

# B2B Marketing – Comfortably Uncomfortable



# B2C and B2B Convergence



- ✓ The gap is closing between B2C and B2B marketing
- ✓ Bringing consumer like expectations into professional roles
- ✓ This trend will continue to increase as demographics shift and consumers interactions are shaped by B2C experiences

# Marketers Challenges



- Increased demand for content
- Proliferation of multi-channels
- Product centric vs customer centric
- Big (Antiquated) Data
- Incongruent Marketing IT
- Pressure to demonstrate ROI

# Increasingly difficult to differentiate product



- Increased commoditization. Shift focus away from product features
- Target audience is bombarded with content daily
- Marketers are feeling pressure to deliver a personalized experience

# Step 1: Become customer obsessed

How much do you truly know about your audience's preferences:

- Demographic
- Frequency
- Source
- Format
- Channel



# Step 2: Storytelling



- Deliver a simple and easy to understand message. B2B marketers often over complicate their message. A more technical sale should not equal more jargon
- The ‘consumer’ insights you gather should reveal what your product or service does for the buyer on an emotional level.
- How does it help them do a better job? What are the buyer’s challenges, motivations, and fears?

# Step 3: Customer Advocacy

- Like it or not, you are the customer advocate in your organization
- In next 5 years, the priority to deliver a superior customer experience will replace content marketing
- Start small, form CX teams, discover pain points, and create momentum



# Thank you!

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