

# A NEW FRAMEWORK FOR B2B GROWTH

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# **LinkedIn's Vision:**

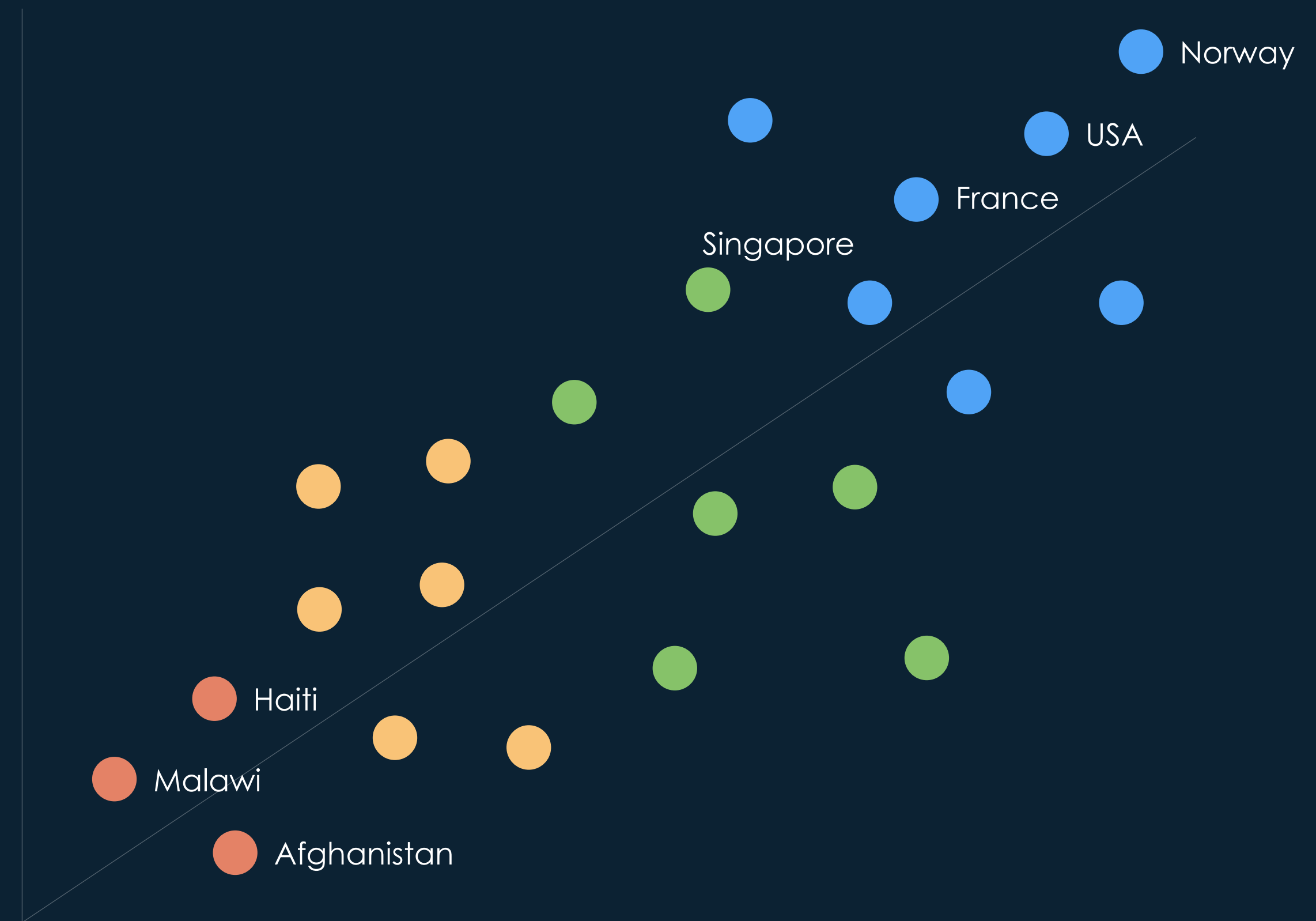
To create economic opportunity for every member of the global workforce



Economic growth  
is fundamental to  
human progress



When economies  
grow, people  
become happier



Life satisfaction and real GDP per capita,  
in countries around the world

**44%** Child mortality rate

When economies  
grow, people  
become healthier

**4%**

1800

2016

When economies  
grow, people  
become smarter



A dark blue world map is centered in the background. Overlaid on the map is the text 'Economic growth makes the world a better place'. The words 'Economic', 'growth', 'makes', 'the world', and 'a better place' are in white, while the word 'a' is in a light blue color. The text is arranged in four lines: 'Economic', 'growth makes', 'the world', and 'a better place'.

Economic  
growth makes  
the world  
a better place



Growing businesses are  
the heartbeat of the economy.

