



**Captivate, Convert, Advocate:
The B2B Engagement Nurturing Strategy**

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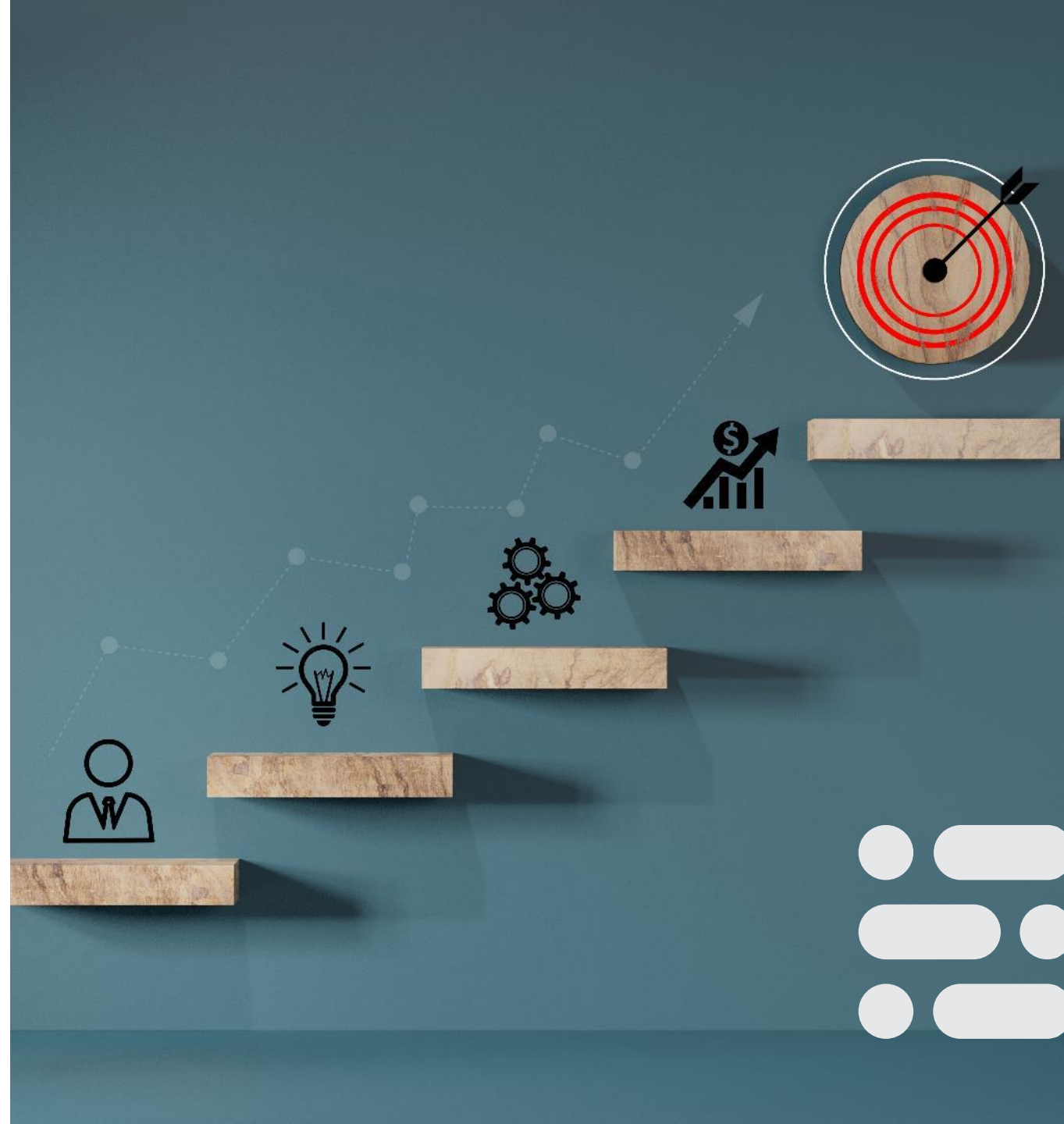
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Introduction

Today's B2B clients seek data-driven yet custom-made experiences that reflect their personal choices. To stand out and impress such clients, service providers have to revamp their B2B customer journey into a key differentiator.

