

B2B SUPERHUMANS

IT'S TIME FOR
H2H

MAN IS NO ROBOT

**THE TIME IS UP FOR
B2B MARKETING**

**HUMANS
DEMAND
MORE!**



PULSE.

L I M I T E D E D I T I O N

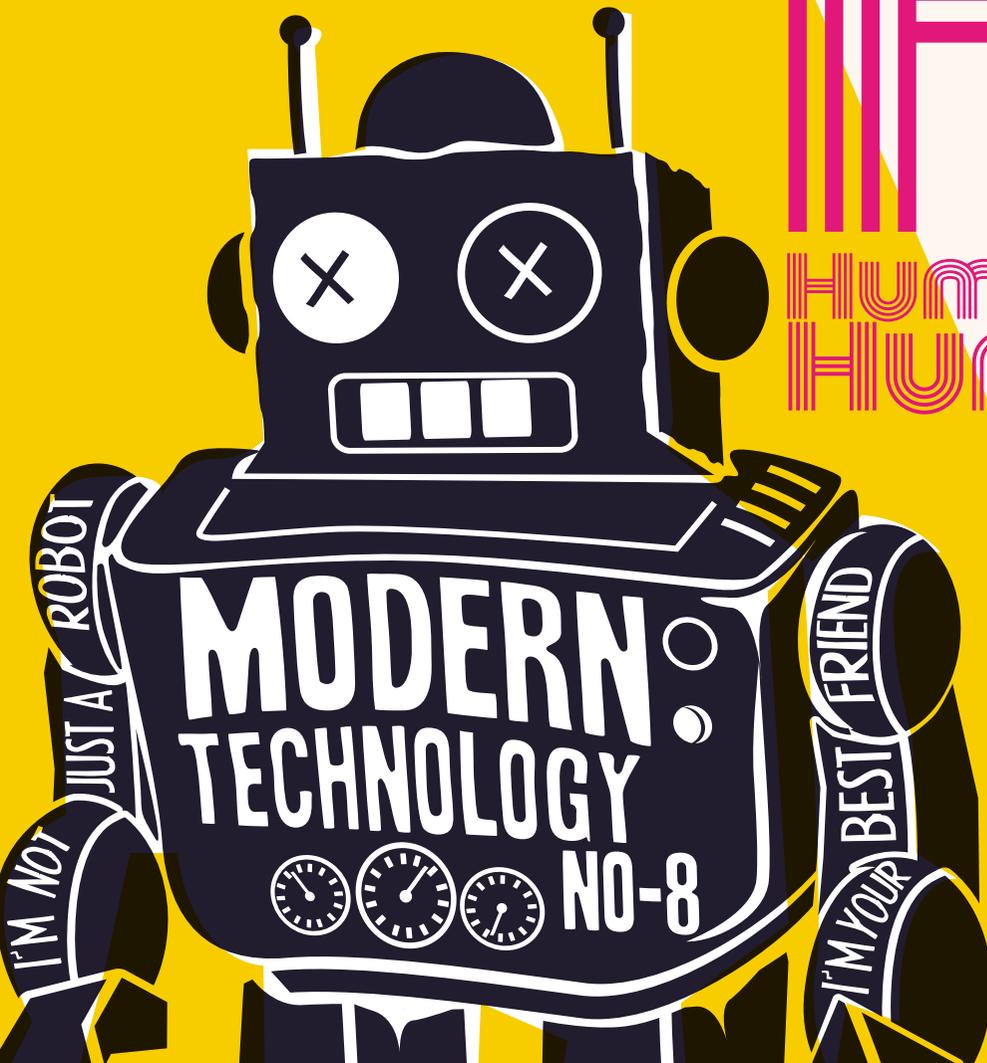
IT'S TIME FOR H2H

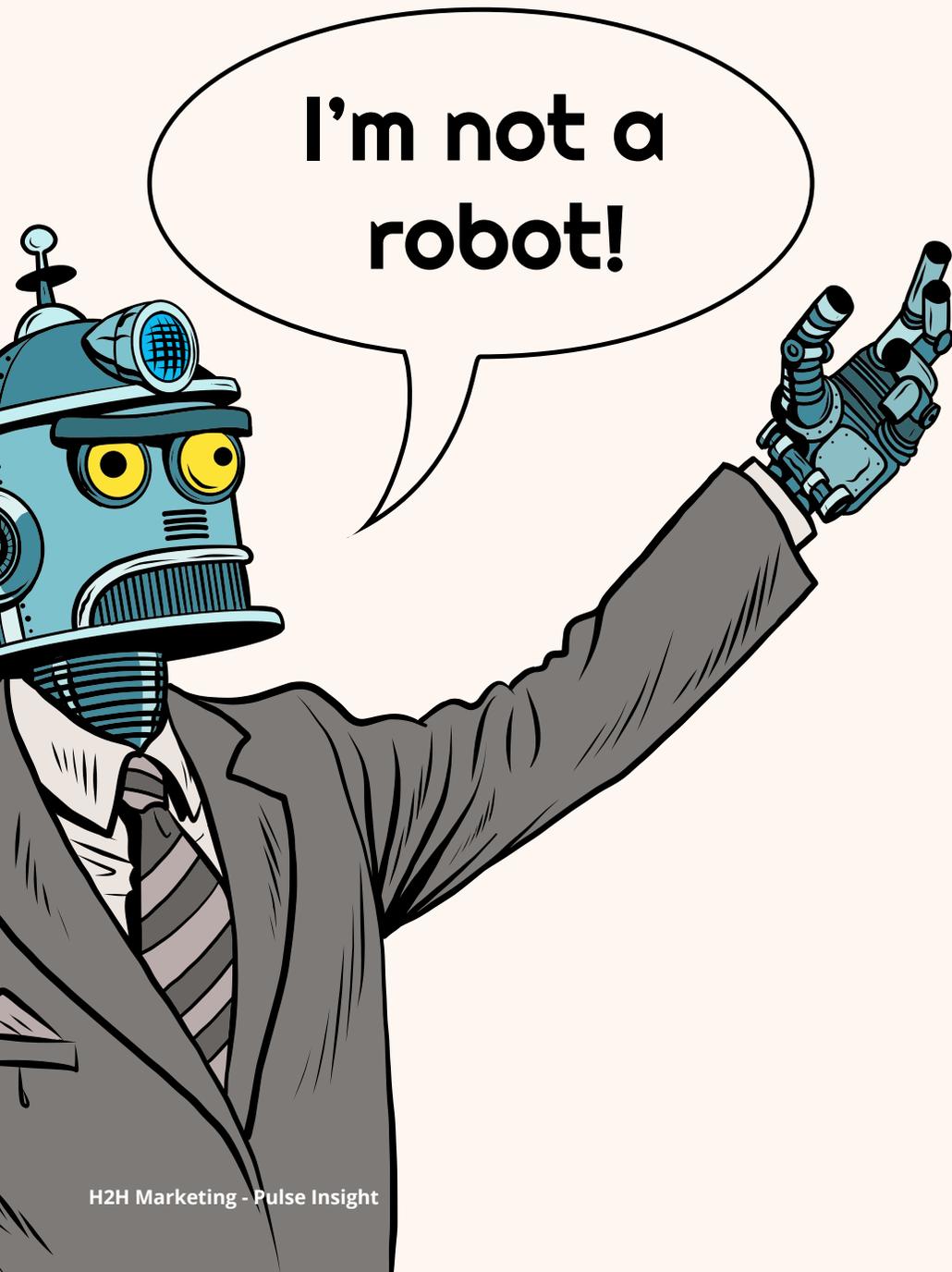
HUMAN TO HUMAN

In marketing, we are familiar with two guys: B2B and B2C.

These guys speak two distinctly different languages. One is fun and current, the coolest kid in the playground. The other is stiff and proper, stern and serious.

Historically, each was successful in winning business. They knew who they were speaking to and the best way to do so.





CALLING ALL B2B MARKETERS. IT'S TIME FOR A CHANGE

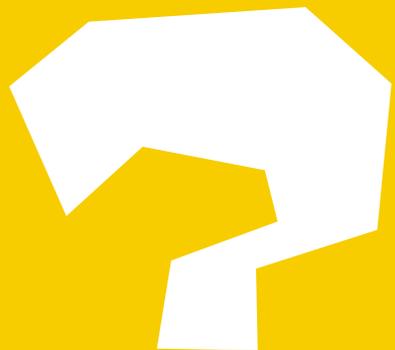
**MAN IS NO ROBOT
TIMES CHANGE AND PEOPLE TOO
LANGUAGE EVOLVES**

These communication constructs have become too complex and abstract. They talk to the customer as a 'business' or a 'consumer' and casually ignore how the customer has always wanted to be spoken to. As a 'human'.

It is humans that make up the workforce and humans can no longer put up with robotic communication. Responses are dwindling, customers are frustrated and businesses are suffering. They're hankering for a much more human conversation with your brand.



THE SILVER LINING?



THERE'S A GROWING OPPORTUNITY FOR SMART MARKETERS TO GET OUT IN FRONT WITH HUMAN CONVERSATIONS.

With 'optimising customer experience' being heralded as one of the biggest opportunities for B2B marketers, can you afford to deny your audience human conversations?

H2H is not a new concept in marketing. In B2B, we've known about it for years and maybe even think we're already doing it as much as we can. So, why then, are so many B2B marketers hesitant to really go for it with human conversations? Not sure where to start? Not sure how far to go? Not sure what it exactly looks like? In this B2B Humans issue we'll introduce you to the world of H2H marketing and the impact it could have on your business.

Looking for a step by step plan for implementing H2H?

Stay tuned for our guide!

THE SECRET TO SUPERCHARGING YOUR CUSTOMER CONVERSATIONS

**NO FANCY FORMULA. NO SUPER POWERS NEEDED.
SIMPLY HUMAN TO HUMAN CONVERSATION.**

But what is H2H? So much more than just taking a chummy tone in your emails.

H2H is saying the right thing at the right time in the right place, in the context of today. It is reintroducing natural elements of human interaction into the marketing conversation.

This means moving away from structure and framework and talking and responding to your audience naturally, in a language they understand. Like a real conversation.



