B2B Marketing

Handbook

About Mtame

MISSION

マーケティングの力で
世の中をもっと楽しく!

In the days of its predecessor, the Web Promotion Division of Startia Lab Co., Ltd., the CMS software "CMS Blue Monkey", which is the core of CMS, is a comprehensive provider of website planning, production, consulting, operation and maintenance. We provide to more than one company. In addition, from July 2017, we started to provide the marketing automation tool "BowNow", which was spun off as Mtame Co., Ltd. on April 1, 2018 with the aim of creating a new web promotion service.
We utilize the know-how that we have been involved in marketing for over 2,000 companies so far to support the marketing activities of companies by providing tools and consulting. We hope that the know-how in this book will be of use to you.

We regularly hold free seminars to introduce our knowledge and methods of digital marketing activities from various perspectives. Please feel free to join us.

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https://mtame.jp/seminar/
▼Corporate website
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Introduction

Thank you for downloading “B to B Marketing Handbook”

There are many marketing tactics such as digital marketing, inbound marketing, lead nurturing, marketing automation, content marketing owned media and etc.,

Nowadays, marketing activities through corporate IT are being reviewed and B to B companies show the interest in web marketing and trying to increase the traffic with utilizing the various tactics.

However, actual marketing activities are not limited to online, but are changing to a complicated flow of alternating online and offline.

Therefore, it is becoming extremely difficult to understand various methods and definitions, and to think and implement them comprehensively, and knowledge and know-how are required.

In this handbook, we would like to share the basic knowledge and methods of digital marketing that you should be aware of first.

There are still many marketing methods that are not described in this book, but we hope that reading this first will give you an opportunity to discover the current issues of your company and carry out digital marketing activities.

Please enjoy "BtoB Marketing Handbook".

Mtame Inc.

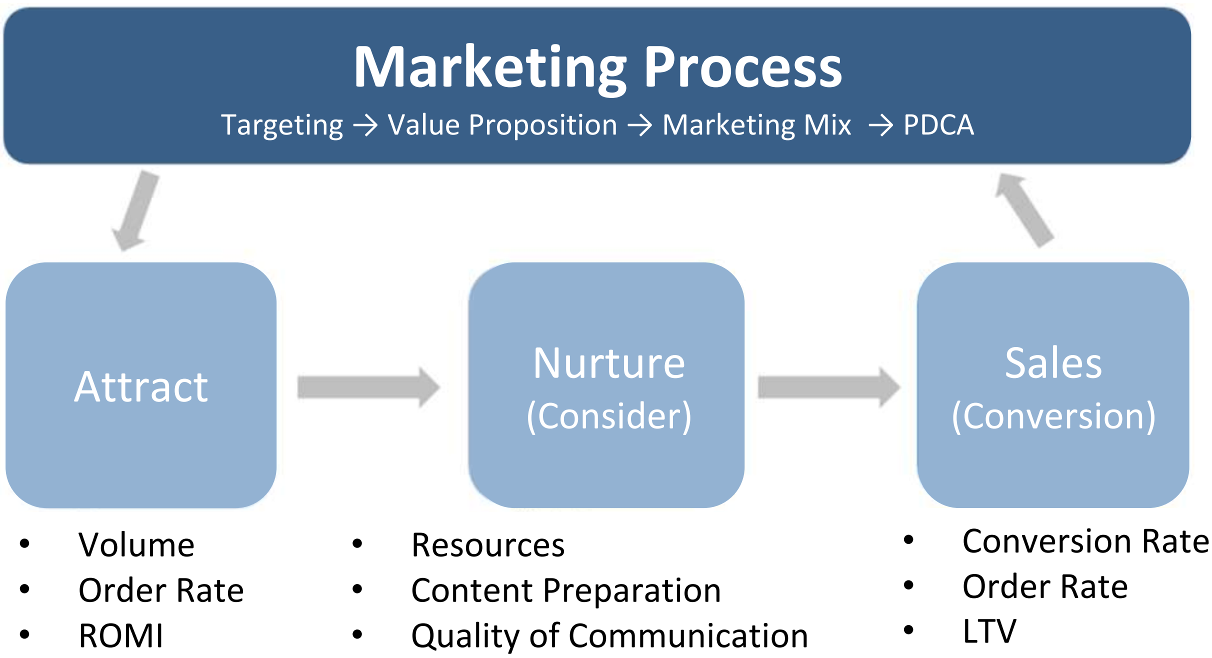
Chapter 1

The concept of marketing process

◆What is marketing?

Generally speaking, there are various ways of thinking and genres, but there is no precise definition. "Market research", "public relations activities", and "customer attraction activities" are all included in the marketing elements.

In this book, marketing is to create a marketing process, execute the measures for activities such as "attracting customers", "training/purchasing customers", "business negotiations", and "connecting all activities to understand bottlenecks".



Understand bottlenecks by connecting the entire activity

◆Marketing Process

The marketing process is a series of steps from internal and external environmental analysis to targeting the product to be sold, considering the positioning of the product, and formulating the price and promotion of the product. Mainly "segmentation" -> "targeting" -> "positioning" -> "marketing mix" is formulated. If the formulated marketing process does not produce the desired results, it is necessary to review the process by feeding back the problems to the upstream side.

In Chapter 1, we will introduce the content of this marketing process and how to work on it.

Segmentation （STP analysis）

◆ What is STP Analysis

In order to achieve your marketing goals, you must first consider and decide which market you want to aim at, and what position you should use to appeal to the market. Therefore, we use a technique called STP marketing.

STP is an abbreviation for Segmentation, Targeting, and Positioning, which is an analytical framework for targeting and setting your own positioning.

Segmentation

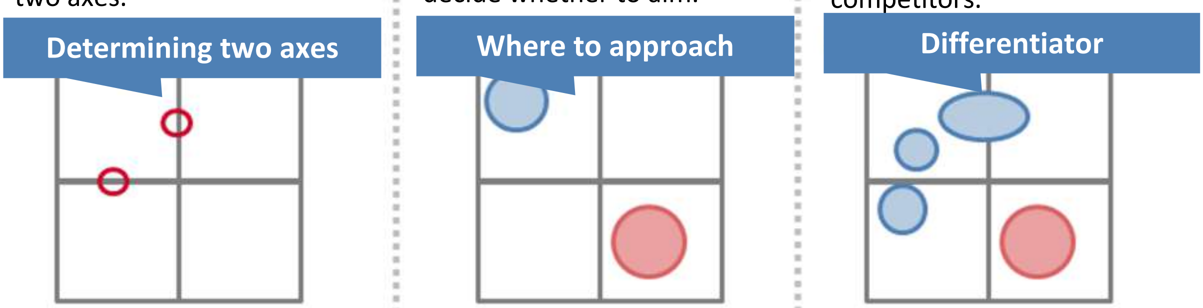
Market Segmentation
Divide the market into four to divide the market that fights the competition into two axes.

Targeting

Selection of target
That is, measure where you are attracted to the segmented market and decide whether to aim.

Positioning

Positioning in the market
Establish a positioning and pursue strengths and uniqueness that are competitive with our competitors.



With STP analysis, you can set specific target user groups. Having a concrete image of the target not only helps users drill down into what they are looking for in a product, but it also has the benefit of discovering new value that no one has noticed. The point of STP analysis is that it should be done from the user's point of view as well as from the company's point of view. It is important for sellers to match what valuable products they can offer their users and what they want.

Targeting (Design Persona)

◆ Design Persona

After setting STP, let's do "persona design" to clarify the target image and create a concrete target image.
Persona design is based on clear and concrete data obtained from actual research.
Creating a narrative and symbolic user model (fictional person = persona).
In addition to simple industries, departments, and positions, we will make specific settings that can be thought of as one person. In the case of BtoC companies, this persona is created in many ways and content is created for each one, but in the case of BtoB companies, there is no problem if you do not do so. Instead, in the case of a BtoB company, let's design the persona by combining the two axes of "individual (charge)" and "company".

＜ BtoB persona design basics ＞

Individual		+	Corporation	
Dept.	**Sales**		**Industry**	**Manufacturing**
Title	**Director**		**Area**	**Tokyo**
Gender	**Male**		**Capital**	**$500,000**
Age	**45 years**		**Size**	**300 employees**

◆ Benefits of creating personas

There are four main benefits to designing this persona.

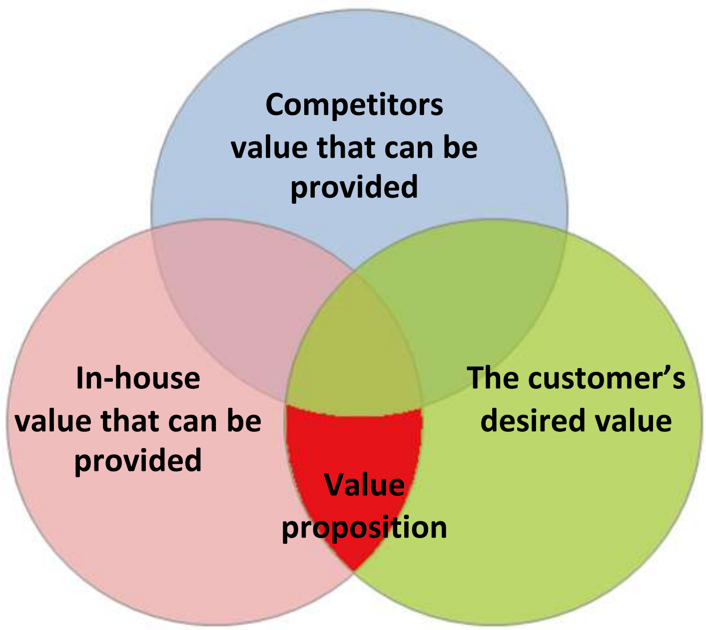
●User image can be narrowed down
Personas are pre-written with only meaningful attributes.
So, you can clearly define "for whom to create a website".
●Easy to empathize
It feels more like a real person, so it's easier to empathize and understand your needs than a bullet or number analysis.
●East to share
It provides a common understanding of audiences across members of different departments and facilitates collaboration.
●Become efficient
When making various decisions early on, such as major content and design direction, you can have a common understanding of which saves time and money.

Value Proposition

After STP and persona are decided, let's decide where to differentiate the product or service by creating a value proposition.

◆What is a Value Proposition

Value proposition includes the meaning of “value that is meaningful from the customer's perspective” and “excellent value that the company can provide compared to other companies”. It is worth seeing from two perspectives: the customer's perspective and the company's perspective in competing.
By finding a value proposition, you can advertise to your customers that they can "provide what you need at higher value than your competitors."



In the first place, the reason why we need a value position is to create a "reason to associate with this company, not the other". Mainly show that "how customers can solve and improve their problems", "know the merits of customers purchasing", and "recognize differences from market products" propositions can be successful.

As many markets are maturing and the competition between companies is intensifying, the spread of the Internet has made it easier to obtain the information that you want, and the technology and services that were previously superior are less so.

It is difficult to lead to purchase unless we understand the benefits of the customer who introduces our service, so it is necessary to intentionally create a value position and launch it.

How to create a value proposition

Creating a value proposition is not that difficult.
A value proposition is created by identifying and organizing the following three elements.

① What value does your product have?
② Who to provide what
③ Where is it worth when compared to competitors

However, if you only have these three, it will give you a rough image, so we recommend using the method called "elevator pitch" for those who want to think more deeply.

◆ What is an elevator pitch

Elevator pitch is a term that originated from Silicon Valley, which is a major base for IT companies. It is a technique that gives presentations within 15 to 30 seconds while you are in the elevator to seize business opportunities, and it is attracting attention as an effective means for reporting to your boss and self-appeal. If you use this, your value proposition will be much easier to understand.

＜How to make an elevator pitch ＞

- The service [service name] is
- I want to [Satisfy potential needs and solve problems I have]
- For [target customers]
- [Service category].
- Customers can [repeatly use, or value for money],
- Unlike [the most competitive service],
- The feature is that it is equipped with [differentiating element].

Please apply the red frame to the product or service. By making this, you can see the issues of your company's product and clarify where to push it.

Marketing mix

◆What is Marketing Mix (4P/4C)?

A marketing mix is a marketing theory that refers to a combination of marketing elements used by a company to sell a product or service. There are various factors involved in making a product sell. Just because a product is "good" or "cheap" does not mean that it will sell. The idea of thinking about selling various elements to sell this product is called a marketing mix.

“4P” is a typical element to consider in order to sell the product or service. 4P is a selling element seen from the seller side, but recently, it has been regaining attention as "4C", which is the idea of revising this 4P from the perspective of the consumer side.
Strategically considering this factor can significantly change product sales

4P	4C
Product	Customer Value
Price	Cost
Place	Convenience
Platform	Communication

The example of Starbucks is often used to understand this 4P.
At Starbucks, we set up our store as a space called "third place" (not a home or a workplace, a third place) rather than simply selling coffee, and customers can talk with friends. It defines value as providing a place where people can spend their time thinking freely. Because of such value, even if the product unit price is higher than other stores, customers who sympathize through PR and word-of-mouth, etc. will come together even if there is almost no advertisement.

＜i.e. Starbucks＞

●Product: Providing “third place” as customer value instead of coffee shop
●Price: 400 yen per cup of coffee and high price
●Promotion: Publicity, word of mouth, store signboards only
●Distribution: Mainly managed stores (mainly in big cities)

Of course, using a marketing mix doesn't mean that a product will always sell. Considering this as a method, once decided, it is not the end, but it is necessary to firmly turn PDCA.

KGI/KPI settings

◆ What is KGI/KPI

What is KGI/KPIGoal setting is something that must be done before the marketing process is decided. It is not possible to determine marketing measures without determining "what to achieve". The ultimate goal is called KGI. The index that is set to achieve KGI is called KPI. After setting goals, targeting, and positioning, set the KPI for that measure.