One of the strategies is offering customised content and experiences. Executed well, such a strategy can convert consumers from mere brand users to enthusiastic brand advocates.

In order to flourish amid fierce competition, companies engaged in B2B operations should emulate their B2C counterparts and embrace the power of client engagement. They should take charge of their B2B customer journey with a view to captivate clients and form loyal customers to reap long-term rewards.



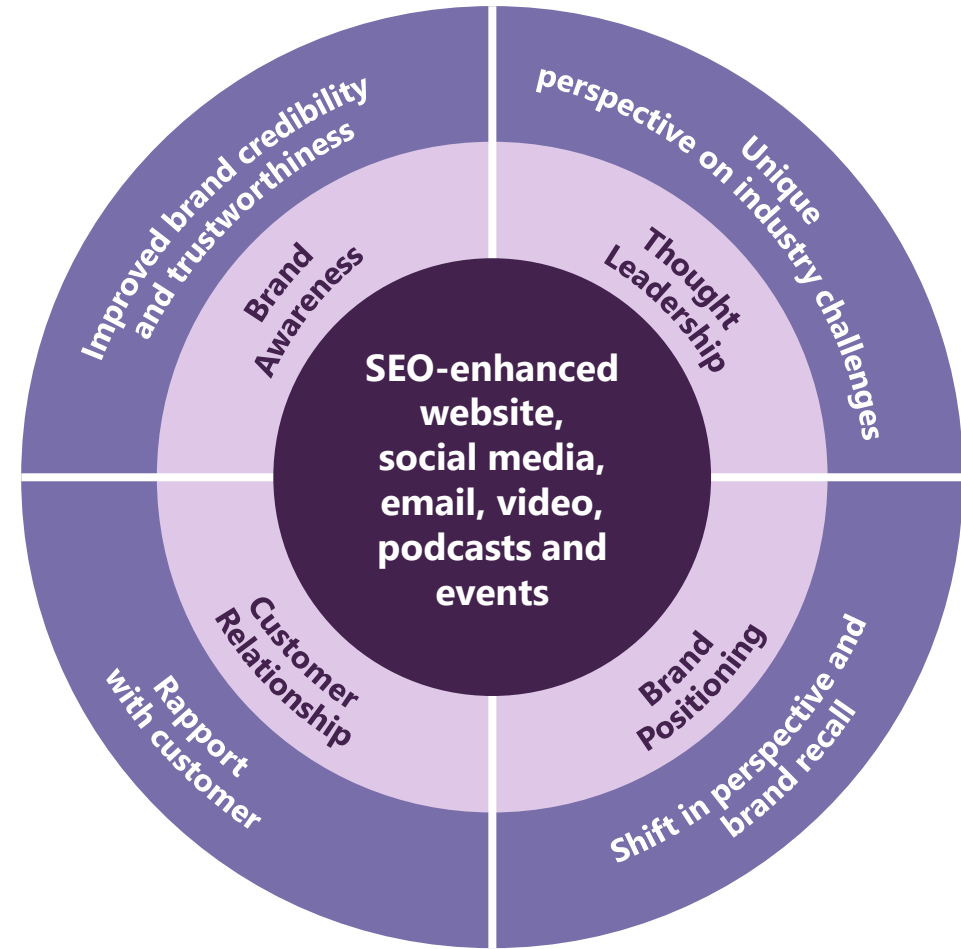
Is awareness the first step towards Advocacy?

In a dynamic business landscape, the process of fostering advocacy starts with establishing robust brand awareness. Businesses need to be proactive in ensuring that clients are not just familiar with their products and services but deeply connected to their brand identity.

This goal can be achieved through a strategic blend of modern marketing initiatives, using channels such as social media campaigns, content marketing and digital advertising. Email marketing and search engine optimisation are other channels that can play a significant role in expanding brand reach and engagement.

Effective use of these channels can help create a crucial foundation that companies can use to thrive in a competitive market and create enthusiastic brand advocates.

Most effective digital marketing channels - from creating awareness to developing relationships



Marketing channels What organisations want Desired impact on prospect

Undeniable strength lies in face-to-face client interactions

Client engagement emerges as a pivotal factor once awareness takes root. Gone are the days of one-sided communication; today, it is all about identifying customers' needs and pain points, fostering dialogue and encouraging collaboration.

