

Engage with the individual  
and not their job description

Know your customer with  
business-to-person marketing

  
**dbldata**  
make the connection

# Contents

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- 03** Know your Customer with Business-to-Person Marketing
- 04** Standard B2B marketing delivers sub-standard returns
- 04** Think about who you are really trying to engage
- 05** So, how do you make the move from B2B to B2P?
- 05** You are already doing B2P without realising it!
- 06** B2P isn't just for B2C campaigns
- 06** The new approach
- 07** Case Study 1
- 08** Practical application
- 08** Case Study 2
- 09** Case Study 3
- 09** Why choose B2P marketing
- 10** About DBS Data



Click or tap this icon to get back to this page



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## Know your Customer with Business-to-Person Marketing

It is time to forget B2B marketing and start thinking B2P (Business-to-Person). A purchase order might have the company name on it, but it is people that choose whether to buy from you or your competitor. So, if you want to improve your sales pipeline, you need to be engaging with these decision-makers at a personal level, based on their characteristics and buying habits, not simply the job title they hold.

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## Standard B2B marketing delivers sub-standard returns

Today, many B2B campaigns still begin life with a familiar profiling exercise, whereby businesses are 'vetted' against a set of criteria such as company size, turnover etc. Some marketers will go one

stage further and evaluate the 'behavioural characteristics' of an organisation. However, more often than not, the output is the same, a person with a certain job title, or function, is targeted with a

personalised yet generic campaign. As a result, the return-on-investment companies yield from such campaigns tend not reach the dizzy heights they desire and are possible.

## Think about who you are really trying to engage

So, before you begin planning your next campaign take a moment to question what the data you currently hold really tells you about people you are hoping to receive a purchase order from. Is a job role really enough for you to confidently make assumptions about what makes them tick? In most instances the only real insight to be derived is that they, in all likelihood, perform a certain set of

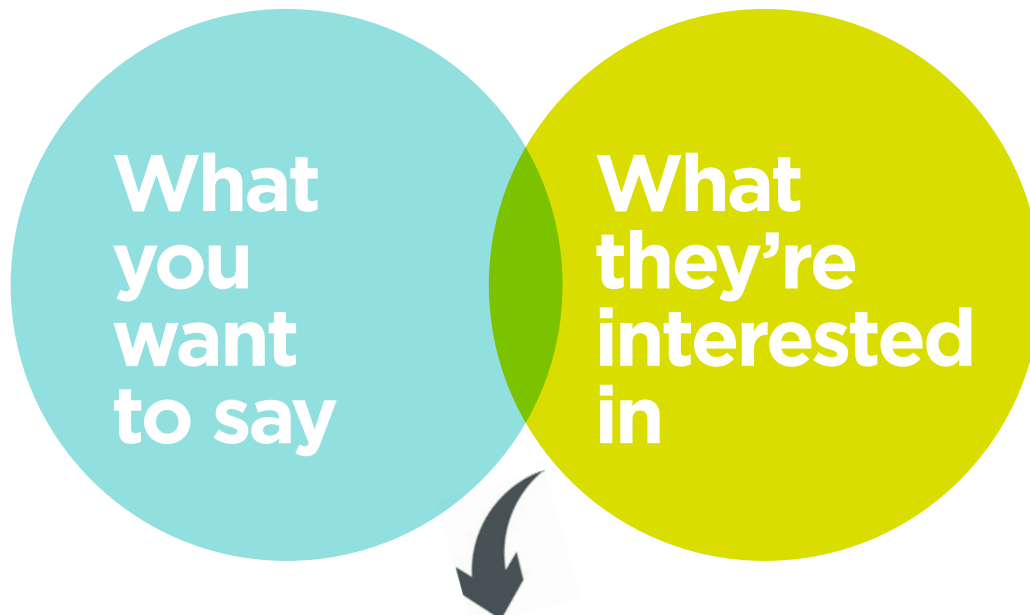
duties akin to someone else with the same or similar title. But think about your own peers. They will all have very different personalities, values and ways of getting the jobs done. B2P is about knowing which people are likely to be early adopters, who bases purchasing decisions purely on cost, or who values performance etc. Armed with this information you can craft truly

personalised, engaging and timely communications that resonate on many different levels. It is of course possible to attempt this manually to some extent, by scouring the Web and social media to garner some insights. Some organisations that have done this to great effect, but unless you have an ultra-niche market, huge amounts of time and resource it simply isn't viable.

