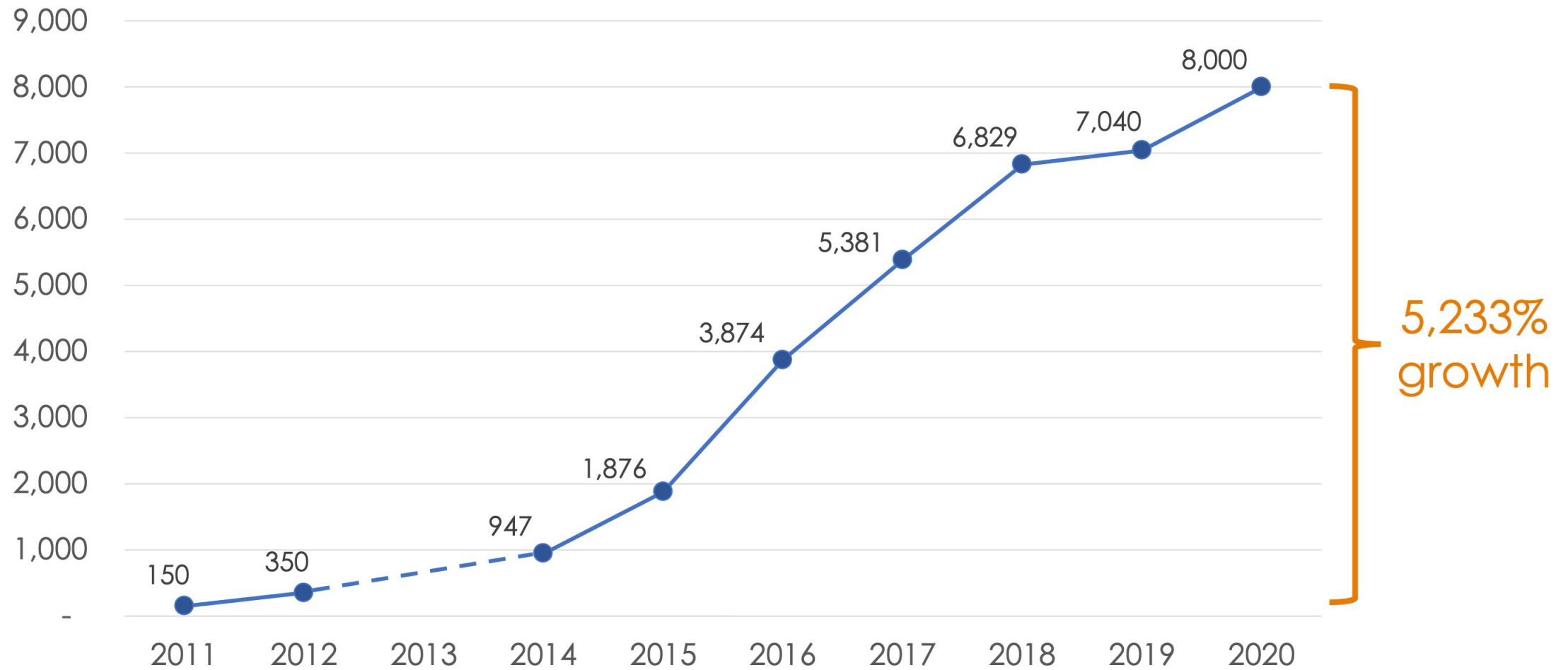
1,876 solutions

2014

947 solutions



Growth of the Martech Landscape 2011-2020



The Artificial Creativity Landscape

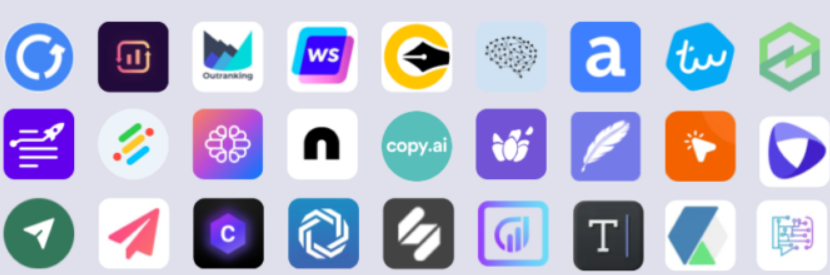


Linguistic Creativity

ALL-Purpose Text Generation



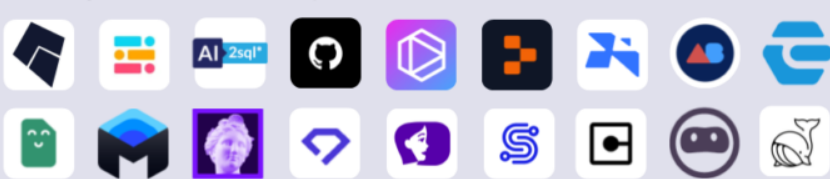
Marketing & Sales Copy



Text Optimization

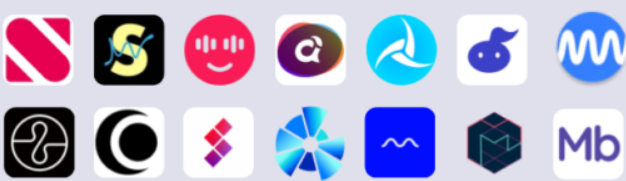


Coding & Web Development



Musical Creativity

Sound & Music Generation

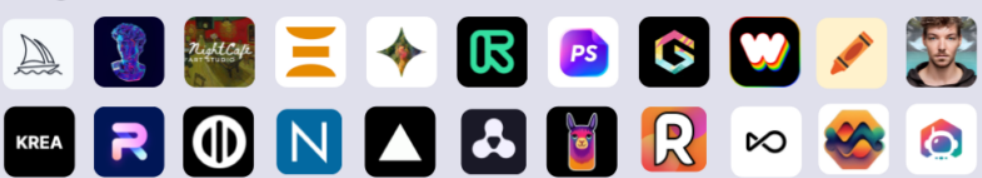


Voice Synthesis



Visual & Artistic Creativity

Image Generation



Video Generation



Design

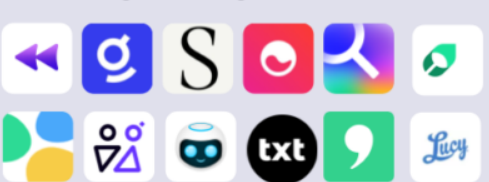


Scientific Creativity



Other

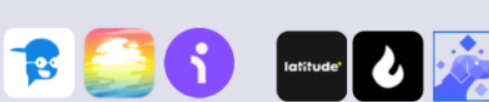
Knowledge Management & Search



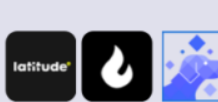
Customer Support & Automation



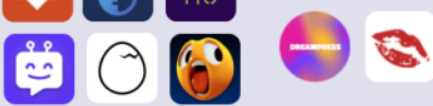
Characters



Gaming



Erotica



Market Intelligence



WHAT CAN AI TOOLS DO FOR MARKETING?

- + Automate low-value, mundane tasks
- + Speed up and improve research