Delivering interactive experiences is critical for strengthening client engagement. To achieve that, companies must deploy a range of powerful engagement strategies, such as sparking conversations on social media, crafting personalised email campaigns, and holding interactive bespoke discussions and one-to-one client workshops.

Companies must value customers' queries, concerns and suggestions to strengthen trust, satisfaction and relationships.

49% marketers report using in-person events as a preferred means to get in front of their customers

48% marketers believe that in-person events produce the best results

47% marketers believe that virtual events / webinars produce the best results





Customer-Centricity Redefined

Crafting Authentic Customer Experiences

Personalisation lies at the core of meaningful engagements. Firms should strive to look beyond profits by understanding their clients' unique needs, preferences and concerns.

Companies can leverage cutting-edge technologies like artificial intelligence and machine learning to harness customer data but focus on crafting highly targeted strategies. Personalised content, recommendations and offers reflect a commitment to delivering genuine value.

Sustainability could be a guiding principle that helps forge lasting connections that resonate on a deeper level. Businesses should champion transparency and ethical practices that align with their customers' values.

Source: [McKinsey & Company- The value of getting personalisation right or wrong is multiplying](#)

71% of consumers expect companies to deliver personalised interactions.

76% get frustrated when this doesn't happen.

The New B2B Paradigm

A Strategic Transition with Technology and Data

Considering the digital-savvy nature of today's B2B buyers, firms must redefine their traditional sales funnels.

They should develop a research-driven path to guide them through a seamless and purposeful journey.

They should also aim to create a community where business and societal well-being converge harmoniously.

Marketers should shift from

Lead-centric approach

Account-based approach

Reactive engagement

Proactive engagement

Random individuals

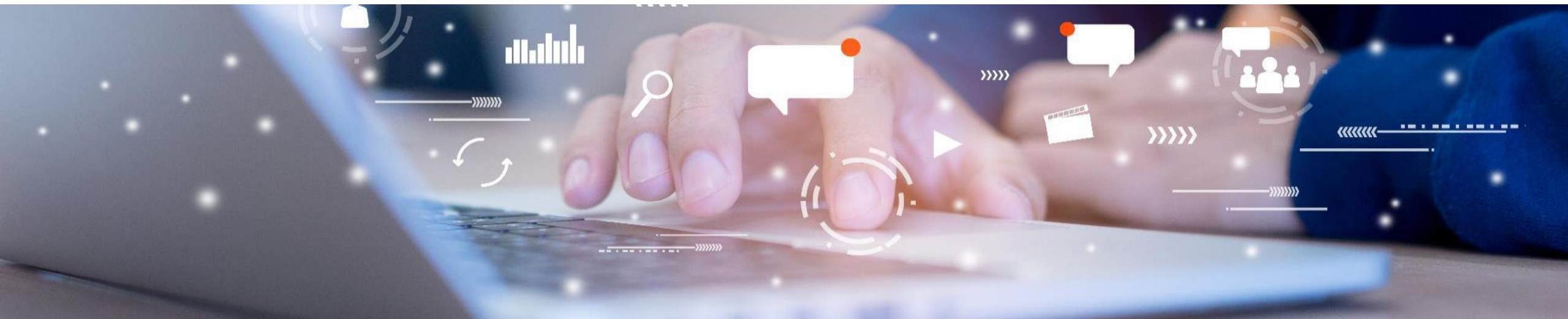
Decision makers

Use of marketing-only data

Combination of sales and marketing data

Manual interventions

Technology and automation for data and insights



From Transactions to Relationships

Nurturing Customer Accounts with Value

Nurturing involves value delivery by creating awareness and providing support. By proactively educating customers about products, services and industry trends, using channels such as blog posts, video tutorials, webinars and knowledge bases, firms can convert clients into trusted advisors.

