

HALSTON MARKETING

Whitepaper 1.0

Investigating the Core Challenges Faced
in B2B Technology Adoption and How
Implementing a Holistic Marketing
Approach Can Increase Adoption Rates.

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1.0 – Abstract

Thank you very much for taking the time to read the Halston Marketing Whitepaper. This paper is the result of collaboration between academics and marketing specialists.

Halston Marketing is a B2B and Corporate Comms marketing agency based in Leeds. Since 2016, Halston Marketing have provided a variety of different marketing consultancy services to a vast array of clients around the globe.

Whether it's building brand loyalty, industry authority or forging new and exciting methods of B2B communication, our work has led to massive client award-wins, one of our digital transformation projects earned our client the BOC Gold Award for Brilliance in Employee Engagement. Our own award recognition and big investments for our SME clients with key investors.

Our expertise is niche! We specialise in B2B companies that have unique products from IoT cloud-based systems to Blockchain Technology. These high-tech industries gain true value from our work as we specialise in their sectors and have a true understanding of their offerings. Alongside this, we have expert knowledge of their target audience and are able to market to traditional or heavy industries.



2.0 – Executive Summary

Halston Marketing Whitepaper 1.0 outlines the key marketing challenges faced by B2B technology companies, investigating the buyer challenges and the main factors affecting adoption.

The paper first of all investigates current technology trends and which new innovations are finding themselves ready for market, such those using as IoT and AI.

The various market barriers are then examined with particular relevance to company's marketing and the obstacles inherent in market penetration and storytelling for brand new and often complicated technology solutions.

Specific challenges are then explored which uncover a myriad of potential solutions which can be used within the B2B marketing strategies for very hi-tech and cutting-edge technologies.

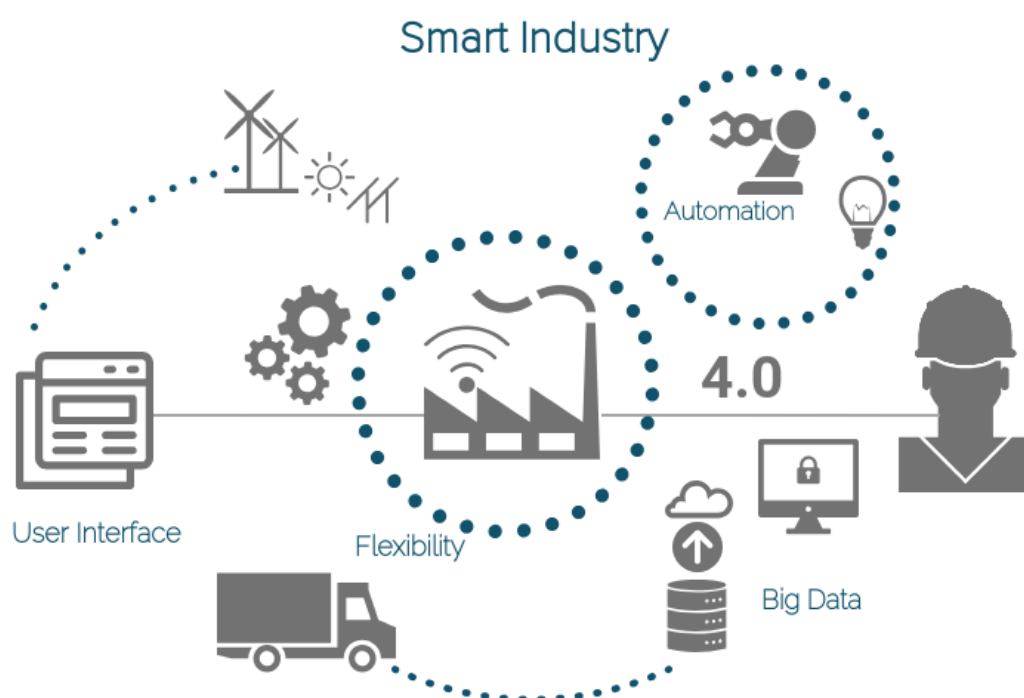
To greater understand the impact of adoption rates in the technology market, key theories were examined such as 'Crossing the Chasm' by Geoffrey Moore. Each one of these theories is then applied to the current market.

Finally, the paper summarises our key recommendations on how to implement marketing practices within a B2B environment and concludes that a holistic marketing approach is the key to success.

3.0 - B2B Technology Trends

The B2B emerging technology industry is one of the fastest-growing sectors and it shows no signs of slowing down. IoT alone is projected to reach [US\\$ 1.102 billion by 2026](#). As the industry continues to grow exponentially, the competition for firms grows fiercer. 'Emerging technology', as a market has seen some of the highest levels of start-up companies. Higher levels of competition will benefit the industry as a whole, due to companies continuously endeavouring to out-compete with newer and better technology, the consequence being, new innovations are constantly brought to the market. However, a saturated landscape makes it especially challenging for a new entrant to stand out.