Hire more people

Create newer and better jobs

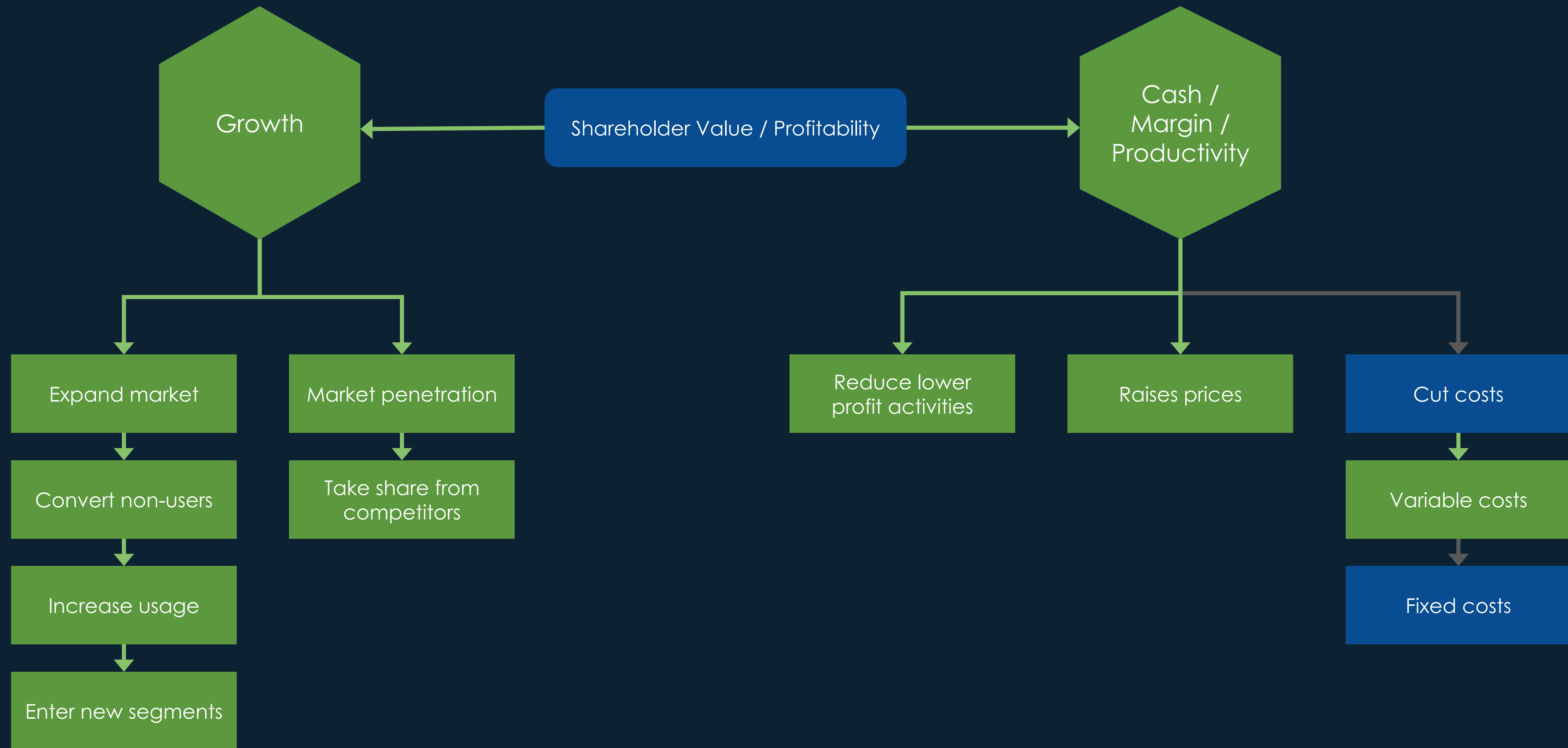
Increase quality of life for billions of people

How do businesses grow?

# MARKETING



# Marketing contributes to almost all the ways a company grows



# This is why marketing matters

Marketing grows businesses

Businesses grow economies

Economies grow societies



Currently, marketing is not  
living up to its potential.

# Marketing effectiveness is in long-term decline.

## Decline in ad effectiveness

Average # of "very large business effects"