Exceptional day-to-day customer support is equally vital. Therefore, **B2B firms should swiftly address queries, resolve issues and provide proactive assistance to reinforce trust in their brand and turn customers into loyal advocates.**



Transparency

Provide concise details on products, services and processes, as well as project updates

Timeliness

Ensure reliable delivery for dependable service

Quality

Use uniform procedures and quality parameters that consistently fulfill customers' objectives

Pillars to foster customer value

Cost-efficiency

Optimise business processes and resource management for increased profitability

Response

Identify and meet customers' changing needs

Moving beyond the obvious

The Rising Demand for Purpose

Since the pandemic, there has been a significant change in customer attitude. **Their motivations extend beyond price and quality, and they expect companies to address their broader needs and expectations.**

This creates a need for providers to represent a cause greater than their products and services. The most prominent shift to be factored in is sustainability, which has now become a mainstream concern.

Businesses' main focus should be on creating value for customers through environmental sustainability, social impact, ethical sourcing, energy efficiency and waste reduction. By prioritising these values and aligning them with clients' needs, they can establish enduring partnerships that drive mutual success and contribute to a better world.

79% of customers are altering their purchase preference based on providers' social responsibility, inclusiveness, and / or environmental impact

References:

1. [LinkedIn- Why brands must align with customer values - starting with sustainability](#)
2. [GlobeNewswire- Capgemini press release](#)



The power of day one list in influencing purchase decision

- In the B2B market, buyers place great importance on previous vendor experience and value recommendations from trusted colleagues. Therefore, influencing decision-makers emerges as an effective tactic.
 - A strong digital presence, extending beyond websites, is crucial. Buyers also turn to industry publications, analyst firms like Gartner, IDC, etc., and review websites for information that helps shape their decision.
- Product demos and in-person events create significant opportunities to connect, educate and build trust with potential buyers.
 - Organisations that neglect investment in demos risk losing potential buyers, as demos are a highly valued source of information at the consideration stage.
 - A captivating product vision and roadmap can leave a lasting impression on buyers and influence the decision-making process.
- The path to purchase commences long before product features and pricing considerations are available.
 - Engaging with prospects early in their research phase, understanding their preferences, and molding their buyer journey through curated content / interactions help cultivate brand preference and position oneself as a trusted partner.

80–90% buyers have day-one list (set of vendors in mind) before they do any research

90% of them ultimately choose a vendor from their day-one list

72% chose vendors who outperformed in demos and trials



Empowering customers to become brand ambassadors

- Client advocacy holds immense significance for businesses. When B2B customers become brand ambassadors, they actively and enthusiastically endorse a company's products or services to others within their professional circle.
- This advocacy is rooted in their positive experience and unwavering belief in a brand's value. It goes beyond mere satisfaction, representing authentic loyalty and trust.
- Client advocates are valuable assets, as their word-of-mouth recommendations carry substantial influence and credibility, resulting in new leads and improved conversion rates.
- Furthermore, client advocates offer valuable feedback and insights, which help companies to refine their offerings and gain a deeper understanding of customers.

Ways to Empower B2B Customers as Brand Ambassadors



Exceptional Customer Experience

Provide an outstanding customer experience at every touchpoint to increase brand affinity



Share Success Stories

Highlight B2B customer success to inspire others to become brand advocates



Partnership Opportunities

Offer co-marketing or partnership chances to foster loyalty and a sense of ownership