There are so many new technologies entering the market and many of these innovations are not restricted to just one sector. The most recent technological advancements are universal and can be applied to multiple sectors from manufacturing to healthcare. Some of the most popular B2B technology trends over the past year have been Artificial Intelligence (AI), Internet of Things (IoT), Blockchain and Robotic Process Automation. The concern posed here is that all of these technologies can be relevant to various sectors which for a start-up can be daunting, especially when considering a sales and marketing strategy.



Artificial Intelligence (AI)

AI is the result of a cortex of machine learning algorithms and refers to the concept of computing software that's able to think for itself and act in a 'human' way. An AI consumes data, which could come in any form, and uses algorithms to make intelligent decisions autonomously. Due to advances in research and development, detailed algorithms have been produced allowing an AI system to perform huge computing tasks faster and more efficiently than the human mind. It is estimated that around [62% of B2B enterprises](#) are now using AI as part of their day-to-day operations. One of the more common applications for industry AI is in the performing of HR administrative tasks, such as scanning CVs, writing compelling job descriptions and scheduling interviews. It eliminates the need for staff to conduct repetitive administrative tasks and allow them to focus on more imperative duties.

AI is facing a lot of challenges within the enterprise field, one of the main ones being the race towards the AI cloud. The more data a machine learning system has access to, the higher quality decisions it will provide over time. Some of the major corporate players like Microsoft and Google are leading the race at the moment, however, start-ups are hot on their heels. Stanford University concluded that start-ups in the AI market have increased by 1400% since 2000, so it is integral for them to demonstrate their USPs to stand a fighting chance in this market.

In addition to this, companies who have implemented AI into their operations tend to stay with their initial vendor due to the high cost investment involved and the systems becoming more efficient over time. The longer data is recorded, the more accurate the predictions.

Internet of Things (IoT)

IoT refers to physical devices that are connected to the internet, each one creating a unified feed of sensor data, which can be developed to create an interconnected network of devices. Data is more often than not, fed into a cloud-based system, collating the data for analysis so more informed decisions can be made. When combined with machine learning, a business can begin to automate processes to increase their level of efficiency.

IoT is growing exponentially, in 2006 there were 2 billion connected devices and [Intel](#) predicts this to grow to 200 billion by the end of the year. Smart devices aren't just your household Alexa taking down your shopping list, there are hundreds of smart objects in factories and businesses each with different applications, an IoT sensor can make nearly every asset 'smart'. IoT provides major industries the vital data they need to track all aspects of their operations. From this visibility, businesses can increase efficiency and reduce costs. The industry that is currently leading the way with IoT implementation is the manufacturing sector with [40.2%](#) uptake. IoT allows for organisation-wide real-time analytics of manufacturing lines and equipment.

However, a recent report published by [Microsoft](#) suggests that the UK is falling behind in their adoption of IoT compared with other European countries and North America and potentially missing out on the economic benefits of a digital economy,

Robotic Process Automation

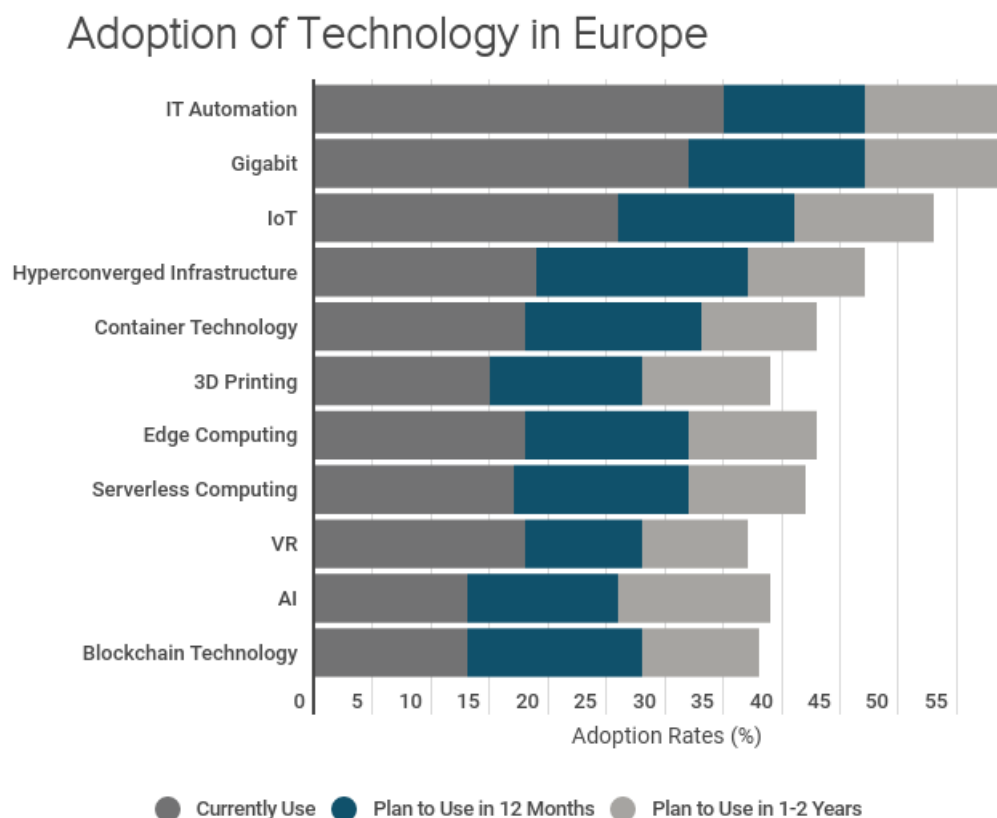
Robotic Process Automation (RPA) is an emerging form of process automation that allows businesses to automate their standard processes, leading to reduced staff overhead costs and the chance for human error. The main challenge facing RPA at this time is scalability, [a recent study conducted by Deloitte](#) concluded that only around 3% of organisations have managed to scale RPA to 50 or more robots. Businesses cannot gain from the true value of RPA until it is fully scaled, so RPA providers need to focus their attention on growing within the current clients, then expand outwards.

