

**BUSINESS TO HUMAN**

# **B2H** MARKETING IN THE AGE OF ROBOTS



**IDA CHEINMAN, SUBSTANCE151**

@IdaCheinman @Substance151

“ **WHEN EVERYBODY ZIGS, ZAG.** ”

**MARTY NEUMEIER**

*Zag: The Number One Strategy of High-Performance Brand*

# TRUST.

**TRUST. PEOPLE.**

# TRUST. PEOPLE. RELATIONSHIPS.

“ **WE MUST PRIORITIZE REMAINING  
HUMAN.**

**GERD LEONHARD**

Futurist

## HUMAN

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- + Emotional Intelligence
- + Creativity
- + Expertise, Unique POV
- + Nuance, Discernment
- + Connection, Relationships
- + Life Experience

## AI

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- + Research, Analysis
- + Ideation, Experimentation
- + Hyper-Personalization
- + Audience Targeting
- + Optimization
- + Automation, Productivity
- + Speed, Scale

# **BRAND TRUST** – THE AUTHENTICITY GAP AI CAN'T CLOSE



# BRAND THAT BUILDS TRUST

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**1 DELIVERS ON ITS PROMISE**

**2 DRIVEN BY PURPOSE**



**3 LIVES BY ITS VALUES**

**4 HAS A DISTINCT PERSONALITY**

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Male

Born in 1948

Grew up in England

Married for the second time

Vacations in the Alps

Wealthy

Likes Dogs

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**Charles III, King of England**

Male

Born in 1948

Grew up in England

Married for the second time

Vacations in the Alps

Wealthy

Likes Dogs

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**Ozzy Osbourne, Rock and Roll Hall of Fame**

**“ PEOPLE TRUST INDIVIDUALS MORE  
THAN CORPORATE BRANDS**

## **BRING HUMANS TO THE FOREFRONT OF YOUR BRAND**

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- + Showcase employees in corporate communications
- + Invest in building personal brands
- + Encourage and reward social media use, writing and speaking



**“ WHEN THE CEO TALKS, PEOPLE LISTEN. IT’S NOT JUST ANOTHER VOICE. IT’S THE VOICE THAT DEFINES THE BRAND.**

**ADAM ROBINSON** CEO, Retention.com & RB2B

# **THOUGHT LEADERSHIP – THE ANTIDOTE TO ‘AI-GENERATED SLOP’**

## THOUGHT LEADERSHIP BUILDS BRAND REPUTATION

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70%

**OF BUSINESS LEADERS SAID  
THOUGHT LEADERSHIP  
IMPROVES HOW THEY VIEW  
THE BRAND**

63%

**SAID THOUGHT LEADERSHIP  
ENABLES INSIGHT INTO  
THE BRAND'S COMPETITIVE  
DIFFERENTIATION**

Source: FT Longitude Learning from Leaders, C-Suite Insights 2019

## THOUGHT LEADERSHIP OPENS NEW DOORS

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84%

**OF BUSINESS LEADERS USE  
THOUGHT LEADERSHIP TO  
BUILD THEIR WATCHLIST**

Source: FT Longitude

27%

**CONTACTED THE FIRM  
THAT PRODUCED RELEVANT  
THOUGHT LEADERSHIP**

Source: Grist, The value of B2B thought leadership survey 2023

## THOUGHT LEADERSHIP LEADS TO NEW BUSINESS

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83%

**OF BUSINESS LEADERS ARE  
LIKELY TO REQUEST A MEETING  
BASED ON RELEVANT THOUGHT  
LEADERSHIP**

Source: Grist

42%

**INVITED A FIRM TO BID  
BASED ON ITS THOUGHT  
LEADERSHIP**

Source: Edelman-LinkedIn

## THOUGHT LEADERSHIP LEADS TO NEW BUSINESS

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92%

**OF BUSINESS DECISION-MAKERS AGREE  
THAT HIGH-QUALITY THOUGHT LEADERSHIP  
HAS INFLUENCED THEIR DECISION TO BUY**

Source: FT Longitude

**“ THE ONLY CONTENT THAT WILL  
GET THEM TO CLICK IS **IN-DEPTH,  
ORIGINAL, INSIGHTFUL** CONTENT  
THAT AI CANNOT DELIVER.**

## HUMAN-CENTERED MARKETING

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- + Emotional connection
- + Relevance
- + Customer centricity
- + Personalized experience