Recognize and Celebrate Advocacy

Publicly acknowledge and appreciate customers who advocate for your brand

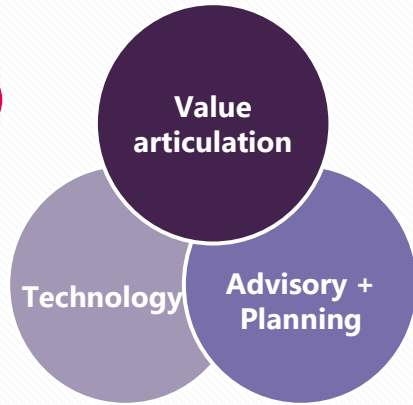
Influencing Minds, Driving Loyalty

Transforming Prospects into Advocates

	Awareness	Consideration	Conversion	Value Realization	Loyalty & Advocacy
Buyer pain points	<ul style="list-style-type: none"> Unaware of the solution Aware of the potential solution but looking for provider 	<ul style="list-style-type: none"> Differentiating between products Which vendor to trust Too many options 	<ul style="list-style-type: none"> Budget constraints Integration and Implementation Risk and Uncertainty 	<ul style="list-style-type: none"> Technical Support Performance and Quality Concerns Scaling and Customization 	Ideal stage
Buyer's state of mind	<ul style="list-style-type: none"> Need is realized Buyer is exploring solutions and realizes that product X can solve it 	Buyers compare options based on price, features, and implementation ease	Buyer is evaluating the solution against business priorities	Buyer wants to realize value from the solution	Buyer gives opportunities of cross-sell and up-sell to the vendor
Sentiment	Overwhelmed but engaged in solving his need	Proactively seeking the ideal solution	Excited to find a solution but indecisive of the solution to choose	Recognizing the benefits obtained from the solution	Buyer is delighted with the service and wants to promote it amongst its peers
Values that matter	Establish a strong presence in the market	Highlighting unique features and a compelling value proposition differentiates the brand from competitors	Offer tailored solutions, competitive pricing, and share success stories to create business value	Seamless integration and implementation, reliable performance, exceptional customer support, and scalability	Offer personalized support, involve in product improvement, and early access to products
Touchpoints	Website, Social Media posts, Analyst reports, Blog posts	Thought leadership content, Roundtable discussion, Emails, Social Media posts, Product videos	1-to-1 Client workshops, Solution demo	<ul style="list-style-type: none"> Training and Adoption content Customer support 	Co-marketing initiatives - showcasing their success on from of case studies, testimonials, etc.
KPIs	<ul style="list-style-type: none"> Meetings scheduled (Leads logged) Website visits Asset downloads # Clicks/ Likes 	<ul style="list-style-type: none"> Opportunities identified Engaged traffic 	<ul style="list-style-type: none"> Average deal size Cycle time Deals closed 	<ul style="list-style-type: none"> CSAT Average resolution time First contact resolution 	<ul style="list-style-type: none"> NPS Renewals New business Referred users

How Evalueserve helps enterprises to formulate their engagement program

Foundation



Value articulation

By industry experts with a research backed approach

20 years+ experience and deep industry know how

Advisory + Planning

Technology

MarTech expertise to Identify and recommend tools and technology

AI-powered digital platforms

Strategic Pillars

Strategy and Planning

Insights and Intelligence

Content Value Articulation

Client Engagement

Measurement and ROI

Derived Business Value

Improved acquisition

Accelerated pipeline growth

Improved cross-selling

Higher and faster close rate

Increased deal size

Higher ROI

Build relationship



Foster reputation



Drive value



Build brand advocate

Provides 360° Marketing Enablement Support



Strategy & Planning

End-to-end planning and execution of the ABE program and process engineering to meet organizational goals:

- Understanding client's challenges
- Building Effective GTM Roadmaps
- Account Segmentation
- Process re/engineering



Insights & Intelligence

Analytics and insights to identify and uncover account know how to shape your ABE strategy:

- Market Ecosystem Watch
- Account Intelligence
- Company/ Executive Profiling
- Competitive Intelligence



Content Value Articulation

Craft a research-backed value proposition for the target audience, creating a competitive edge:

- Thought Leadership
- Whitepaper
- PoV
- Video Contents/ Podcast
- Creative Designing



Client Engagement

Strategizing a meaningful and interactive experience that resonates with customers, drives their interest, and encourages them to act:

- Interactive marketing collaterals
- Multi-channel campaigns
- 1:1 Workshops



Measurement & ROI

Developing a measurement framework to measure, optimize and scale faster

- KPI measurement across RRR – Relationship, Reputation, Revenue
- Performance dashboard for sales and marketing alignment

