

EFFECTIVE DIGITAL MARKETING

March 30, 2017



We are marketing strategists who deliver critical business insights and stellar campaigns that drive results.
At Advance 360, our results are real.



WHO WE ARE

ADVANCE
PUBLICATIONS

American City
BUSINESS JOURNALS

CONDÉ NAST

Cable
Television

Charter
COMMUNICATIONS

Discovery
CHANNEL

Websites

 **reddit**

Media
& Data

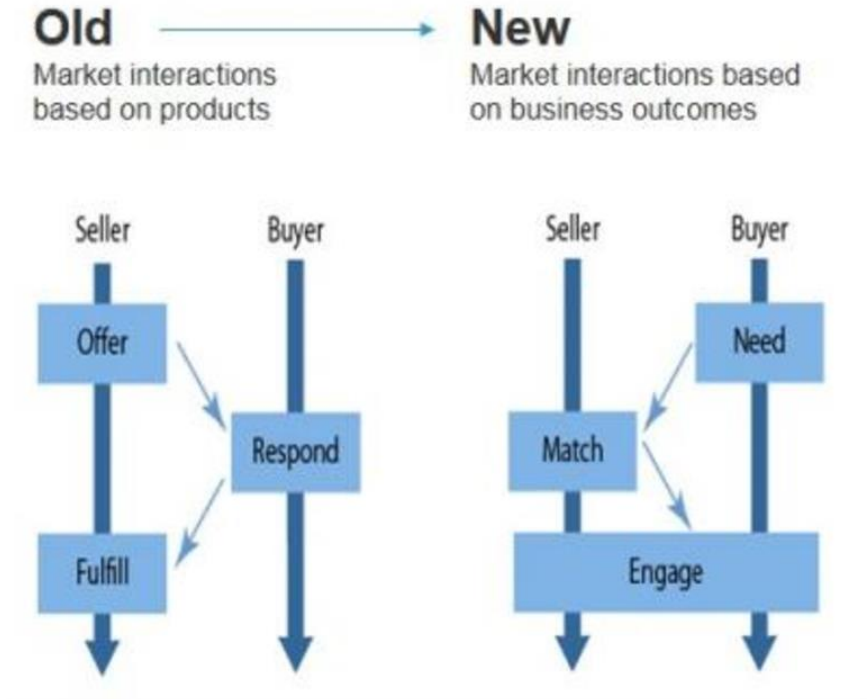
1010 data



Discussion questions

- Do you understand the decision journey of your clients and prospects?
- How can you disrupt your current marketing strategy to engage them more effectively?

New Marketing Model

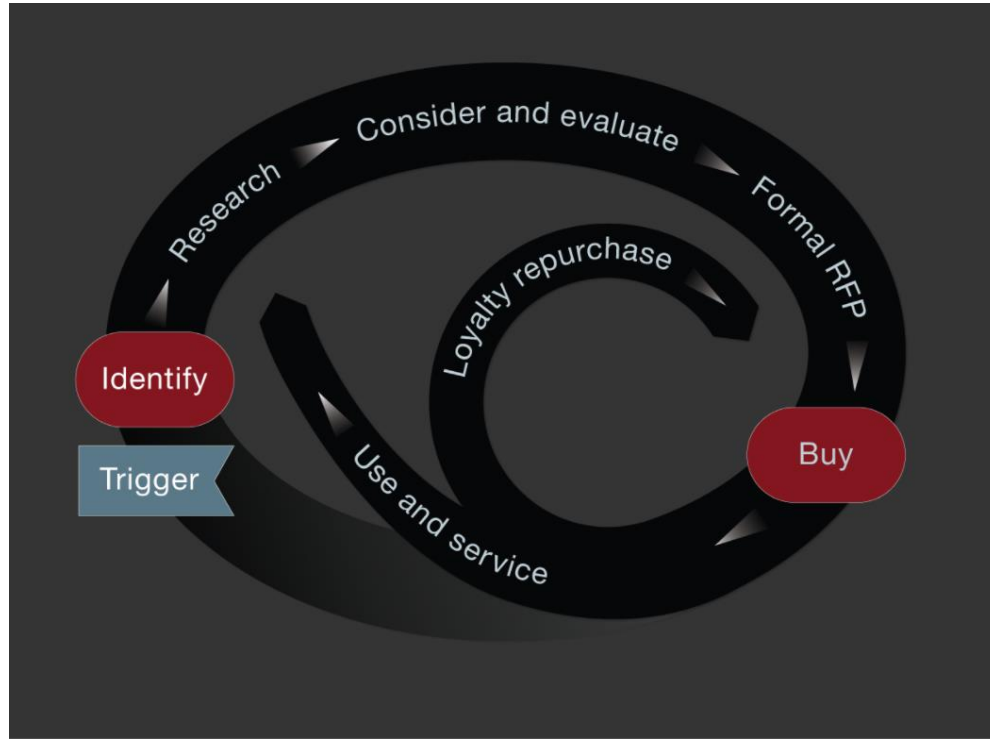


Traditional b2b Marketing

- Referrals
- Cold calling
- Direct Mail
- Trade Shows
- Trade magazine advertising
- Etc...



The new b2b decision journey



- More social
- More real-time
- More modular

Implications of the new model

The ground is shifting in B2B buying behavior as customer-directed journeys replace the traditional funnel. This is new and promising territory for organizations that embrace data, reallocate budgets, and do the hard work of bringing more collaboration to sales and marketing. Knowing what really makes customers tick may be the cure for the slow growth many suppliers have experienced during the tepid global economic recovery.