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Q So, how do you make the move from B2B to B2P?



## Relevance



BRAND



POSITIONING



MESSAGING



PRODUCTS

## You are already doing B2P without realising it!

The concept of B2P isn't new. In fact, for certain campaigns you will inevitably be using a B2P approach already, without even knowing it! Imagine you need to invite a handful of customers to a small event, you undoubtedly

know these customers well. So, when you call each of them to make an invitation, the way you enthuse about the event to encourage their attendance will vary according to what you know about them, their likes, dislikes and what excites them.

Now imagine taking this approach across your entire customer base, your enquirers and even prospect data! That is true B2P marketing and the good news is that this can be done in a cost-effective and wholly compliant way today.

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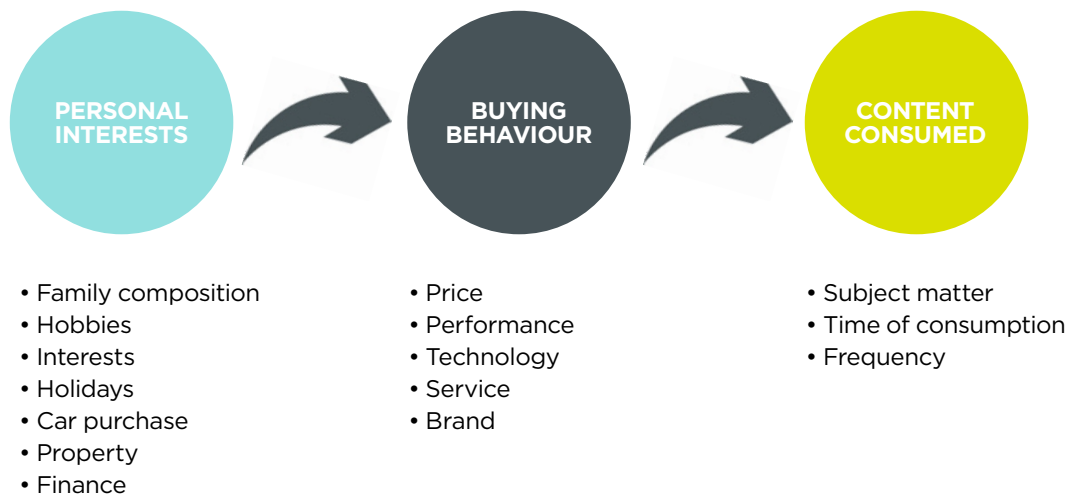
## B2P isn't just for B2C campaigns

B2P has, until recently, been considered more of a B2C opportunity. This can feature advanced real-time analytics, CRM, voice of the customer and increasingly artificial intelligence and machine learning, all being used to 'know' the consumer and engage with

them in ways that benefit all parties – timely, highly personalised and engaging communications. Of course, B2C marketers have access to vast oceans of data about the people they are marketing to, but the same is true for corporate marketers.



