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to boost your marketing in a tech company

Katrin Kempe @ Mobilecamp 2023

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Heutige Agenda

Wichtige Themen

- Vorstellung
- Digitales Marketing
- Sieben Trends
- Fragerunde

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Vorstellung

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Wer bin ich?

- Über 16 Jahre Berufserfahrung in Unternehmen bzw. Digitalagentur
- Erfahrung als Ausbilderin für Marketing
- Lead International in UK
- Head of Marketing bei seventhings
- SaaS-Firma: zirkuläre Inventarisierung
- Ehrenamtlich im Vorstand der Wirtschaftsjunioren Dresden

Katrin Kempe
Head of Marketing, seventhings

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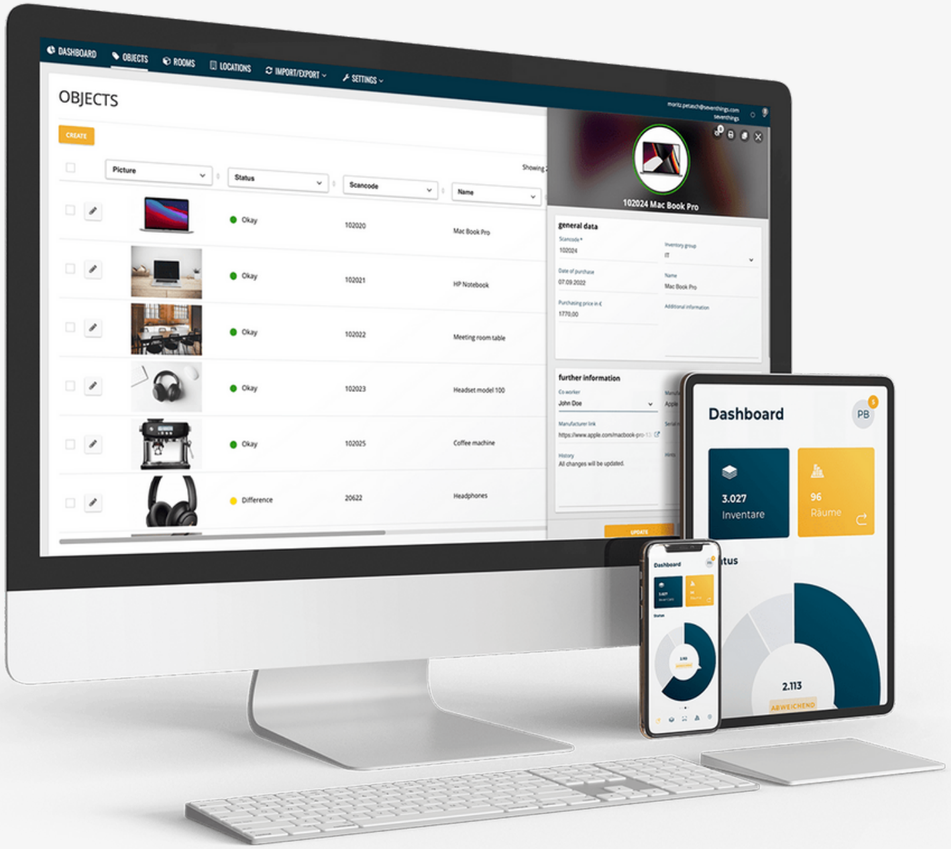
- SaaS-Firma aus Dresden
- Inventarisierungssoftware
- 30 Mitarbeitende (Entwickler gesucht!)
- 450 Kundenprojekte
- Thema: zirkuläre Inventarverwaltung



We make circularity accessible to everyone.

BOSCH ZEISS DeepL TAXDOO TIER BECHTLE

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Digitales Marketing

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Digital Marketing

- Display Campaigns
- Website & Landingpages
- Lead Generating & Nurturing
- SEM (SEO/SEA)
- Direct Marketing
- Marketing Automation
- Social Media Marketing (LinkedIn)
- Employer Branding Marketing
- Partners & Network
- Referral Marketing
- DOOH

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Digital Marketing

- Display Campaigns
- Website & Landingpages
- **Lead Generating & Nurturing**
- **SEM (SEO/SEA)**
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Sieben Trends

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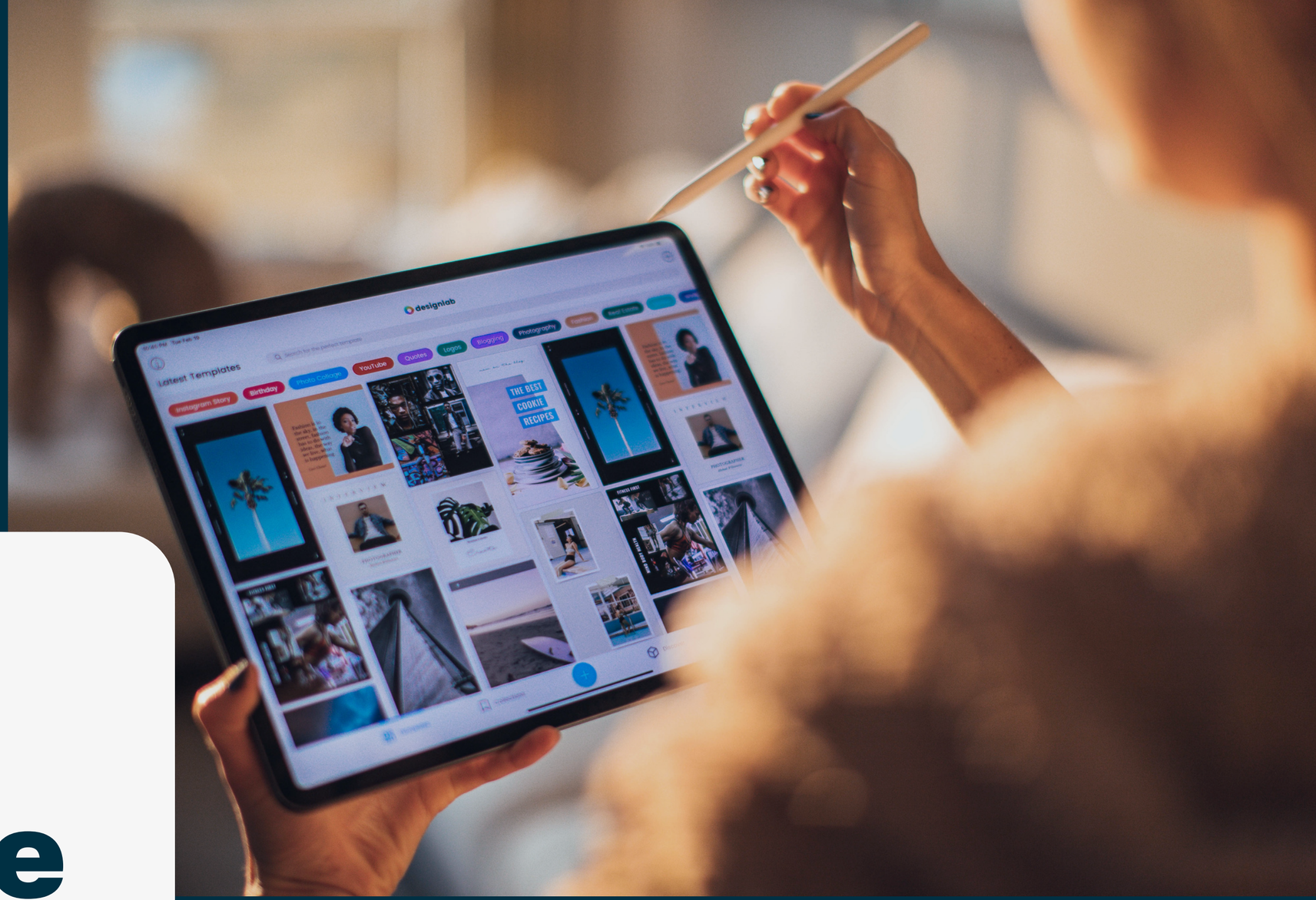

