



What your B2B outreach strategy should look like in 2018

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What we're going to cover today

The current B2B marketing landscape

Why you need an outreach strategy

What your strategy should look like

Telling stories with data

Becoming your own publisher

Working with influencers

Looking beyond the whitepaper

Bread and butter PR





In 2015, GE launched **The Message**

In 2017 it had 8m downloads

Covered in The New York Times,
Atlantic, Fast Company and more



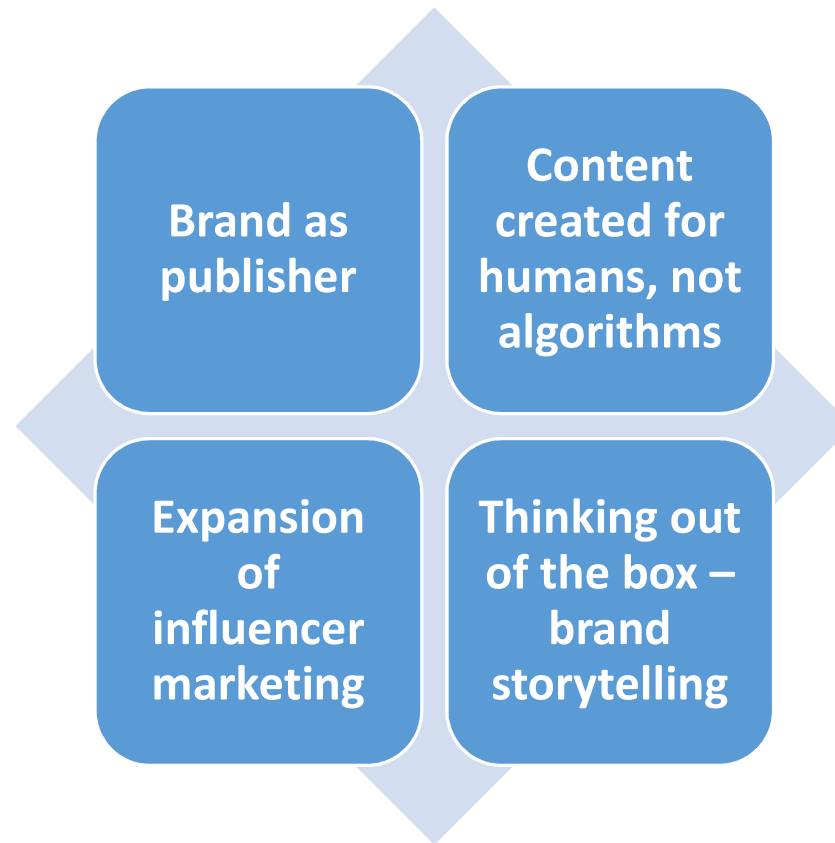


Demonstrated a shift in B2B marketing

**Appealing beyond core audience with
storytelling**

(Even CMOs listen to podcasts)