Blockchain

Blockchain is a form of distributed ledger technology that allows multiple users to store and share cryptographically protected information. Blockchain's functionalities have very much evolved from just digital currency, it's now proving its multifaceted capabilities that can be implemented across various industries. There are a lot of predictions as to which industries will be the main adopters of blockchain technology, some of the key expectations are: financial services, supply chain and healthcare.

4.0 - High-Tech Adoption

Adoption of B2B technology is highly complex and it varies greatly between industries. For example, financial services boasts the highest [adoption of IT automation with 43%](#), whereas the education sector has the highest adoption rate for [3D printers \(37%\)](#). However, government organisations are very resistant to change and have low adoption rates for most emerging technologies. The [State of IT report 2019](#) investigated the emerging tech trends being adopted by organisations. From this research they were able to show the top technologies being adopted by region and company size. The following diagram demonstrates the adoption rate of European medium-sized organisations.



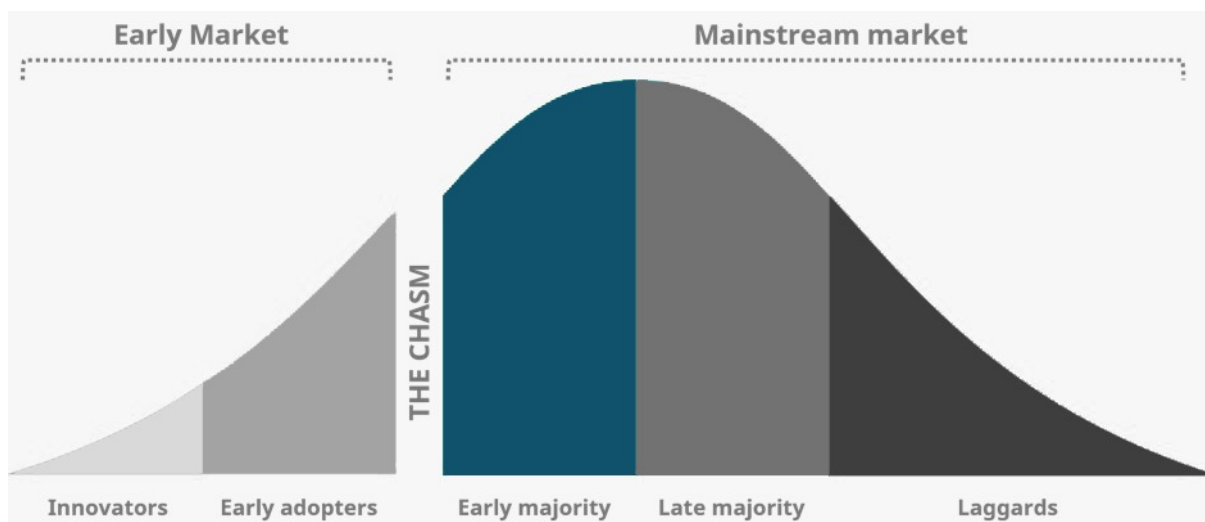
From the information provided, the highest rate of adoption is IT automation and Gigabit Wifi. The research also concluded that smaller businesses are slower to adopt emerging tech compared to their larger counterparts.

Key Theorist in Adoption Trends

A number of models and frameworks have been developed to explain user adoption of new technologies. Each of these introducing new ideas and factors that could affect user acceptance and different strategies to increase user adoption.

Crossing the Chasm

One of the most recognised theories on technology adoption is 'Crossing the Chasm'. The technology adoption life cycle was first introduced by Geoffrey Moore. His theory suggests that the entire market can be represented by a bell curve like the one presented below. This market is broken down into sections based on how inclined these customers are to adopt new technology.