1 Oldie Goldie

SALES FUNNEL

Entwicklungen im B2B-Marketing

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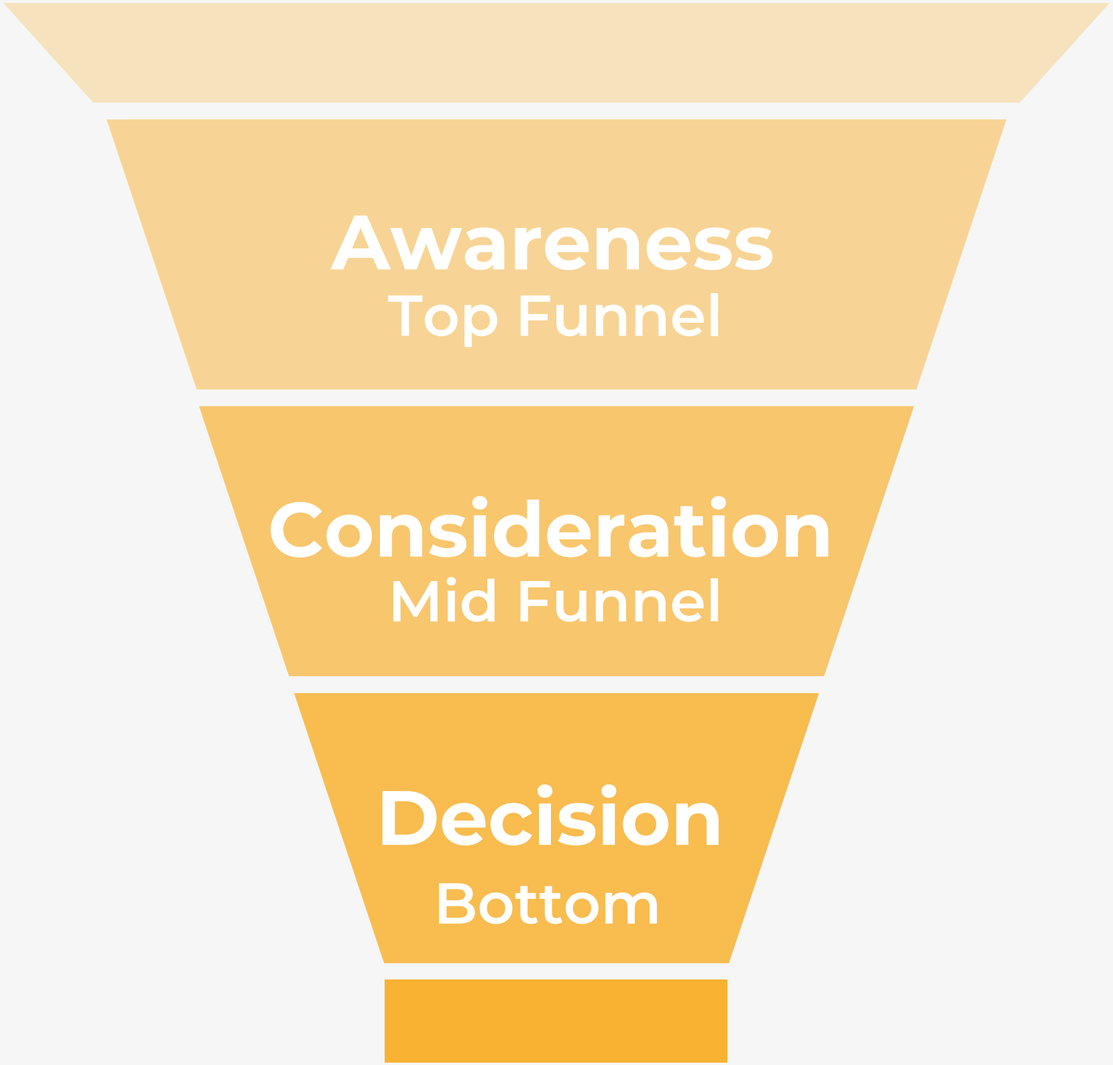
1 Oldie Goldie

SALES FUNNEL

Sales Funnel



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1 Oldie Goldie

SALES FUNNEL

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1 Oldie Goldie

SALES FUNNEL

Buyer Persona

Die Buyer Persona ist die Darstellung einer fiktiven Person zur Beschreibung einer zusammenhängenden Gruppe potenzieller Käufer und deren gemeinsamer Merkmale.

Persona bei seventhings

- 30% IT-Leiter
- 15% Geschäftsführer
- 12% CFO
- 7% Office management (Facility)
- davon 72% Decision Maker

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1 Oldie Goldie

SALES FUNNEL

	ToFu	MiFu	BoFu
Anwenderberichte, Case Studies & Success Stories	■□□	■■■	■■□
Audio-Content: Podcasts, Hörbücher & Co.	■■□	■■■	■■□
Bilder, Foto-Collagen & Slideshows	■■■	■■□	■■□
Checklisten, Listings & Tipps	■■■	■■■	■■■
Corporate Blog	■■■	■□□	■□□
E-Books	■■■	■■■	■■□
Erklärfilme & Video-Tutorials	■■■	■■□	■■□
Fachberichte	■■■	■■□	■■□
HowTos & Anleitungen	■□□	■■■	■■□
Infografiken & interaktive Visualisierungen	■■■	■■□	■□□
Interviews, Statements, Kommentare & Rezensionen	■■■	■■□	■□□
Newsletter & Mailings	■■□	■■■	■■□
Pressemeldungen	■■■	■□□	■□□
Product Sheets & Datenblätter	■■■	■□□	■■□
Produktproben, Probe-Abonnements & Demo-Versionen	■□□	■□□	■■■
Soziale Netzwerke	■■■	■□□	■□□
Spiele, Quiz & Tests	■■■	■■□	■■□
Studien, Umfragen & Forschungsergebnisse	■■■	■■□	■□□
Tools & Vorlagen	■□□	■■■	■■□
User Generated Content	■■■	■■□	■■■
Veranstaltungen & Begleitmaterialien	■■■	■■■	■■■
Webinare, Web-TV & Experten-Chats	■□□	■■□	■■□
Webseitentexte onsite/offsite	■■■	■□□	■□□
Whitepaper	■■■	■■■	■■□

Legende	
optimal geeignet	■■■
gut geeignet	■■□
bedingt geeignet	■□□

Redaktionsplan 2023

Inte

Inhaltliche Planung				Verö				
Thema & (possible) Titel	Funnel	Search Intent	ASANA-Link	Website	Blog	Newsletter	PR	Linkedin
Valentinestag: "Most loved Assets" CTA: Engagement Umfrage	ToFu: Funny	Informational	https://app.asana.com/0/1203686908107464/1203965443449473/f					
ROI Calculator	ToFu: Funny	Informational	https://app.asana.com/0/1203974192647829/1203978221063238/f					
"Zirkuläres Inventarmanagement – die Zukunft der Inventarverwaltung" CTA: Whitepaper herunterladen	MiFo: Education/In	Informational	https://app.asana.com/0/1203826082551399/1203974193417118/f		x			x
erster Teaser B2B Sales Insight Event bei seventhings	ToFu: Brand	informatic						x
Bene Label Dispenser "Exklusiv für unsere Kunden: Der Bene Etikettenspender" CTA: Sichere dir deinen eigenen Etikettenspender ->	BoFu: Product	Commercial	https://app.asana.com/0/1203826082551399/1203587764	x	x	x		x
Titel "Mit Software Inventarisierung ganz einfach machen"	BoFu: Product	Informational	https://app.asana.com/0/1203686908107464/1204012328544882/f		x			x

CONTENT PLAN

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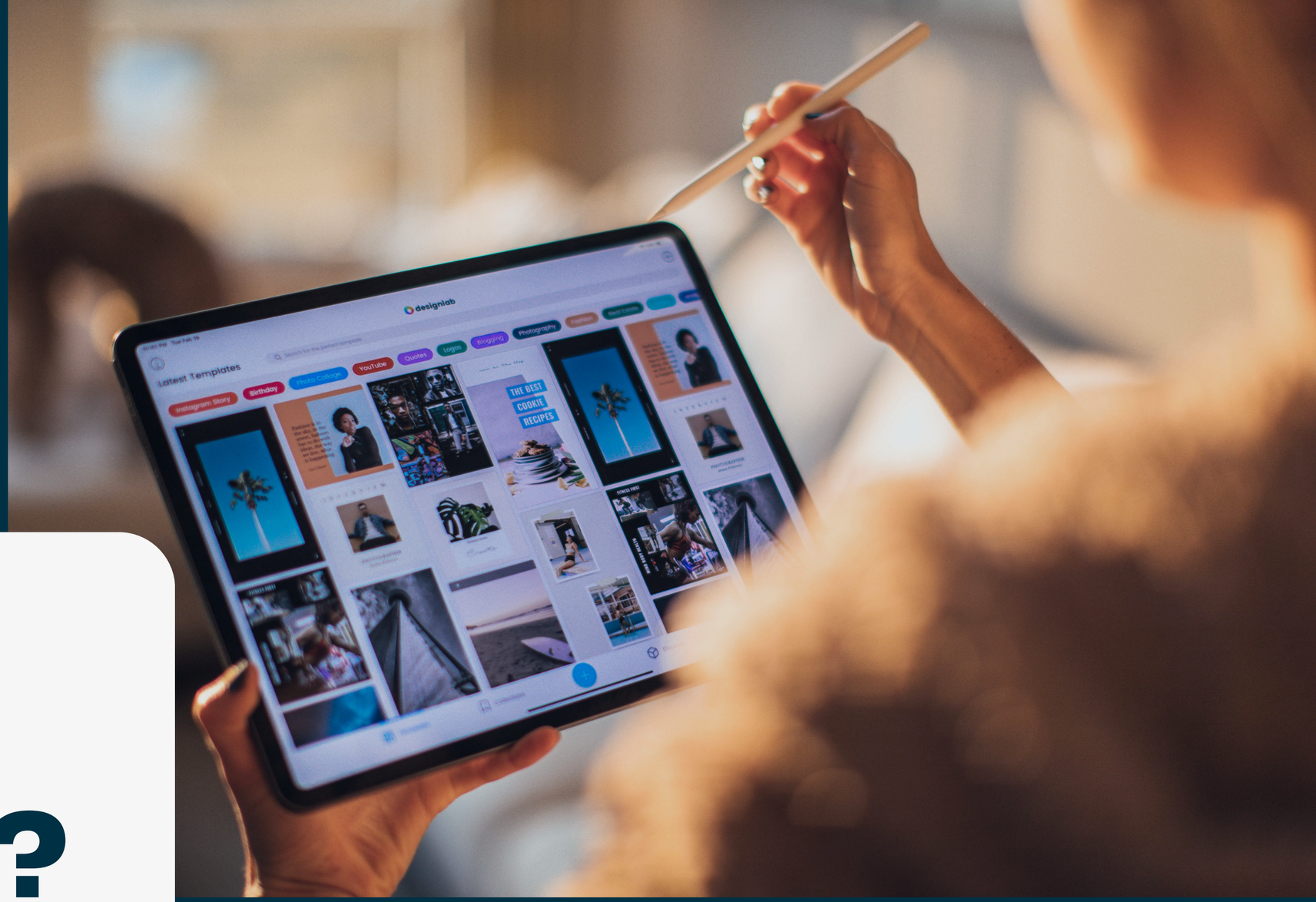