The 2018 B2B marketing landscape





Why you need an outreach strategy

Keep your brand top of mind for your target audience

Increase credibility in your industry

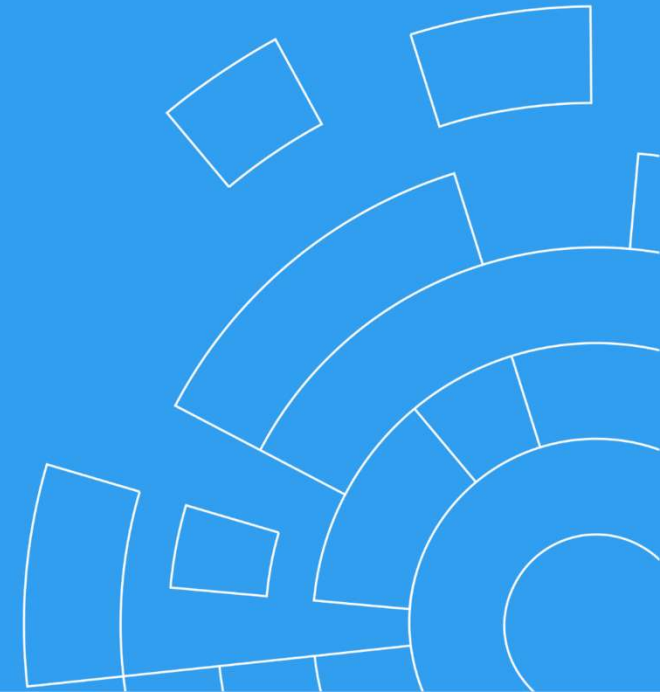
Help achieve your commercial objectives

Own the conversation in your sector

Reputation management

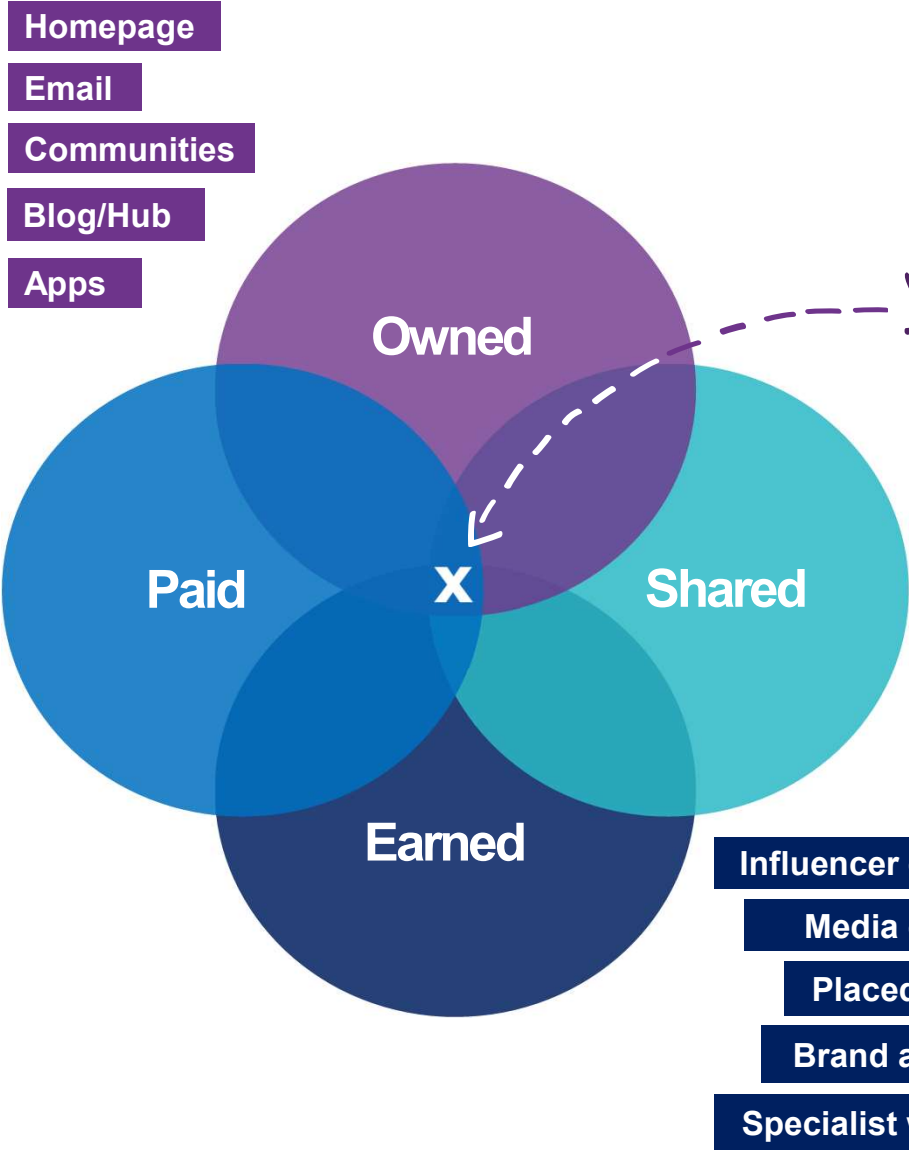


What should your outreach strategy look like in 2018?