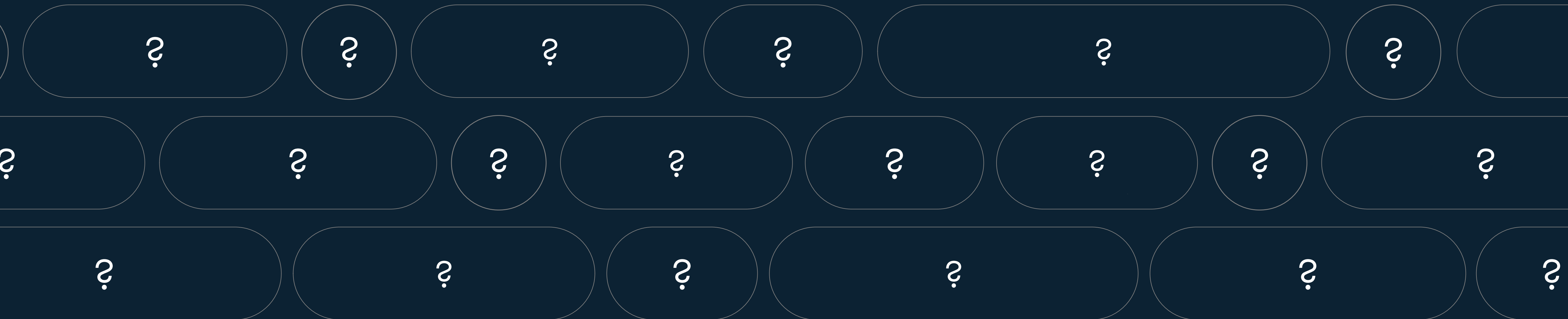


February 28, 2019, 5:00 PM GMT+7

## Kraft Heinz Couldn't Stomach 3G's Relentless Cost-Cutting



We need to find  
a better framework for growth





So we've analysed the  
best econometric data in B2B



Institute of Practitioners in  
Advertising



Peter Field



Les Binet

To identify a balanced framework  
that can help marketers maximize growth

Short Term

Acquisition

Retention

Micro Targeting



Short term  
growth

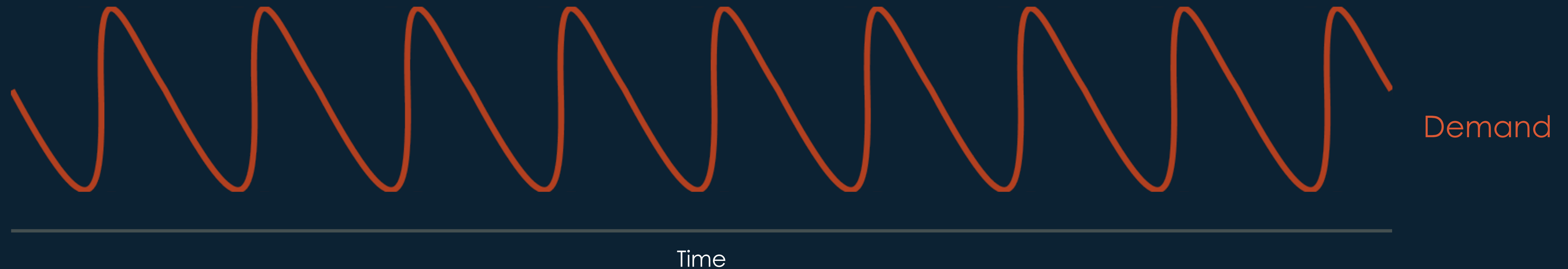
&

Long term  
growth



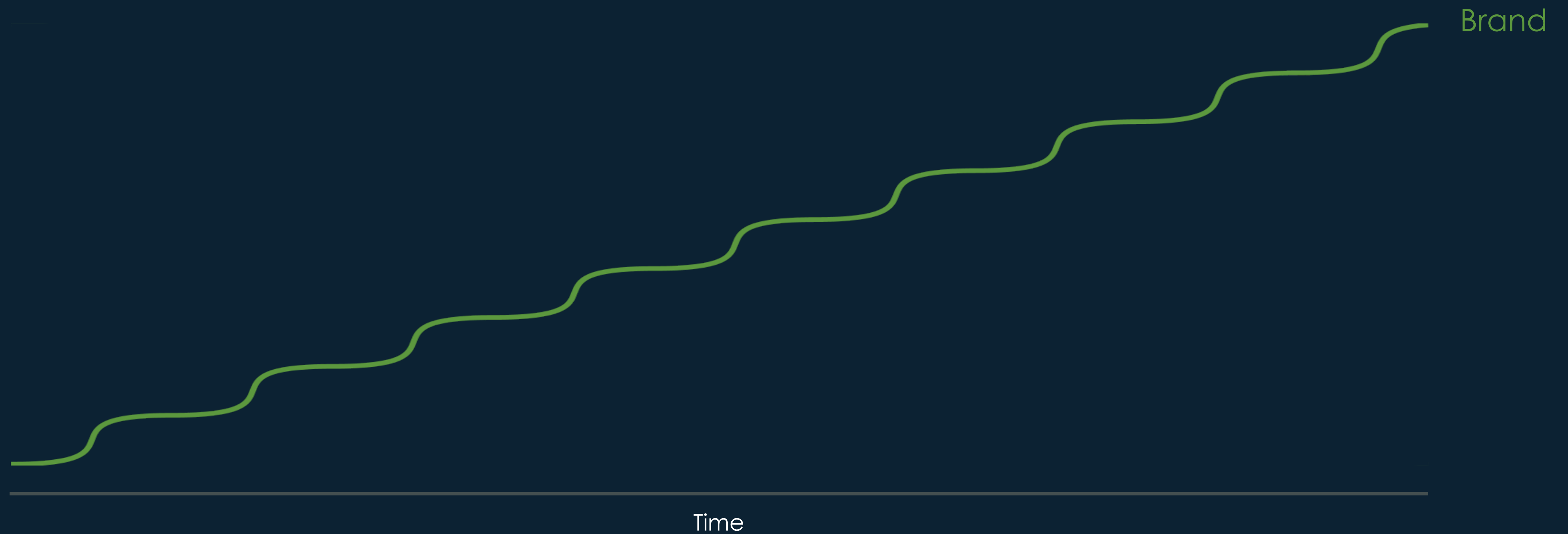
# Demand generation delivers short-term growth

