

6 STEPS

to Create Marketing that
Beats Your Competition



schubert b2b

WINNING B2B PROCESS



SCALE

1. COMPETITIVE STRESS TEST

You want to win market mindshare. We find the best competitive options.

PLAN

2. POSITIONING STRATEGY

Your Brand needs a preferred position. We target results to make it happen.

3. CREATIVE MESSAGING

Your Messaging must outperform your competitors. That's what we measure.

EXECUTE

4. MARKETING AND SALES ALIGNMENT

Your Marketing must lead to Sales Success. Our strategy will align the two.

5. TACTICAL ROLLOUT

Your Rollout must be cost efficient. Our media plan funds what works best.

NURTURE

6. CUSTOMER EXTENTION

Multiplying CLV is your reward. We magnify appreciation of your brand.

YOU ARE NOT ALONE OUT THERE

At Schubert b2b, we know the drill. We know that your market is being bombarded with messaging from all of your competitors all the time. We know that your competitors are working tirelessly to undo your efforts and win sales away from you.

That's why we approach your marketing from a unique "beat your competitor" perspective. Your company does not exist in a vacuum, so your marketing can't either. Every marketing decision should be considered **RELATIVE** to your competitors – to counter what they are doing and give you the advantage. Your marketing needs to beat their marketing. That's how you win.

We believe that helping clients beat their competition is more meaningful than simply generating statistical reports showing opens, clicks and impressions. You get metrics, but do you get results that help you win more sales? So our process locks onto strategies and tactics that get B2B sales wins.

So, is your messaging being heard? Does it fade into the background or is it unignorable? Do you have a specific plan that gives your brand the edge you need to win? That's what you need. So, let's make it happen!



STEP 1

Competitive Stress Test

This critical first step is the “gut check” where you ask the tough questions to get the honest insight you need. Ask yourself, how long has it been since you really studied your competition? What are they doing? What are they “saying”? What are their strengths? Where are they vulnerable?

This is your chance to really take a deep dive and become experts on your competitors. Explore the positioning strategy they follow, the language they use, the marketing tactics and channels they employ and even the images, colors and tone that define their visual brand. It is important to be well-versed in all the details so that you can effectively differentiate your company in as many ways as possible.





FOCUS ON YOUR MAIN OPPONENTS

You need to win market share to meet your goals and beat your competition – so where are you going to get it from? Which competitors are you going to **TAKE** it from? From which industries? Which market segments? To give you the best chance of success, your goals should be as specific as possible.

Think about which competitors really matter. Are you “duking it out” with ten? Three? Or is there really just one that is giving you a particularly hard time right now? Take a look at who is winning and why. How many sales go down each year? How many of those buying opportunities does your brand participate in?

This competitive stress test is all about clearly drawing up the **BATTLE LINES**.

Make an honest assessment of where your brand is falling short. Maybe you have an awareness problem. It’s hard to win a sale if no one knows who you are. Maybe you’re making the short list but just can’t close the deals. You may need to build more trust in your brand.

This competitive stress test gives you the answers you need.



STEP 2

Positioning Strategy

Once you determine your main targets, the next step is to fully understand all the personas involved. The decision makers. The buying influencers. This is critical because your brand position exists in the market's head. That's where you are fighting for mindshare. So you need to learn as much as you can about what's going on inside those minds.

Every B2B company wants to own the top spots and be #1, #2, or #3 in their market. Why? Because no one pays much attention after that. No one remembers – or cares – who is #6, #10 or #21. We have found that being #1 is the only secure brand position.



FIND A WAY TO BE #1

In this phase, you must consider all the alternatives to set your brand strategy. To be a #1 brand, you don't need to be the biggest company with the most marketing budget. You just need to find a way to stand out in the minds of your personas.

Your market may be dominated by a hopelessly unmovable behemoth. What can you do? Carve yourself a new position relative to that leader. Redefine the market in a way that shifts the favor to your brand. When it happens, that's sweet.

Maybe you are the behemoth and you need to fend off multiple challengers. What's the right move here? You're in the driver's seat to set the standards for the market. Set them high so that only you can meet them. That swats away lesser competitors.

Brand positioning is important to getting more B2B selling opportunities. It's important to close more orders. It's important because multiple people get involved in choosing a B2B sales winner. The right position helps you address the pain points of each decision maker. It proves that you understand how to solve their problems. It shows how you are different – and better – than the other companies competing for the business. To win, your brand position must carry the day.

No one knows more about your brand than you. You know all the reasons why your brand is #1. Winning the battle of the mind to gain the most favorable market position is a major marketing goal. This phase develops a road map to achieve it.

STEP 3

Creative Messaging

There is one undeniable truth we've encountered over four decades of creating winning marketing plans – “OK” messaging is definitely **“NOT OK!”** The messaging that drives your program has to stand above your competitors to move your brand forward.

Despite what you may be seeing out in the market, **CREATIVITY IS NOT DEAD.** At Schubert b2b, we search relentlessly for **THE BIG IDEA.**

“THE BIG IDEA” IS THE MAGIC FOR MARKETING PROGRAM



After all the research is done, then what? After all the analysis, where are you? What do you do to make your brand compelling? Find the **BIG IDEA**. The Big Idea stops eyeballs. The Big Idea creates a compelling story. The Big Idea is clear. Most importantly, it answers that all-important question at the top of your buyer's mind – “Why should I care?”