- + Assist with generating ideas and content
- + Generate transcripts, summaries and outlines
- + Aid with proposals and presentations
- + Superpower lead generation
- + And so much more!

INHERENT PROBLEMS WITH GEN AI

- + Lack of accuracy, misinformation
- + Plagiarism, copyright issues
- + Security and privacy
- + Bias, ethics and trust

IRREPLACEABLE HUMAN SKILLS

- + Critical thinking
- + Deep expertise
- + Unique point of view
- + Prompt engineering

WRITING

ChatGPT 4 (Open.ai)
 Jasper
 Writer (brand style guide)
 Copy.ai (prompt libraries, infobase)
 Otter (transcribing)
 Notion AI

IMAGES

DALL-E 2 (Open.ai)
 Midjourney
 Firefly (Adobe)
 TryItOn, HeadShotPro (headshots)
 Runway (all-in-one)

VOICE/VIDEO

HeyGen (voice-to-video)
 Synthesia

ADDING AI

Hey Deltek!
 HubSpot
 Salesforce
 Microsoft
 Meta
 Adobe

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. Embrace AI – learn, experiment, and do it now



IDA CHEINMAN
PRINCIPAL/CREATIVE DIRECTOR
IDA@SUBSTANCE151.COM



ADDITIONAL RESOURCES
BIT.LY/46F5GGX