Sales uplift over base

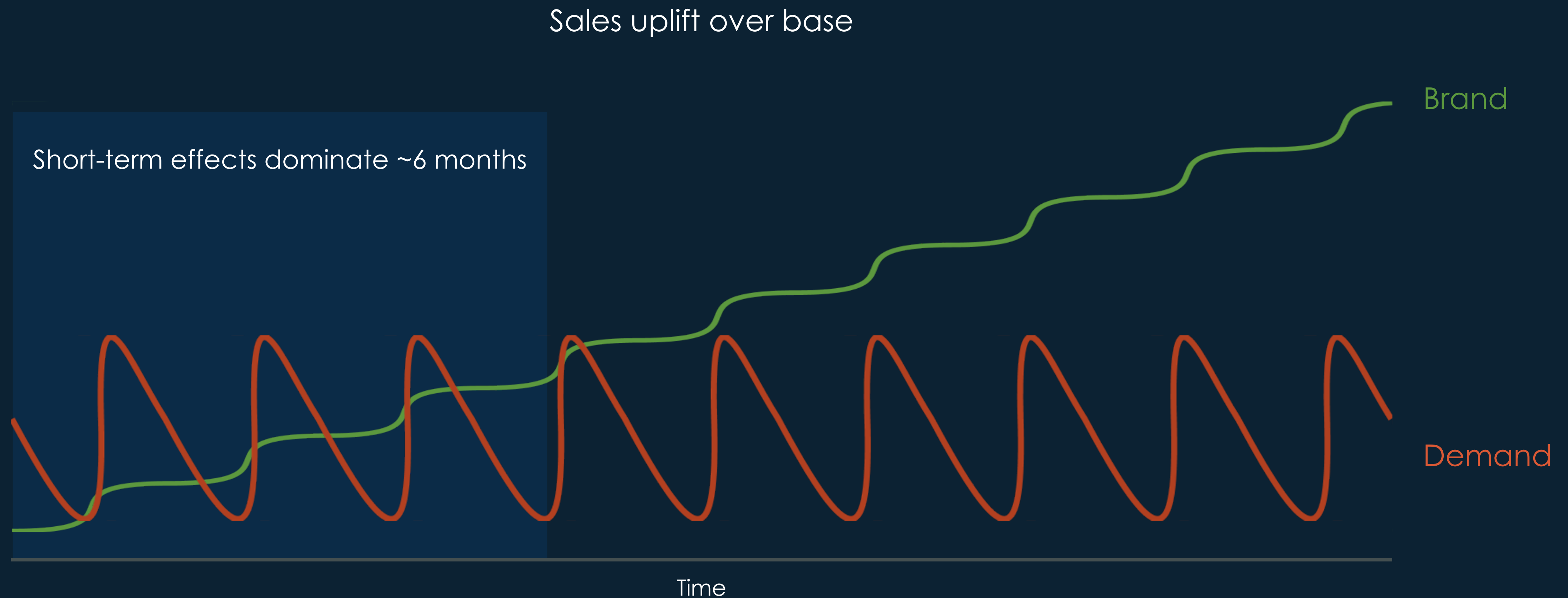


# Brand building delivers long-term growth

Sales uplift over base



# Marketers need to balance long-term brand and short-term demand



In B2B, the investment weighting is more