2 Say what?

DEMAND GEN

Entwicklungen im B2B-Marketing

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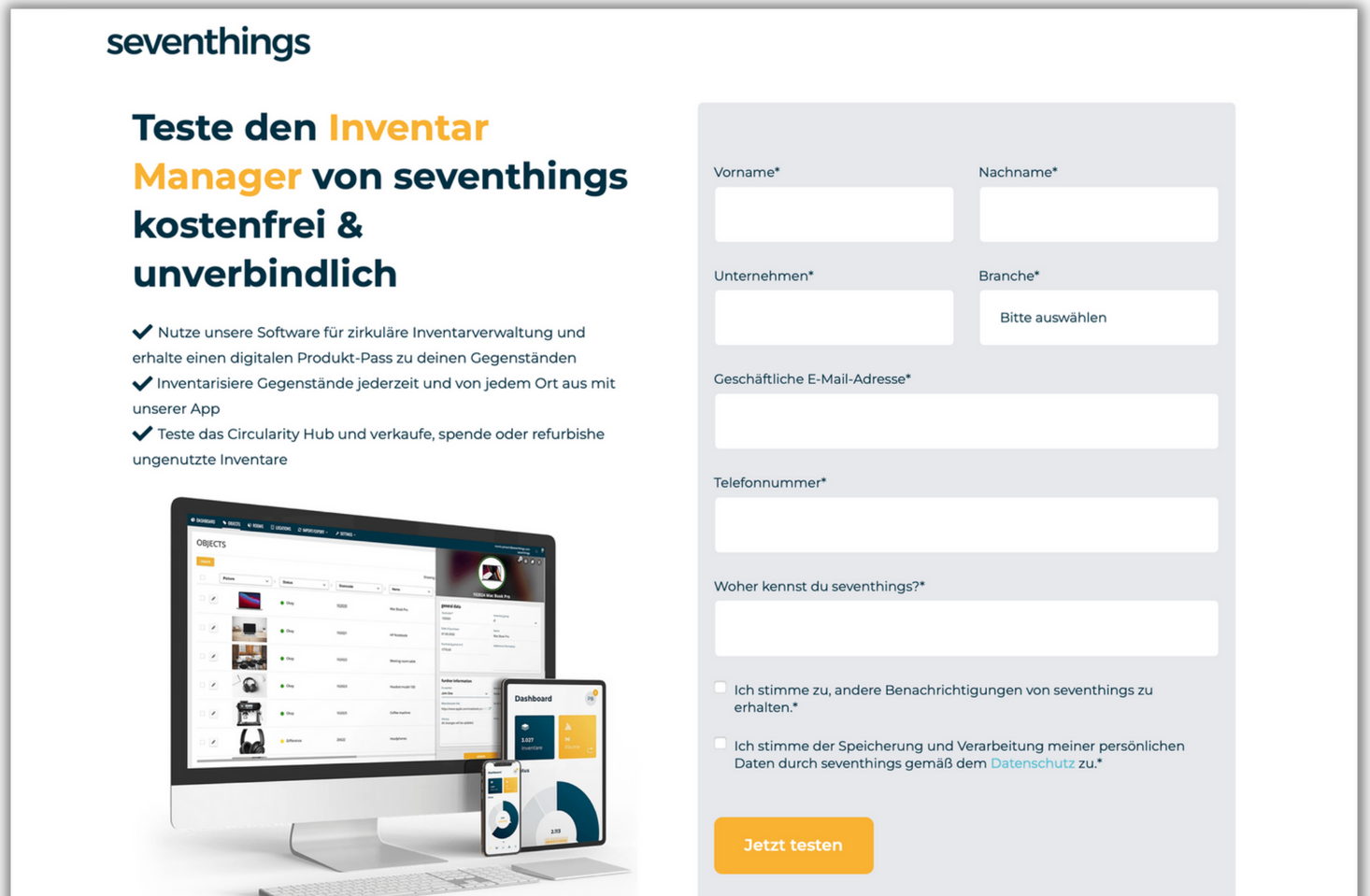
Typische Lead Gen Formulare

2 Say what?

DEMAND GEN



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2 Say what?

DEMAND GEN

Sales Funnel

Lifecycle Stage		Content Piece
Lead	**Awareness** Top Funnel	Circular Economy Guide, Newsletter
MQL	**Consideration** Mid Funnel	Inventar Guide, Circularity Hub & Etiketten Whitepaper, Inventar-Excel, ROI Rechner
SQL	**Decision** Bottom	Websession, Free Trial LinkedIn FT
Customer		
Evangelist		

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2 Say what?

DEMAND GEN

Sales Funnel

Lifecycle Stage		Content Piece
	Creating Demand	
Lead	Awareness Top Funnel	Circular Economy Guide, Newsletter
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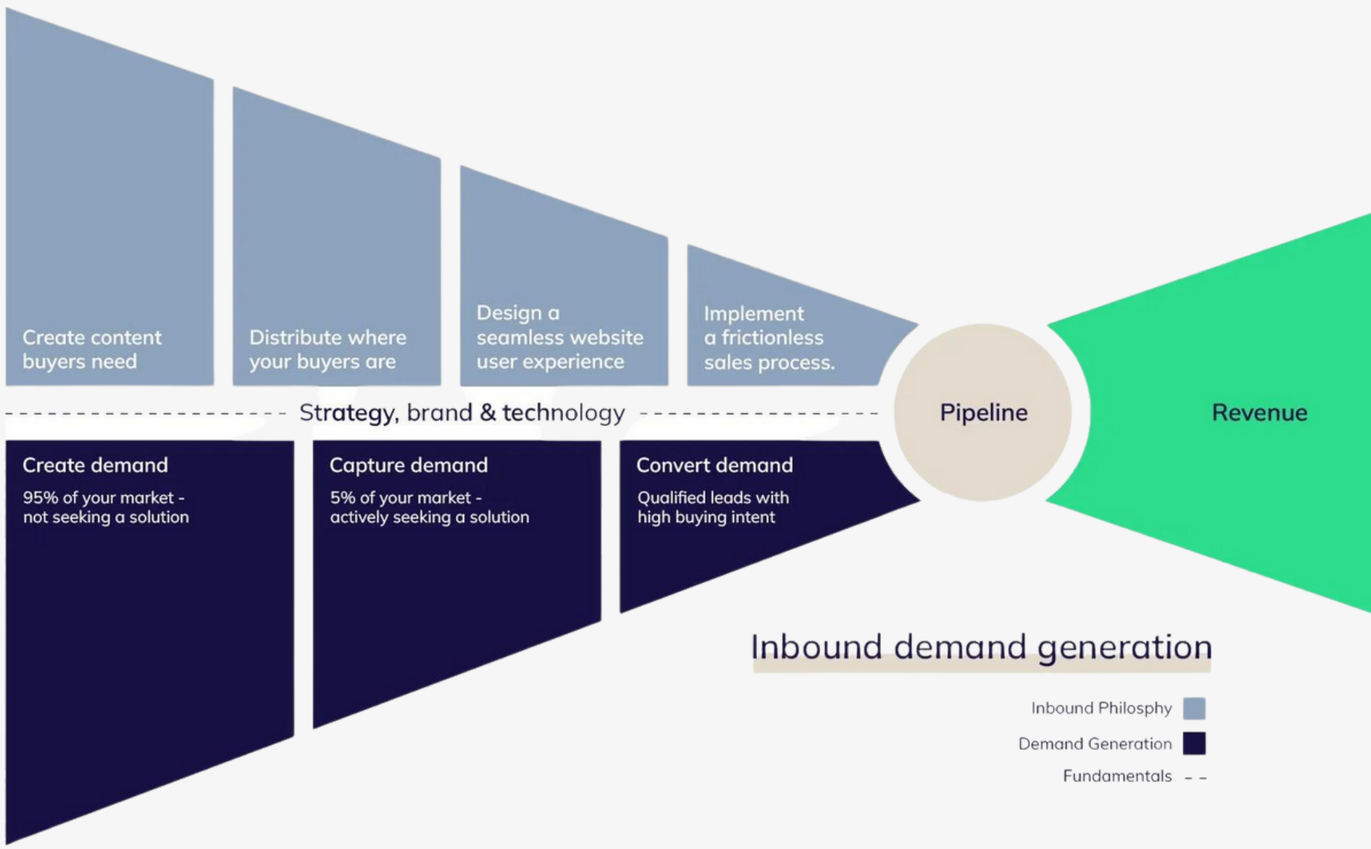
DEMAND GEN



Quelle: www.blendb2b.com/inbound-demand-generation-guide

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2 Say what?

