BUSINESS TO HUMAN

B2H MARKETING IN THE AGE OF ROBOTS



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“WHEN EVERYBODY ZIGS, ZAG.

MARTY NEUMEIER Author

Zag: The Number One Strategy of High-Performance Brand

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TRUST. PEOPLE. RELATIONSHIPS.

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> The great irony: As AI has become ubiquitous in marketing, human connection has never been more valuable.

ZACH CHMAEL Head of Marketing, Averi

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HUMAN

+ Emotional Intelligence
+ Creativity, Taste
+ Expertise, Unique POV
+ Nuance, Discernment
+ Connection, Relationships
+ Lived Experiences

AI

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

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> The only thing that stays valuable is the irreplaceably human. Lived experience. Judgment earned through f***ups. Emotion.

GUSTAF WICK Global Brand Strategist | B2B Marketing Innovator

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BRAND TRUST – THE AUTHENTICITY GAP AI CAN'T CLOSE

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BRAND TRUST

+ **Authenticity:** The alignment of corporate messages and actions
+ **Emotional Connection:** Distinctive POV, memorability and personality
+ **Confidence and Trust:** Credibility of expertise and experience

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Male	Male
Born in 1948	Born in 1948
Grew up in England	Grew up in England
Married for the second time	Married for the second time
Vacations in the Alps	Vacations in the Alps
Wealthy	Wealthy
Likes Dogs	Likes Dogs
Charles III, King of England	**Ozzy Osbourne, Rock and Roll Hall of Fame**

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> We all were so busy becoming data scientists, we forgot how to be interesting.

GUSTAF WICK Global Brand Strategist | B2B Marketing Innovator

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People trust individuals more than corporate brands.

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BRING HUMANS TO THE FOREFRONT OF YOUR BRAND

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

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> 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 and RB2B

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84%

CUSTOMERS BELIEVE A COMPANY'S REPUTATION IS INFLUENCED BY ITS EMPLOYEES' PERSONAL BRANDS

Source: Forbes

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THOUGHT LEADERSHIP – THE ANTIDOTE TO AI-GENERATED 'SLOP'

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WHY THOUGHT LEADERSHIP

- ☑ Builds brand relevance, credibility and trust.
- ☑ Differentiates your firm with original insights and a unique POV.
- ☑ Brings people to the forefront and humanizes your brand.

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98%

OF CEOS AT HIGH-GROWTH COMPANIES PREFER THOUGHT LEADERSHIP PRODUCED BY A HUMAN TO THAT GENERATED BY A BOT

Source: FT Longitude

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HUMAN-FIRST MARKETING

+ Emotional connection
+ Relevance
+ Customer centricity
+ Personalized experience

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> Despite all the technologies and all the charts showing endless metrics, marketing is an emotions-first job. Because buying is an emotions-led activity.

JAY ACUNZO Speaking & Storytelling Consultant

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EMOTION DRIVES BUSINESS DECISIONS

B2B > 50%

7 OF 9 BRANDS HAD EMOTIONAL CONNECTIONS WITH MORE THAN HALF THEIR CUSTOMERS

B2C 10%–40%

SHARE OF CONSUMERS EMOTIONALLY CONNECTED TO A B2C BRAND

Source: CEB (now Gartner), Google and Motista

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> Everyone has access, so AI can't set your brand apart. What will? Leaders brave enough to show empathy, share a point of view, and create human connections. Focus on customer value and telling emotional stories.

MICHAEL BRENNER VP, Customer Advocacy, Workday

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YOUR MARKETING ADVANTAGE

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

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HOW AI CAN HELP YOU BE RELEVANT TO HUMANS

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

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> To deliver the most value to someone, you need to know an awful lot about them!

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AI-AIDED PERSONA DEVELOPMENT

+ 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

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> Personalization is a must-have strategy in the future of B2B marketing.

JESSICA COLLIER Web Conversion Strategist, Citrix

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PERSONALIZATION

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 K-12 trends report, AI can predict they may be interested in a K-12 case study.