## EMOTION DRIVES BUSINESS DECISIONS

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**B2B = 50%**

**OF B2B COMPANIES HAVE  
EMOTIONAL CONNECTIONS  
WITH CUSTOMERS**

**B2C < 40%**

**OF B2C COMPANIES HAVE  
EMOTIONAL CONNECTIONS  
WITH CONSUMERS**

Source: CEB/Gartner, Google and Motista

**“ IN 2025, EVERY SINGLE PIECE OF CONTENT MUST INCLUDE A PERSONAL OR COMPANY STORY. NO EXCEPTIONS.**

**MARCUS SHERIDAN** Owner/Partner, IMPACT

## YOUR MARKETING ADVANTAGE

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- 1 Building a distinct, authentic, relevant brand that people like and trust.
- 2 Using thought leadership and original content to outperform the competition (and AI).
- 3 Humanizing your marketing through emotions and audience-focused storytelling.

## HOW AI CAN HELP MARKETERS

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- + Audience research/personas
- + Testing and optimization
- + Hyper-personalization
- + Predictive analytics
- + QA and gap analysis

## KNOW YOUR AUDIENCES

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**IN ORDER TO DELIVER THE MOST  
VALUE TO SOMEONE, YOU NEED  
TO KNOW AN AWFUL LOT ABOUT  
THEM!**

## AI-AIDED PERSONA DEVELOPMENT

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- + Upload existing ICPs/personas as a starting point
- + Upload LinkedIn profiles and analyze
- + Use AI to develop a persona
- + Save and reference in the future



[BIT.LY/3B3YGYB](https://bit.ly/3B3YGYB)

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

**JESSICA COLLIER** Web Conversion Strategist, Citrix

## PERSONALIZATION

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- 1 Dynamic:** A prospect from California will see CA projects and local contacts.
- 2 Behavioral:** A prospect who's been browsing a healthcare portfolio will be shown a personalized landing page with the latest healthcare trends with relevant resources.
- 3 Predictive:** If a client downloads a healthcare trends report, AI can predict they may be interested in a healthcare case study.



## CONVERSATIONAL MARKETING

# 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

The screenshot shows a chat interface with a blue header for 'Chelsea Ward'. The chat history includes:

- 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?"
- Chelsea Ward:** "This year" (in a blue button)
- Chelsea Ward:** "You're funny" (in a blue button)
- 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?"

At the bottom, there is a text input field with the placeholder "Reply to Chelsea", a smiley face icon, a "GIF" button, and a paperclip icon. Below the input field, it says "Chat ⚡ by Drift" and "View our privacy policy here".



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### Ida Cheinman

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

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

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

2,911 followers · 500+ connections

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Substance151, B



Towson Universit



Ethan Beute, MBA



Ethan Beute, MBA (He/Him) · 3:16 PM

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

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



Play 1 minute video

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.

### Analytics

Private to you



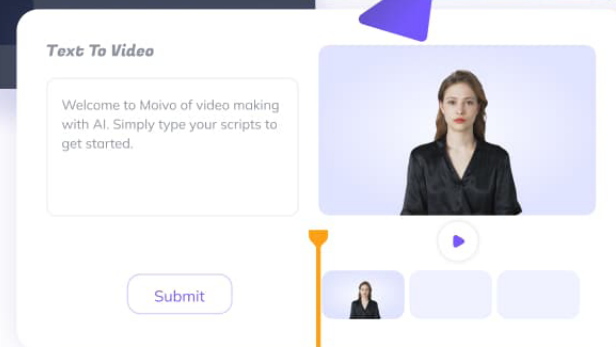
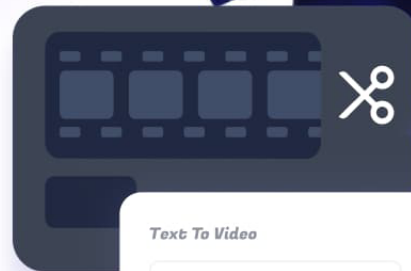
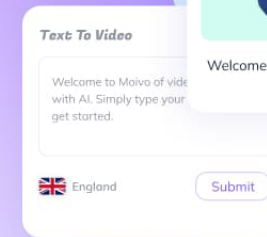
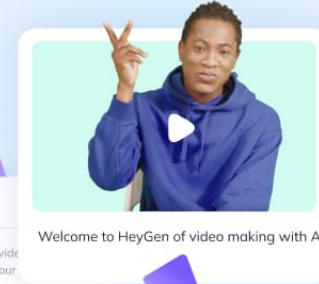
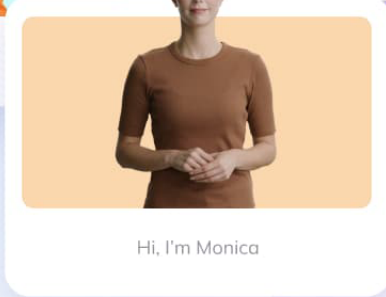
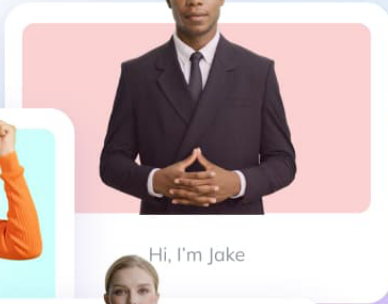
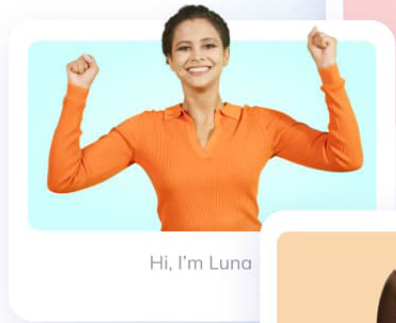
106 profile v