DEMAND GEN

Fakten

95%

des Marktes sind nicht kaufbereit.

Quelle: www.blendb2b.com/inbound-demand-generation-guide

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Ungated Content

2 Say what?

DEMAND GEN

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2 Say what?

DEMAND GEN

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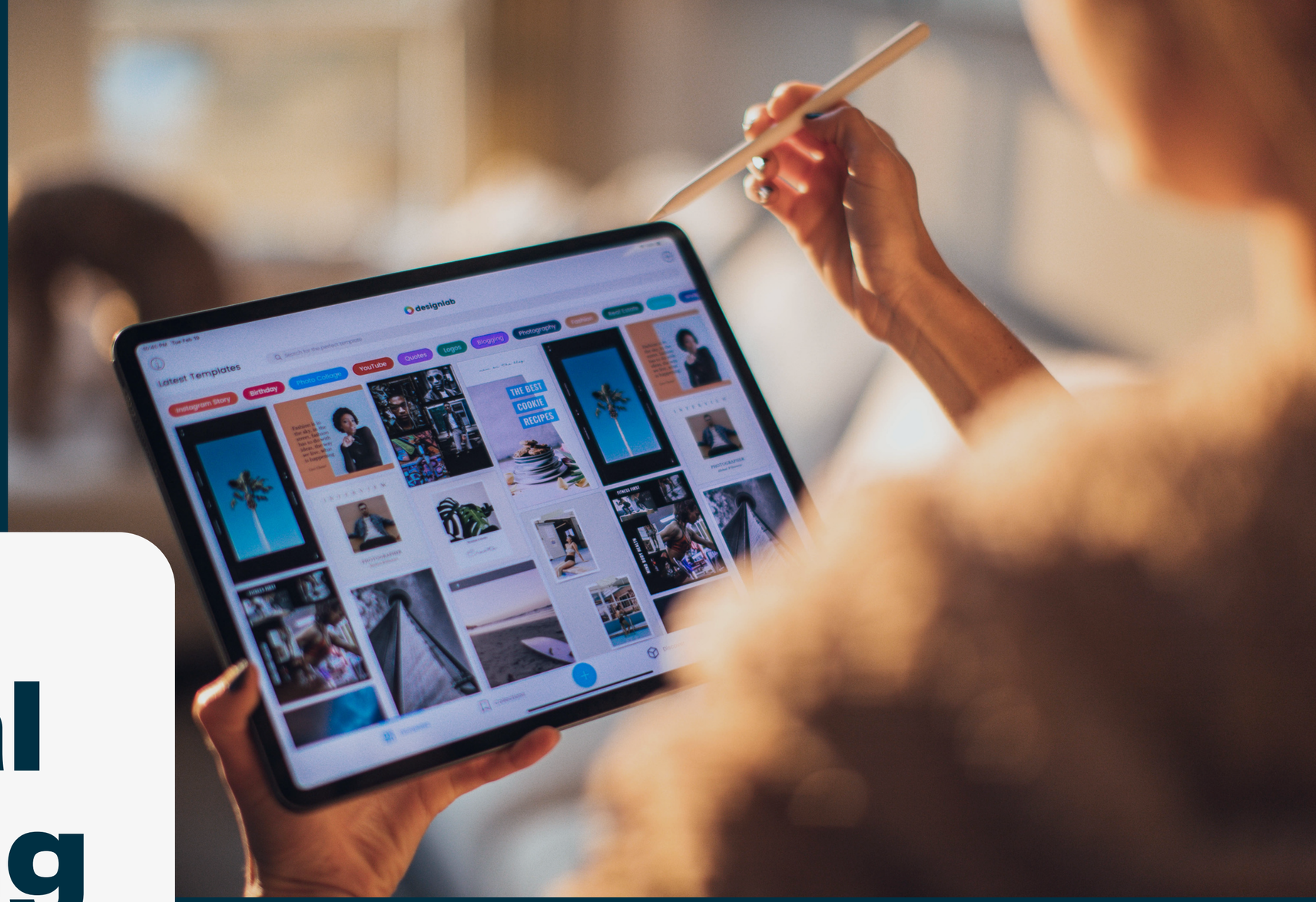

3 Social Selling

LINKEDIN

Entwicklungen im B2B-Marketing

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3 Social Selling

LINKEDIN

Fakten

17%

B2B-Einkäufer verbringen nur 17% der Zeit sich mit potenziellen Lieferanten zu treffen. Einkäufer die mehrere Anbieter vergleichen, verbringen nur 5% oder 6% der Zeit mit dem jeweiligen Vertriebsmitarbeiter.

Quelle: www.gartner.com/en/sales/insights/b2b-buying-journey

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3 Social Selling

LINKEDIN

Definition

"Social selling is a strategic method for sellers to connect and build relationships with prospects through social networks. In recent years, social selling has morphed into virtual selling as sellers are increasingly using sales technology and sales tech to connect with buyers. Social selling and virtual selling allow salespeople to build trusted relationships, boost social credibility, and ultimately reach their sales goals."

Quelle: business.linkedin.com/sales-solutions/social-selling

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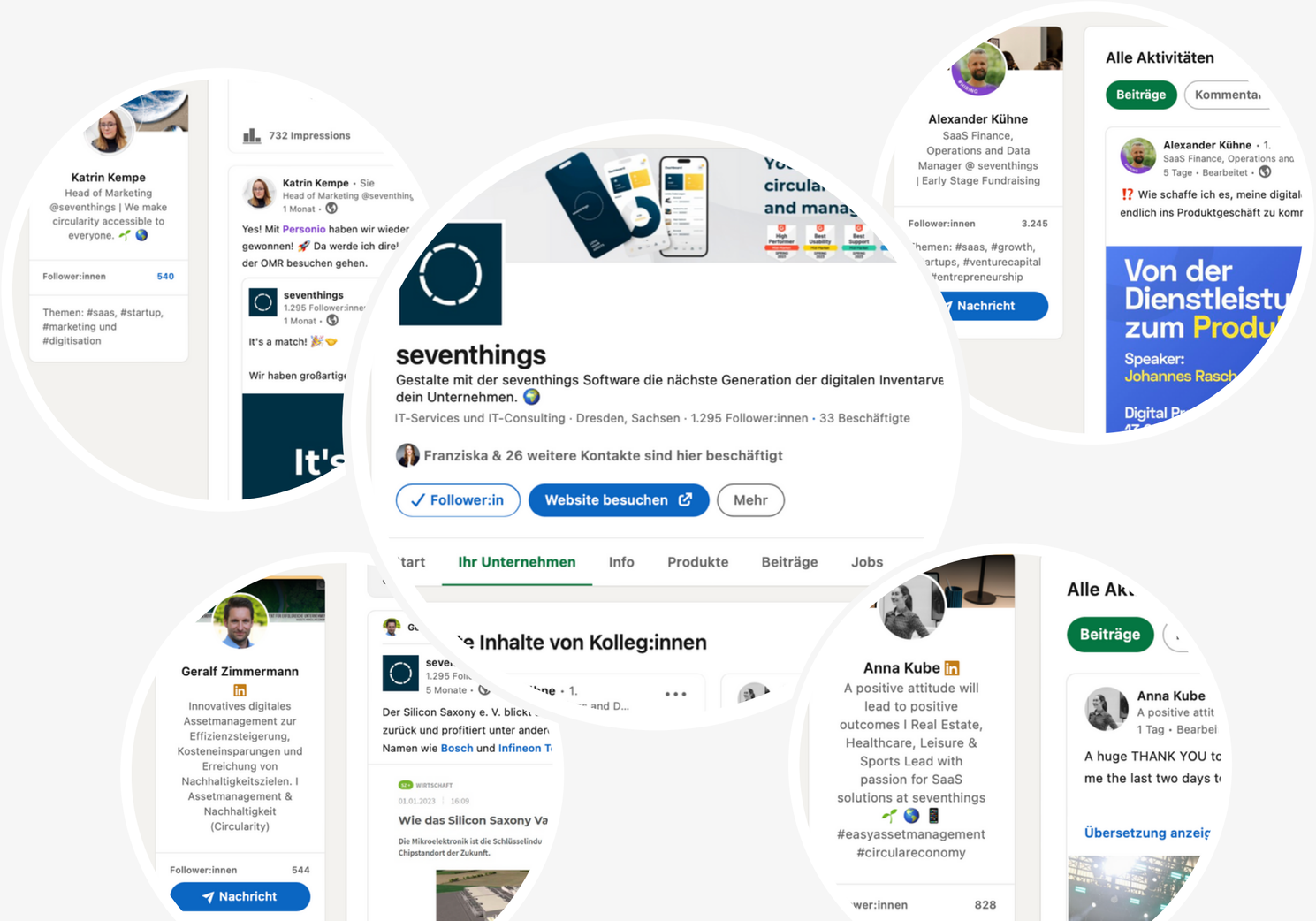
Verschiedene Profile