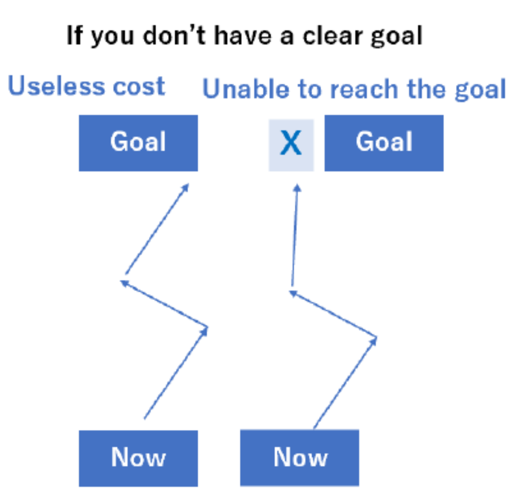
KGI（Key Goal Indicator）
●Goals to aim for (goals: sales amount, etc.)
→Definition of when, which indicator reaches what level, and when the goal is achieved

KPI（key performance indicator）
● Indicates progress toward the goal (index to follow: number of accesses and inquiries)
→ A quantitative index that measures the degree of achievement of a goal

◆ Why you should set a KPI

First of all, there is the current situation of the company, and when taking measures against it, we will try to achieve the goal using some method. However, if you have not decided the index to follow to achieve the goal, there is a possibility that you will change directions here and there, and if that is wasted cost and time, or if the direction change is wrong. There may be cases where the goal is not achieved.

Therefore, by grasping the goal firmly, setting some intermediate indicators, and following the tasks that should be done while watching those indicators, it is possible to proceed with minimum unnecessary costs and time.



◆ Example settings and precautions for websites

Here are some common mistakes when setting this KPI. If you try to double the sales from the homepage, there are people who set up "Let's double the number of accesses!". This is not a complete mistake, but it often fails. The number of visits is related to the sales from the website, but it is not a simple calculation that the number of visits is twice the sales.

Therefore, it is not realistic to focus on it. You will not succeed unless you consider other items such as "what kind of access is it?"
Then what exactly is needed? It means doubling sales with the combined power of multiple items that make up sales.

i.e. Sales increase KPI from

●Number of accesses × CV rate = Number of inquiries
●Number of inquiries x order rate = number of contracts closed
●Number of contracts x unit price = sales figures
●Sales figures × number of repeats = sales

(Items in red) 1.2 x 1.2 x 1.2 x 1.2 = 2 times

As mentioned above, instead of following only the simple numerical value "double", each numerical value is multiplied by 1.2, and if it doubles in total, it will be virtually the same. Let's make it easier to clear each one by setting the KPI between the goals in detail. To that end, steady improvement is the key to achieving the goal. Nowadays, there are a lot of methods to attract customers on the internet, but the ones like missiles tend not to work. Since "User First" is the basis of success, it is important to make a steady improvement by emphasizing that the content on the website is good for your target. Put a time axis in KPI/KGI, divide the time axis, check the difference between the KPI you set and the progress every month, and repeat the correction as necessary to aim for the goal (number of contracts/sales) .

Chapter 2

Basic methods of demand generation

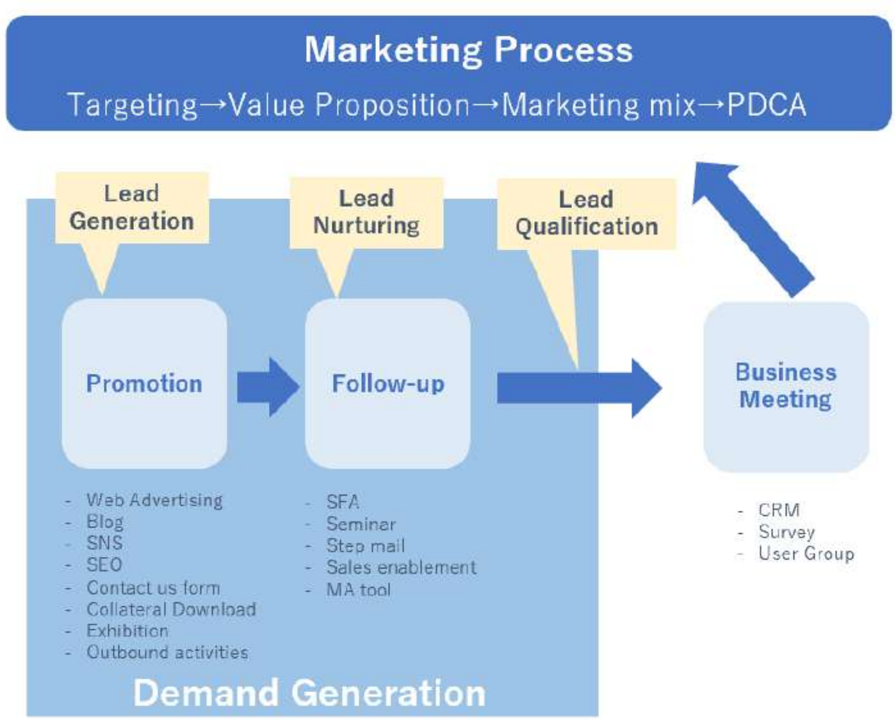
In Chapter 1, we introduced the method of process design up to the implementation of marketing measures. In Chapter 2, I would like to introduce the actual flow of marketing measures, their methods and ideas.

◆What is Demand Generation?

In the first place, it takes a relatively long time for a single B2B company to complete a contract. In the marketing department, it is necessary to acquire prospective customers (leads) and hand them over to the sales staff with an increased purchasing awareness. Even if you simply give the leads that you have collected to the sales department without narrowing them down, the sales department does not follow up on the projects that do not immediately lead to orders, so they are left as they are. However, there are a lot of cases where neglected leads start to be examined concretely over time, and as a result, they are restricted by other companies.

Therefore, the leads gathered through various lead generation measures (lead generation) are conducted by the marketing department to conduct lead nurturing to nurture prospects, and to select only those companies that meet the conditions that sales are desired (lead qualification).
This series of steps is called "demand generation".

＜Demand Generation＞



◆Lead Generation

Lead generation is a marketing activity that leads to potential customers. The first step is to get a list of prospective customers who are our target. This activity creates business projects such as requesting materials from the company's website, inquiries, leads acquired online such as external Web media, and personal information acquired offline at exhibitions, seminars, and tele appointments. It is the first measure. This activity tends to attract a large number of people, but it does not make sense to collect leads that are not the target of the company in the first place, so after properly understanding the target segment, we will take measures to acquire more leads.

＜Types of lead generation and their advantages and disadvantages ＞

Digital

- Website (SEO)
- Listing ads
- Display ads
- SNS
- Owned media
- Portal site

【merit】
・Detailed targets can be set
・Effect measurement is possible
・Can be changed any number of times
・There is no limit to the frame

【Demerit】
・Operation requires labor and knowledge
・Competition is starting to increase (Difficult to differentiate)

Non-Digital

- Cold Calling
- Dive sales
- DM
- Newspaper, Magazine
- Billboard ads
- Exhibition

【merit】
・Depending on the medium, the reaction of the other party can be seen directly
・It is easy to make an impression
・Easy to enlighten the indifference

【Demerit】
・Effect cannot be quantified
・Change takes time
・Effect becomes personal

◆Lead Nurturing

Lead nurturing is a marketing activity in which we use various methods to think about "a story that nurtures potential customer contacts", put them into practice, and make improvements. We will continue to have contact with potential customers and build relationships to stimulate purchasing motivation and develop into customers with a high probability of receiving orders.
As mentioned above, if you pass the lead obtained in the lead generation to sales as it is, sales who want to track only the latest project will leave that list. In the first place, it is impossible for sales to carry out customer activities for all cases. However, it is difficult for customers to choose their products and services unless they maintain a continuous relationship with prospective customers in order to carry out purchasing activities in the present age when information is diversified and most markets are mature. For this reason, lead nurturing, which keeps the relationship with the collected leads while nurturing them, is becoming more important.

◆Lead Qualification

Lead qualification is a marketing activity that uses lead nurturing to select prospective customers with a high order rate from the actualized prospective customers. As a result, it is possible to make contact with highly promising prospective customers who are interested in products and services in advance, and to develop sales activities efficiently.
In the selection, in addition to quantitative data such as the position of the prospective customer, the range of settlement rights, and the budget, how much the other person is paying attention to the company's product and how much the company's product can respond to the problem that the other party has. We will prioritize our approaches based on qualitative data. It is also effective to analyze the attributes of existing customers and know their characteristics to clarify and select what kind of prospective customers tend to become customers. As we will introduce in Chapter 3, marketing automation tools are now attracting attention as tools for this nurturing and qualification.

Lead Generation (SEO/site design basis)

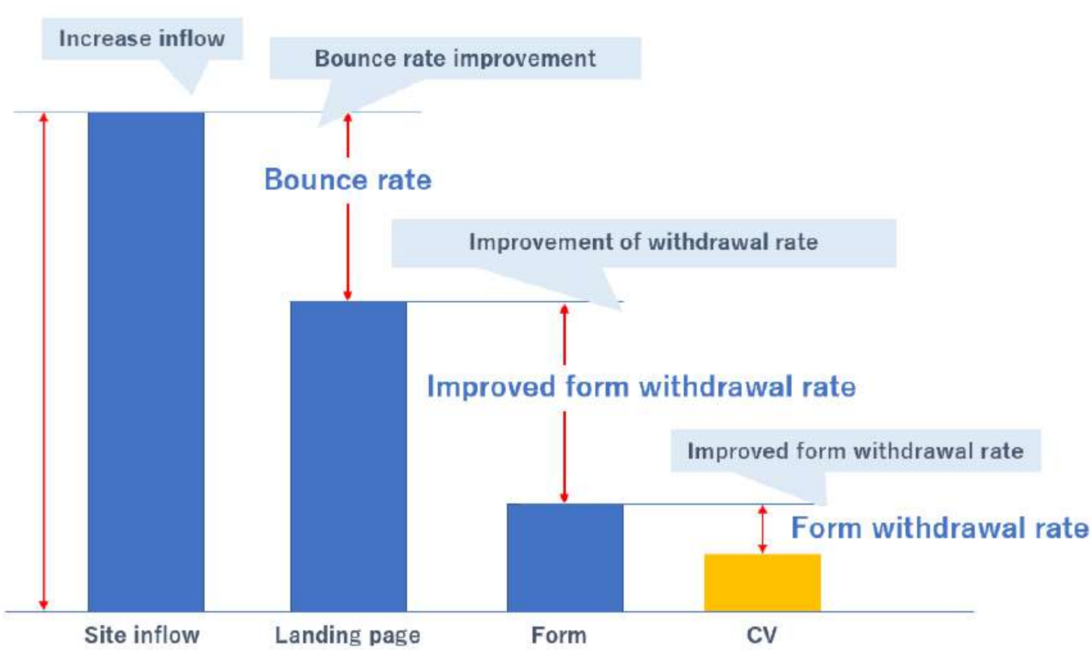
◆ Steps for earning a CV (inquiry)

SEO measures can be cited as a lead generation measure with high versatility and ROI.
The basic purpose of a website is not to increase CVs (inquiries), but the CVs also have various purposes depending on the company.
For example,
●Create new sales opportunities
● Acquire and retain leads
● Hiring human resources
However, the essential part of the step of increasing the above does not change even if the purpose is different, so I will introduce the idea and method.

The following three steps must be considered as the steps to obtain a CV (inquiry).
① Increase site inflow
② Decrease site departure rate and increase migration rate
③ Increase the completion rate of the inquiry form

Often, when it comes to SEO measures, I tend to feel like increasing access, but it is also important to improve the contents by not only simply increasing access, but also considering the subsequent steps. ..

<Steps for earning CV (inquiry)>



Lead generation (SEO/site design basis)

◆Advantages and disadvantages of SEO and advertising

Even so, no one will look inside if you don't increase access, so let's first consider the method.
There are three main ways to increase pure access from the web.
One is to increase from natural search inflow, the other is to increase from advertisement, and finally from SNS.

<via Organic Search>
- Technical measure items
- Content SEO

<via Online Ads>
- Listing advertisement
- DSP
- Remarketing
- Video advertisement
- SNS advertisement

< via SNS>
- Regular posting
- Linked with event

Here, we will explain in detail how to increase from natural search. Many people may be wondering whether to do SEO or listing advertisement first. Therefore, I will summarize the advantages and disadvantages of SEO measures and listing advertisements first.

SEO Optimization

Merits
- Free of charge
- Higher click rate than advertising
- Stable access

Demerits
- It takes time to produce results
- It takes man-hours

Listing advertisement

Merits
- It has immediate effect
- Aim for a pinpoint target

Demerits
- *Costs*
- *Paid Search, not organic*
- *A bit hard to click.*

When asked "Which one should I do?", the conclusion is "I should do both." We recommend that you understand the merits and demerits of each and then practice by combining them efficiently. When used in combination, the following advantages can be obtained by utilizing the two characteristics.

① Can be used for test marketing.
② It has immediate effect and can be used as a short-term measure.
③ You can eliminate missing search results.

① Can be used for test marketing.
Due to the characteristics of SEO, it is inevitable that it will not be immediately effective, and it will take a lot of work. First of all, it is possible to secure a certain amount of access by using the minimum amount of listing advertisements, and to market in the short term how the users who have flowed in from that keyword affect the withdrawal rate, migration rate, CV completion number. Therefore, by taking SEO measures in order of the keywords that have the greatest impact, it is possible to produce results in the shortest time without wasting man-hours.

② It has immediate effect and can be used as a short-term measure.
As explained in ①, listings can produce consistent results in the short term. Therefore, in order to achieve the set target value in a short period of time, you can use it as compensation until the effect of SEO measures comes out. In the early stages of just starting SEO measures, if you secure access by advertisement until the result comes out and gradually reduce the ratio in proportion to the result, it will reach the set target value. On the other hand, it is possible to get results from the initial stage, and it is possible to reach the target overwhelmingly quickly.