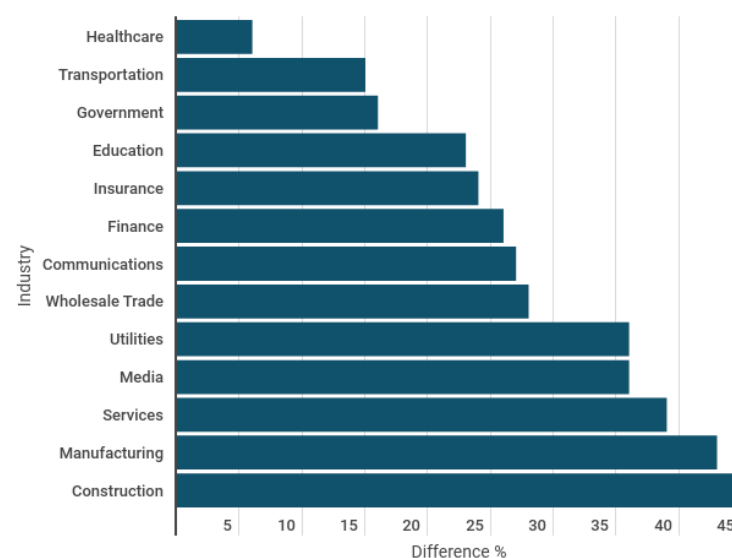
Early adopters are core to opening up any high-tech market segment as they act as an agent for change. They have the foresight to see the benefits of adopting new technology and are eager to test new innovations. Although integral to word of mouth and case studies, this target market is more likely to approach new technology companies on their own, so less resources need to be dedicated to attract them. Moore believed that the most difficult transition was between the early adopters and early majority which he refers to as 'the chasm'. The aim of high-tech companies needs to be bridging the gap or 'crossing the chasm' in order to enter the mainstream market. An early majority customer wants to buy a product that will improve

productivity over their current operations. However, to appeal to the early majority a breakthrough technology is required that has compelling functionalities. Moore suggests that the fundamental principle for crossing the chasm is to target niche markets as a point of attack and focus all resources on achieving dominant leadership position in the chosen segment.

Moore also investigates the types of products and how they impact the market and breaks all products into 2 categories; continuous and discontinuous. Change sensitive products are classified as discontinuous as they are disruptive and require customers to change their behaviour in one way or another. Whereas continuous products are classed as an upgrade that doesn't require any drastic change. High-tech industries tend to always be discontinuous as their innovations aim to disrupt the norm.

A high-tech B2B company needs to establish a target audience where they can provide substantial value to, alongside one where there is potential for growth.

Average Difference Expected and Between Actual Investments in Emerging Tech, by Industry



The survey represented in the diagram shows that healthcare and transportation would be great entry markets as they have the lowest deficit between expected and actual investment. However, this is all dependent on trends and some industries are more likely to invest in a particular type of technology compared to others, depending on the applicability to their operations. For example, a transportation business is much more likely [\(2% surplus\) than healthcare \(10% deficit\)](#) to invest in IoT technology. A company needs to conduct market research to understand where their product has the most value and make this their target focus.

Status Quo Bias

Behavioural economist Daniel Kahneman came up with the concept of Status Quo Bias. The theory examines the buying behaviour that views change as risky. So, unless a business has a compelling or immediate need to change, they will just stick to the status quo. This is particularly relevant to the technology industry as unfamiliar systems and interfaces are a huge sticking point for those unwilling to change. Although it is good to demonstrate a value proposition to overcome this bias, a business needs to make customers realise how the status quo is unsafe and there are actually more costs and risks to inaction than they are in action.

Technology Acceptance Model (TAM)

Fred Davis repurposed the TRA model in 1989 to create TAM. In this theory, Davis notes that there are two primary factors influencing an individual's intention to use new technology; perceived ease of use and perceived usefulness. If we apply this theory to the B2B technology market, a business would need to demonstrate the interoperability of their systems and its ease of application. Alongside this, they will have to provide information on its core benefits and case studies showcasing previous success.

Disruptive Innovation Model

Another relevant theory that can be applied to the emerging technology sector is the Disruptive Innovation Model created by

Clayton Christensen. He describes disruption as the process whereby a smaller company with fewer resources is able to successfully challenge an established incumbent business. Entrants that prove disruptive begin by successfully targeting those overlooked segments, gaining a foothold by delivering more-suitable functionality. All new emerging technology suppliers should aim to be disruptive; they should focus on B2B markets that are not being fully serviced by the large players and ones where they can provide a substantial difference to.

Base, Key and Pacer Technologies

Erikson et al. proposed that technology could be divided into 3 types: base, key and pacer technologies. Key technologies are ones which are critical because they provide sources of competitive advantage, whereas pacer technologies can be expected to evolve into the key technologies of the future. All of the emerging technologies entering the B2B marketing should aim to become a key technology by presenting their USP and key differentials that will enable their customers to achieve a competitive advantage. Content marketing will allow B2B technology companies to explain key differentiators in detail and case studies to demonstrate key figures on the level of improvement their clients have seen by integrating their technology.