balanced, as sales are more complex





Perception

&

Awareness

# Let's distinguish between two concepts: awareness vs. perception



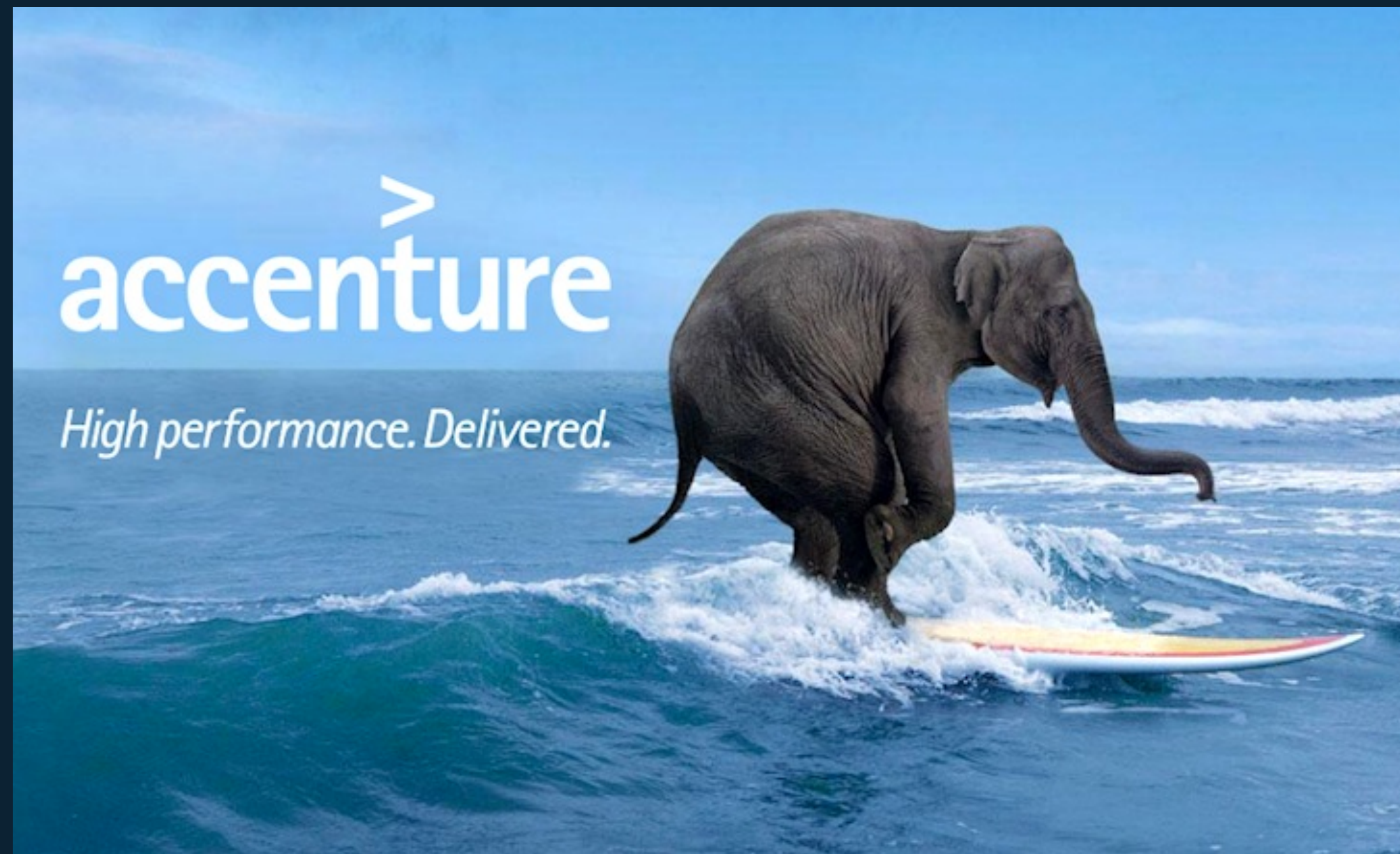
Have you heard of the brand?



What do you think about the brand?