③ You can eliminate missing search results.
Listing ads appear at the top or bottom of search results. No matter how good the search result is, it will not be displayed above the advertisement, so it is inevitable that a certain amount will be taken by the advertisement part. Therefore, even if you are able to take SEO measures, you can increase the click-through rate by inviting yourself to multiple places in the search results by advertising and increasing the rate of guiding to your site. In order to increase the influx of sites, it is important to be aware that the search result part is captured as a “face” instead of a “point”.

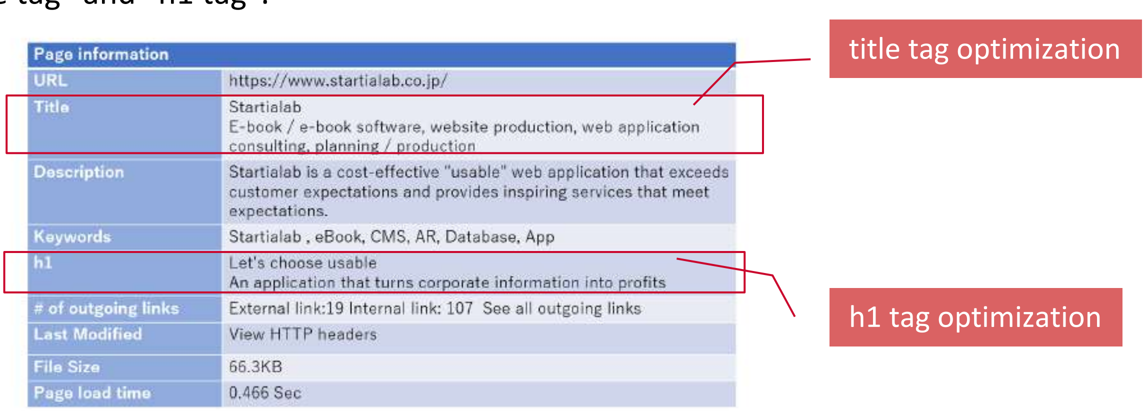
◆ Basics of SEO measures

After understanding the characteristics of SEO mentioned above, we will move on to specific methods for SEO measures.
Even if it says SEO measures in one word, various methods are explained here and there. For example, "You should increase the number of contents because it is the age of contents in the future", "YouTube is effective for SEO", "The effect of backlinks is getting weaker", etc. Many people may be wondering what to start with? Google also updates the search algorithm frequently, and it is certain that the method of SEO measures is changing year by year. Therefore, some people may have the question, "If we don't ask experts to spend money, we can't do SEO measures." However, there are places where you can take measures by yourself without spending money.

Google changes its search algorithm many times a year, but its essence is one. The goal of Google is "how to make it easier for users of search engines to obtain the information they are looking for." Therefore, it can be said that if you build content from the user's perspective, the ranking will naturally rise.
In order to focus on that, there are three elements I want to suppress in SEO measures.

(1) Technical measures
(2) Content SEO
(3) Natural link

(1)Technical measures
With regard to technical measures, the most basic is to perform "tag optimization".Among them, the ones that are said to have the most influence are the "title tag" and "h1 tag".



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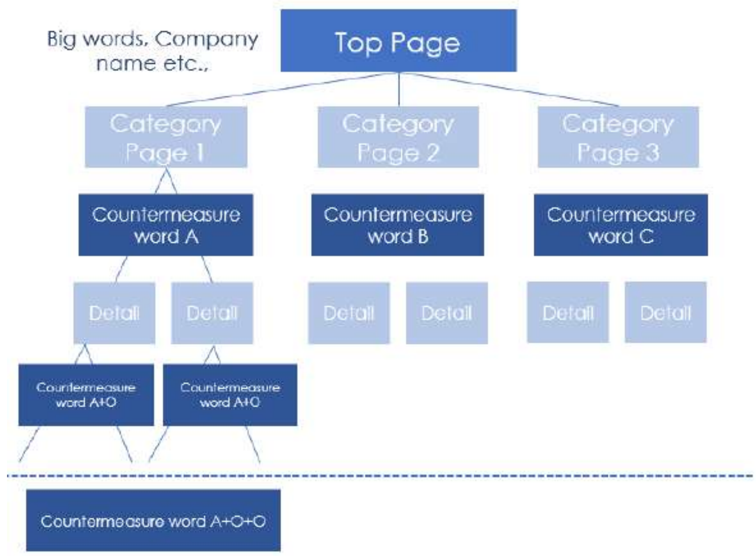
Keywords	Startialab , eBook, CMS, AR, Database, App
h1	Let's choose usable An application that turns corporate information into profits
# of outgoing links	External link:19 Internal link: 107 See all outgoing links
Last Modified	View HTTP headers
File Size	66.3KB
Page load time	0.466 Sec

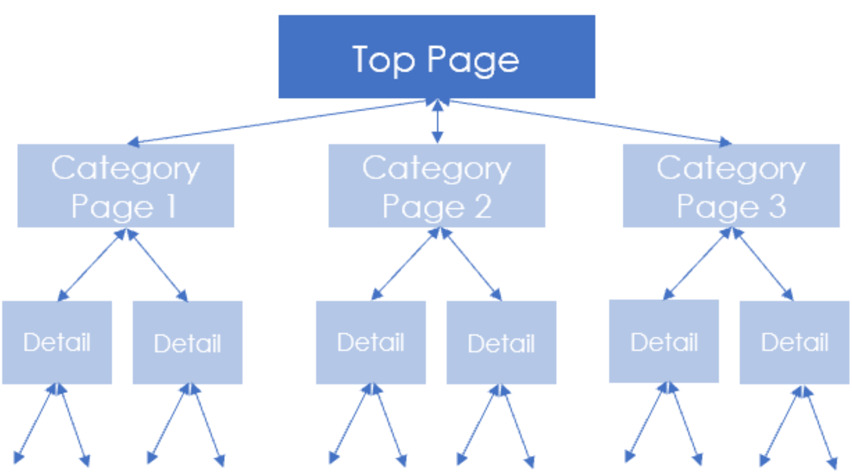
Please set these two firmly for each page. We will inform the search engine about what this page is written about and what information we want to send to those who need it, so that we can appeal that there is information for the countermeasure word.

Lead generation (SEO/site design basis)

Next, in order to improve the conductors on the site, decide the countermeasure word for each page category so that the structure can be updated efficiently. By making the structure in which the detail words are added as the hierarchy goes down, the keywords become concrete and increase. Also, it will be clear what kind of keyword you want to aim for on each page.



In addition, it is important to make the structure of pages "mesh link structure". Generally, the links from the top to the bottom of the hierarchy are firmly set, but in many cases, the links from the bottom to the top and the links between the sides are not bothered. By strengthening this link, you can appeal the goodness of the site's migratory property, so it is also effective as a SEO measure.



Lead generation (SEO/site design basis)

Other check items for technical measures include the following.

HTML Theory	Content	Keyword management
Site structuring	Breadcrumblist	Keyword density
Material Optimization	Footer navigation	Elimination of inhibitory factors
Meta tag element	Anchor text	301 redirect
In-site link	Pagination	404 redirect
Rich snippet	Natural link	URL normalization
XML Site map	Deep link	Page speed optimization
Mark up element	Spam link management	JavaScript/CSS

As you can see, there are a lot of things to mention, and if you spend money, you can take measures. However, technical measures should be limited to the basics, and before doing the details, first make essential improvements.

(2) Content SEO
There are three main things Google does to see if they are building content from the user's perspective. As an essential improvement, it is most important to increase the content based on these three.

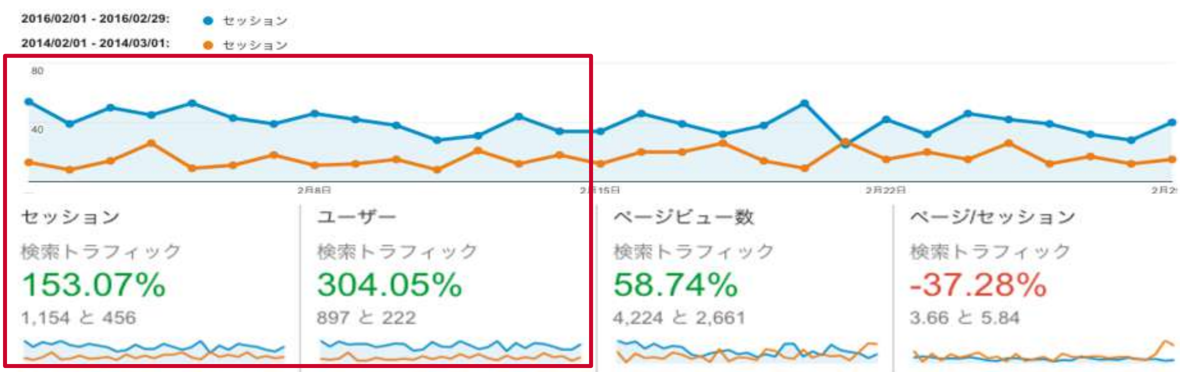
<What Google is doing>
● Crawl and index = evaluation decision
→ Visit all sites published by Google and evaluate that this site is like this
● Algorithm = rule decision
→ Decide what kind of rule to evaluate for the attached evaluation
● Spam countermeasures = crackdown
→ crack down on the rules that have been decided by taking illegal measures that are not related to the quality of the content or the content

Why do more content increase the inflow? Increasing the influx means exposing more users. In order to be exposed, you need to be evaluated by Google to be ranked high on search engines. There are many ways to do this, but Google cannot rate it without content. Therefore, increasing content is the first step to increasing inflow.

Lead generation (SEO/site design basis)

If you actually increase the number of contents, the number of accesses will increase in proportion, although the ratio will change depending on the industry and content.
In our case, an SME architecture office originally requested an SEO contractor for technical SEO measures and renewed the site structure to make it easier to update, and made in-house “cases” and “customers”. When we switched to a method that increased the content, such as “voice” and “blog update”, we were able to increase the number of sessions by 153%.

<Analytics example of a company with an increased number of sessions>



(3) Natural link
A long time ago, there was a method to increase the search engine's rating by putting a lot of links to sites that want SEO measures on other sites, but now it is a link from a site with a low rating or a page that has nothing to do with the link destination. On the other hand, you may be penalized and your site's reputation may be downgraded. However, the link itself is not meaningless, and the natural link that is naturally linked from the user is still valid for evaluation. For example, Yahoo! You can expect a high SEO effect for links that are posted as answers to questions from users such as Chiebukuro and for links that are shared on SNS. In other words, by sending useful information to customers, SEO measures can be taken at a low cost.

＜Rating for links ＞

Non-valued backlinks for SEO purposes

- **Sites with meaningless sentences**
- **Simple links**
- **Relevant sites**

By user Natural link

- **Unintentional user links (word-of-mouth)**
- **Links from trusted domains**
- **Voting on SNS (link)**

Lead generation (SEO/site design basis)

◆ Measures to take after increasing the inflow

As mentioned above, in order to finally increase CV (inquiries), it is necessary to take measures to "decrease site departure rate and increase migration rate" and "increase inquiry form completion rate" even after increasing access.

② Decrease site departure rate and increase migration rate

The key point here is to perform the following steps.

(1) Identify where you are leaving
→TOP? Middle page? Form?
(2) Think about why you are leaving
→ Is there a small amount of link induction? The keyword being searched does not match the page
What? Is the page difficult to read? Etc....
(3) Take improvement measures
→ Increase links, increase images, change content etc....

However, in doing the above, if you do not have a certain number of accesses, it will be difficult to collect statistics, and even if you improve it, it will not be effective, so let's try to increase the number of accesses first.

③ Increase the completion rate of the inquiry form

Finally, the improvement of the form is very important because the improvement of the form is directly related to the CV rate. Are there any unnecessary items in the form contents? Are the required items really required?
If you re-examine the above, and if you try to reduce unnecessary items and items that are likely to give stress to the user, you may get more than you expected.

◆ What is a video ad?

The "video ad" is, as the word says, to run a video as an ad. Why is this effective? It is said that this is because videos can carry "250,000 times as much information" as text.

There are two video ad formats.

① Posting video content to video sharing sites (YouTube etc.)
② Displaying videos for use in TV commercials etc. in ad frames

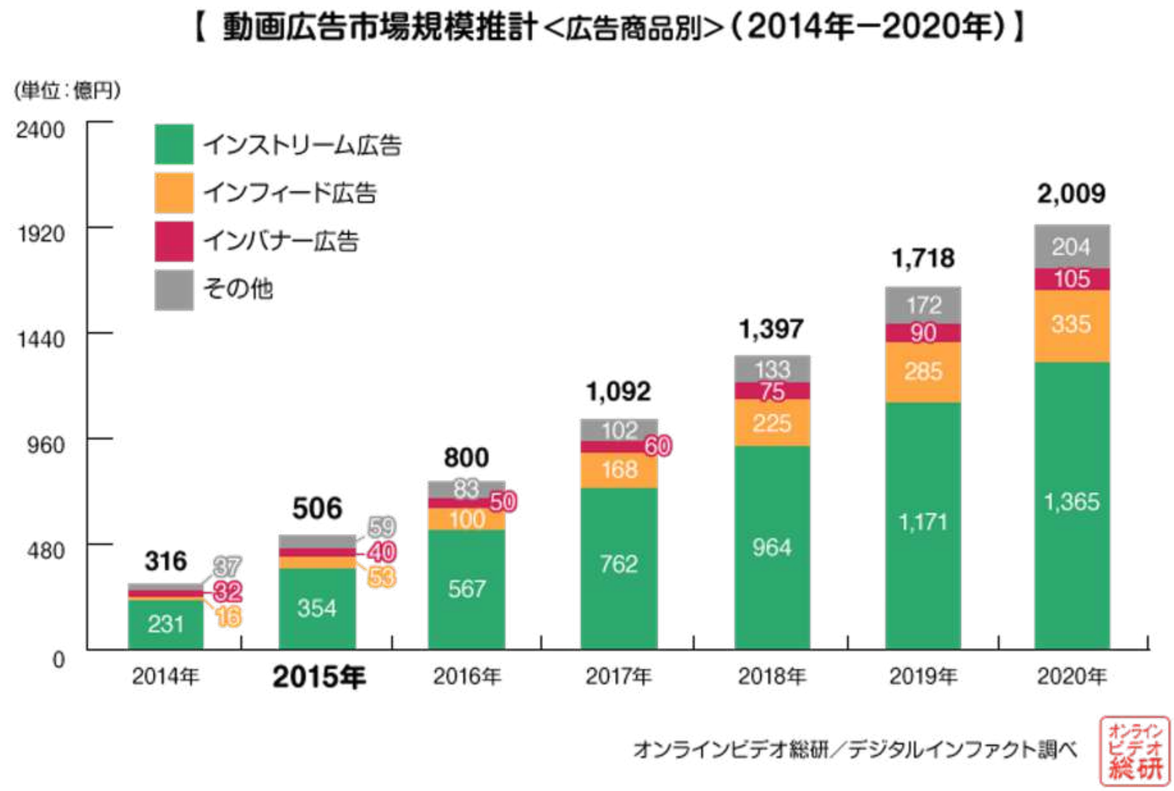
Examples that are actually used are that when a viewer plays a target video on YouTube, a video advertisement is displayed in front of the target video, or it is displayed in the ad frame of the website and displayed in a banner advertisement. There is what is called a mouseover advertisement in which the display frame automatically expands when the mouse is over (the cursor is placed), and the video is played. Since it can be played without bothering the user to click the advertisement, it has the merit of being able to appeal in real time rather than showing it on the linked page.