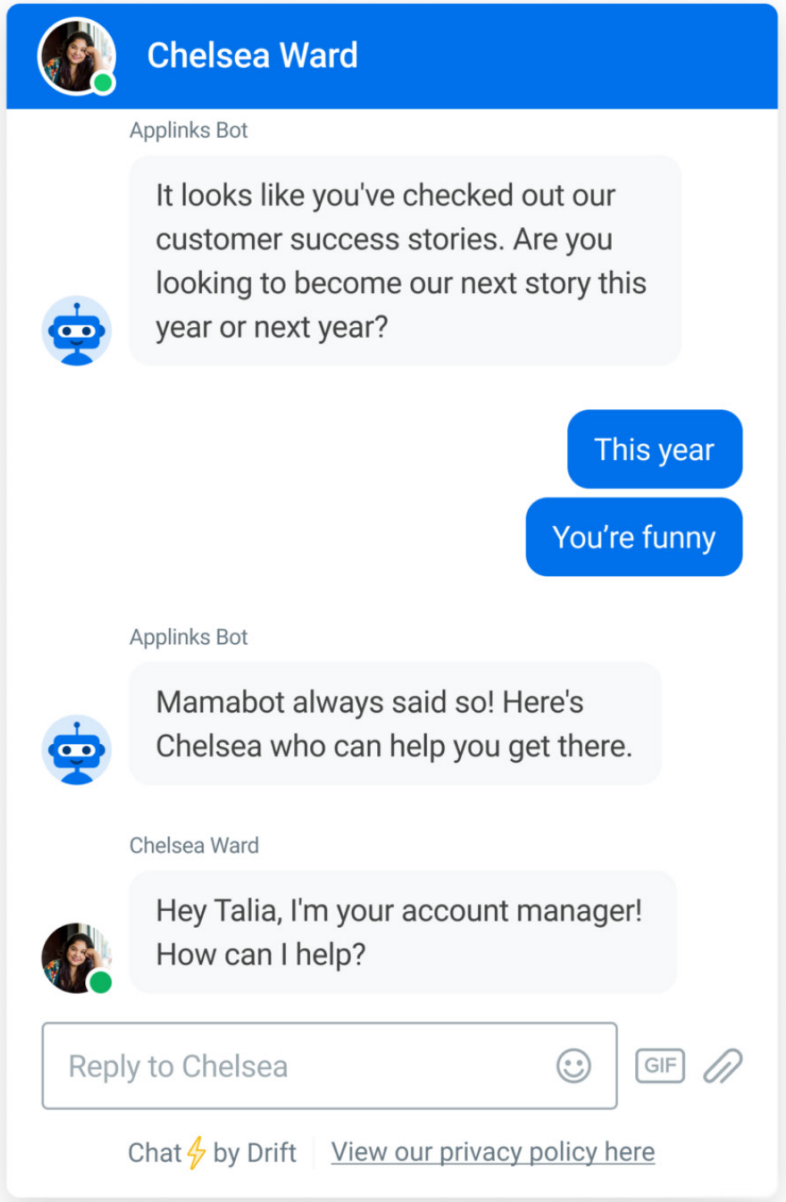
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