3 Social Selling

LINKEDIN



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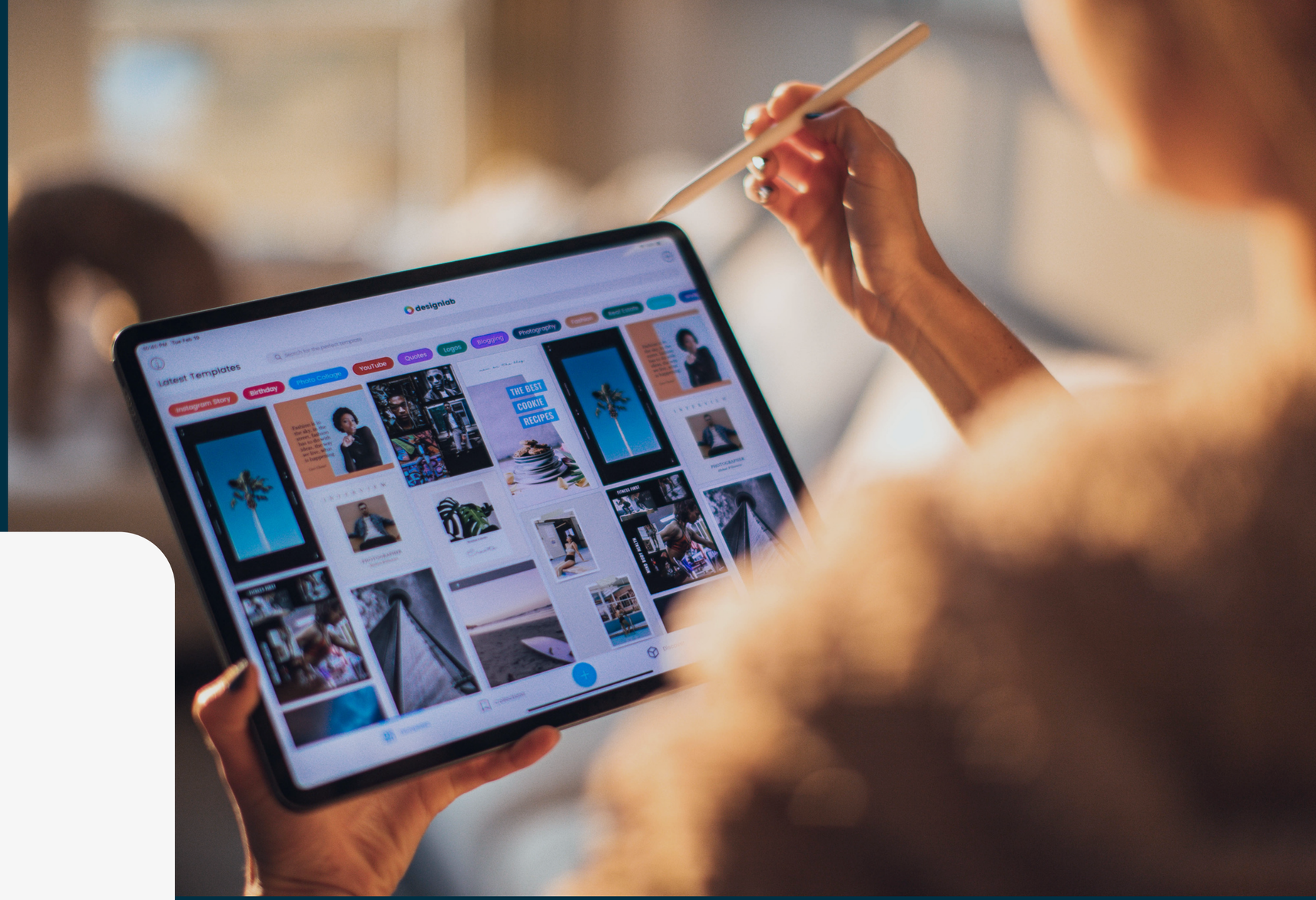

4 It's love!

#TEAMREVENUE

Entwicklungen im B2B-Marketing

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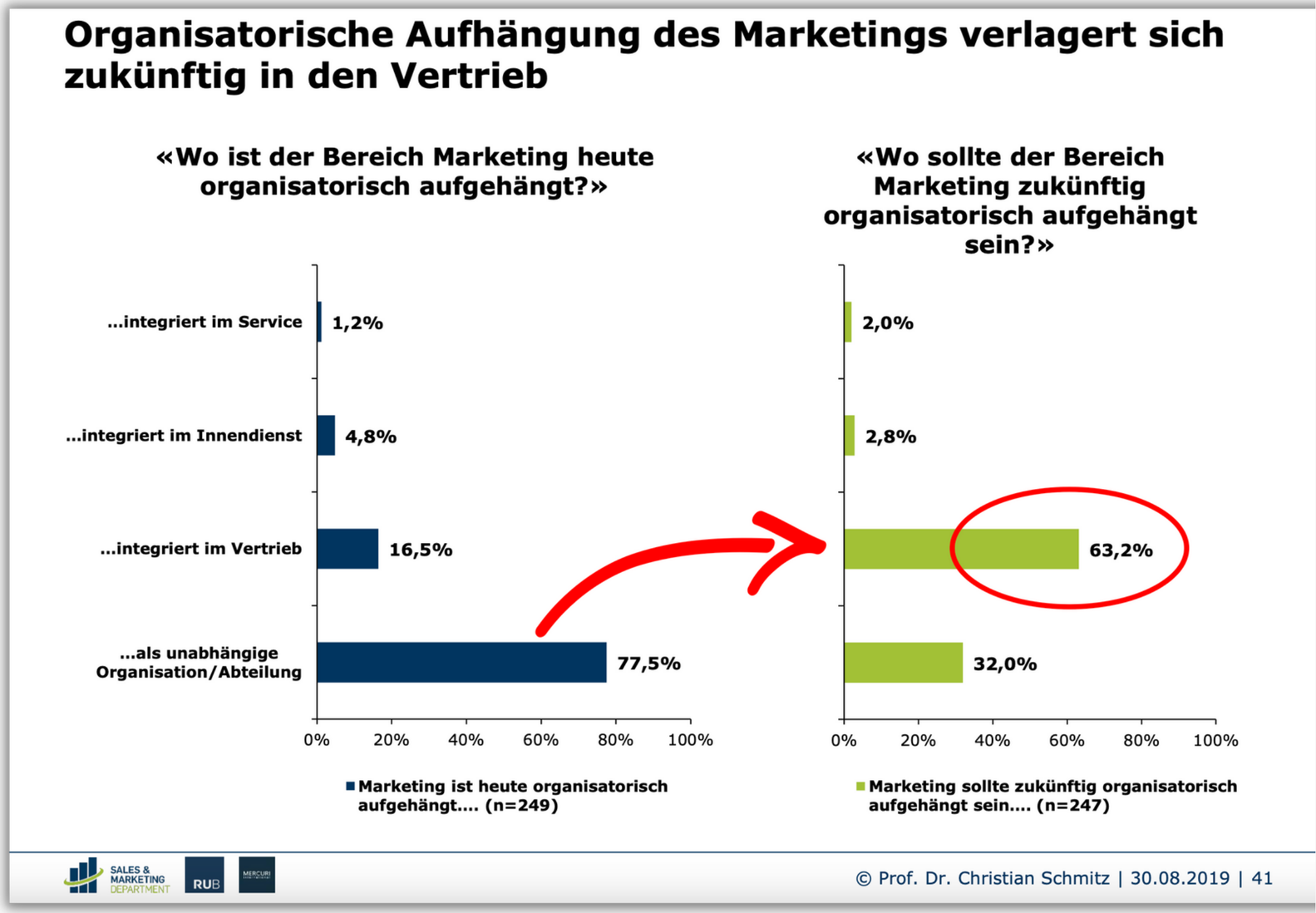
4 It's love!

#TEAMREVENUE



Quelle: Von der Buying- zur Selling-Journey: Erfolgreiches Management einer kundenzentrierten B2B-Marktbearbeitung in Vertrieb und Marketing.