# Marketers tend to over-emphasize perception



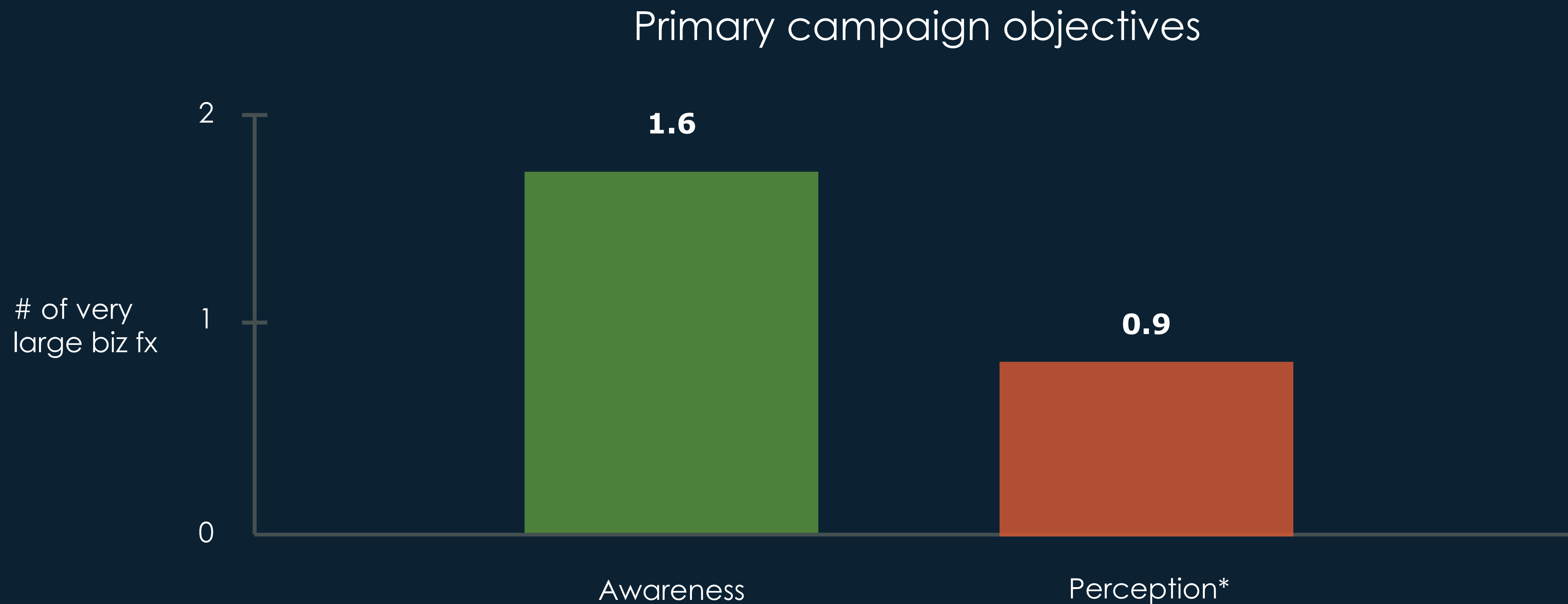
Awareness



Perception



# But in B2B, increasing awareness is what really drives growth



\*Differentiation, Image, Esteem, Trust, Commitment





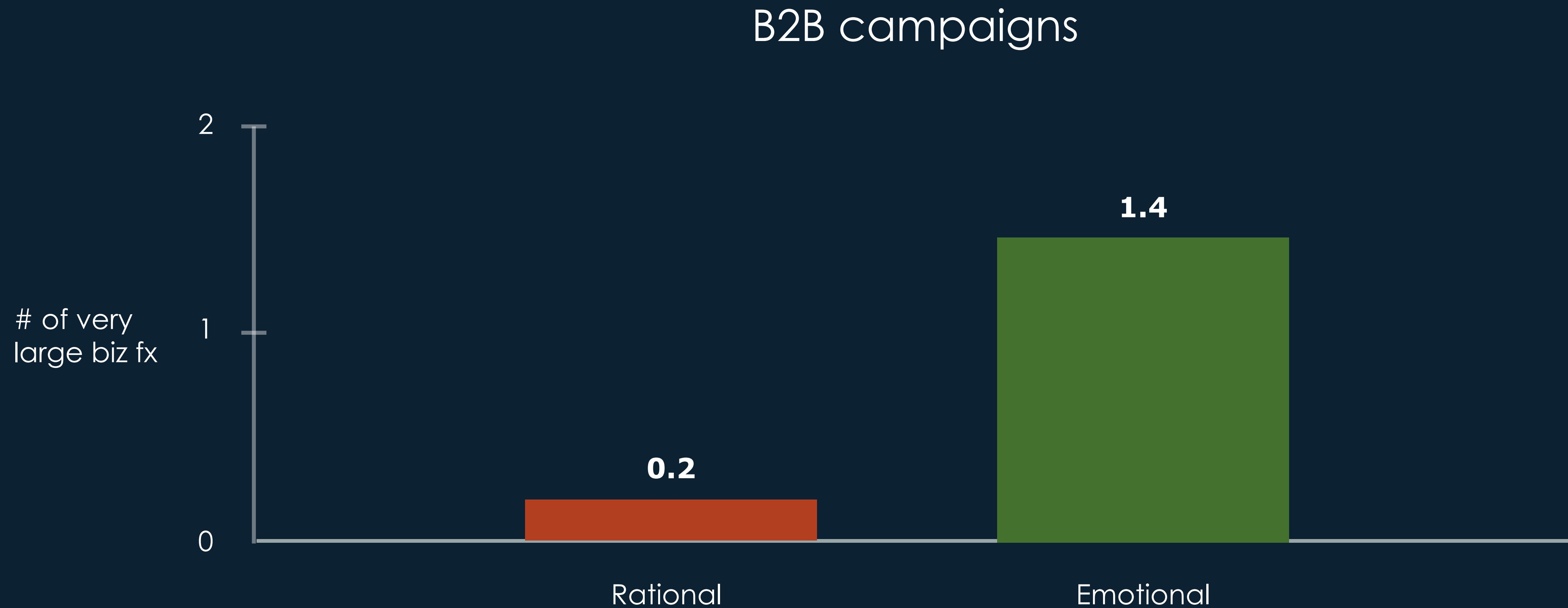
Reason

&

Emotion

We often overestimate how rational  
B2B purchases are

B2B buying is more emotional than we think.  
That's why emotive advertising works in B2B.



# There are different emotions at play in B2B, choose the emotions that work for your business

No one ever  
got fired for...