**Stand out
from the
crowd**



Homepage

Email

Communities

Blog/Hub

Apps

we're aiming for the sweet spot

Social media

Paid partnerships

Display

PPC

Native ads

Content networks

Sponsored content

Brand ambassadors

Social media (organic)

YouTube channel

Influencer outreach

Media outreach

Placed content

Brand advocacy

Specialist websites

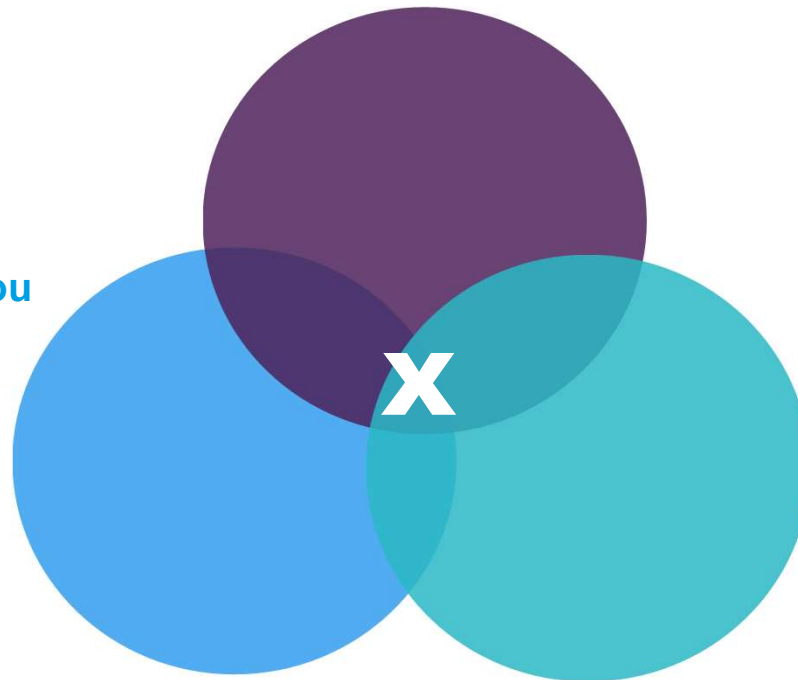
Aim for here.



What interests
your audience?

What can you
offer?

How can you
make it
interesting/useful/
valuable?



It all fits together.



Large scale 'go big' moments designed to generate mass awareness.

Delivers authority, awareness & engagement

Hero

Content is 'pushed' to relevant target audience.

Regular engaging content demonstrating brand benefits.