◆Video advertising market

Cyber Agent Co., Ltd. and Online Video Research Institute Co., Ltd., jointly conducted with Seed Planning Digital Infact Co., Ltd., showed that the domestic video advertising market trend survey showed that the video advertising market in 2015 was 50.6 billion yen, 160% higher than the previous year. Announces a growth rate of %. We believe that this is due to the rapid spread of smartphones, the speeding up of the communication environment, and the expansion of video advertising functions such as SNS.

The video advertising market has grown rapidly since 2014, and is projected to exceed 100 billion yen in 2017. In-stream ads (*1) such as YouTube accounted for about 70% of the total in 2015, and the ratio is expected to remain the same until 20

(*1) In-stream advertisement: An advertisement that can be displayed on a larger screen than conventional banner advertisements distributed on video sites such as YouTube.



◆ BtoB Video Advertising Demand and Video Usage

When it comes to video advertising, the image of BtoC is inevitably strong, but the demand for video advertising is also increasing in BtoB. In fact, it is said that video is being used in the BtoB industry mainly in the United States.
According to the research report of Web video marketing council,
● 96% of BtoB industry has some kind of video advertisement
● 73% of them answered that they had a positive effect
The survey result has come out.

Video is a very compatible medium for companies.
In the case of BtoB, there are characteristics that "the customer has product expertise", "multiple people are involved in the decision process", and "sales requires an approach to sales". This feature can be said to be the optimum conditions for utilizing videos.

There are three main ways to utilize video advertisements by BtoB companies.

① Use as a sales tool
② Utilization as an activity to attract customers at events
③ Use as mass development

Lead Generation (Video Advertising Edition)

①Use as a sales tool

Video is extremely powerful as a tool to convey the goodness of a product.
For example, if you use a video that summarizes the product's performance in an easy-to-understand manner, you can explain the product at the same level to veterans who have joined the company for 10 years and newcomers who have joined the company for a week.
In addition, a video that collects customer feedback is far more convincing than a product description that a salesperson verbally gives.
Also, when obtaining approval from other departments or superiors, the explanation from the person in charge may cause the company to unintentionally communicate. On that point, if it is a video, it is possible to remotely convey information as intended here. In such videos, you don't have to pay attention to decoration and creative, as the information should be conveyed well. Therefore, it can be said that it can be said that it can be created at low cost.
▽ Google Japan actually makes a product introduction video of GooglAdwords, and if you look at this you will be able to understand the outline of the product
＜Google Japan 「Introduction of Google Adwords case studiesver.1」＞
https://www.youtube.com/embed/_aVIZlQUGv8

② Utilization as an activity to attract customers at events

Video usage is becoming active at events such as exhibitions. There are quite a few companies that use digital signage and AR to promote products. By guiding the users from paper media such as leaflets and catalogs to movies, it is possible to distribute the amount of information that cannot be conveyed on paper.
In addition, instead of distributing the video after the seminar, it can be used as a customer tracking activity by collecting personal information and cookie information, etc. Is valid

③Use as mass development

Mass deployment refers to TV commercials and Web video advertisements. It is mainly used when you want to improve the name recognition of your company or service.
The product is good if it is not known at all, or if the service is not available in the world and users are unaware of their needs. If the name recognition rises, it will be easier to communicate with the other person when developing new customers, and people who know the product may incorporate it into the frame of consideration when comparing products. In addition, there are various benefits of improving name recognition, such as securing excellent employees by passing names. However, the use of advertisements in the mass media is very expensive, so it has the disadvantage that it can only be used by limited companies. For that reason, advertisement placement on video distribution sites such as YouTube has recently attracted attention.

As you can see, video advertising has a great deal of potential in BtoB, and the market will continue to grow in the future.

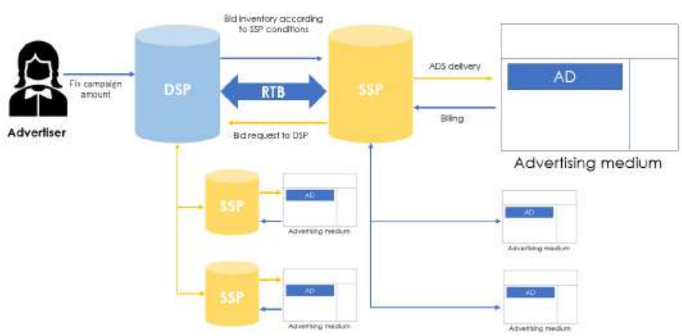
Lead Generation (DSP Advertising Edition)

◆What is DSP (Demand-Side Platform) Advertising?

DSP is a platform (tool) that helps advertisers maximize their advertising effectiveness in online advertising. Abbreviation for Demand-Side Platform, which is the advertisement distribution tool used by the demand side (advertiser side = demand side) and its surroundings. We will automatically perform the purchase, distribution, and creative analysis of ad frames to optimize. Often misunderstood, DSP is a tool, not an advertising medium.

DSP DSP is sometimes used to refer to the act of distributing advertisements using DSP, or the advertising space that can be purchased and distributed using DSP.

<DSP advertising mechanism>



As shown in the figure above, the DSP works only in cooperation with the medium-side platform called SSP. It is not possible to deliver ads with either one alone.

●DSP（Demand-Side Platform）：
An advertisement distribution tool used by the demand side (advertiser side = demand side) and its surroundings. It automatically optimizes the purchase and distribution of advertising space and creative analysis.

●SSP（Suply-Side Platform）：
Abbreviation of platform that maximizes advertising profit on the supply side (media side that supplies advertisements). A mechanism to calculate the eCPM for each session and deliver the most expensive advertisement

RTB for the infrastructure that connects this DSP and SSP.

●RTB（Real Time Bidding）：
How to bid each time an inventory impression is made and show the highest bidder's ad. Real-time competitive bidding is possible.

◆Notes on DSP operation

Although it is a DSP that optimizes while securing a large amount of traffic, there are some points to be aware of when operating it.

●Duplicate targets

If you publish the same ad campaign with multiple DSPs, avoid delivering ads to similar audiences. This is because there is a possibility of intensifying bidding competition between company advertisements. Of course, if the targets do not overlap, bidding with multiple DSPs will not cause bidding competition.
It is easy to think that if you distribute ads to similar audiences with multiple DSPs, you can reach a larger number of target users, but in reality, this will lead to worse cost efficiency.

●Confirmation of regular advertising effectiveness

The DSP does the optimization automatically, but sometimes the optimizer doesn't work as expected. In particular, the stable advertising effect may not be achieved immediately after the start of the campaign or when there is a sharp change in KPI due to external factors. Let's make a habit of checking KPI regularly for abnormal values in distribution so that we can respond quickly.

Ad technology including DSP is constantly evolving. Every day, some kind of enhancement is made and more specialized know-how is needed.
Therefore, we recommend that you ask a specialist to have an operation consultant for operation.

◆The importance of email marketing

Email marketing is currently practiced by various companies on BtoB. However, many companies just blindly send emails because they are doing it everywhere. However, in BtoB, where the process of purchasing often takes a long time, lead nurturing is an important effort to create a sales opportunity. And e-mail magazine is one of the few lead nurturing tools that can send information to prospective customers from here and keep contact with them. Strategic email marketing is one of the important items in future marketing activities.

◆ Elements needed to be effective

So what exactly should you do to be effective in email marketing? There are two main factors to be effective.

① Optimization of mail title (subject)
② Distribution into segments and creation of content

By paying attention to these two, you can realize mail marketing with 1to1 marketing in mind, rather than a simple mail magazine, and it will be easier to develop customers.

◆ Email title optimization

Needless to say, the most important subject for opening an email is the subject. According to the 2014 survey results, 44% of users announced that they opened the email, clicked the URL, and made a purchase.
35% of the users open the simple and easy-to-understand e-mail subject, so it can be seen that the user decides whether to open the e-mail subject. The subject of the email is the first place the user sees it. If it's interesting, the user opens the email and reads the text. Therefore, it is necessary to reconsider the subject line of the email, compare it with the A/B test, and select the one that is more effective.

There are two points about how to attach the title to be opened
① It has a concrete content
② The image of the situation springs up

First of all, it is important to make these two things in mind. On top of that, let's add an element that the user wants to open unintentionally.

Specific elements that users will want to open

1. Number
2. question mark
3. Onomatopoeia/Mimetic Words
4. Exclamation word
5. Impatient

6. Original mascot
7. Case, accident, crime-related terms
8. Trends, news
9. Opposite terms

Ten . Rarity

<Specific example>

1. Number: "5 Tips for E-mail Magazine Delivery with 50% Opening Rate"

2. Question mark: "Why is your e-mail newsletter not producing results?"

3. Onomatopoeia/Mimetic Words: "How to deliver e-mail newsletters that deliver great results"

4. Exclamation: "Eh! Actually wrong SEO countermeasures"

5. Impatient: “Latest advertising technique that will be lost if not started this year”

6. Original mascot: "Instant writing that e-mail newsletters can write quickly"

7. Incidents, accidents, and crime-related terms: "How to use people learning from black companies"

8. Trends, News: "Learn how to tackle each company's video advertising this year"

9. Opposite terms: "Difference between successful presentation and successful presentation"

10. Rarity: "7 days limited delivery! Success story told by successful MA companies"

◆Distribution and content creation for segmented groups

This segmentation is the most important part of the practice of sending email newsletters. For example, business cards and questionnaires collected at exhibitions, etc., and the information collected when registering from forms on the Web are all good materials for segmentation.
Each prospect has different challenges, situations and budgets. However, it is not realistic to send information tailored to each company in the list of thousands or tens of thousands of prospects, so segmenting the collected data enables efficient examination of the content. ..

After segmenting prospective customers according to their own products that they are interested in, issues they are facing, when they will introduce products that they are interested in, positions of staff, budget, etc., we will decide what to include in the e-mail magazine.

It is important to think about what kind of content to send to which layer based on the two axes of "individual interest/interest" and "progress of the purchasing process of the company," and then deliver it. (Because BtoB is not the payer in most cases, it is important to assume the purchasing process.)

Opening rate and click rate will change significantly if you properly segment the content and if you do not deliver the content according to it.
Generally, the click rate without segment (broadcast) is about 10%, and the click rate to the site derived from it is about 3%.

Compared to that, when segmented, it is said that the click rate can be increased to 20 to 50% and the click rate up to 20%.

Content marketing

Content marketing is becoming more and more popular among BtoB companies as the demand for Web attracting customers increases, but in many cases it is used without understanding the definition of content marketing. First of all, I will explain the concept of "content marketing" which is not well known.

◆What is Content Marketing?

Content marketing refers to providing and disseminating content that is useful to prospects and existing customers, and ultimately causing actions that will benefit the company. We aim to ultimately lead to sales, but the main information provided is information that is useful for viewers' activities, and we will not directly appeal the product. This is a big difference from regular marketing promotion activities.

◆Why Content Marketing is Important for BtoB Companies

For B2B companies, where the relationship of trust with their business partners greatly influences product purchase, communication with customers is of course important. In fact, that's why content marketing is so important to B2B companies.

With the improvement of the Internet environment and the enrichment of contents on the Web, the ability of customers to collect information has increased dramatically. In fact, in the BtoB business, buyers have done 57% of their decision-making process before they contact their sales reps (reference: Harvard Business Review July-August 2012).

Only after the preliminary inspection and comparison of competitors have been completed, and at the stage of "please give us a concrete proposal", the sales staff will be contacted. And most of that "preliminary research" is done on the Web. The conventional sales style, in which sales representatives contact customers with “good mood” to identify issues and propose solutions, is now a thing of the past.

There is no doubt that there is an increasing possibility that “it will not be listed as a candidate for consideration” if you do not prepare appropriate content for web research. In a B2B business that is constantly being compared with competitors, it is fatal to "cannot be considered as a candidate". That is why it is an urgent task to expand the content on the Web.

◆ Content marketing implementation example

Then, what kind of content should be posted specifically? The answer depends on the industry, your position in the industry, and your purpose. Therefore, we will introduce an example of actual content marketing.