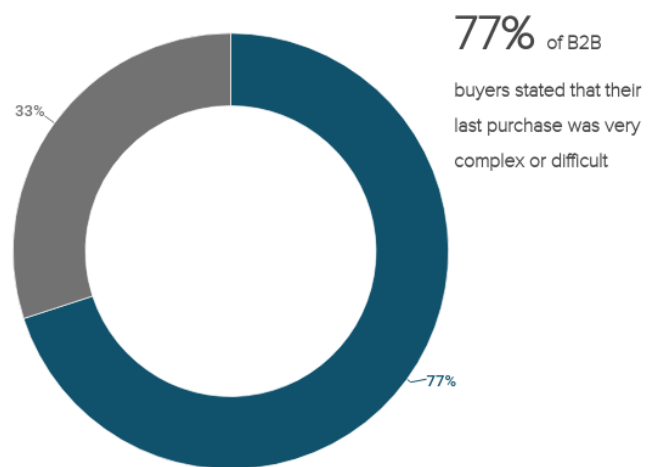
5.0 - B2B Buyer Challenges

It is not only the adoption barriers that are impacting the B2B technology market, the way in which customers are interacting with B2B companies has changed dramatically in recent years.

Longer Sales Cycle

With a highly technological products or services the sales cycle can be incredibly complicated and lengthy.

A recent study conducted by [Gartner](#) stated that 77% of B2B buyers said their last purchase was very complex and on average included around 6 to 10 decision makers.



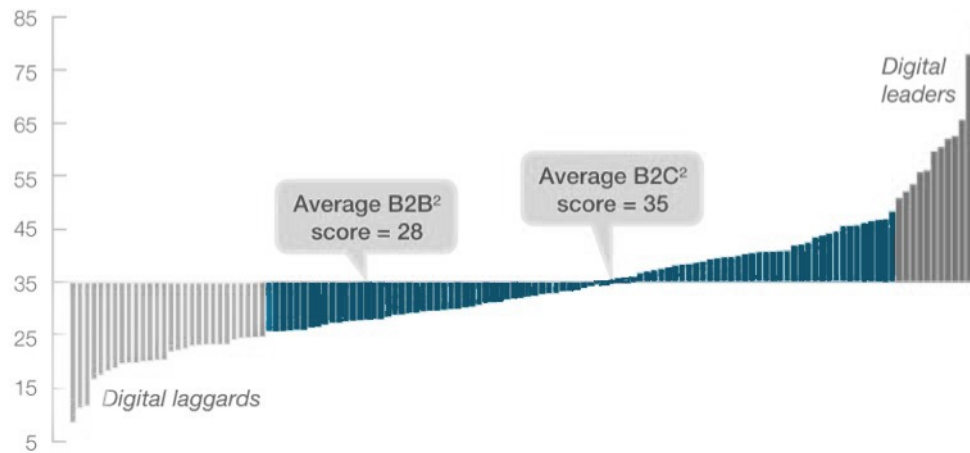
Emerging technology is a high cost asset for any business and vendor decisions will not be taken lightly, some decisions can even take years. Therefore, B2B technology companies' sales and marketing strategies need to be more long term and orientated around creating relationships with customers rather than a transactional process. The client needs to feel like they trust both the company and product before they move forward with the purchase.

B2B Vs B2C

Mckinsey & Company recently conducted a research project understanding the differentiation between B2B and B2C companies and their progress towards digitalisation. The research found that many B2B companies are behind B2Cs in utilising digital tools and data and only 10% see digital as one of their top three investment priorities. They have equated this lag to four dimensions; strategy attention deficit, legacy structures, skills deficit and culture.

B2B companies trail their B2C counterparts in progress toward digitization.

Digital Quotient (DQ) score¹
on a scale of 0 to 100



One of the most applicable dimensions to the technology industry is the legacy structures. Most B2B players haven't taken concrete steps to mobilise their organisation around digital tools. B2B technology companies need to demonstrate the costs of having an outdated structure and how digitalisation is key to staying ahead of the game and remaining competitive in their market.