Boosts awareness & engagement

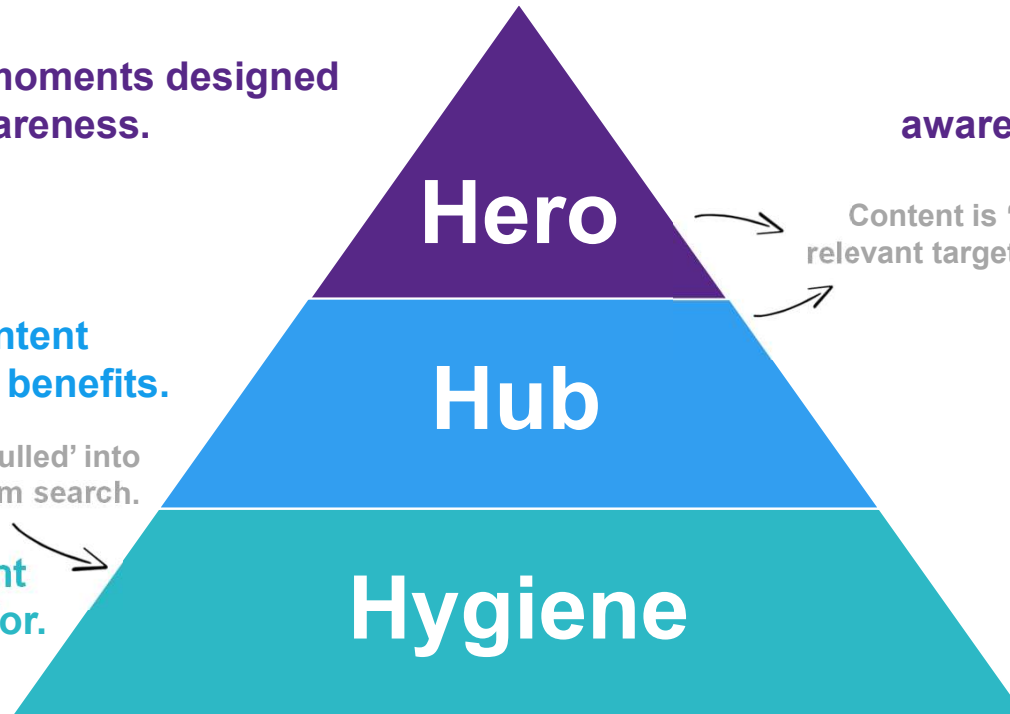
Hub

Audience 'pulled' into content from search.

Useful, helpful content users are searching for.

Drives traffic from non-brand search

Hygiene



What should your outreach strategy look like in 2018?