This shift is happening in B2B but often, businesses are hesitant, not wanting to appear unprofessional.

However, embracing H2H positions your business ahead of the rest, giving you the competitive advantage over and above those still operating more traditional methods.

Bottom line, it's having an engaging conversation with your customers. And when a conversation is engaging, it can alter the customer's mindset. This is where H2H aims to be.

THE DIFFERENCE BETWEEN TRADITIONAL AND H2H

TRADITIONAL

- Hi, are you ready to buy?
- Hi, now are you ready to buy?
- Hi, how about now?
- Hi, you must be ready to buy?
- Hi again, are you ready to buy?
- What about now?
- Seriously, not ready yet?

H2H

- Welcome! Here's what to expect
- Check out this interesting article
- Here's a cool video you might like
- See our latest offering
- Share this with friends / colleagues
- Here's what your peer group are reading
- Download our new whitepaper
- Hi, are you ready to buy?
- More cool content
- Join us at our event
- You like X, why not check out Y
- Fun ways to learn more
- Take this survey
- Here's a 10% discount

Hi, are you ready to buy?

See our latest offers?



The H2H approach is like the dialogue between two good friends. It's natural and there is trust, understanding and compassion, leading to stronger relationships. And subsequently, more sales.

WHY IS H2H NEEDED?

H2H is needed because, whether you're in B2B or B2C, traditional marketing messages are just not cutting it with customers...

WE ARE EXPOSED TO OVER
5,000
MESSAGES
PER DAY
WE ONLY REALLY
NOTICE
86
ENGAGE
WITH
12
OF THESE

WE ENGAGE WITH
LESS THAN
0.24%
OF THE ADS WE SEE
PER DAY

THIS 'ONE SIZE FITS ALL' METHOD OF COMMUNICATION IS A DYING BREED. YOUR AUDIENCE WANTS TO TALK HUMAN, NOT BUSINESS

As consumers, we know when we are being targeted and can now spot when brands aren't talking to us personally. B2B marketers often blast 'batch' communications to their audience and this does not go unnoticed. In an effort to talk to everyone, they often talk to no one.

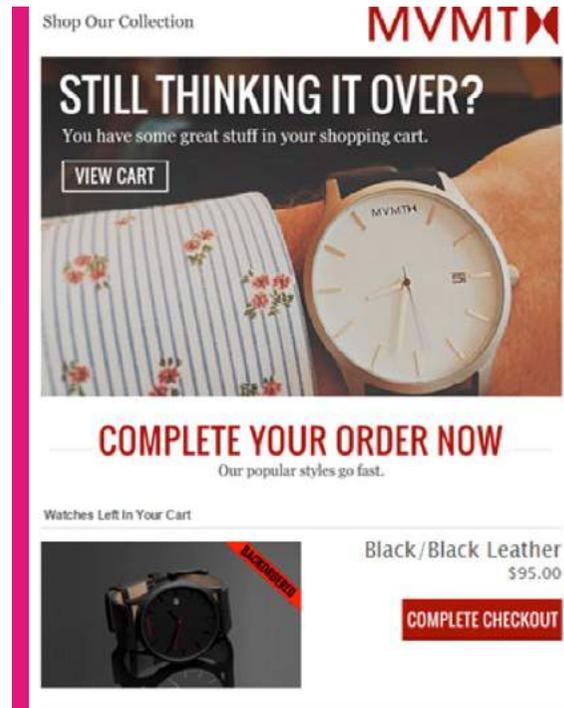
What does H2H look like?

The driving force behind H2H is personalisation – creating content that speaks to your customer individually, engaging them appropriately at every level.

H2H EXAMPLES FROM CONSUMER BRANDS

Example 1

This is a trigger email that a customer received after abandoning their online shopping activity. Where the traditional marketer asks 'are you ready to buy?', the H2H marketer puts themselves in the mind of the customer, acknowledges where they are in the cycle and asks if they are 'still thinking it over?'. By contextualising your marketing in this way, you can synchronise your efforts to the behaviour of your customer.



Example 2

Here, the subtleties of human dialogue allow the marketer to get away with more without coming across too strongly. Be bold. Be brave. Be human. Tease them back in.



IS H2H RIGHT FOR YOUR BUSINESS?

If you work in a business concerned with maintaining a corporate tone of voice and image, it's easy to think of the H2H conversation as:

- Too casual and not professional enough
- Not having enough key content
- Without the support of marketing operations technology

YES Customer experience is inseparable from business performance.

94% of businesses are saying that personalisation is critical to their success – the better your customer experience, the better the performance of your business.

These conversations are more casual and aren't as content heavy as traditional B2B or B2C. This is what makes them a conversation worth having.

BEFORE YOU GO

- We only notice 0.24% of marketing messages per day - if you're using traditional marketing, it's time to change the chat.
- However serious your business, H2H conversations are intrinsic to good customer experiences. And good customer experience is a surefire way to ensure sales.
- H2H is not just the words you use but how and when you talk and respond to your audience.

Sources:

1. Econsultancy, 2. Econsultancy,
3. Media Dynamics, 4. Yankelovich study

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