Oskar Lingqvist, principal @ McKinsey







B2B CASE STUDY

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Reaching the Right People

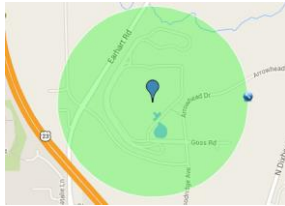


LOS ANGELES **AUTO SHOW**

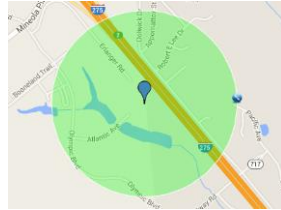


Pre LA Auto Show Strategy

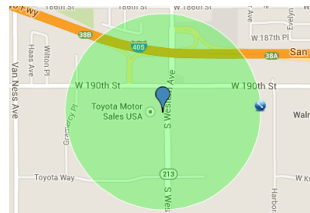
- Target coordinates of Toyota, Honda, GM, Ford and Chrysler in Michigan, Kentucky, Ohio and California from November 10-17 with mobile.



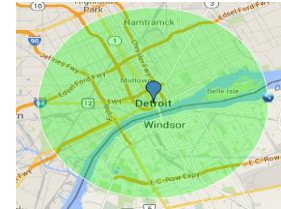
Toyota- Ann Arbor, MI



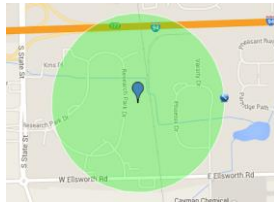
Toyota- Erlanger, KY



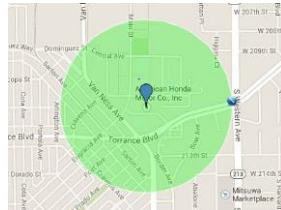
Toyota- Torrance, CA



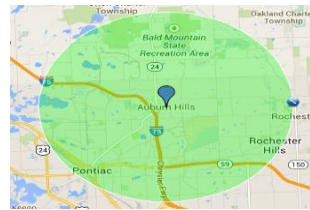
General Motors- Detroit, MI



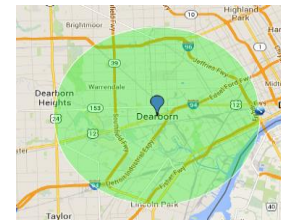
Honda- Ann Arbor, MI



Honda-Torrance, CA



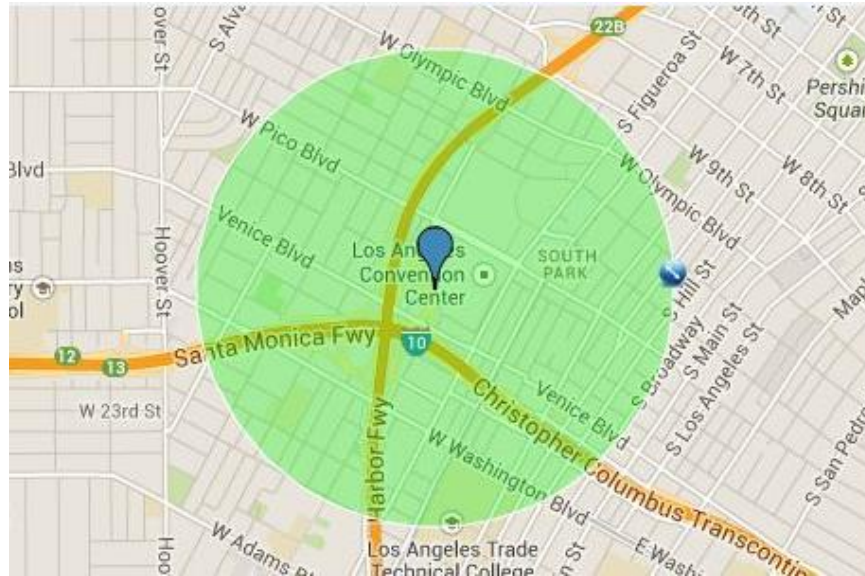
Chrysler- Auburn Hills, MI



Ford- Dearborn, MI

Los Angeles Auto Show Plan

- Targeting Press and Trade Days, November 18-20. Making a high impact on mobile devices around convention center



Los Angeles Auto Show

- Preferred Hotels

Luxe City Center Hotel



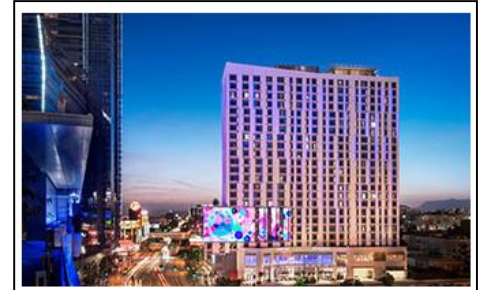
JW Marriott Los Angeles at L.A. Live



Courtyard by Marriott at L.A. Live



Residence Inn by Marriott at L.A. Live



Post LA Auto Show

- Stay in front of audience that was reached at auto show as they return to where they live and work
- Targeting mobile and desktop



If you only remember two things from my presentation, they should be...

1. The marketing model has shifted from a traditional sales funnel to customer driven journeys.
2. Develop your story, create compelling assets and promote.

When you get back to your office, the two things you should do are...

1. Disrupt yourself.
2. Own your story and define the journey.