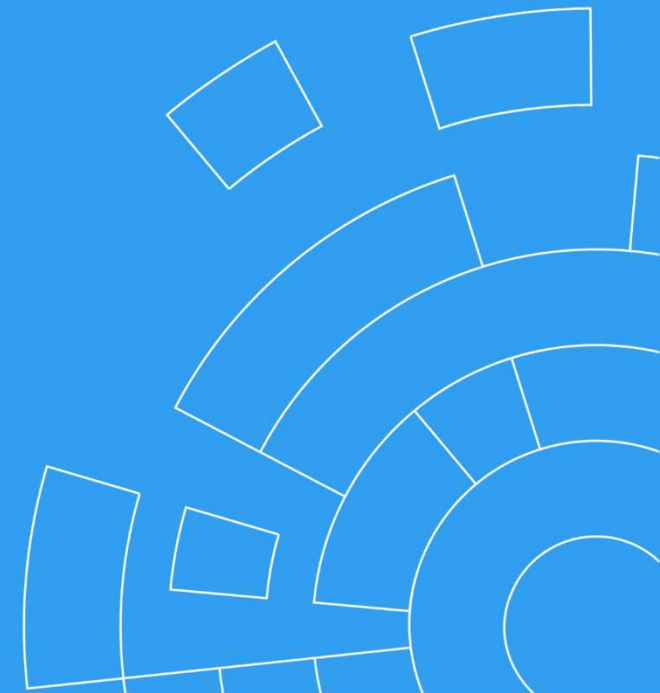
Tell stories with data

Become your own publisher

Work with the right influencers

Look beyond the whitepaper

Bread and butter PR



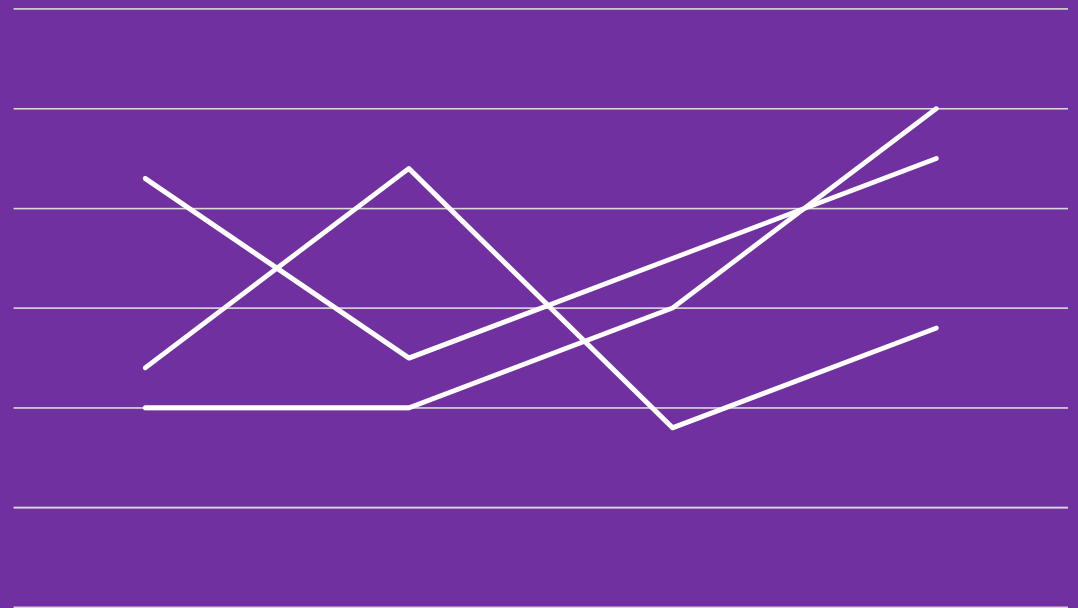


Tell stories with data.