Your partner  
in a tough  
world

We know  
it's lonely  
at the top

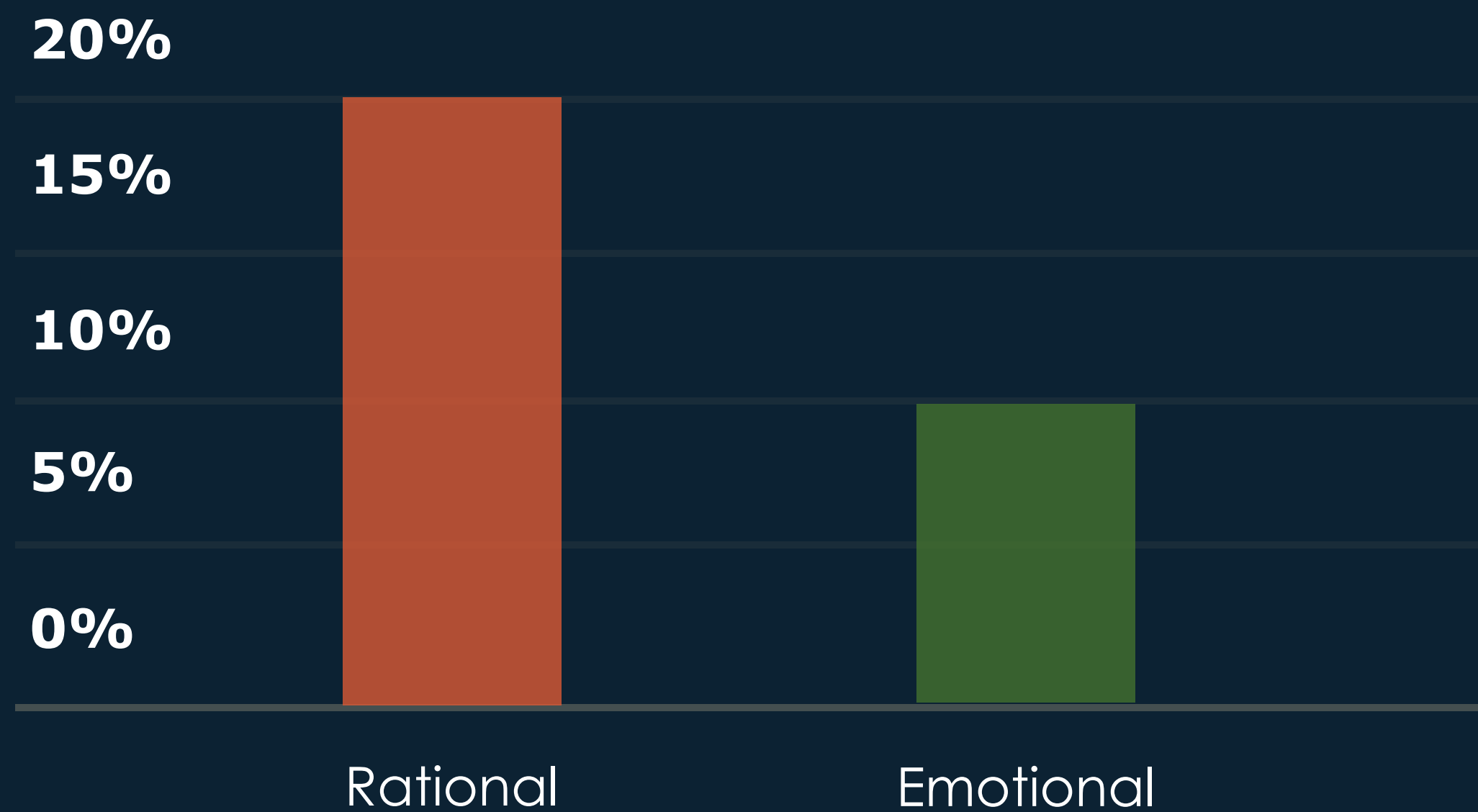
Fear of  
missing  
out

Humanity in a  
tech-obsessed  
world

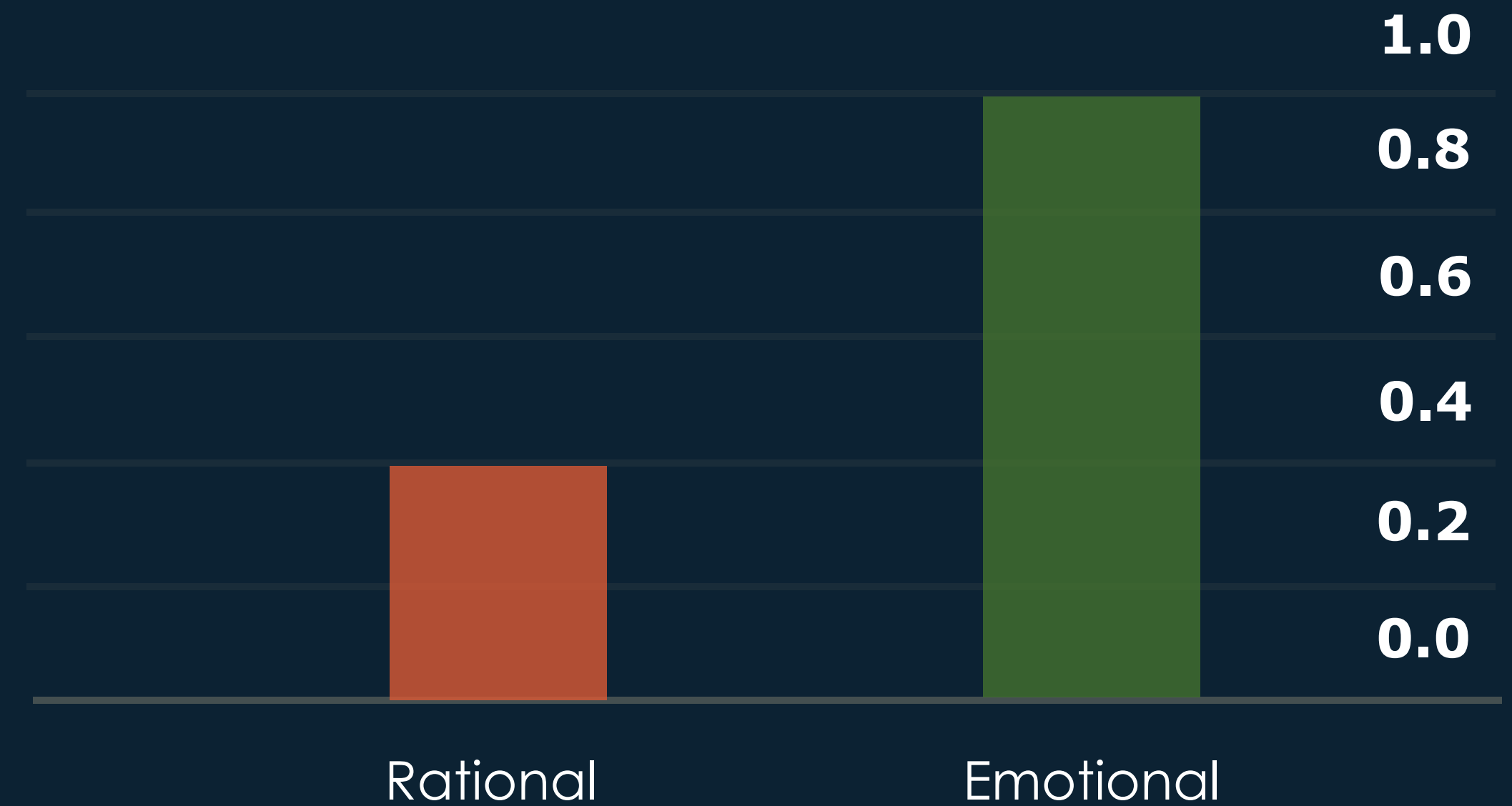
Champion  
of the  
entrepreneur

For in-market customers, be rational.  
For out-of-market customers, be emotional.

Activation effects



Brand effects





A Venn diagram consisting of two overlapping circles. The left circle is outlined in orange and contains the text 'Micro Targeting'. The right circle is outlined in green and contains the text 'Macro Targeting'. The intersection of the two circles is outlined in a light orange color and contains an ampersand '&'. The background is a solid dark blue.