Content marketing

● Case 1 <Keyence Corporation/Barcode Course>

Reference site : http://www.keyence.co.jp/barcode/special/codereader/lecture/

■ Business description:
Sales of measuring and analysis equipment
Wide range of components such as automobiles, semiconductors, electronic/electrical equipment, communications, machinery, chemistry, chemicals, food
Offer to over 200,000 companies, mainly manufacturers, across fields

■Content Strategy

① Increase awareness

For those who are looking for barcodes, we provide information that will help you understand how barcodes work and help you select the type of barcode that suits your product. This content aims to create contact points with customers who are considering introducing barcodes.
Content example)
"Mechanism of Bar Code" "Technology and Correct Use of Bar Code Reader" "What is QR Code?“

②Increase interests and needs development

We have succeeded in appealing the high quality of products by appealing the technical strength that companies have cultivated by putting specialized information on barcodes.
Content example)
"History of 2D barcodes" "Principle for recognizing black and white" "Reflected light when red or blue object is illuminated by red illumination"

③Lead Generation

38,000 free download materials including catalogs, technical materials, and manuals are posted. In addition, there is a CTA (call to action)*1 such as a consultation service, registered user limited service, and free test machine lending service.

Content example)
"Barcode textbook! Basics of well-known barcodes Vol.1-5" (free download material) "Textbook of 2D codes! Well-known basics of 2D code Vol.1-5" (free download materials)
Barcode reading verification request (free consultation)

■Points
Some of the article content and free download material are highly specialized textbook content, and some information is not necessary for companies that simply want to implement barcodes. From this, it can be seen that rather than reaching a wide range of potential layers, the target is a layer where needs have become relatively apparent.
It is also the attraction of this site that it has led to the appeal of the in-house product through the content of the long history of product development and the research results.

Reference：https://biz.moneyforward.com/blog/

(*1) CTA (call-to-action) means "calling action" and guiding website visitors to specific actions. Or, it refers to banners, images, and texts installed on websites that evoke concrete actions.

Content marketing

■ Business description:
Providing household accounting applications for consumers, various accounting software for sole proprietors, small and medium-sized enterprises, and freelancers
■ Content strategy:
Providing practical information on accounting on the "MF Cloud Official Blog“

①Increase Awareness
It is a content that provides information that solves questions related to tax and accounting, and invites accountants of companies with accounting problems and sole proprietors to the site.
Content example)
"Summary of procedures to smoothly certify articles of incorporation even for first-time users" "Must read for planning creators! 30 ideas and tools that generate ideas like springs" "Individual business taxable industry and basic knowledge" "[First Gundam Generation Must-See] Team Management Techniques Learned from Five Characters including Amuro Char Bright

②Increase interests and needs development
The main readers of the blog are accountants and sole proprietors who need accounting knowledge. Since they already use some kind of accounting software, it is assumed that they understand the basic value provided by the company's MF Cloud Accounting product.
Therefore, the purpose of the article contents is focused on obtaining recognition of "MF Cloud Accounting", and we are inviting a free trial of the tool at once. As one of the few needs development systems, we saw the following contents that appeal to the superiority of cloud-based solutions such as "MF Cloud Accounting" over conventional packaged accounting software.
Content example) "From internal contact to accounting! 6 cloud services that improve business efficiency for small and medium-sized enterprises“

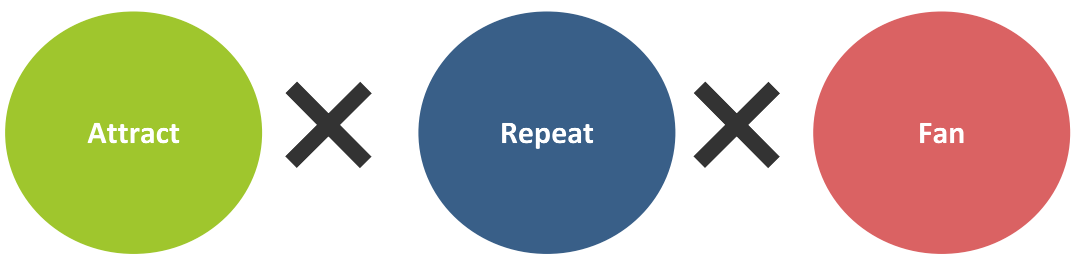
③Lead Generation
We are inviting free trials and free download materials from the right side banner and the article bottom banner.
■Point of site
Content that includes SEO keywords such as "income statement", "blue tax return", "cash register", "donation donation deduction" is very useful for approaching customers who have problems that their products can solve. These know-how-based contents can be contacted with the customer at the best timing when the customer has a problem, so we can expect to obtain good leads. In addition, due to the model of attracting customers, it seems that the company is also focusing on establishing itself after registration for a free trial.

Owned media

◆What is owned media?

Instead of investing heavily in advertisement placement, which has been the mainstream, providing useful information on the company's website according to the user's voluntary "search behavior" and making that user a "fan" It is one of the methods of content marketing aimed at doing.
The concept of corporate blogs has been around for a long time, but it began to be recognized as owned media around the end of 2014, and in 2015, all companies started as the first year of owned media.The wave has also come to BtoB companies, and the movement to collect niche target groups is spreading by publishing specialized articles.
However, it is a fact that many owned companies are frustrated because they have to constantly create content in owned media. Among them, we will introduce the operation method necessary to bring out the effect.

◆ Owned media operational objectives and goals

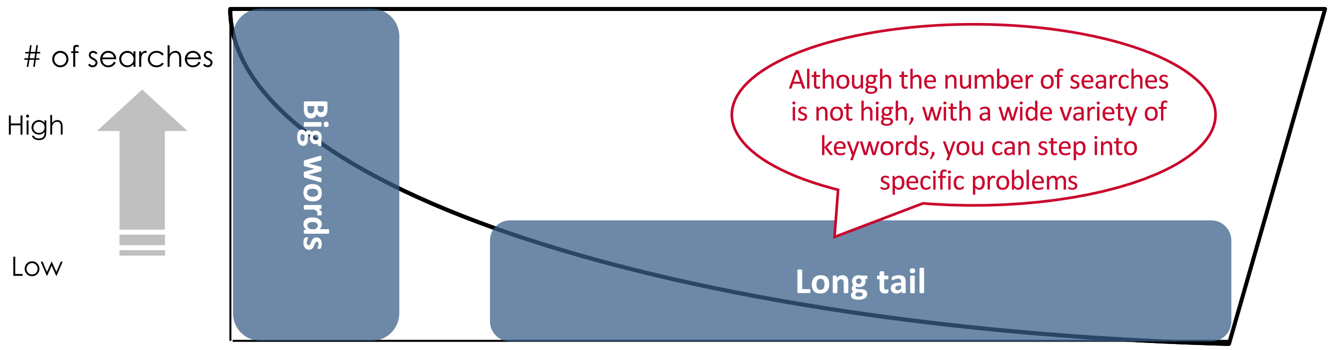


The purpose of owned media is to make contact with new users and to build continuous relationships. By sending useful information to users, articles will be caught in search engines with various compound words, and recognition and development will be carried out.

In other words, owned media is "how much they can keep prospective customers."
Therefore, as a numerical target (KPI) that we would like to see
●Number of search words
● Number of UU (number of unique users)
● Repeat rate
● CV rate
The goal is to set a goal.

◆The long tail is the key to the search word

It is said that the number of updated articles is important for owned media. Of course, that is also important, but in the case of BtoB, by writing more detailed articles and preparing a large number of articles, you can expect an increase in the number of views in related compound words. Keep in mind to write articles so that you can acquire a more niche word called the long tail instead of the big word.



◆How to set the target

Who is the target? What information should I write? This is a problem for many people, but first, let's set the target before writing the article. Since it is important for owned media to have the image of transmitting information to one user, it is recommended to design the persona in more detail. There are various readers among the readers, but I'm sure that people like this will definitely be pleased. Let's plan an article called ".

＜Golf club retailer Persona (example) ＞

【Profile】

Name: Yuki Yamada
Age: 27 years old
Gender male
Family structure: Single
Address: Shinagawa
Floor Plan: 1LDK Rental

Job title: Trading company
Years of service: 5 years
Personality: Bright and friendly
There are rough points,
High motivation for work

[Regarding golf]

・It has been 2 years since I started playing golf with my boss. The frequency is about 6 times a year.
・I got the club from my boss, but recently I feel that I want to stick to tools.

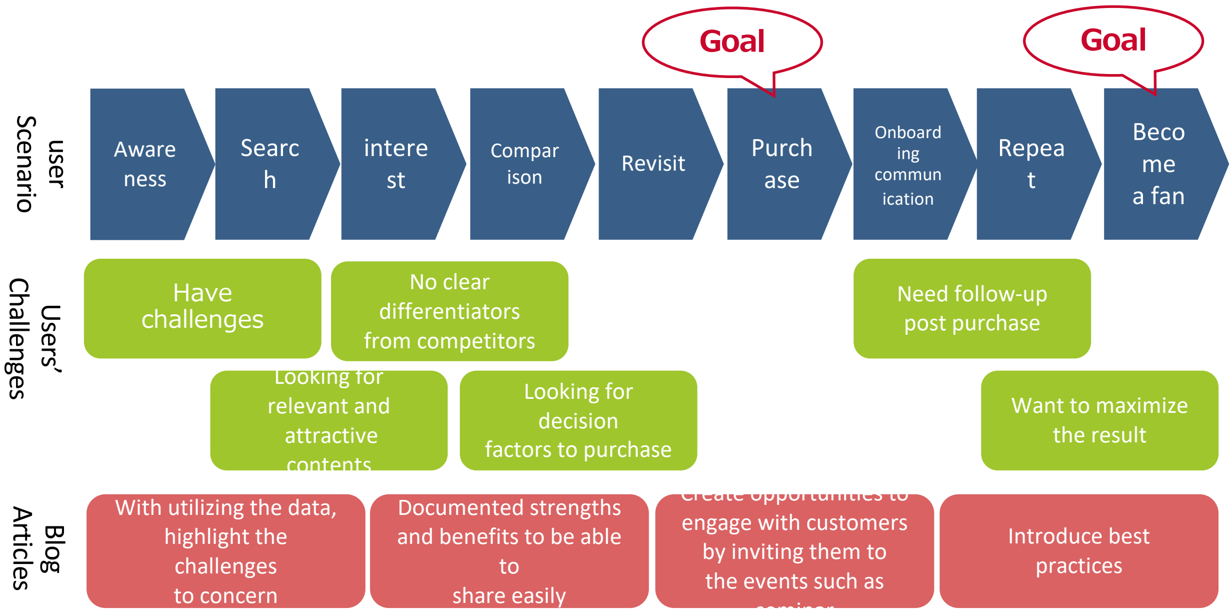
[For the net]

-Search online for things you do not know. You can also watch videos on YouTube.
・Update Facebook several times a month

◆Understand target scenarios and goals

Once you have decided on a target, you can easily organize what information should be distributed by visualizing the scenario and goal of that target. The information users ask for varies significantly during each review phase. Make sure to blog posts with the information you need for each stage. Also, do you call for a goal? Should I request seminars or materials? Please prepare conductors and pages according to the above.

Basics of owned media operation



◆ Category tag determination

Once the direction of the article is decided, let's decide the "category" and "tag" of the owned media to operate. Since the purpose of owned media is "how much can you keep your prospective customers in?", let's try to get more information from the articles you read to other articles. For that, the user must set the categories and tags that they are interested in

＜ category ＞

By writing multiple articles, you can always divide them by genre. Prepare the necessary categories in advance and create an environment where viewers can easily find information.

＜Tag＞

Please set keywords that have a different relevance to the category. Allow users to pick up information in words of interest.

◆ How to write an article

Owned media is not a diary. Let the users read the article to the end and become a fan by making it look and contents that "I want to read this article" and "I can get the information I want".

Here are some tips on how to write a basic article.

Design

Amount of textFirst of all, it is important to be easy to see. Put headings in your articles to make them easier to read for each chapter. Also, in owned media, there are many smartphone users even in BtoB. Pay attention to the readability when viewed on a smartphone.

Content

Articles with no content or uniqueness will not be evaluated by Google in the first place. Make sure to include as much detail as possible and write something useful to your users.

Amount of text

It is said that the reader's concentration is about 3 minutes, so it is recommended to write articles in 4 to 5 chapters based on 1,800 characters that are read in 3 minutes. Even if it's difficult, try to reach at least 800 characters.

Basics of owned media operation

◆Sharing contents on SNS

The cooperation with SNS is good both for getting the article repeated and for cultivating users around the target. By the way, depending on the industry, Facebook is currently the most effective B2B for B2B. If your company doesn't have a Facebook page, prepare an account first. Whenever we update an article, we will post it on Facebook with the article link and a word. The more you like your account, the more you'll get the same effect as advertising.

◆Owned media article creation check items

When creating an article, you can expect a certain SEO effect by utilizing the following check items. Please use it to manage a corporate blog.