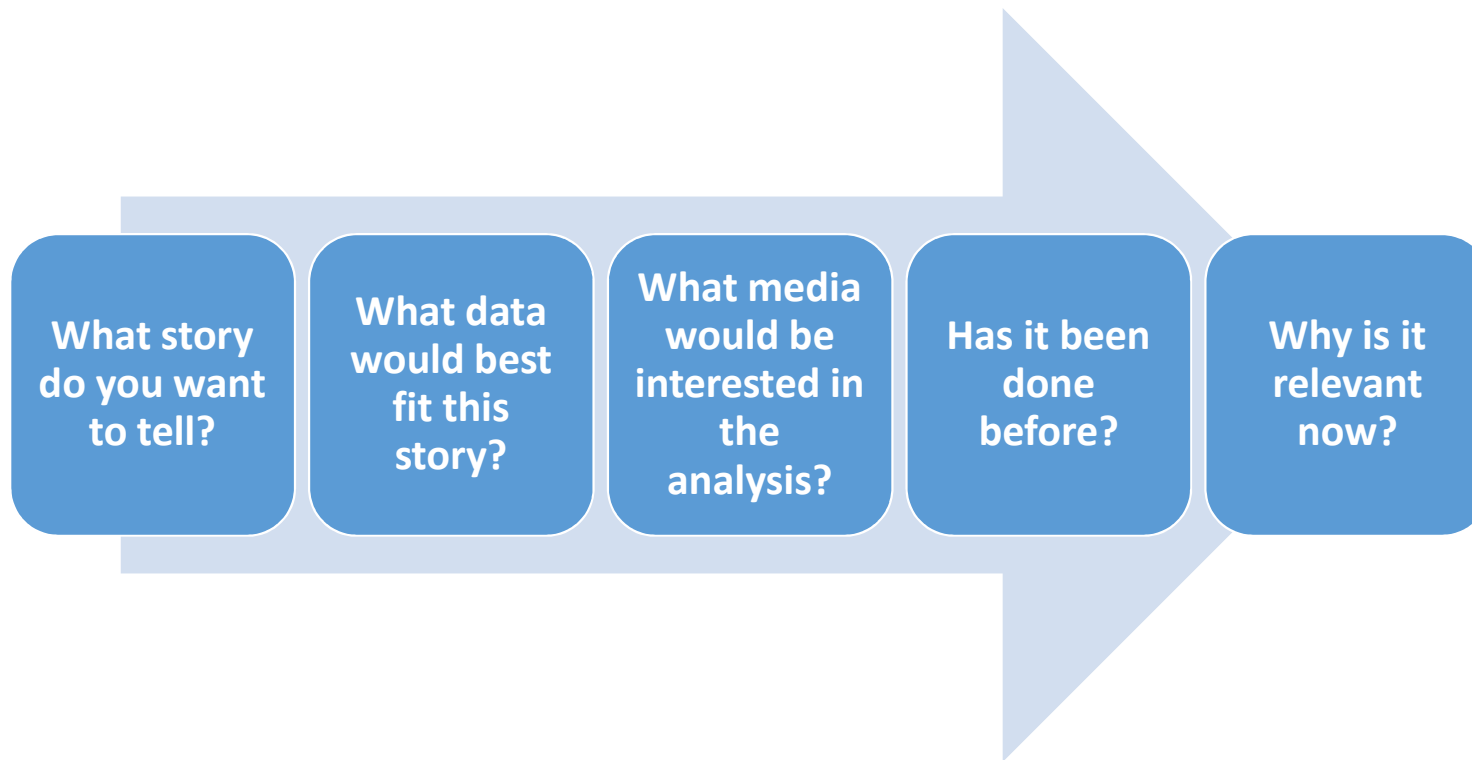


Using data to tell stories

- You could be sitting on a goldmine of data ripe for PR use (GDPR-friendly, of course)
- Can you tell a trend story?
- Can you visualise it?









Using data to tell stories





Using data to tell stories

-  Owned data
-  YouGov
-  Data.gov.uk
-  Surveys
-  Wikipedia
-  Google trends



Brand as publisher.



Make content that:



Inspires

Educates

Convinces

Captivates



Brand as publisher

- Over the past few years ‘brand as publisher’ has been a common tactic for B2C – but poor transition to B2B
- Can increase visibility
- Offers somewhere for your great content to sit
- Offers somewhere for journalists to find further info



Brand as publisher

Newsletters – the new brand magazines

Relevant social media

Blogs/Content hubs

Video



Influencers







Who are we talking?

Influencers are a wider group of people and organisations which are held in high regard by your end purchasers.

Industry leaders:

- Regulatory bodies
- In-house experts
- Experts working closely with brand

Media and events:

- Industry specific titles
 - Conferences/
industry events

Leveraging other brands

- Clients of your brand

96% of B2B buyers want content with more input from industry thought leaders.

Demand Gen Report



How can you use them?

Media comment opportunities

Guest columns

To create video or visual content

Brand ambassadors



In 2015 Shell found a natural partner in LinkedIn.

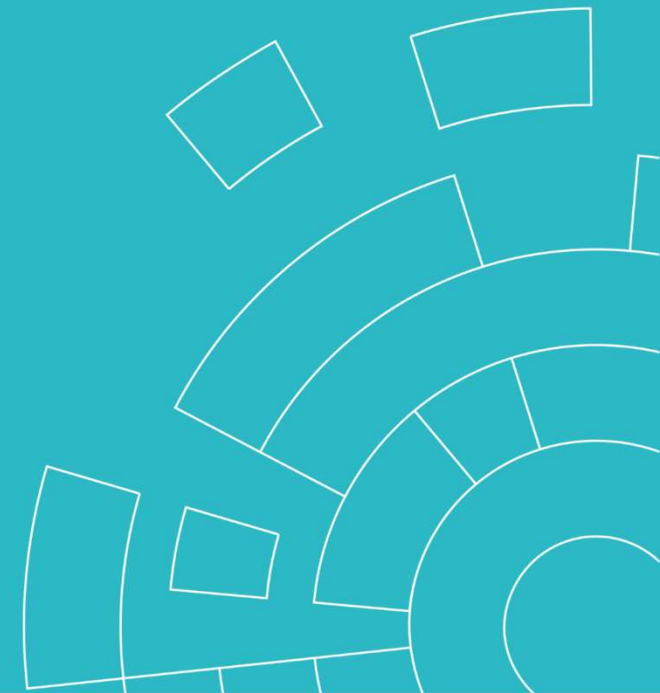
They wanted to create a place for discussion on difficult topics to help come up with solutions for on-going industry issues with regards to energy.

LinkedIn Pulse posts from Climate Change Advisor, David Hone to open discussion.