## The **new** approach



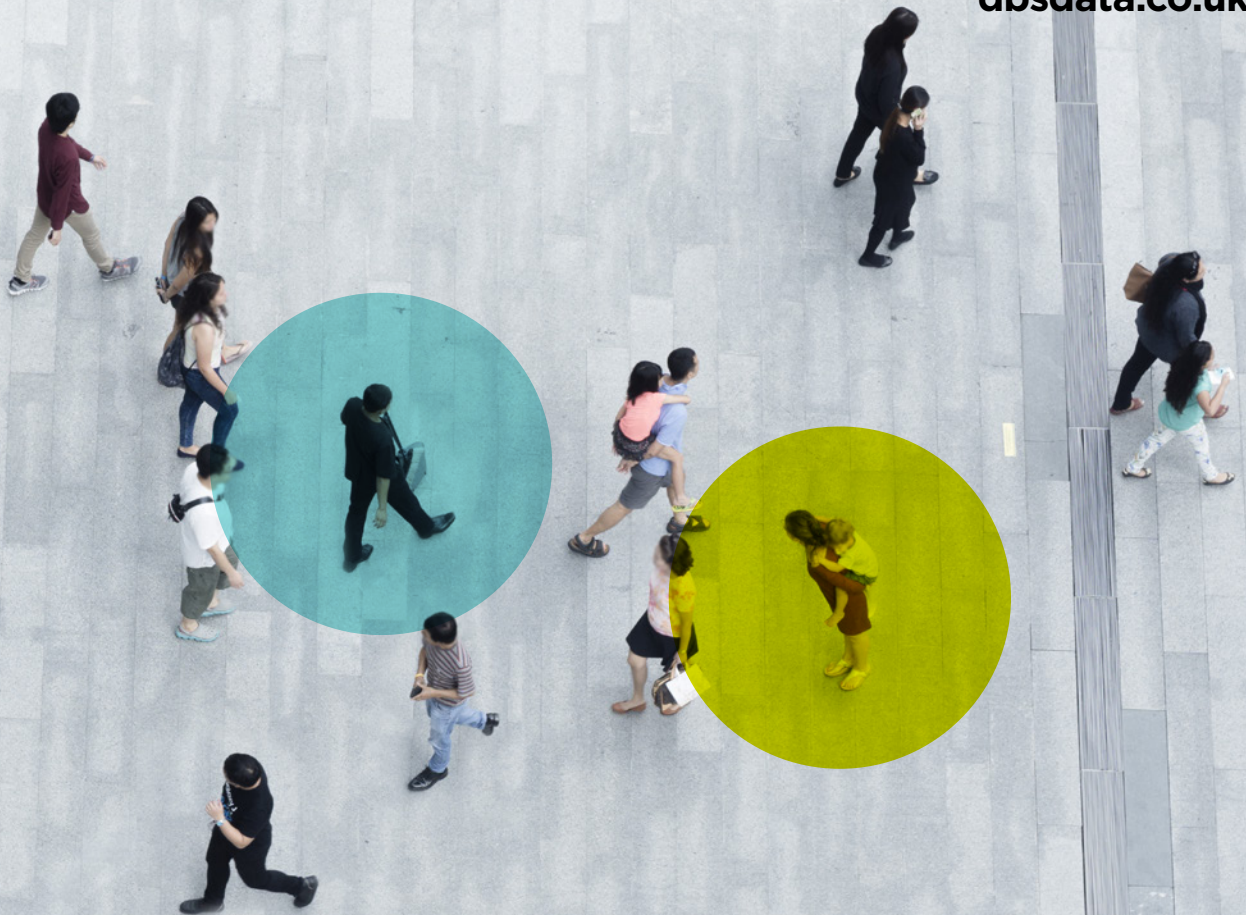
Today, through a combination of anonymised (this is significant for staying on the right side of the regulator in light of GDPR and the forthcoming ePrivacy regulation) analytics and propensity scoring, specialist data providers

such as DBS Data are now able to provide a truly game-changing level of insight to 'know' the corporate customer (at an individual level). This is done by grouping decision-makers into clusters which share similar

characteristics and buying habits. This means marketers are now able to craft messages and campaigns that will engage and resonate with their audiences in a way that has not been possible before.

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## Case Studies

To highlight how this can work in practice consider this example...

**1** A Managing Director (MD) of a small building company has not seen major growth in recent years. As a result, he has adopted a more cautious approach to his personal spending habits, living in a moderate house and making few 'large ticket item' purchases such as cars or other materialistic items. Meanwhile, an MD of a similar sized construction company has achieved a significant year-on-year growth and profits are high. She indulges in several expensive holidays and has a second car.

Both are in a position to make an investment in new products

and services, but their response triggers will be very different, with the former likely to be interested in how the offering can help provide long-term stability to the business, whereas messages relating to driving growth would resonate stronger with the latter.