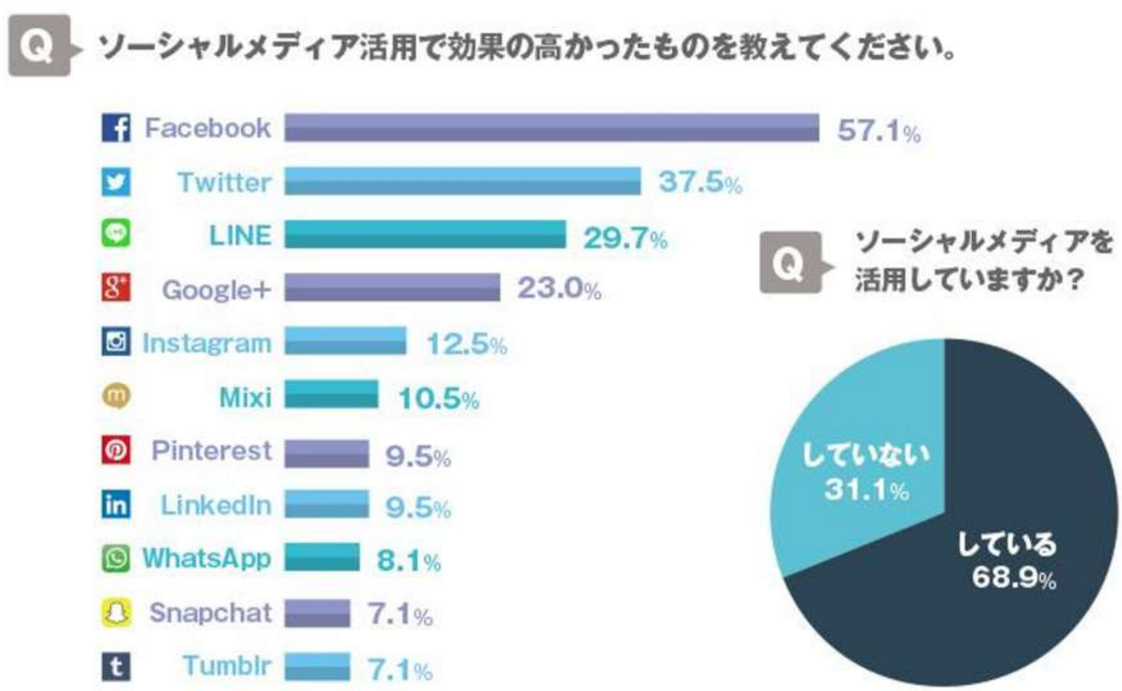
No	Category	Item	Content	Check
1	Initial Settings	Category Settings	Categorize blog posts	□
2		Tag Settings	Tag blog articles.	□
3		Create Facebook page	Share blog article on Facebook page	□
4	Content	Target Setting	Consider the viewer's scenario and challenges	□
5		Content	Think about 5W1H based on the challenges of the viewers	□
6		Preparation for imageries	Prepare the main image and the image to be inserted in the blog	□
7		Heading	Design the heading on the H2 part	□
8	SEO Optimization	Title	Set a catch title that includes the main keywords	□
9		Heading for each chapter	Make a headline that contains the main keywords around 13 characters	□
10		Amount of text	Enrich your content with more than 1800 characters	□
11		Description	Create a description when the site is searched	□
12		Check keyword ratio	Control the main keywords to 5-7% on the page	□
13	Measure	Google Analytics	Get the viewing right to access to analytics	□
14		Search Console	Get the viewing right to access to analytics	□
15		Manage key figures	Manage the main figures with Excel	□
16	Goal Settings	KGI Settings	Set goals and target for blogs	□
17		KPI Settings	Set the main numerical value to reach the goal	□
18		# of updated articles	Set the number of operations to reach the target	□
19		Goal	create goal content.	□

Facebook operation (Like acquisition method)

It has become commonplace for BtoB companies to utilize social media such as Facebook. However, there are still few companies that are operating properly. Therefore, we have summarized the operation method to acquire "Like" on Facebook.

Facebook usage and benefits

If BtoB is used when launching SNS, Facebook comes out first, but is it really effective?
According to a survey about 330 web marketing staff of BtoB companies conducted by Gaiax Co., Ltd. in 2015, 69% of companies answered that they use social media (SNS) in web marketing. And, the most effective of them is the result that 57.1% answered "Facebook". Therefore, it seems that many companies think that SNS, which has a high affinity with BtoB companies' web marketing, is “Facebook”.



reference: "Questionnaire Survey on Web Marketing Efforts by B to B Company Web Managers"
http://www.gaiax.co.jp/news/press/2015/0701/

The merits that companies actually get vary depending on their purpose, but what all companies care about is the number of likes. The more you like, the more you like, and the more you like it, the more you share it with your friends' news feeds, so it will spread naturally. It's easy to connect to new actions, such as "Let's see if this company is interested in a company that likes this".

Facebook operation (Like acquisition method)

◆Know how posts are displayed

In order to increase "Like", let's first check how posts are displayed. There are two types of display methods on the Facebook page timeline: "latest information" and "highlight". As for the display method, it is highly likely that many people are using it with the default setting unconsciously, but new posts are displayed from the top in "Latest information", and for each user in "Highlight" The optimized content is displayed. The standard for the optimization is called "edge rank". "Edge rank" consists of the following three elements.

① **Elapsed time:** Posts that have a short time since they were posted
② **Importance:** Posts with many likes and comments
③ **Intimacy:** Frequency of engagement with the user ("Like" or comment)

In order to raise the edge rank, it is necessary to increase the number of posts that are easy to like and comment on.

◆What makes it easy to post "likes"?

Posts with "Like" are also proof that the user has a high rating. Then what kind of post is likely to be liked? First, let's check the text and photo rules.

■Texts

In the text, the following three points are said to be important.
① **Within 9 lines**
② **Line feed with appropriate length**
③ **End with question**

Reasons are that if the feed is too long, some parts will be omitted and not all will be displayed, readability, and reaction will be easy.

■Photos

Facebook is designed to make photos stand out compared to other social media. Therefore, posts with photos tend to be liked more than posts with only text. The points are the following three points.

① **Large size**
② **Easy to understand what you want to convey**
③ **Imagine usage image**

For example, when it comes to food images, it's easier to like the picture after cooking than the package before cooking.

Facebook operation (Like acquisition method)

■Posting frequency
The frequency of posting is not necessarily high.
It is necessary to post at a timing that matches the behavior of the target.
Regarding the time slot to post, it is necessary to consider the timing when the target touches Facebook such as commuting time if the office worker is the target, late night if the student is the target. Facebook also has a reservation posting function, so it is good to use it.

■About the material to post
Post a story that "likes" is easy to gather

- **Daily life news**
- **Current affairs news**
- **Staff's own content**
- **Travel Tips**
- **Story about the behind the scenes**
- **Customer case studies**

Please try to find the posting material that suits your company.

◆What posts are easy to comment on

Getting comments is a more difficult hurdle than “Like”, but it is important to surely deepen the relationship with customers and increase the spread of articles.
Let's check the points to note in order to get comments.

■ Consider two-way interaction

There are the following ways to make it easier to get comments.

- End with questions
- Post in a quiz format
- Use the "question function"
- Call a comment and reply immediately
- Collaborate with other media and blog sites
- Use characters

There are various detailed techniques, but please be mindful of the above when writing.

◆ Analysis using insights

The operation of Facebook is the same as other marketing measures, and it is not the end if you do it, you need to periodically review and analyze and review the policy. Facebook has a reporting function for Facebook pages called "Insight".

Facebook operation (Like acquisition method)

What you can see with this functions are

●Number of fans
●Reach (#of people who received actions on the page such as posts)
●Persons talking about (# of people who took actions such as "Like") ●Check-in

In addition, you can find out the attributes of the fan from the "Like" item, and find out valid prospective customers from there. Find trends in attributes such as "There are many teens like this post" and "There are more female likes than men" in this post, and see the difference from actual customers. May be good. If you use Facebook with great care, it is important how much information obtained from Facebook can be connected to real results. Please use it as it will lead to motivation for renewal as results come out.

The method of using Facebook differs depending on the company. Still, there is one thing in common. That means you need to keep posting. To that end, it is important to create an internal system and a system to prevent deadlocks, so please make sure to prepare it before using it.

Chapter 3

Web Marketing to Digital Marketing

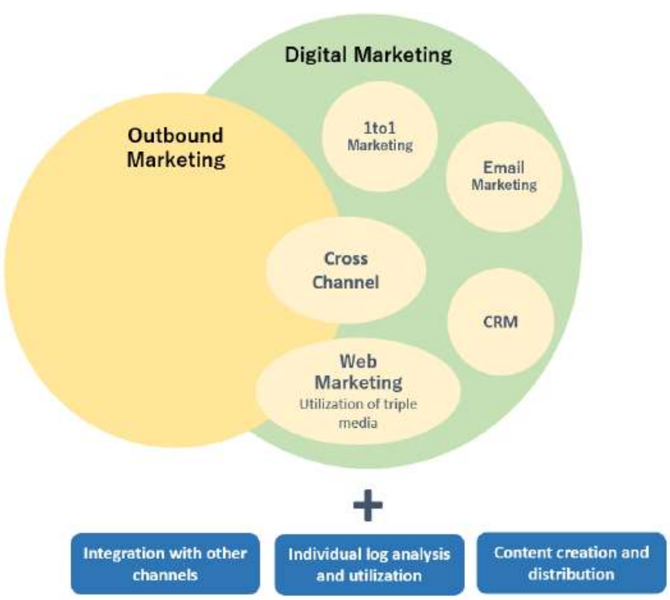
Digital Marketing

"Digital marketing" We hear a lot recently. Many people think of digital marketing as web marketing, so I would like to explain the basic contents here.

◆Ordinally Marketing

Until now, marketing has been analog and outbound, centered on direct mail (DM) and exhibitions. Web marketing existed in a way that overlapped there.

◆Marketing today and future



On the other hand, in future marketing (digital marketing), web marketing will evolve to the utilization of triple media (paid media, earned media, owned media).

In outbound marketing, "CRM" collects and analyzes and utilizes individual customer logs by linking customer data. Based on the collected information, "customer (customer) The concept of "1to1) marketing" was born, and it became necessary to implement online measures firmly. It can be said that digital marketing has a fairly wide area and should be tackled in various industries regardless of BtoB/BtoC.

◆Why you need digital marketing

The theory of digital marketing is complicated and you may be hesitant to start. But every company needs to start part-way towards the ideal of digital marketing.

Now is the time to buy one medium only. I think that everyone may have the experience of going to the store to find out which product they were interested in through online advertising or SNS reviews, listening to the sales staff's explanations, and eventually purchasing from Amazon or Rakuten. As I will explain in detail later, this is a concept called the omni-channel. The same thing happens with BtoB.

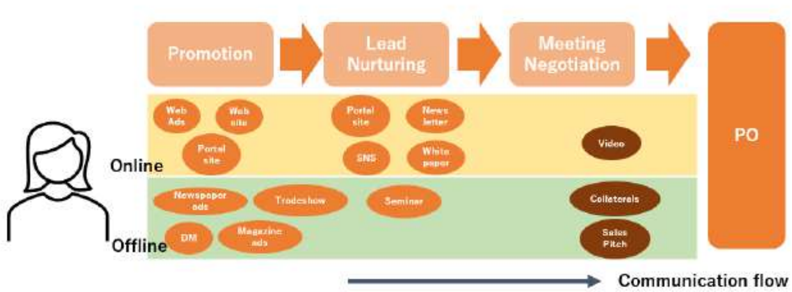
In the case of BtoB, it is very rare to find a good product or service on the Web and apply for it on the spot, and from the time it is recognized until the time of purchase, various media are touched in various situations. For example, if the person who exchanged business cards at the exhibition then went to the website, found helpful information, pressed the "Like button" and viewed the article on Facebook for a while, Just when I started thinking about it, I received a white paper and a seminar email, and I was interested in participating (downloading). Even if it is a simple flow of answering "I'm considering" in the questionnaire after the seminar and developing to free consultation and meetings (business negotiations), I am touching about 10 mediums.

With B2B, the consideration period is long, and it is necessary to “connect” with the customer without leaving. In the case of your own industry or product, if you fully understand what kind of medium you will use to make contact and create a story, you will be able to see the "golden route of policies with a high contract rate." It is also true to find out this golden route, and if you do not gradually start the activity of grasping where the problem (bottleneck) of your marketing activity is, you will continue to "one-off activity" forever. I will end up.

＜Communication flow＞

▼With BtoB, there is almost no single medium that leads to a contract.

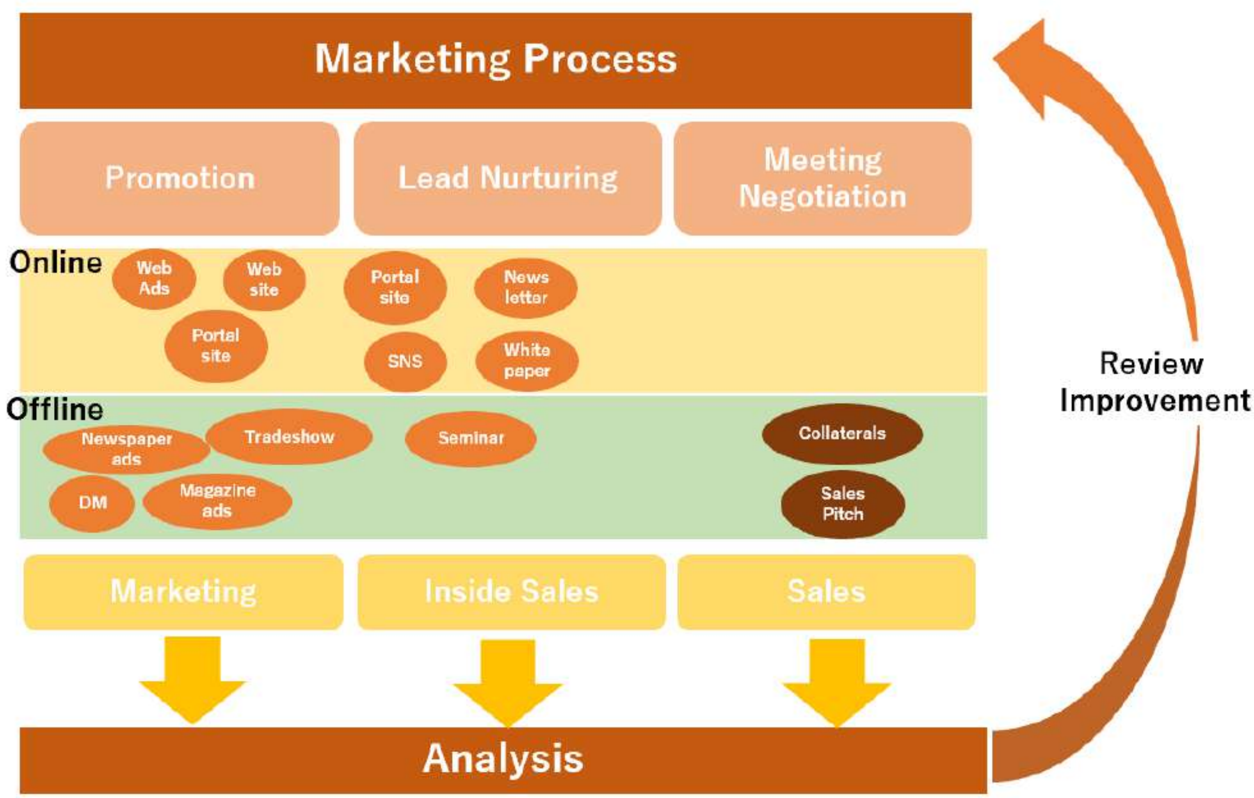
▼In order to generate business, reaching out contacts at various touch point is needed to discover the golden route.