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### Featured

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**“ EMAIL HAS AN ABILITY OTHER CHANNELS DON'T – CREATING VALUABLE PERSONAL TOUCHES, AT SCALE.**

**DAVID NEWMAN** Founder, Do It! Marketing

## LIST SEGMENTATION

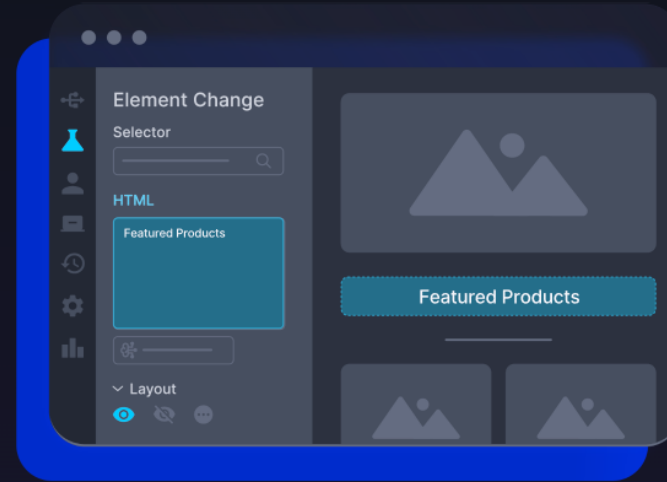
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**MARKETERS WHO SEGMENT THEIR  
CAMPAIGNS NOTICE AS MUCH AS A  
760% INCREASE IN ROI.**

WEB EXPERIMENTATION

## Convert more with the world's fastest, most precise A/B testing platform

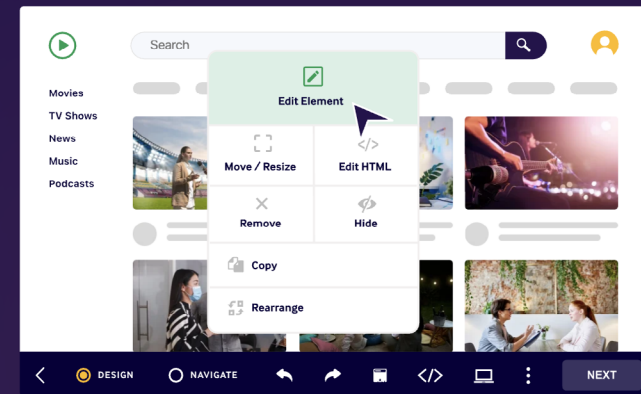
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Effortlessly test any client-side experience. Transform concepts into experiments, discover actionable insights, improve website conversion rates, and achieve outstanding results.

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## TRUST

- + Purpose-driven, values-based brand.
- + Human-centered, authentic communications.

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## PEOPLE

- + Personal brands over corporate brands.
- + CEO/leadership-led marketing.

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## RELATIONSHIPS

- + Customer centricity, personalization, relevance.
- + Emotions, storytelling.

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# QUESTIONS?

**SLIDES AND RESOURCES**

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