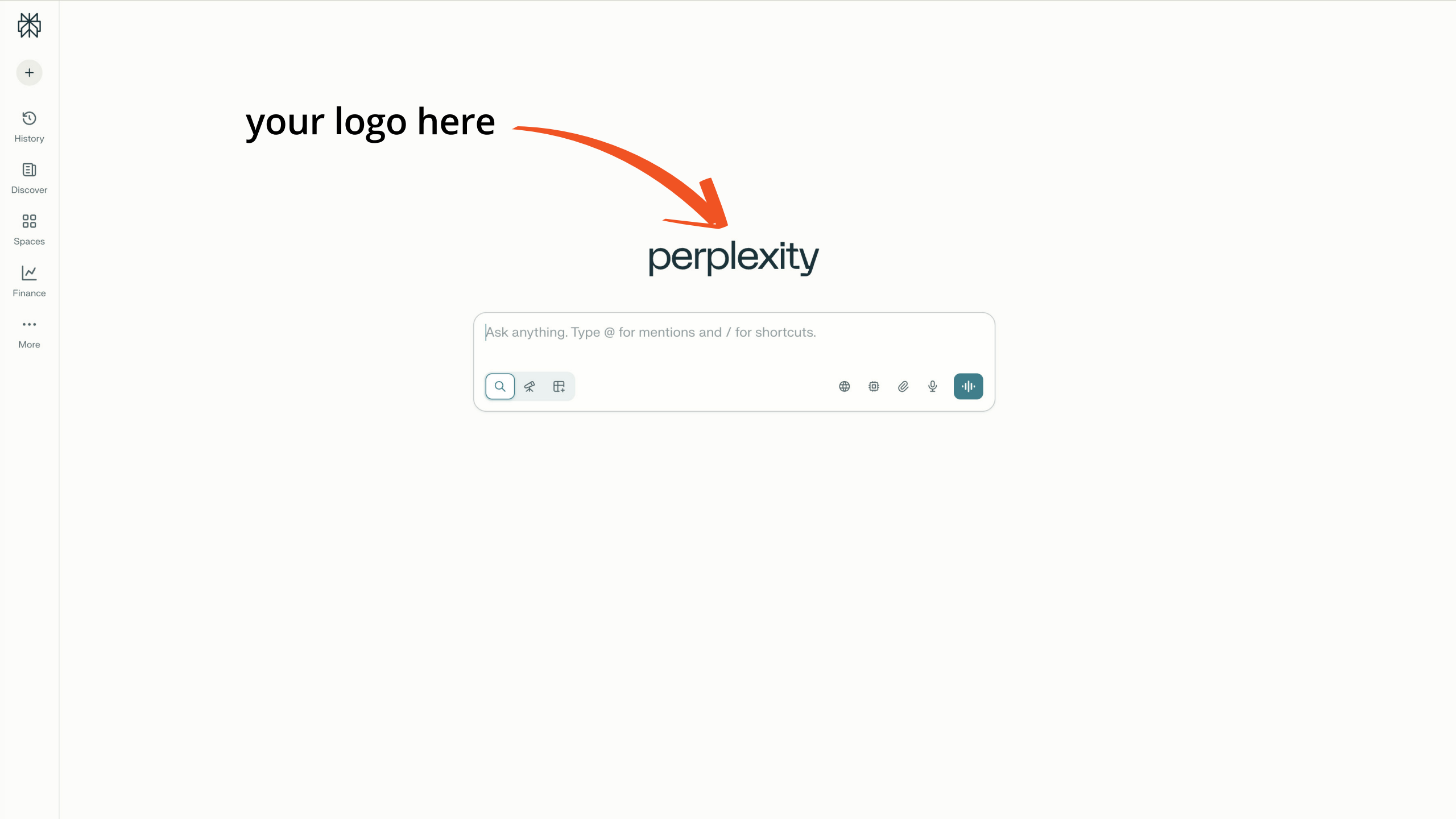
CONVERSATIONAL MARKETING