◆ The ideal form of digital marketing

In this way, the communication media between customers and companies is increasing and becoming more complex. Therefore, it is necessary for companies to carry out various marketing activities. The key to the success of digital marketing is to connect all marketing activities including this offline measure, train customers from customers, manage and analyze individual logs at business negotiation sites, and build a platform for improvement activities. I will hold it. By understanding the relationship between the overall number and the measures, it becomes easy to derive "what is the real bottleneck", "what is needed to solve it" and "where to spend money". I will. And by operating a process that looks at all marketing measures and turning the PDCA cycle, you can maximize your sales.

＜The ideal from of digital marketing＞



Omnichannel and O2O Best Practices

◆What is Omnichannel?

As I touched on a little in the explanation of digital marketing, omni-channel refers to the idea and strategy of trying to reach customers everywhere, regardless of store, event, online or mobile channel. OmniChannel integrates sales and distribution channels to enable customers to purchase products and use services in the way that best suits them. Nowadays, it is required to receive the same service no matter where you are. It is a marketing technique that should be adopted regardless of the size of a company in order to provide customers with valuable services and products and to satisfy them.
There may be an image that omnichannel can only be done by large companies, but that is not the case. Even small businesses and retailers can achieve great results depending on the method.

◆ Difference between omni-channel concept and O2O

The term “O2O” comes out as a set when it comes to omnichannel, but O2O is conceptually positioned as one of omnichannel marketing.
With omni-channel, it is inevitable that the customer's conductor will be double-tracked, and the KPI basically sets a different index for each channel according to the expected customer's conductor. On the other hand, in O2O, as mentioned earlier, since the focus is on creating a conductor that crosses "online" and "offline", the customer's conductor is generally from online (or offline) to offline (online). Then, we will take a single line. Therefore, KPI can also be set as a single indicator for each channel. Thus, it can be said that "O2O" and "Omni Channel" differ in the way customers are supposed to set conductors and KPIs, and "Omni Channel" requires a multi-line design.

◆O2O Best Practices

O2O is now being implemented by various companies, and cases where it is linked with smartphone applications and collaboration with SNS are becoming mainstream. Here are some real world examples.

First of all, I will introduce you to the famous places.

＜McDonalds＞

Originally released as a "show coupon", it was a pioneering O2O app in Japan. The discount can be used just by showing the coupon delivered to the app, which is now commonplace, but we have succeeded in significantly shortening the period of sales promotion planning by printing the contents of the coupon on a deciding paper. Later, we changed to "Kazasu Coupons", and it became possible to obtain a history of who used when, which coupon, and it became possible for companies to use it as part of their marketing measures.

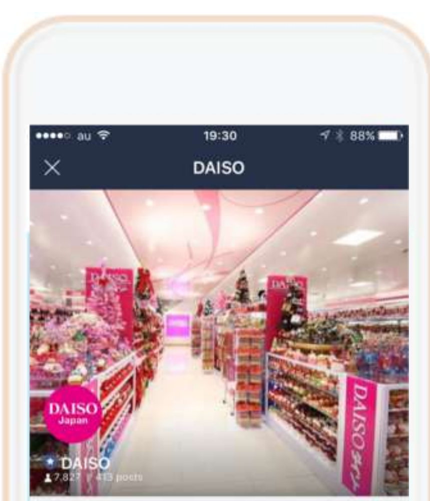
http://www.mcdonalds.co.jp/campaign/coupon/mobile/index.html

＜Lawson＞

This is an O2O service that is jointly implemented by the common point service "Ponta" and Twitter Japan. Ponta members can enter the campaign by tweeting with a specific hash tag, and by presenting the Ponta card at the actual store and purchasing the product, bonus points will be given at a later date.

http://www.ponta.jp/c/hash/

＜DAISO LINE Campaign＞



Daiso, a 100-yen shop, operates LINE@ to transmit product information along with images. Distribution of coupons is the most popular online measure to attract customers to stores, but Daiso does not distribute coupons in consideration of the company's 100-yen shop characteristics. I am focused on communicating with.

＜Yoshinoya＞

Yoshinoya, a beef bowl chain store, has released an app that allows you to keep bottles of alcohol digitally. The essence is that the drink ticket is only digitalized and it is not a new mechanism, but it is called a "choi drink" because the target is limited to the layer of men in their 40s to 50s and it is not necessary to carry around unlike naming and ordinary tickets. We have succeeded in a branding strategy that does not damage the concept.

https://www.yoshinoya.com/service/yoshinomi/index.html?tabIndex=2

＜Junkudo＞

Junkudo, a bookstore, has launched a site where you can check the stock status of each store from the EC site and reserve and receive the books you want at the store. The reason why we go to a bookstore instead of online sales is to meet the demand that we can definitely get it today, and the demand that we cannot easily receive home delivery due to work on weekdays.

http://www.junkudo.co.jp/

＜Nihon Kotsu＞

"Nippon Kotsu Taxi Distributor" is an application that allows you to call a taxi by designating a detailed desired location of the dispatch based on GPS location information. By specifying the destination in the application, it is possible to reach the destination without telling the crew where to go, and we are aiming to let the smartphone casually request dispatch from generations who do not normally use taxis.

http://www.nihon-kotsu.co.jp/taxi/use/iphone/

◆**The importance of lead nurturing**

There are five steps in the process of how the target users of the company relate to the company: “Potential customers” → “Visitors” → “Leading” → “Customers” → “Recommended”. Marketing activities that raise this “potential customer” to the above steps will become an important step to maintain a continuous relationship between the customer and the company.

＜Customer development steps＞

However, in order to perform this step, each process must "serve content according to their needs".

In addition, it is necessary to measure the degree of impact on each user for each measure by "coordinating and managing each process". Consumers make purchases not through one medium but through multiple mediums, so it is not possible to measure the actual effect without understanding the effects of these mediums in a cross-cutting manner. Not maximizing can take the user to the next step.
In other words, lead nurturing, which has continuous contact with prospective customers, stimulates purchasing motivation by building relationships, and fosters customers with a high probability of receiving orders, occupies a very important position.

However, it is not very realistic to personally follow this lead nurturing by each user. Therefore, the MA (Marketing Automation) tool has emerged as a tool for automating and appropriately performing this lead nurturing.

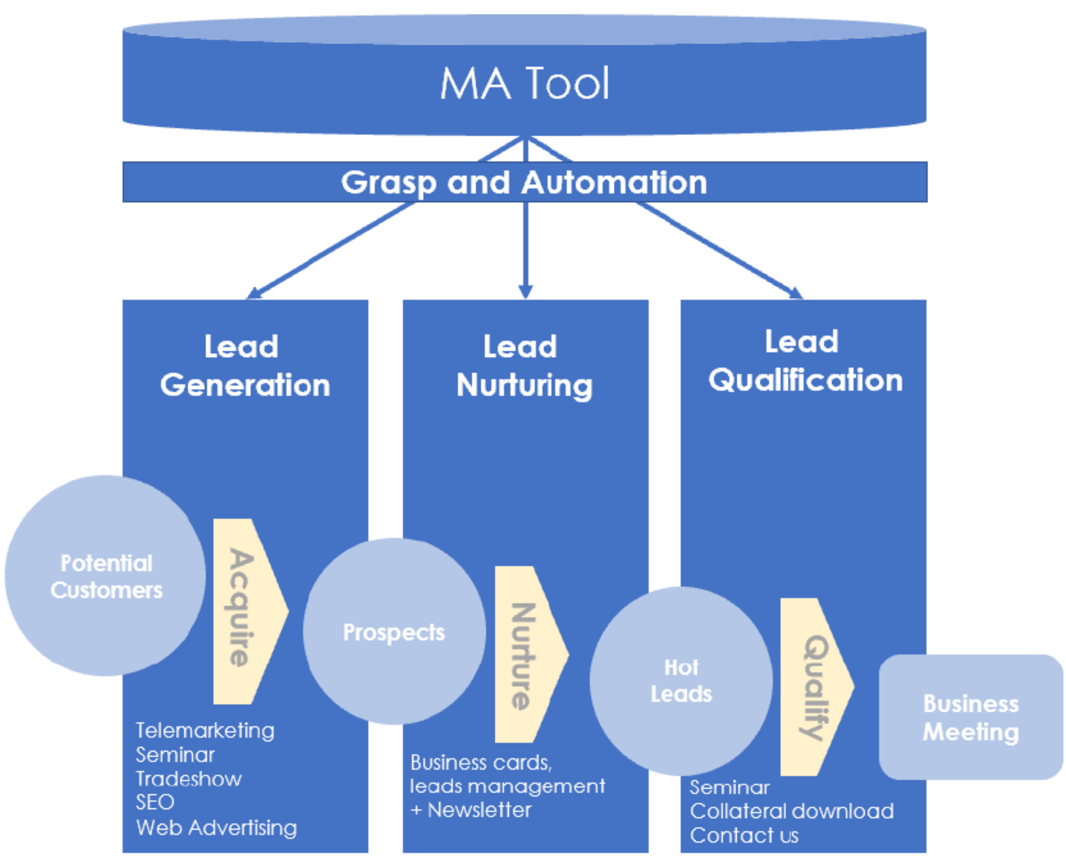
◆What is MA(Marketing Automation) tool

MA tools are "tools for visualizing and automating marketing activities in customer development".
Unlike mass marketing, in order to provide "optimal content" at "optimal timing" and "optimal channel" to each customer who has different interests, behaviors and behaviors, the conventional method is It was essential to deal with it. MA Tool is a tool developed to streamline and automate such human marketing operations.

There are mainly a tool for optimizing the following three activities.

●Collecting prospective customers = Lead generation
●Developing prospective customers = Lead nurturing
● Select prospective customers = Lead qualification

＜The role of MA tool＞



＜Main functions of general MA tools＞

Feature	Summary
Lead Management	Determine lead source Centralized management of online logs (Web access, download, inquires) and lead attribute information
Email Distribution	Distribute personalized emails Lead emails that match the conditions set in lead management can be delivered
Web Page Creation	You can generate web forms (white papers, various applications, inquiries) yourself Member page (member site) can be created Creation of landing page
Corporate IP Tracking	Access company name can be displayed
Scoring	Create scoring rule settings, quantitative evaluation of leads, priority of leads, and judge automatically
Scenario settings	Automatically execute preset actions (change emails and browsed content) for users who meet certain conditions
CRM/SFA integration	Enables cooperation with another system in the company
SNS integration	In cooperation with SNS, it is possible to acquire unique lead information and access routes

◆Differences between Japanese and U.S. marketing

MA tools originated in the United States and are already pervasive in Western companies. It is a tool that was introduced in Japan by a major company around 2015 and is rapidly expanding its market.

However, what is said to be "common in the United States" appears when it landed in Japan, such as "Why is Japan delayed?" "Why did it spread in the United States?" "Is it pervading Japan?" If you don't understand the answers to your questions and the background before you consider introducing it, you will almost certainly fail.

First, one of the reasons why MA tools have spread in the United States is "the problem of national land (market)." The United States has a very large land area, and various countries such as Europe, which is an English-speaking country, are trade areas. The more people move, the more time and cost it takes to move. Therefore, telephone and video conference negotiations are commonplace, and we try to avoid moving people as much as possible.

Next, “Understanding SaaS services” is more advanced than in Japan, and there is a background that it is common for one company to introduce and utilize multiple services with a fee structure of 1 ID per month. In addition, for corporate purchasing activities and payments, it is common to apply online × credit card.

As for the organizational system, it is common to have multiple people who are CMOs, CIOs, and specialized workers who maintain their own development units, so even if a new system such as MA Tool is introduced, understand the system. The speed of deepening is fast, and it is also possible to do in-house development with existing tools.

However, this is just the story of the United States, and in reality it is quite difficult to establish the same system in Japan. For these reasons, the purpose of marketing activities in the United States and Japan is to "make efforts to improve without having to meet each other," whereas in Japan (especially BtoB companies whose commercial area is the Tokyo metropolitan area), "Before meeting There is a big difference in using marketing measures and IT tools as "follow-up activities"

"Even if a system that was born and grown under such an environment with different prerequisites is introduced, it will not work. However, it is not enough to learn from the right side of the United States, and it may be necessary to think of it as a broader concept rather than the concept of solving it online. It is certain that inbound is important, but it is thought that it is necessary for the Japanese market not only to stick to it but also to connect more online and offline, including outbound.

◆Features that make it easy for MA to fail

That said, MA tools will undoubtedly become a very important tool in future Japanese marketing. However, it is a fact that even a convenient tool will definitely fail if you just introduce it. Among them, the reasons for the failure of MA introduction, which many companies tend to fall into, are listed below.

■There is a lack of website content in the first place

MA is made up of solid content on your website. Unless the persona can sympathize with the content and the purchase will increase, it will not work.

■Decide the scenario in detail at the time of introduction

Making a scenario is fun and creating many scenarios is also a factor of failure. Even if you create many detailed scenarios, it often takes a lot of time to prepare a lot of content and it is difficult to actually put it into operation.After that, the scenarios are too long and PDCA cannot be turned.