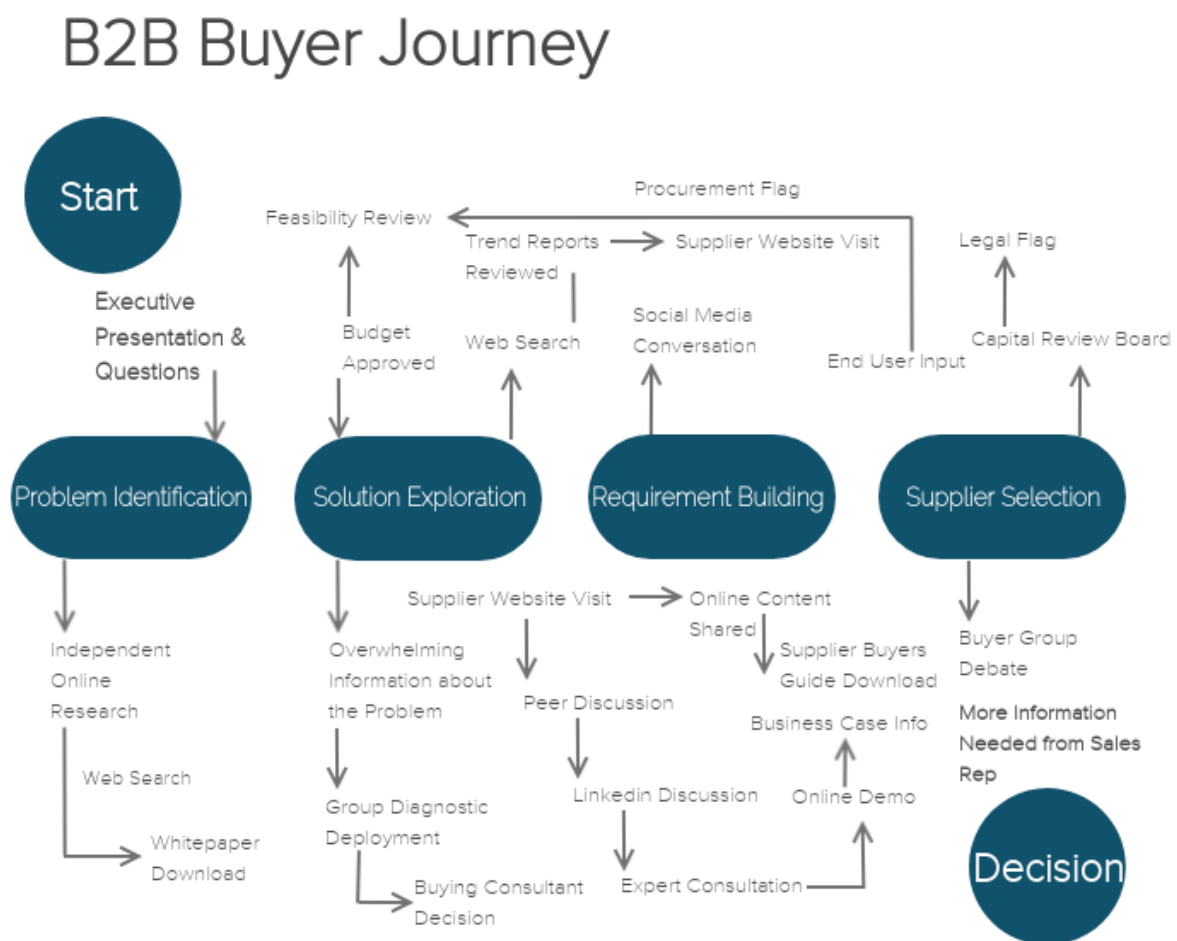
Demographic Changes

If this highly saturated market wasn't difficult enough, 64% of B2B company executives have noticed significant changes in their markets and customers, especially in terms of purchasing behaviour. This can be partly down to the demographic shift in decision makers. Millennials are now the predominant decision maker in the majority of businesses, taking over from Generation X. A recent study conducted by [Merit](#) stated that 73% of 20-35 year old's are now involved in product purchasing decisions and this figure is expected to grow in the coming years. With this shift in demographics there has been a simultaneous change in the purchasing process. Previously, Generation X decision makers would use sales executives as their first point of call, yet for Millennials, the website is their first interaction with potential vendors. [Forrester](#) showed that 68% of B2B customers preferred to conduct research independently online before contacting a sales representative.

This can be challenging for B2B companies as potential clients will already have a wealth of information and will have formed an opinion on the company beforehand. To manage this, B2B companies need quality onsite content that is readily available. This directs customers research to information provided by the company and allows companies to have more control over their opinion. A company needs to present both trust and credibility in each piece of content. It is important for a business to provide information that highlights the value of their products, which can derive in multiple forms, however case studies are extremely valuable.

The saying 'make a good first impression' still applies, only now it's the website making the impression.

The B2B Buyer Journey



The B2B buyer journey is not a linear one and involves a lot of looping to complete the necessary jobs before finalising a purchase. An illustration designed by Gartner demonstrates just how complex the buyer journey is. A company must be prepared to meet all of their customers' demands. Buyers will value suppliers that make it easier for them to navigate this process. In fact, Gartner research found that suppliers were three times more likely to buy if their supplier provided information that they perceived as helpful in their decision making.

When considering a marketing campaign, B2B tech companies need to consider how they'll consistently provide informative content that explains their offering in a way that orientates around their customers pain points.

6.0 - B2B Marketing for High-Tech Solutions

6.1 - Inherent Issues with High-Tech Marketing

Complexity

The intention of most emerging technologies is to make processes simpler, however, with such technical solutions, the simplicity aspect can get lost in technical jargon. Companies need a clear marketing strategy that demonstrates the benefits of their technology concisely, with a clear USP to stand out in such a saturated market. The USP can relate back to Moore's niche concept, where a company must focus in order to succeed. With technology companies the specifications of products can have a huge impact upon a buyer's decisions, so it is important to provide them with key architecture information, without overloading them with excessive detail.