Micro  
Targeting

&

Macro  
Targeting



Big brands get  
big by selling  
to as many  
customers  
as possible

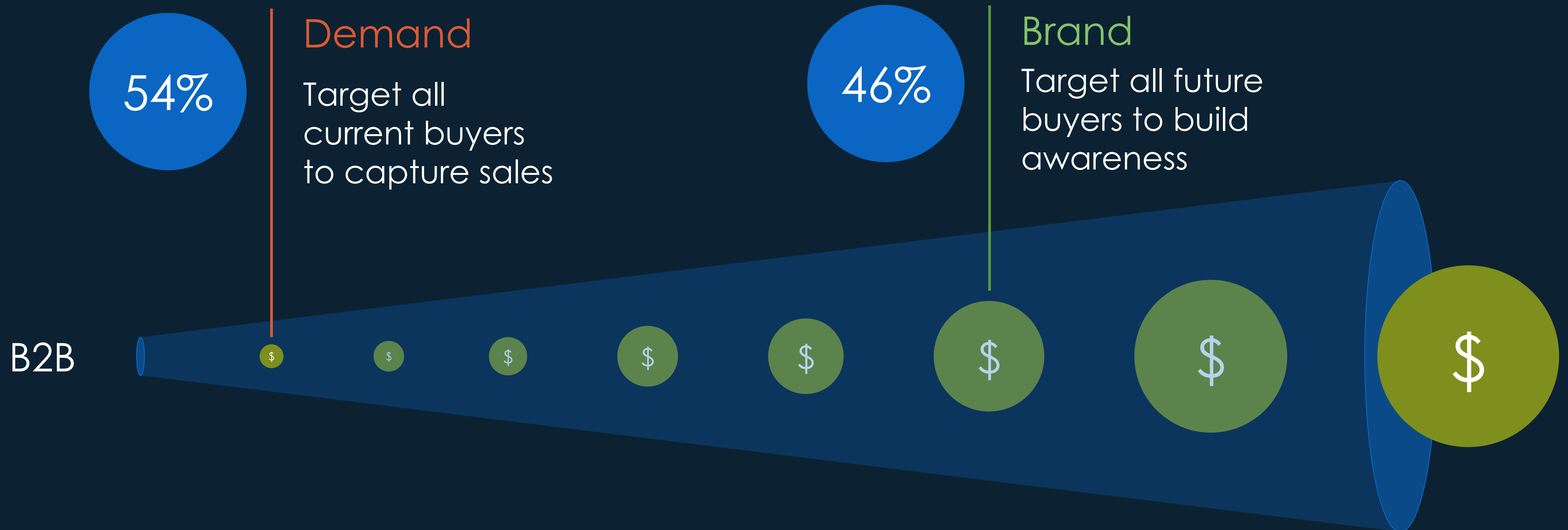
# Broad reach strategies are more effective at driving growth than micro-targeting

Avg. # of VL biz effects





# The New Framework for B2B Growth



This is an opportunity to take a step  
closer to reaching our growth potential

# You've seen our new framework for growth that brings balance to marketing

Long Term

Short Term

Awareness

Perception

Emotion

Reason

Macro Targeting

Micro Targeting

We believe our new framework can create  
the opportunity for new marketing growth











and grow our societies







#InitTogether





# Thank you