**Look beyond the
whitepaper.**



Look beyond the whitepaper



**Whitepapers can be a great asset –
but it's not all you can do**



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DATA VIZ
- 

QUIZZES
- 

INFOGRAPHICS
- 

TOOLS
- 

PODCASTS
- 

HOW-TO VIDEOS
- 

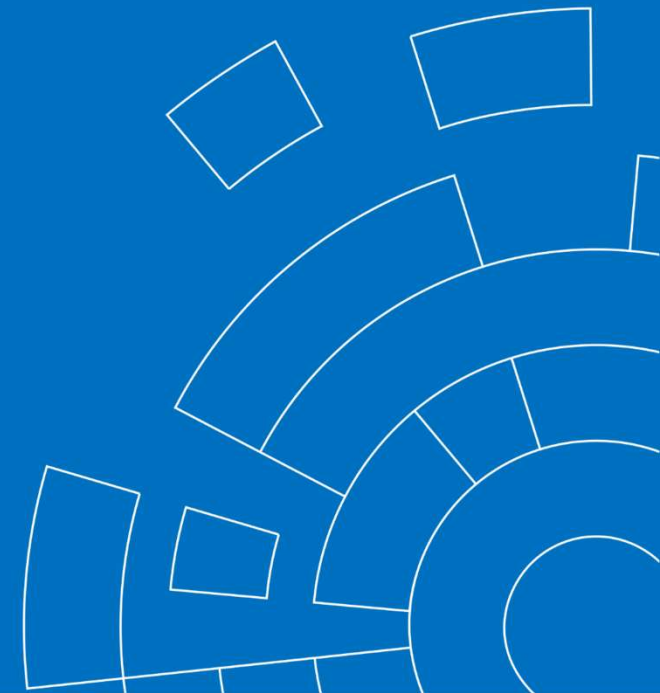
WEBINAR
- 

APPS

Think
outside of
written
content.

Researchers found that coloured visuals increase people's willingness to read a piece of content by 80% - Xerox

Buyers who view video are 1.81X more likely to purchase than those who don't watch video- Animoto





KaleLimp

MailShrimp

JailBlimp



Traditional PR tactics: Don't rule them out





It's bread and butter - it works as well as it did 10 years ago...

Traditional PR tactics



Outreach is about tailored tactics that will get you noticed in the right places.

Leveraging the current news agenda

Journalist meet & greets

Media interviews

Niche sector articles

Reactive opportunities

Key industry events calendar



The year of real evaluation...