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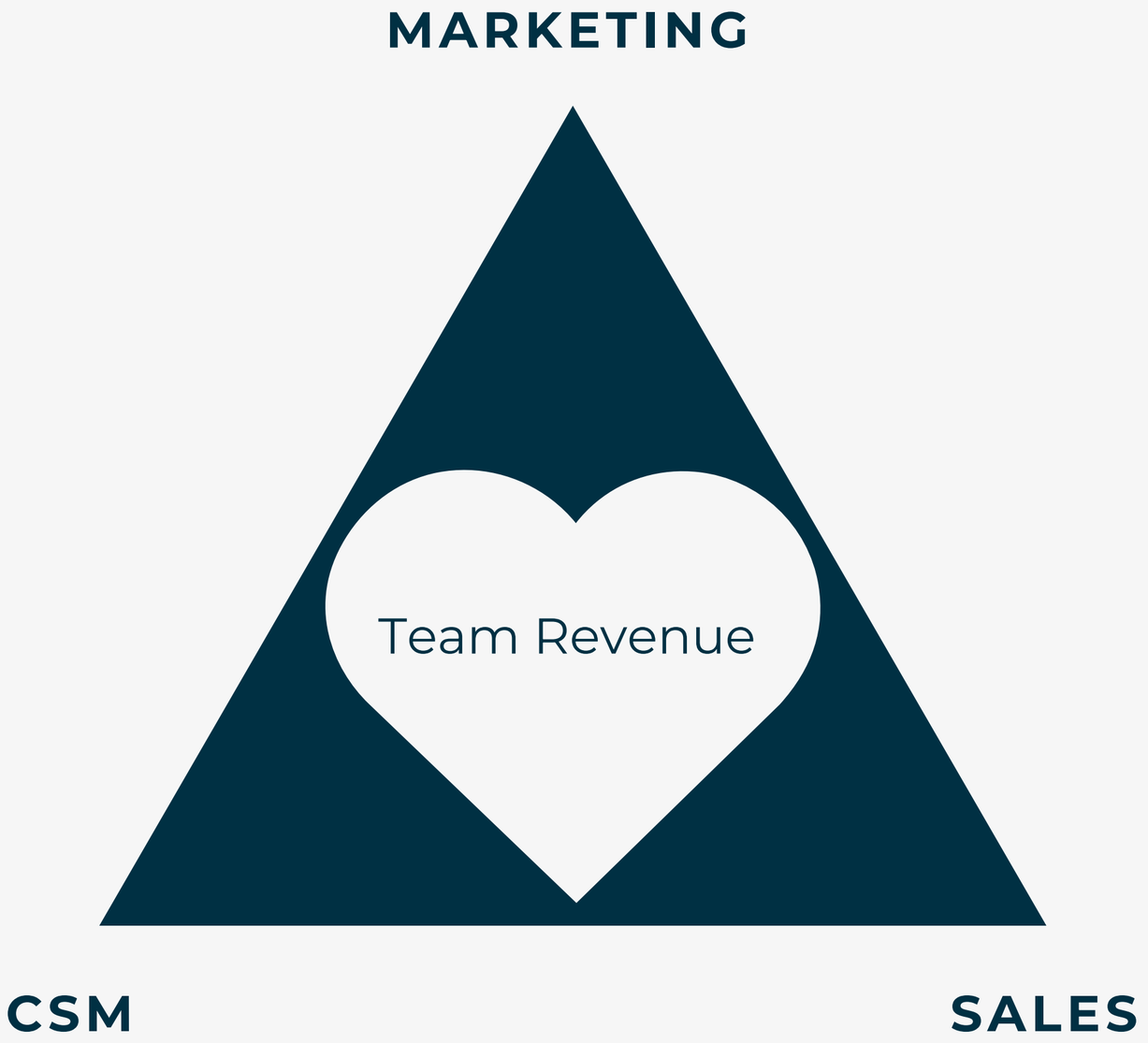
4 It's love!

#TEAMREVENUE



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4 It's love!

#TEAMREVENUE

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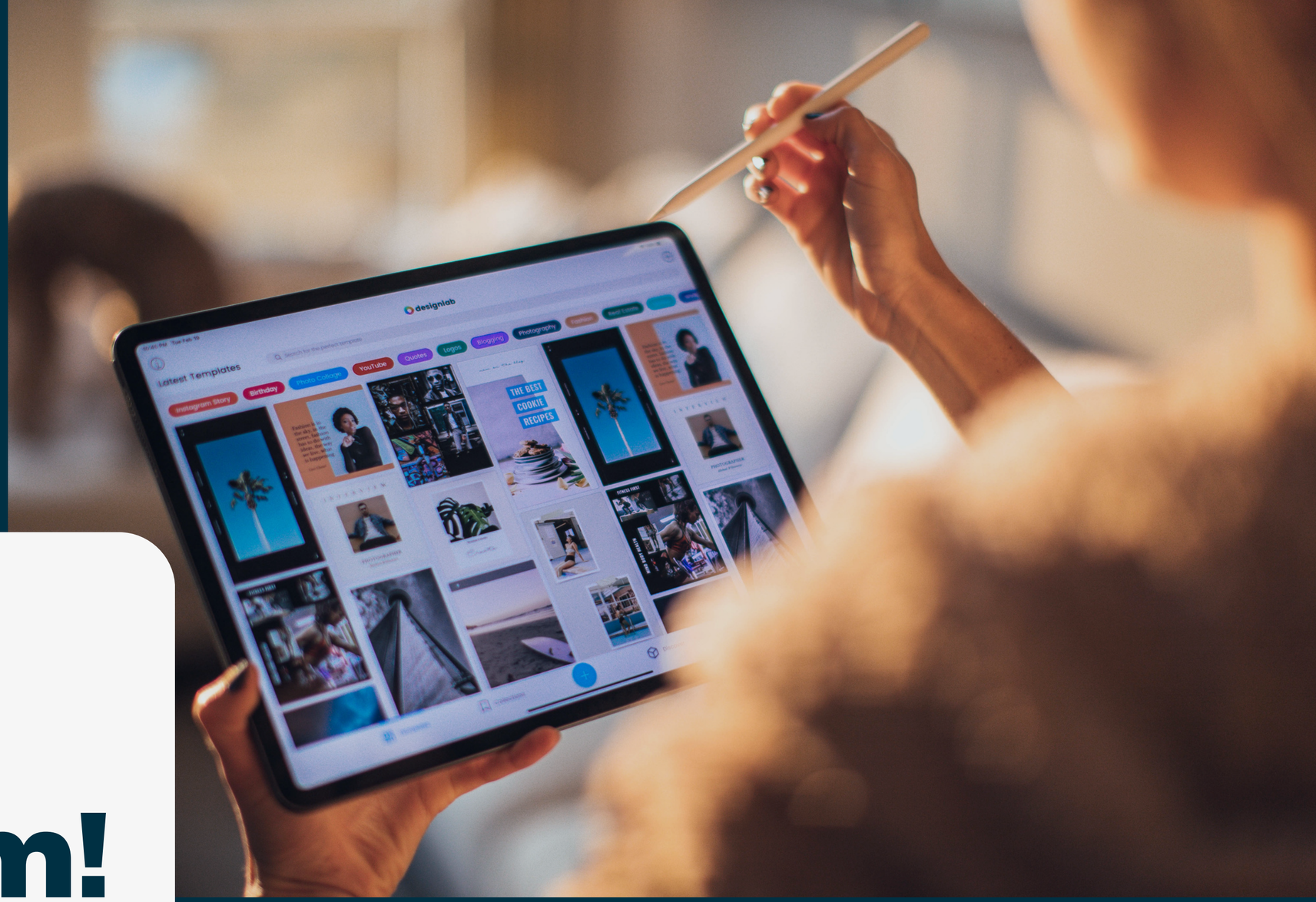

5 Yes, Scrum!

AGILES MARKETING

Entwicklungen im B2B-Marketing

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5 Yes, Scrum!

AGILES MARKETING

Probleme davor

- Daten- & Wissensilos
- Ständig wechselnde Prioritäten
- "Kannst du mal."-Mentalität
- Zu viele Task-Kanäle
- Deadlines verpasst
- Ad hoc-Situationen
- Ineffiziente Teamstruktur
- Performanceverlust
- uvm.

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"Scrum" Lite

Meeting-Struktur →

Daily
Sprint Bi-weekly
Review & Planning
Retro

Aufbau →

Ticketsystem mit Backlog
"Wonderland"
Story Points
User Storys

Tool →

Asana

Storytime 13

Status festlegen

Übersicht | Liste | **Board** | Zeitleiste | Kalender | Workflow | Dashboard | Nachrichten | Dateien

Teilen | Anpass

Filter | Sortieren | Ausblenden

Letzte Aufgabe erledigt: Gestern | Öffentlicher Link: Deaktiviert

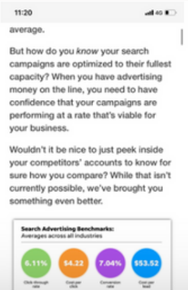
To Dos

30 Jun. 1

LinkedIn Ads Manager Zugriff
0,5 | Must | SEA
Montag

Linked: IMM Recap Post
0,5 | Could | SMM
Gestern

LinkedIn: Talk Patrick Silicon Saxony Day
0,5 | Should | SMM
Dienstag



Doing

Zielgruppenanalyse für LinkedIn
0,5 | Should | SEA
Montag

+ Aufgabe hinzufügen

Feedback

Vorabgespräch Interview Alice Fairantwortung
0,5 | Could | Content
Freitag

Google Ads Strategie
8,0 | Must | SEA
Montag 10

Pricing Page: Update
2,0 | Must | Organisation
Montag 3 3

Anton: Angebot (Leica, Videos, Teaser)
0,5 | Could | Organisation

SPRINT

Done

Coverage: Green Tech Festival
1,0 | Should | SMM
Gestern 4

Ad 2.0 Beiträge :: Advertorials >
Briefings erstellen
1,0 | Must | Content
Gestern 2 6

ings erstellen >
Briefing Keyword Anlageninventur. anzen Net)
0,5 | Must | Content
15 Jun. 3

Briefings erstellen >
Briefing Keyword Inventarverwaltung Circular Asset Tracking (FAZ)
0,5 | Must | Content
15 Jun.