Evalueserve and its clientele work in synergy for measuring the outcomes

Mind +
Machine
Ecosystem



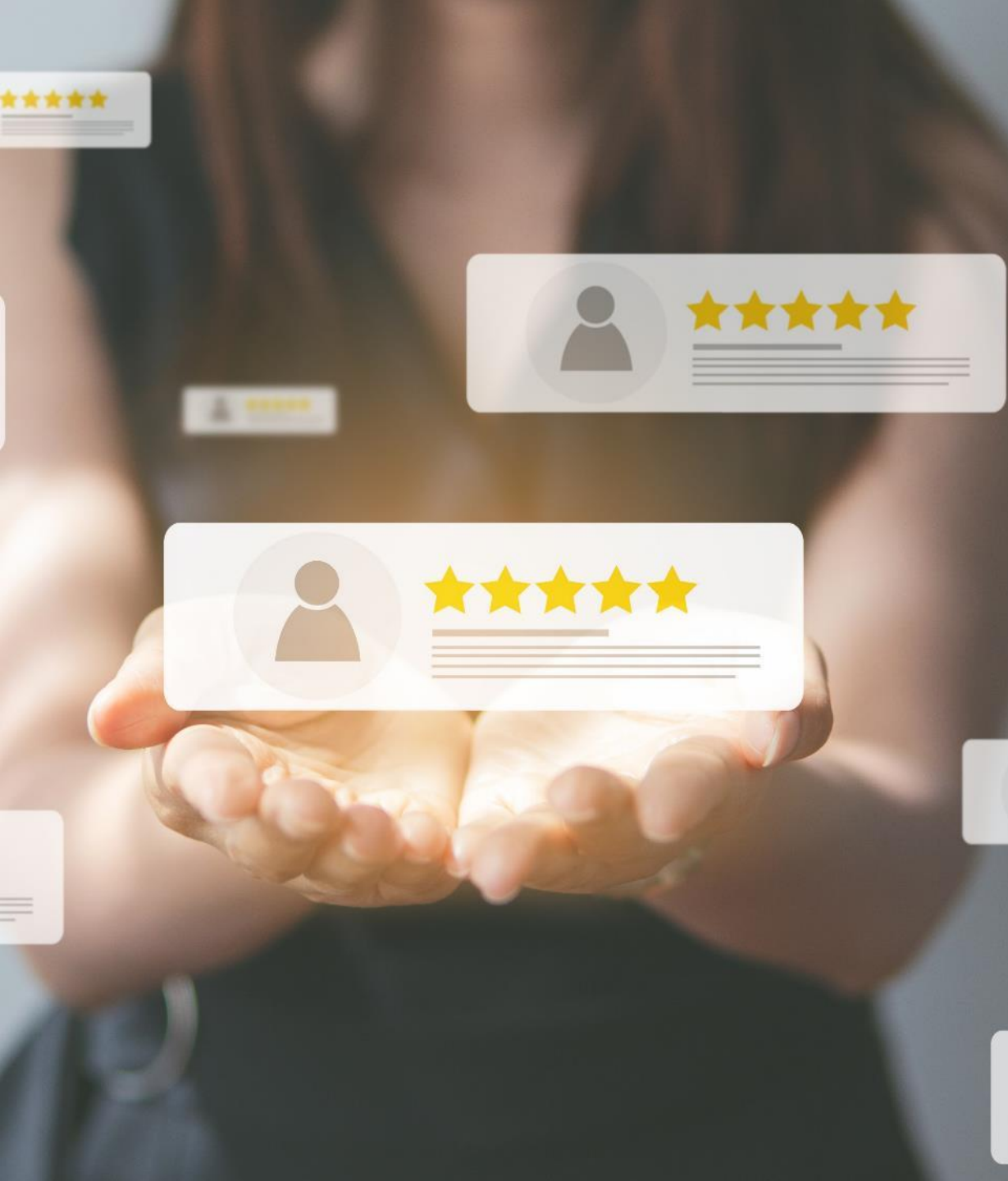
Insights Expertise

Domain Expertise

Data Analytics

Strategic Partnerships

Technology and Insights Delivery Platform



Conclusion

A customer journey is a series of stages that customers go through as they interact with a business.

Nurturing customer accounts from awareness to advocacy is a multifaceted process that requires effective engagement strategies. By actively involving customers, delivering personalised experiences, providing value through education and support and empowering them to become brand advocates, businesses can create long-term relationships and drive growth.

Successful customer engagement is the foundation of customer loyalty, advocacy and sustained business success.

Mentors



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Deepesh is a seasoned leader with 18+ years of experience in business development, crafting effective strategies, and enhancing client value & experience



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