Keeping Up to Date

The technology sector is one of the fastest evolving sectors with new innovations being designed every day and the topic of conversation is always changing. When companies are considering their content marketing strategy it's important to always research trends within their sectors. It's also imperative that firms use up-to-date information and

statistics in studies and reports, as data can quickly become irrelevant in such fast-paced markets. Staying ahead of the game means writing innovative pieces to prove authority in their market.

Consistency

Marketing may not be high on the agenda for a technology start-up since the lion's share of their time is spent innovating and developing products. Alongside this, many of these companies may not necessarily have the relevant marketing expertise in house to achieve their desired goals. This lack of attention to marketing activities leads to inconsistency and irregular content output. Which from the outside world, can be seen as a lack of effort and does not present a subject matter expert. This is not ideal for a start-up when building authority is a major concern. There needs to be consistency both in output and in messaging. Establishing a key message to convey or an issue they are aiming to solve should be at the heart of the strategy. Sticking to this clear message helps to build brand credibility and gain customer trust.

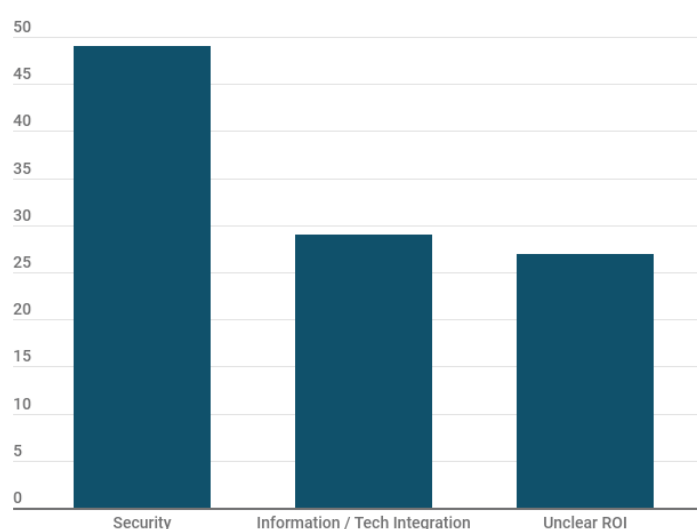
6.2 – Overcoming Barriers with B2B Marketing

As each one of these emerging technologies are still new concepts to many businesses, there is still a lot of apprehension around integrating technology and numerous barriers preventing businesses moving forward with implementation.

The [diagram](#) here demonstrates the most significant barriers limiting the adoption of IoT.

Most significant barriers limiting the adoption of IoT and analytics solutions

Percentage of companies that have experienced the following barriers



Security

[Cisco](#) estimated that by the end of 2019, IoT devices will have generated more than 500 zettabytes per year in data. So, it is understandable that the main concern from the customer base would be security of this information and the potential of hackers gaining access to a connected device.

Like any other internet-enabled device, IoT devices do have the potential to be hacked and need to be properly secured with the most up to date cybersecurity. Major risks facing business networks include but are not limited to; access to sensitive data, sabotage and botnets. But the risk lies in the company's own cyber security measures as opposed to that built into a single device.

Combatting the security barrier needs to be done using an educational-marketing stance. Using cloud-based storage for operation-critical data for example is far safer than storing information on an on-premises server.

But to really hammer this point home, marketers at high-tech firms need to continuously beat their security drum and seed confidence throughout the entirety of their comms.

Technology Integration

The second barrier; integration, is a common pain point across many sectors. Customers, especially those in more archaic industries, have been known to take the view that new technology is a hassle that will involve timely and costly integration. Contrary to this opinion, many new technologies have plug and play set-up allowing them to be integrated into legacy systems with minimum downtime.

As well as more educational materials, as in the point above, a shrewd tech start-up marketer may consider campaign collaboration with more established tech companies. Not only does linking with existing tech giants engender trust (particularly those with a less than forward thinking predisposition). The more companies you get onboard with your campaign (be it onsite copy, PR events etc.) the better you're able to drive your agenda around the ease of integration and the interoperable nature of your solution.

ROI

Return on investment is a tough nut to crack. The initial conversations around the implementation of a new technology will always be around upfront capex and the time it takes to see the benefit and as a start-up, any calculation on ROI can be at best suspect in the eyes of a potential client, at worst unrealistic and unfounded.

The ROI battle needs to be fought on all flanks, in both sales and marketing and in any other company literature including any investment decks. Your numbers really do need to stack up and with an unproven solution, market research is really your only friend.

Once you do have a case study, no matter how small, wave that banner as much as possible through your marketing with PR, stylised onsite downloadable PDF's and social media content and as many conference speaking opportunities you can find the time for.

Cultural Barriers

For a lot of emerging technologies, cultural barriers are a major hinderance. Human beings are creatures of habit and can be resistant to change. It can often take a lot of persuasion before individuals will accept that the disruption in procedures will be beneficial in the long term.

The creation of integration supporting documentation is key to a smooth transition. If you offer a free trial, or are working with a customer on a proof of concept, a huge amount of sway comes with how easy their staff find using your tech.