+ Abschnitt hinzufügen

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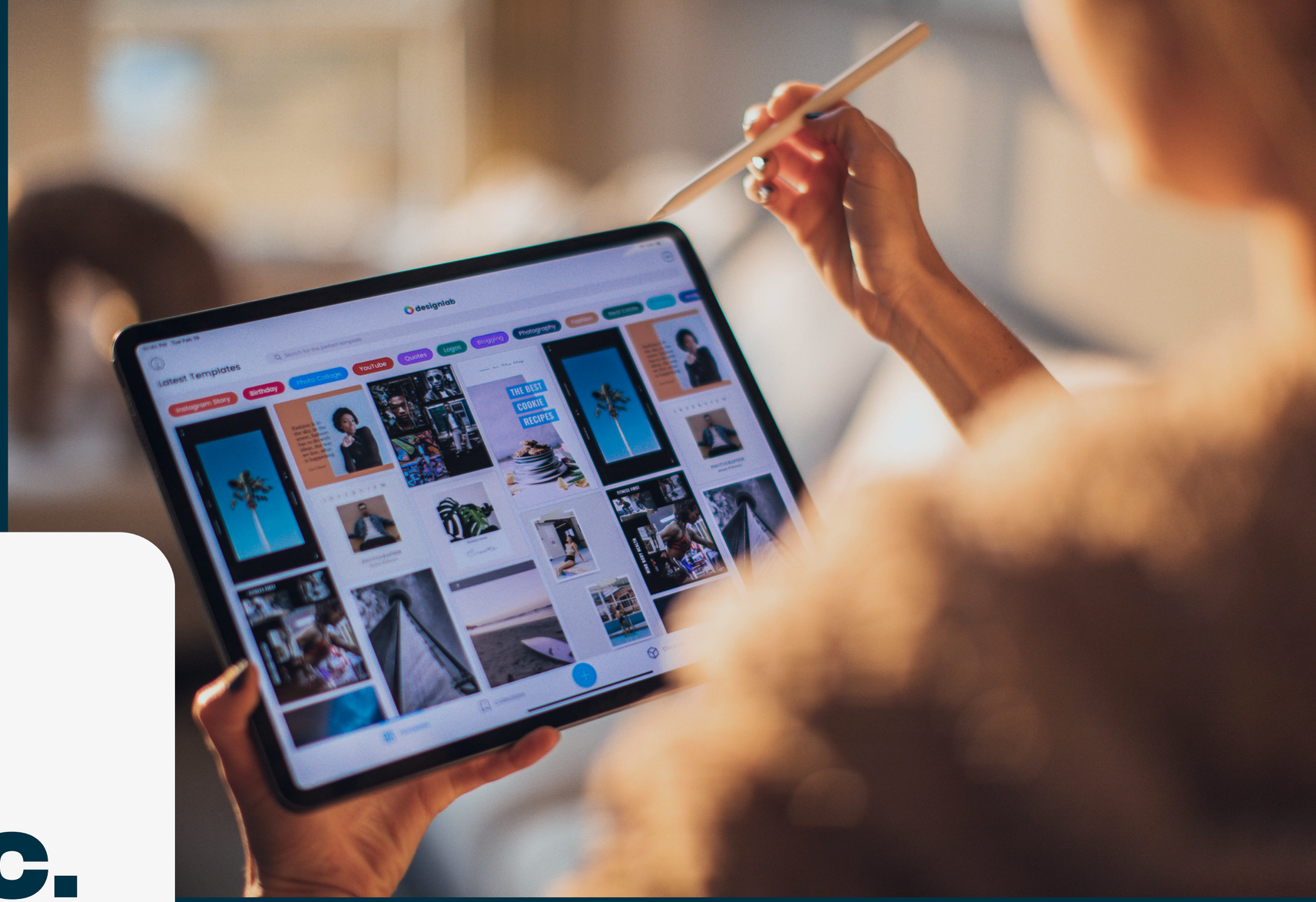

6 Our magic.

TECH STACK

Entwicklungen im B2B-Marketing

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6 Our magic.

TECH STACK

Werbeanzeigen & Performance

LinkedIn ads

Google Ads

ahrefs

Google Search Console

Google Tag Manager

Google Analytics 4

Texte & Media

ChatGPT

Canva

DeepL

loom

Social Media

LinkedIn

Meta

Prozesse

HubSpot

asana

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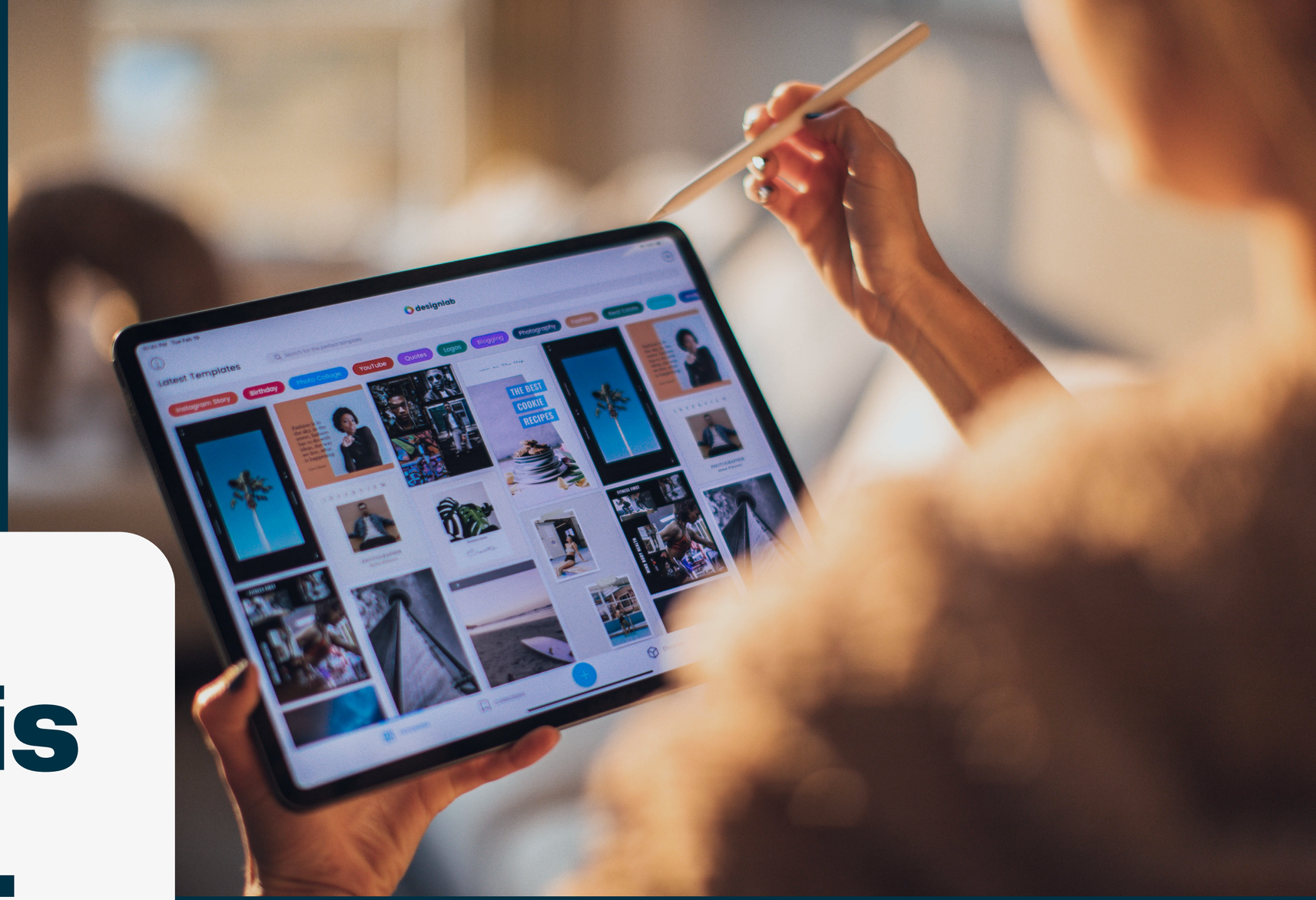