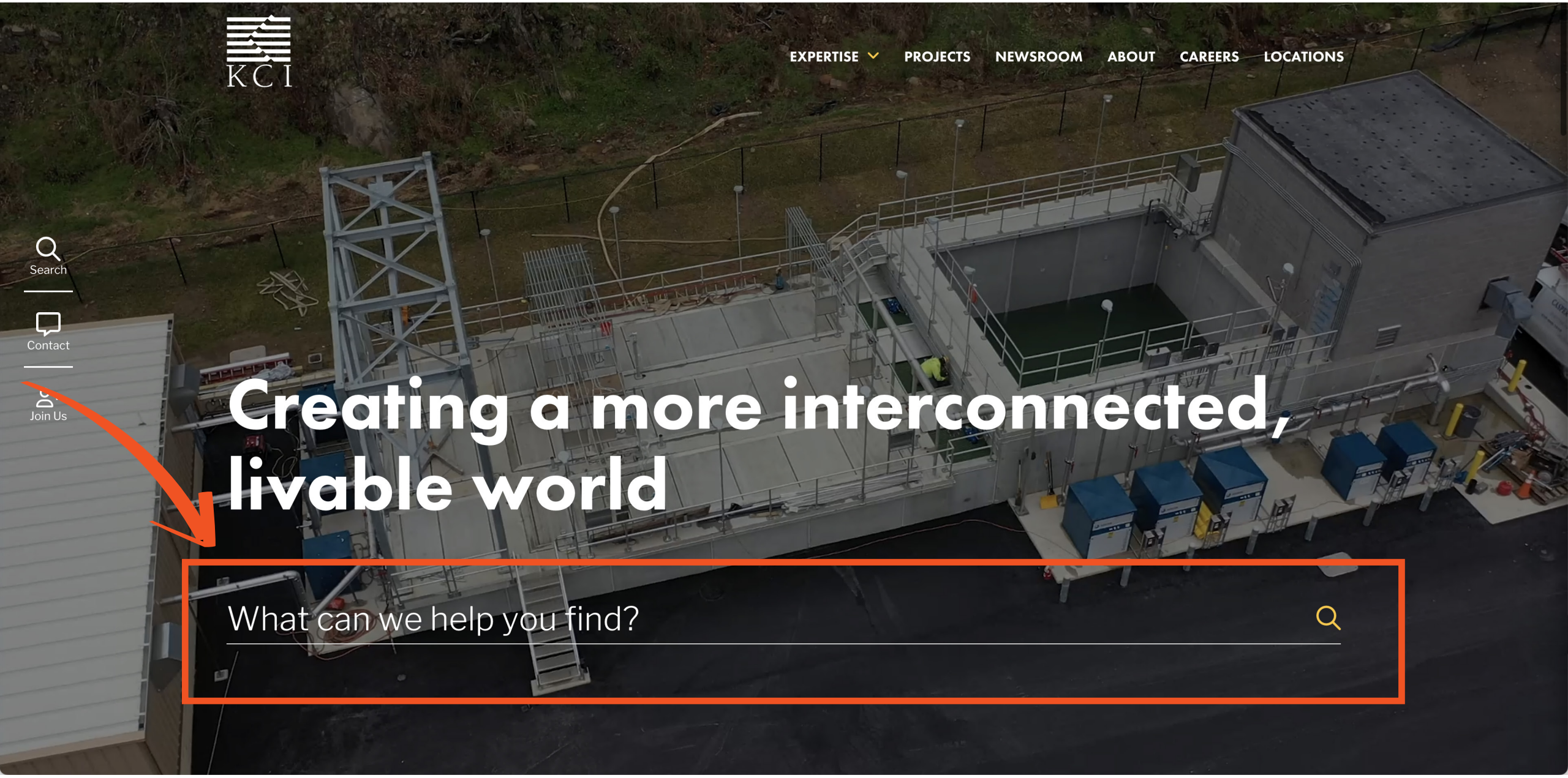
Unlock Pipeline with the Right Conversation for Every Situation