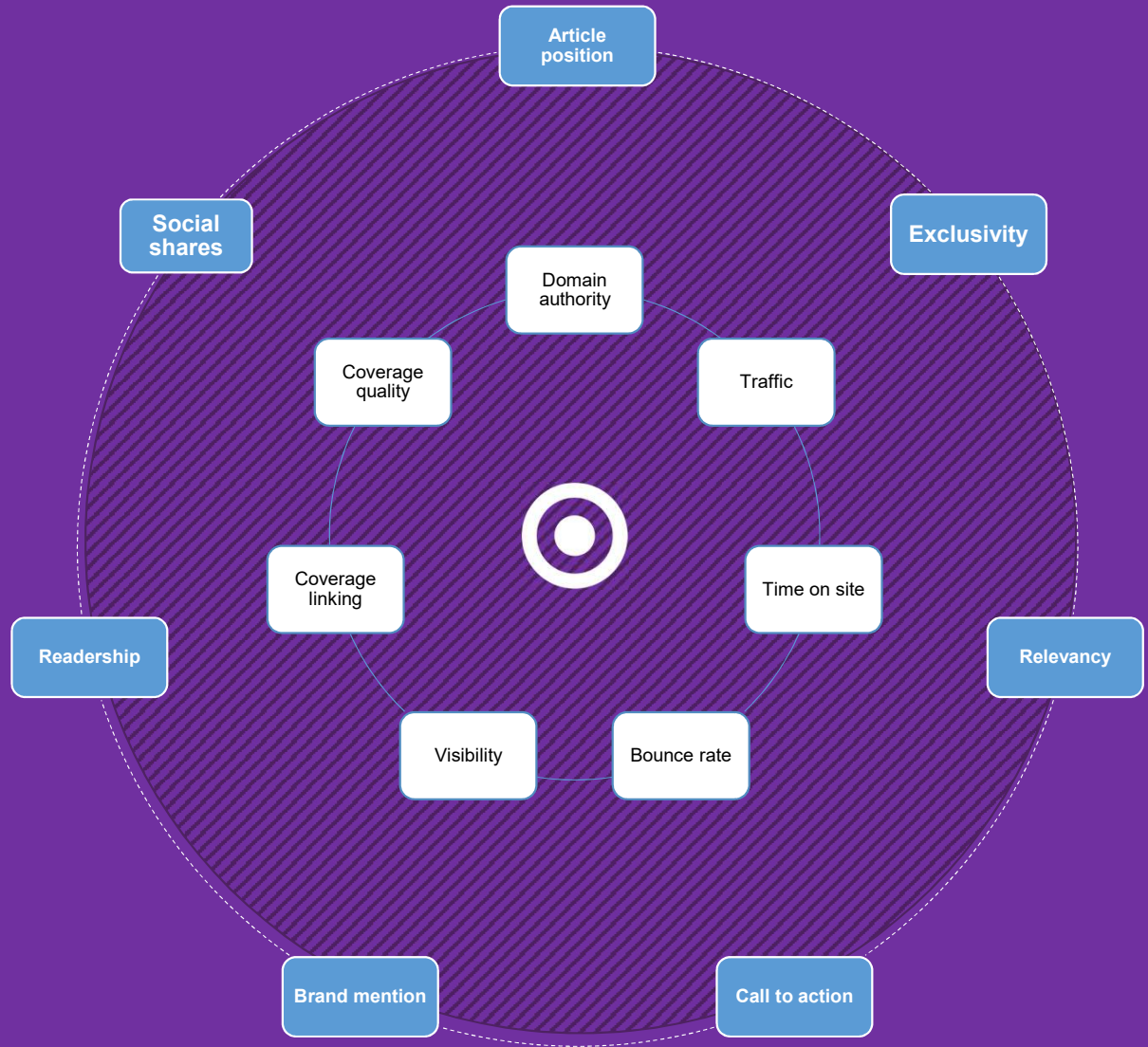


**2018 should be the
year of evaluating
more than
coverage numbers.**

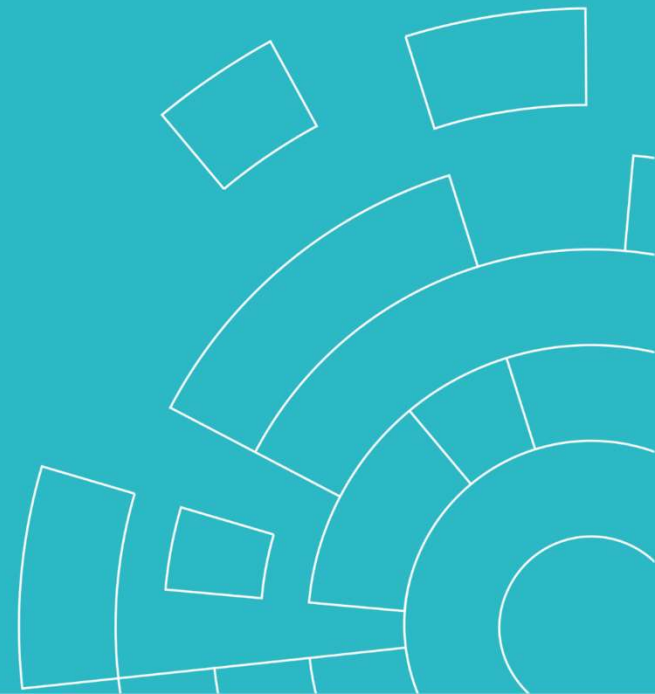


Metrics to consider

- Brand measures
- Technical measures



Takeaways



1

You need to be telling stories that resonate

2

Don't be afraid to think out of the box

3

Use data to tell great stories

4

Use the right influencers to get the word out

5

Be your own publisher

6

Don't forget about bread and butter PR

7

Utilise evaluation metrics



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