What could be more important? Your creative messaging drives both marketing and sales. It commands attention, and when you hit it just right it can increase marketing results 10x or even 100x!

The Big Idea translates your Positioning Strategy into the messaging that will drive the program. This is where it all

comes together as we draw up our battle plans. The Big Idea delivers the specific value propositions that will appeal to all of your key personas. It gives your sales team the unique selling proposition they need to rise above the competition. And it helps your entire organization speak with one, consistent voice across all marketing channels and tactics.

Truly everything you do that touches your market must support your big messaging idea. Your web site. Your public relations and social media. All your amazing creative advertising – it's all just an extension of this lights-out punch.



STEP 4

Marketing and Sales Alignment

It's a tale as old as time – B2B sales teams and marketing teams don't always see eye-to-eye. But it doesn't have to be that way. In fact, that's not a winning formula. B2B Sales and Marketing must be 100% on the same page. It takes a plan everyone understands – and believes in – to keep them aligned.

THE TWO TEAMS ARE DIFFERENT KINDS OF PEOPLE

The sales folks are **NOW** people. They're hustlers who fight like gladiators with the weapons they're given. So, they want only the best tools for the job. They focus on one thing, why your brand is the best choice for your market **RIGHT NOW**. They must overcome objections and outmaneuver the other sales teams. That's why they love this "beat the competitor" approach to marketing success. It's the world they live in every day.

Your marketing team are **BIG PICTURE** people. They work behind the scenes to produce all of the marketing material that shapes your brand. They help your company speak with one voice and deliver a consistent message. In the end, everything they do must help your sales people to get in front of active buyers – now and in the future.

Sharing in the winning builds a strong bond between both organizations. It brings out the competitive spirit in both sales and marketing.

Solid, sincere communications between the two organizations goes a long way toward alignment. Marketing has to show sales what it is doing to help them win. Sales has to deliver a steady stream of intelligence from the front lines. What is working? What is most relevant to the buyers? Both organizations have to feel they are an integral part of your brand success.

**This process
makes it happen.**





STEP 5

Tactical Rollout

Tactical rollout is the final step in the process. It gets all things ready to go. To deliver your message to your market. To show how your brand is better. The bell is about to ring. Let the fun begin.

Rollout includes two major activities, content development and distribution. This is where the big messaging idea get sliced and diced into a multitude of formats for distribution over social media, email, your website and all traditional activities.



SPEND SMART TO MAXIMIZE YOUR MARKETING ROI

The most critical part of this phase is determining how to best spend your budget to meet the specific goals laid out in the planning steps above. The right tactics and the best media mix for you depends on your strategy to beat your competitors. There are so many possibilities, and so many ways to waste money if you are not careful. But with a clear, specific plan you're ready to take on even the biggest competitors with the budget you have. You can win if you spend smart.

We know that it's really important to fully fund the most productive channels before moving on to anything else. So don't get tempted into thinly scattering your budget all over the ring. If your jab is working, keep jabbing! It's critical to stay committed to where you will get the most results per distribution dollar.

STEP 6

Customer Extension

This phase is the honey pot. Your own customers provide a unique advantage to extend your customer base. You know the phrase “money makes money.” This is the same principle. “Customers make customers” when your marketing invests time in them.

Think of your customers becoming a clan of brand cheerleaders. It happens when you keep them happy. It happens when they appreciate all that you do to help them.

Building an enthusiastic clan of customers keeps competitors at bay while growing referral sales opportunities exponentially. What could be more important to the success of your B2B marketing program?

BUILDING CUSTOMER LIFETIME VALUE

Reorders, new orders, and referral orders grow customer lifetime value. It's imperative to treat lifetime customer value growth seriously. It makes sense to use the full array of media choices to make positive impressions on your valuable customers. The object is to inform customers of your interest, capabilities and ability to meet their needs and solve their problems.

Think of all the valuable information you have to share with your customers. Customers want this information because they know you are the expert. Customers will appreciate your attention to their needs, problems, and interests. Customers are a welcome audience for your brand capabilities and unique applications. No other audience offers such a concentrated revenue opportunity.





REFERRALS, REFERRALS, REFERRALS

We treat developing and nurturing customers as serious marketing business. Turning customers into clan enthusiasts makes it easier to gain business opportunities. Your positive brand personality weighs heavily on the purchasing equation. Where do these referral sales come from? New customers yes, but many times they are not from new companies. They can spring up from the same customers.

Your current B2B customer may be but one part of a larger enterprise with other locations and other countries. They could be closer than you think.

Customers in your brand clan will positively change that purchasing dynamic in your favor.

KEEP FOCUSED ON WINNING

As you launch your program, critical questions are these – Does the sum of the parts beat your competitors to reach your growth goal? Are your stories more compelling? Is your creative messaging strategy embedded in every customer touch point? Does everyone amplify your creative brand messaging theme? In other words, does your marketing beat their marketing?

If there are any doubts, get clarity. Revisit steps 1-6. Don't stray off the path and dilute your efforts. Fixate your mind on brand victory. Nothing less is acceptable.

**Work this process
to make it happen.**





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