Using traditional B2B marketing methods these two directors would be grouped together and receive the same approach. However, with DBS even subtle professional and personal nuances that may influence a purchasing decision can be identified, meaning DBS clients can tailor their approach based

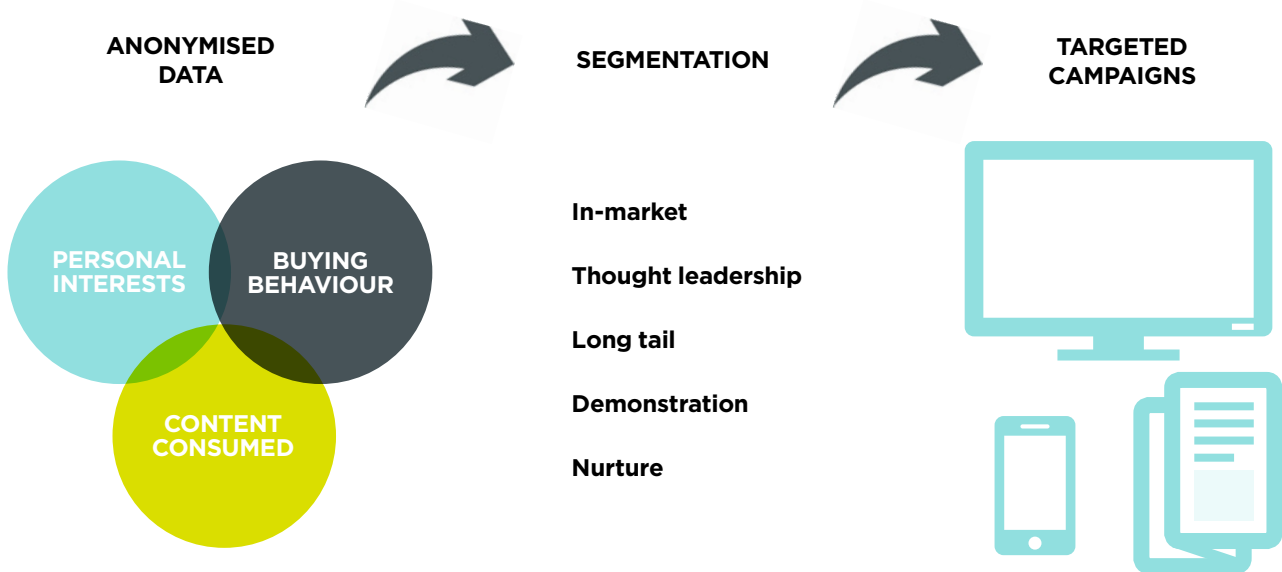
upon what would appeal most to the buyer at that time.

Our own experience at DBS Data when we have worked closely with clients on a B2P approach to their campaigns has been to achieve response rates of 100% better than when using straight B2B variables and sometimes even better than that. We like to work with our clients to get a full understanding of their business data requirements so that when there is an opportunity to be more personalised in business communications we are able to provide this intelligence.

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## Practical application



## Or this example...

**2** A large print technology company that we work with wanted to leverage their existing sponsorships in golf and football to increase their brand exposure and drive better campaign engagement. They asked us to model and segment their prospect data selected by B2B attributes against consumer variables through an anonymised process to refine the data selection to prospects with a propensity to play golf or support particular football teams. They then tested the campaign on the original B2B data variables only compared to the B2P data with the additional consumer variables added. The campaign results for standard B2B prospect data were a 0.95% response rate and 278% ROI compared to 2.43% response rate and 1700% ROI for the B2P data selection.

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## Or this one...

**3** Another example is some work we have done for a German Automotive company who wanted to reverse diminishing engagement trends from their prospect base under intense competition. They asked us to model prospect data selected by B2B attributes against consumer variables through an anonymised process to deliver segmentation by four buying behaviours, price, brand, performance & technology. Again the results were conclusively in favour of the B2P approach with a 1.29% response rate compared to a 0.58% response rate on the standard B2B data.



## Why choose B2P marketing

- Every marketer would like to be more engaging with their audience.
- DBS is able to accurately segment business decision-makers into specific groups based upon their propensity to buy and triggers.
- Messages that have personalisation create a sense of “B2P”, but you really need to understand the person to truly influence decision-making.
- People buy from people.
- The DBS Data business data asset links into the DBS consumer file, meaning we understand the personal attributes of business decision-makers.

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## About DBS Data

We are passionate about data... and we have been since 1994.

With a combined data expertise of more than 150 years we have a culture that encourages us to think outside the box and deliver creative, compliant marketing data solutions that really make a difference.

Our vision is simple... to be the most trusted source of compliant innovative data solutions.

**For more information about how  
DBS can help you move from  
B2B to B2P visit: [www.dbldata.co.uk](http://www.dbldata.co.uk)**

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