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




your logo here
History
Discover
Spaces
Finance
More
perplexity
Ask anything. Type @ for mentions and / for shortcuts.


KCI
EXPERTISE
PROJECTS
NEWSROOM
ABOUT
CAREERS
LOCATIONS
Search
Contact
Join Us
Creating a more interconnected, livable world
What can we help you find?

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, #branstrategy, and #professionalservices

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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

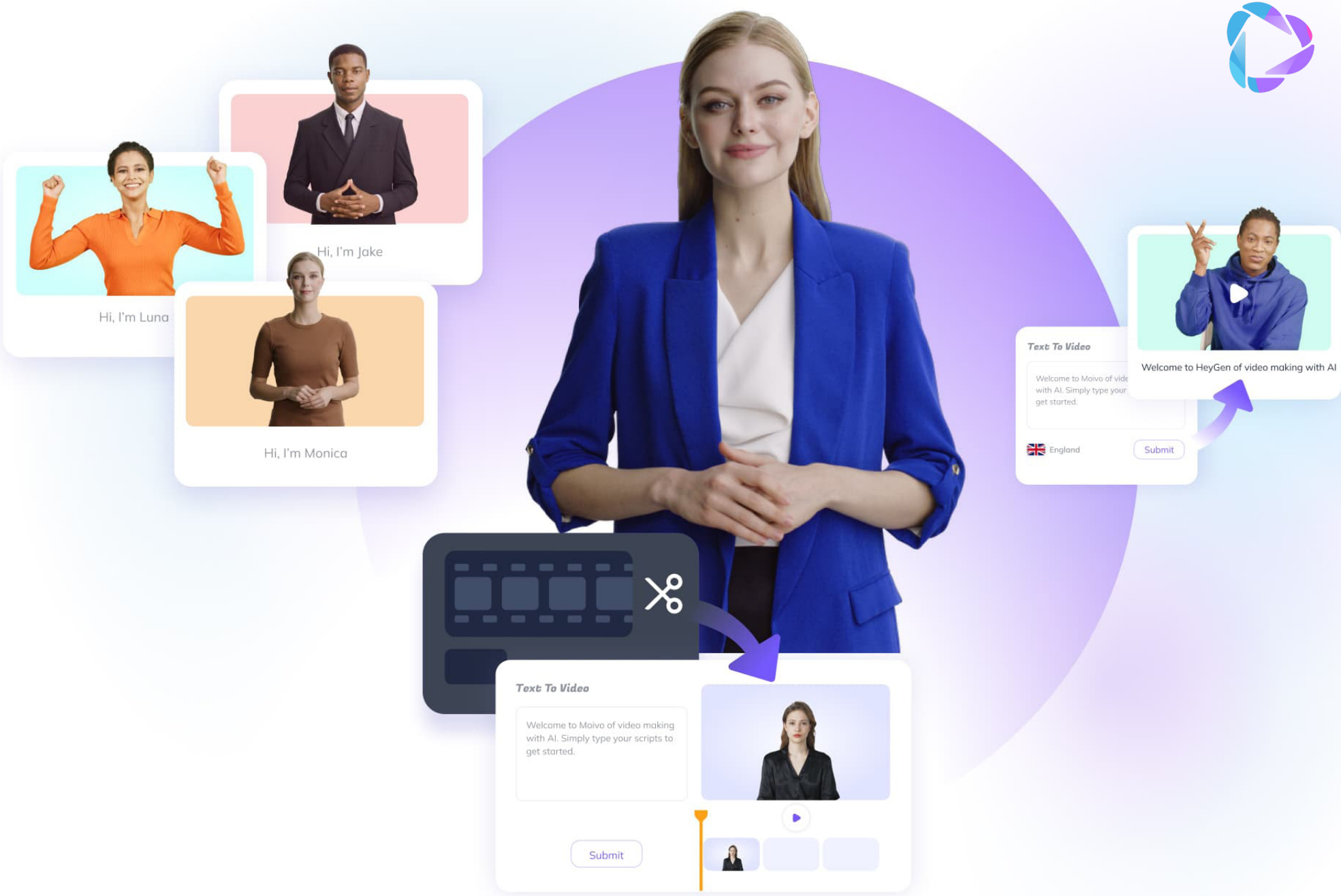


Thank you, Ida!
bbemaildelivery.com

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.

HeyGen


Hi, I'm Jake
Hi, I'm Luna
Hi, I'm Monica
Text To Video
Welcome to Moivo of video making with AI. Simply type your scripts to get started.
Submit
Text To Video
Welcome to HeyGen of video making with AI
England
Submit

> Email has an ability other channels don't – creating highly valuable personal touches, at scale.

DAVID NEWMAN Founder, Do It! Marketing

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> For years, we optimized for **deliverability**, how to get in. Now we need to optimize for **selection**, how to be chosen.

ANN HANDLEY MarketingProfs

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Marketers who segment their campaigns notice as much as a **760%** increase in ROI.

Source: Campaign Monitor

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TRUST

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

PEOPLE

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

RELATIONSHIPS

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

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“ WE MUST PRIORITIZE REMAINING HUMAN.

GERD LEONHARD Futurist

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QUESTIONS?

SLIDES AND RESOURCES

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