7 Less is more.

THINK SIMPLE

Entwicklungen im B2B-Marketing

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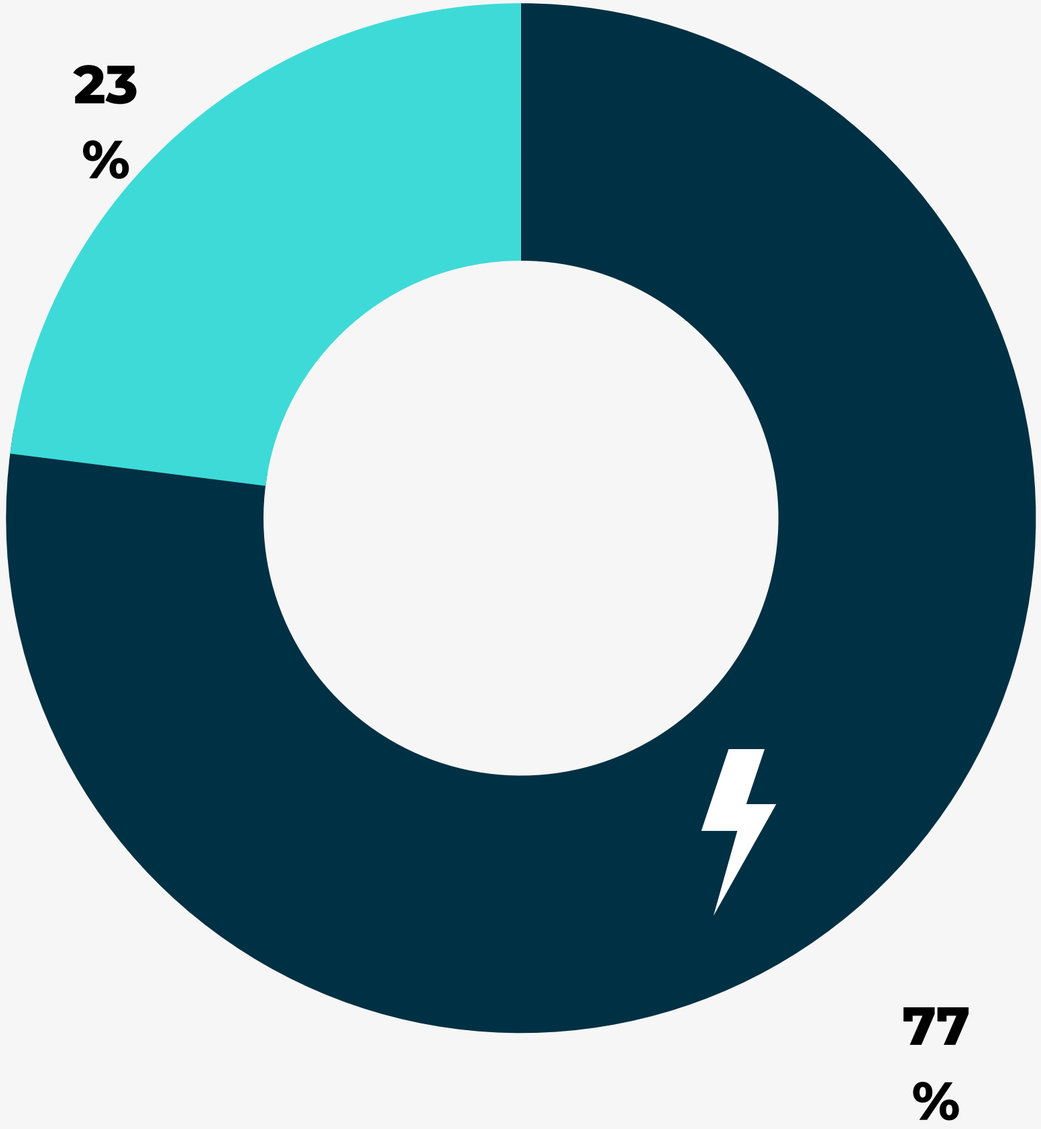
77%

der B2B-Einkäufer geben an, dass ihr letzter Einkauf sehr komplex oder schwierig war.



Quelle: www.gartner.com/en/sales/insights/b2b-buying-journey

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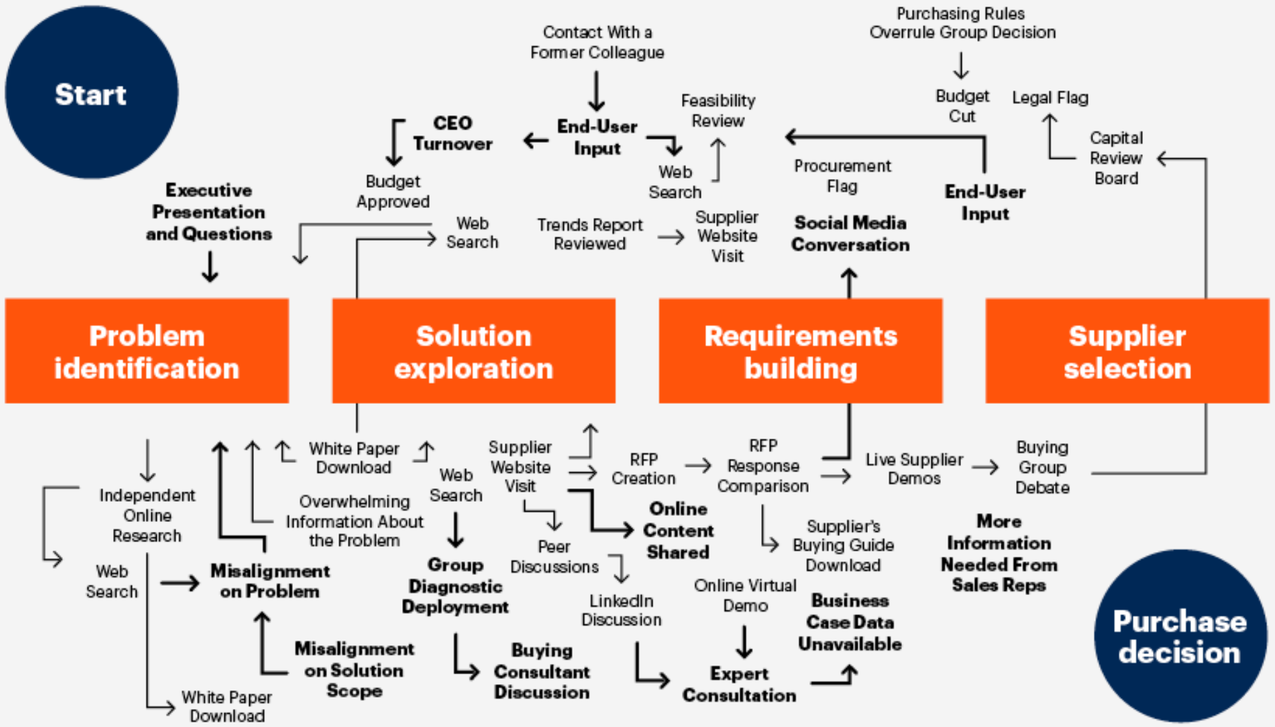
7 Less is more.

THINK SIMPLE

B2B buying journey

Illustrative



Source: Gartner

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Gartner

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"Think minimal. [...] Remember that a sea of choices is no choice at all. The more you can minimize your proposition, the more attractive it will be."

7 Less is more.

THINK SIMPLE

Ken Segall

ehem. Apple Creative Director

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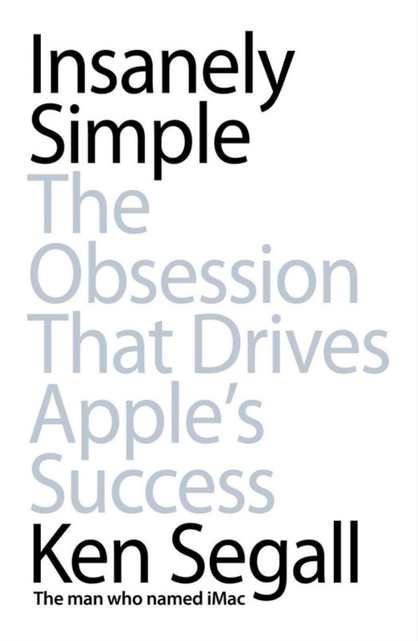

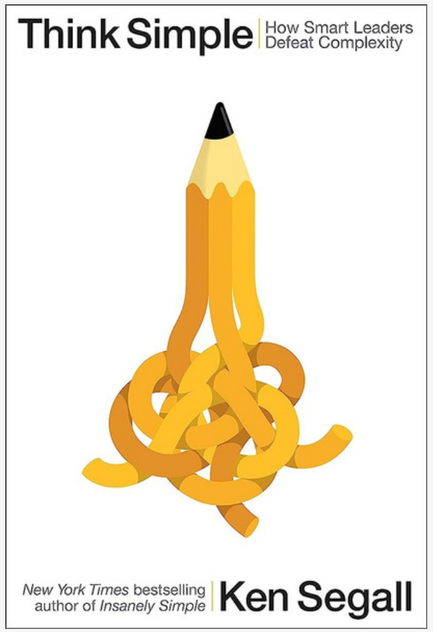

7 Less is more.

Insanely Simple: The Obsession that Drives Apple's Success

THINK SIMPLE

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Fazit

Wichtige Themen

1. Sales Funnel
2. Demand Gen
3. Social Selling
4.Team Revenue
5. Agiles Marketing
6. Tech Stack
7. Simplicity

T. HANKS

Zeit für Fragen

seventhings

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Aufzeichnungen