■Introductory cost is too high to realize investment return

MAs can be beneficial to almost all BtoB users, but if you can't expect to pay for the cost of implementation, you won't be able to get a budget or work across organizations.

How to Start Lead Nurturing and MA

As you can see, there are many cases in which the plans themselves will fail before they come to fruition, if the expectations of MAs are too high and there are no preparations. In particular, high-performance tools often have not only original functions such as automating processes as much as possible, but also many functions such as linking with an existing database that you would not normally use at all. .. We recommend the following flow as a step for successful introduction and utilization of MA tools for companies who are about to start digital marketing.

<Image flow after MA introduction ＞

It may be that many companies feel that they cannot start without making in-house adjustments and in-house systems and making significant budget adjustments, but the important thing is to obtain logs from various media and get results. Accumulate digital marketing knowledge by calculating backwards from the beginning and analyzing. This is the first step.

ABM(Account Based Marketing）

One of the most important aspects of lead nurturing is knowing the status of prospective customers. If this axis is wrong or undefined, after all, it is impossible to provide leads to a high level to sales people. The MA tool that does this is the above-mentioned MA tool, but the MA tool is a tool for efficiently approaching each of the criteria set and grasping the status. It is necessary to actually think about how to grasp it and how to approach it. Therefore, the idea of ABM (account-based marketing) has been attracting attention recently.。

◆ What is Account Based Marketing

ABM (Account Based Marketing) is not a new concept but a common concept of "selecting customers with high value for your company and making an optimal approach according to customers". However, surprisingly few companies were able to do this selection, or even if they were able to do so, it would take a lot of man-hours to do this one by one, so there were no companies that were operating properly. However, with the advent of MA tools, etc., it has become possible to do this automatically, and this way of thinking of ABM is now regaining attention.
There are 3 steps to do this ABM.

＜3 Steps to be successful with ABM＞

Step 1: Setting conditions for potential and likelihood

Step 2: Pinpoint your target

Step 3: Target status

◆Step１ ： Setting potential and likelihood conditions

As the first step, we will start by setting good customer conditions for our company by determining this potential and likelihood.
First of all, regarding potential settings, we will sort out “hot leads”, “leads that become hot if you follow” and “out of target” for many leads. It is also important to match these conditions so that the sales person and the marketing person do not lose their perception. Therefore, the “design of BtoB persona” described in Chapter 1 becomes important. It is recommended to divide the persona set up here into ABCD ranks. For example, if the persona you have set is A, then this alone will inevitably reduce the population. Therefore, we will design the potential with the image that the lead slightly deviated from A is B, and the further deviated condition is C and D and the condition is loosened.

ABM(Account Based Marketing)

<i.e. potential profile>

Individual			Company	
Depart.	Sales	+	Industry	Manufacturing
Title	Director		Area	Tokyo
Gender	Male		Capital	5,000万以上
Age	45 years old		Company Size	>300 people

A	Sales	Director	Male	Manufacturing	300-500 people
B	Sales	Director	300-500 people	*regardless of industry	
C	Manufacturing	300-500 people	*regardless of department		
D	Other				

Next, we will set the high probability. This is a condition for understanding what kind of users are in the phase of considering their products. Even for this condition, we will divide the stages like status 1 to 5.

<i.e. Status of potential>
▼Activities included

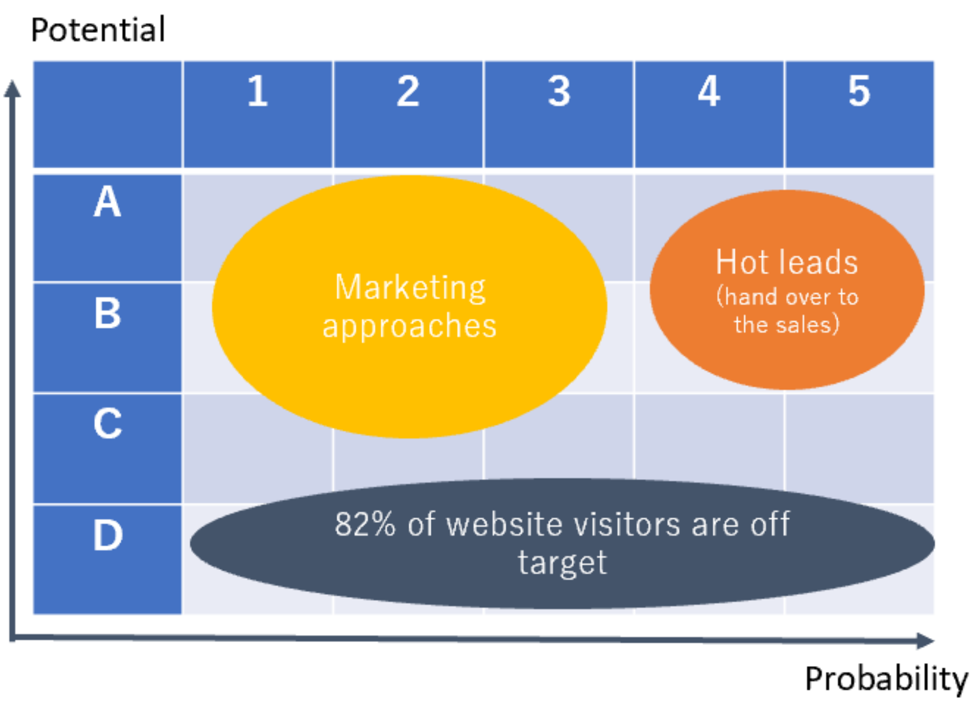
Participated in the seminar	Use the demo version	Sign-up for Newsletter
Downloaded Technical Doc	Viewed Case Study	Viewed Pricing page
Viewed 10 pv + sites	Viewed Multiple pages	etc.,

Level 5	+ 3 people within a company visiting the site
Level 4	Demo account request or request for quotation
Level 3	+ 10 site views in a month
Level 2	Collateral download or participation in seminar
Level 1	Sign up for newsletter

ABM(Account Based Marketing)

By using the potential and prospect ranks thus established as a matrix, and giving the place where the rank of both axes has increased, such as A-5, to the sales staff, it is possible to reliably approach hot prospects. On the other hand, the part with low potential is outside the target of the company, so it is important to discard it without passing it here. In fact, it is reported that 82% of the users who visit our website are not targeted, so it is also important for marketing not to pass untargeted users to the sales side. So what marketers actually do is approach leads that are still in a low status and step up their status.

＜Potentials× Prospects＞



◆Step２ ： Narrow down the target and approach

In order to improve the status, you must first have a contact with ranks A and B, which have high potential. Therefore, it is necessary to make a pinpoint approach to this AB.

There are various pinpoint approaches, but online advertising can be done efficiently and quickly. Depending on the case, even if you want to approach the individual BtoB persona who made it, "Facebook advertisement" is recommended, if you want to approach the company itself, "company targeting advertisement" is recommended. To do.

ABM(Account Based Marketing）

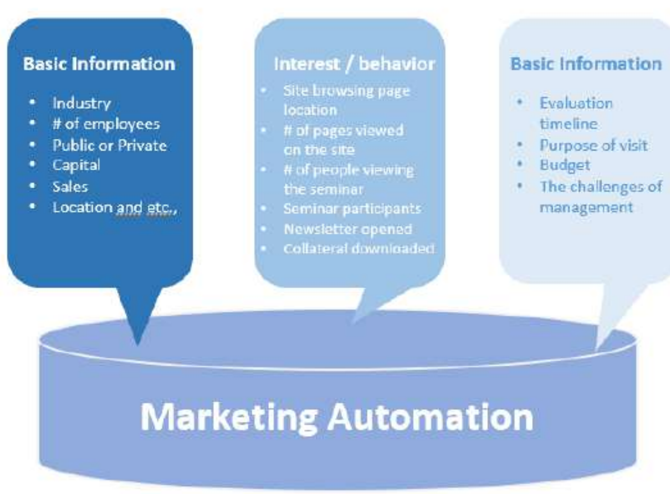
Facebook ads can only serve ads to various categories to which an individual belongs, so you can reach only users who are close to the persona you set up. In addition, Facebook has a high real name, and in many cases it contains detailed business information and personal information such as the company and job type, so it is possible to deliver advertisements more accurately to only the target.

Next is corporate targeting advertising, which is an application of DSP advertising. Companies of a certain size each have a corporate IP. Therefore, it is possible to identify which company uses which IP. The IP information can be used to segment the advertisement distribution destination, and by combining it with the DSP mechanism, the advertisement can be distributed only to the target companies of the company. Therefore, it is possible to reliably collect targeted companies.

In addition, advertisements can be used as a way to re-approach the potential of ABs already in contact. This is called "retargeting advertisement", and it is a function that can send advertisements to users who have visited the site once. In the case of BtoB, we rarely visit the site once and buy it immediately, so it is also important to make us visit the site many times and increase the reliability of the site. There is a possibility that it will flow to another site just by waiting, so it is also an effective way to let the retargeting advertisement go to the site without knowing it.

◆Step3： Understanding target status

Finally, step 3 is about how to get the status. Here, we will use the MA tool. First of all, the basic information of the company is put in the MA tool. In addition, actions such as how many times the company or individual is visiting the site and what pages they are viewing are automatically included. Furthermore, when you add the information that is grasped by the salesperson's activities and questions and answers from the form, MA tool centrally manages this information.



ABM(Account Based Marketing）

If you output data that is centrally managed in this way, it will be distributed in the matrix table of potential x likelihood. Now that we know how many leads are in each place, we can take the best approach for each.

In this way, we will aim to maximize sales by eliminating missing leads by using the MA tool using the concept of ABM, and by approaching each lead with a 1 to 1 image. ..

In the above-mentioned customer development steps, in addition to the conventional “sales department (field sales)” that connects from hot prospects to contracts, select prospective customers that will lead to contracts, pursue customers for a long time, and gradually approach By establishing a department in charge of "Inside Sales", you will be able to carry out ABM activities more smoothly.

◆What is inside sales?

The name of inside sales is taken from the meaning of an internal sales team. On the other hand, the sales force that makes a visit is called field sales.
Inside sales is a consistent marketing/sales process that identifies the possibility of closing contracts from a large number of prospective customers and sends leads that are likely to lead to orders immediately to sales, while On the other hand, until the possibility of closing the contract increases, the person in charge can hold it while communicating by non-face-to-face communication such as telephone or email, or until the possibility of the next purchase or additional proposal to the existing customer increases. It refers to efforts such as continuing to follow on behalf of.

In the conventional sales style, the sales person maintains the list of prospective customers, proposes through tele appointments and business negotiation settings, brings them to closing, and is in charge of everything from customer follow-up to upsell/cross-selling. It was common to do. Although such a method can strengthen cooperation with customers, the person in charge not only has a huge amount of work, but also has many prospective customers who are not always likely to receive orders (poor quality). It is easy to lose profits, and as a result, sales efficiency does not increase easily.

With inside sales, we can improve business efficiency and sales by having sales representatives focus on the work from proposal to closing, freeing them from obtaining prospective customers to setting up negotiations or after-order customer follow-up work. I will connect. Here are a few points about the features and effectiveness of inside sales:

◆ Benefits of launching inside sales

Even if a company that has traditionally focused on field sales wants to launch inside sales, various concerns arise from within the company.

●If you don't visit, it may seem rude to the customer...
●The quality of communication may drop…
●I don't think you can connect to the order without meeting…

In general, most of these anxieties are of merit in this era.
This is because inside sales have the following three features.

Recommendation for Inside Sales

<Features of inside sales>

① Increase the number of contacts instead of visiting
② Can follow-up regardless of distance or order size
③ Increase sales efficiency and engage with customers for a long term relationshi

Nowadays, online shopping is becoming commonplace in everyday shopping, and in the world of BtoB, online completion is becoming a matter of course. In the past, office supplies and printing jobs, which used to be ordered only by showing their faces, are now being ordered and shipped online. On the contrary, it may be disliked that one hour of interview time is taken every month while doing daily work. On the other hand, if it's inside sales, it's possible to follow up by phone or online, so customers can respond in about 20 minutes at their own seats and collect information efficiently. Since the sales efficiency will be improved on the selling side, it will be possible to make contact twice or three times in places where you can only visit once a month.

In addition, field sales inevitably require a lot of travel time and cost. As a result, salespeople can only devote their time to large customers or companies that are immediately successful. This isn't to say that salespeople are lazy, it's only natural that they do field sales. If there is inside sales, it will be possible to follow up with the same quality even for customers who have a long review period regardless of distance and size, so companies that can improve customer satisfaction and have a long relationship You can grow to

Of course, it is a fact that there are still many people who say, "Is the salesperson showing his face a numbo?", and it is also true that a visit may make the story concrete. In Japan, there are still demands and needs for field sales, so it is recommended to carry out efficient sales activities by sharing the roles of inside sales and field sales.

What Cloud Circus can support

As mentioned in this book, it is very important to carry out marketing activities from the perspective of digital marketing. Therefore, we offer Cloud Circs as a tool that can operate digital marketing beyond the domain of Web marketing.

Cloud Circs visualizes complicated business flow and consideration phase of BtoB companies, and connects not only sales activities on the Internet but also all sales activities including real sales measures (exhibitions, sales negotiations, etc.). , A system that aims to maximize sales while eliminating bottlenecks.

BtoB Digital Marketing Solution

Cloud Circus

Unlike traditional digital marketing tools, we focused on ease of operation and introduction. With just the tools, you can get started in less than two days. Even if you have 100 functions, you can start using only the essential functions, rather than making it a high-spec and expensive tool that does not actually use 10 of them, and what you can offer at low cost I aimed. We thoroughly cover offline measures, and we have established a human support system with accumulated consulting know-how so that it can be used by "company without full-time charge" which is a chronic issue in Japan. ..

If you are interested in your company, please feel free to contact us.

<CloudCircus>
●**Mail:support@mtame.co.jp**
●**TEL:03-5339-2279 Week day**10:00～17:30

BtoB Digital Marketing Solution

Cloud Circus