Think about onsite content, FAQ, video how to's and even collaborating with the customer themselves to create inhouse heroes for your solution and have them create content for the rest of their company.

Shortage of Expertise

The implementation of technologies and digital transformations in general can be delayed due to the shortage of skilled professionals. It

is only recently that the skills for implementing these emerging technologies has been in high demand, so there has become a skill gap between the skilled staff available and the growth rate of these technology. With data scientist being cited as one of the most lucrative in coming years, the pool of talent should be expected to grow. Alternatively, if companies want to benefit from this technology sooner rather than later, they can upskill their existing workforce.

It's also important to ensure you're thinking about your talent pool within your comms, internal and external. There should be a vein within your overall strategy dedicated to highlighting the culture within your firm.

Scalability

A lot of these technologies have been able to prove themselves on a smaller scale, but not all of them have proven their scalability yet. As mentioned earlier, RPA has only been able to scale 3% of their customer base to over 50 robots, without this scalability it is hard for these companies to demonstrate the true potential and benefits of their offering.

Blockchain is also facing similar challenges, as currently firms are struggling with the capability to conduct fast and mass transactions. Currently blockchain can only handle [7-15](#) transactions per second, whereas Visa can handle 24,000 per second. This may not be problem that needs to be tackled right away but it will be vital if mass adoption is to take place.

Working with partners and solution providers, such as your cloud storage provider on campaigns that highlight the scalability of your solution should work to showcase the potential of your platform and engender trust.

6.3 - Implementing a B2B Marketing Strategy

Firms need to set themselves apart not only in terms of their product but how they market and advertise their brand. This combination is vital to attract customers in a highly saturated field. A recent study conducted by Deloitte shows that high-tech B2B companies allocate around 15% of their overall budget to marketing each year. Yet for many start-ups, they are not investing at all and they have the most to gain from implementing a cohesive marketing strategy.

As the world becomes increasingly more digital, marketing follows suit. Digital marketing is now the most widely used form of marketing and it is especially applicable to the B2B technology market. It is predicted that 50% of high-tech B2B sales are expected to come from digital channels this year.

Research conducted by the [Content Marketing Institute](#) showed that some of the key tools used in the B2B market is blogging (52%), email newsletters (40%), social media content (40%) and organising events (36%). Although each of these are highly applicable to the B2B segment, it is important to understand each tool in detail and how it can be applied to the technology sector.

Marketing Tools

Content Marketing

Content marketing is a key element of inbound marketing which uses high quality content to pique a customers' interest. For content marketing to be successful, companies need to truly understand their customer base, so they can create content their target audience would search for. To achieve this, businesses must consistently research key trends and search words and orientate content accordingly.

Content is particularly beneficial in the B2B technology sector as these companies provide highly technical services, so creating written content explaining the technology in detail would allow customers to gain a greater understanding of the product. B2B buyers in this market deemed technical specs to be the most relevant content (53%) in their decision making process closely followed by [case studies \(48%\)](#). Case

studies have been shown to be one of the most effective tools at converting leads with a [conversion rate of 73%](#). Case studies prove the viability of a product, making it easier for a decision maker to sign off a purchase.

SEO

Search Engine Optimisation refers to when a business improves the ranking of their website to increase its visibility in search engine results pages. A business has full control over their website and can edit content to increase its relevance through the use of specific keywords, this practice is referred to as onsite SEO.

Offsite SEO refers to the building of links from other sites, the volume and quality of such links are also positive indicators to Google (and other search engines) that your site deserves further exposure when users are searching for terms relevant to your company. Link building is generally an exercise that comes under the umbrella of digital PR.

PR Campaigns

When launching a new technology, especially one that is set to 'disrupt' a sector, the novelty itself will be enough to interest the technology press. But if you're not selling to the tech world, you're going to have to consider how you're going to gain coverage in the press that is relevant to your target audience.

Consistently producing quality press releases on talking points within your sectors will eventually establish your company or the member of staff you attribute the content to as an expert in the sector. And many publications will allow for a link to the site, driving even more traffic to the website and bolstering your offsite SEO effort.

Events

Events are a great form of marketing that can generate lots of leads and accelerate the sales process. Events come in all different forms; from attending industry conferences to private networking events.

A company needs to decide which is most likely to attract their target audience. Reverting back to Moore's theory, companies need to tap

into a niche market, so it would be beneficial for companies to host their own events. This enables them to make the event topic as specific as possible, only attracting a niche audience. Technology companies could host events on new product releases, or a networking event based on a key industry topic.

Social Media

[Recent studies](#) have shown that 58% of organisations treat social media as one of their go-to platforms to research on potential vendors. So, if businesses don't have a presence on social media they are missing out on potential business. Social media can be used to express opinions on important trends or as a way to start conversations with a target audience.

Social media copy needs to provide value to readers and have a specific talking point in order to engage a target market. It doesn't necessarily have to be sales-driven; it can also be educationally focused. Social media is a great opportunity for high-tech companies to showcase their technologies and key points, promoting customers to find out more. Companies should focus on perceived benefits on their product as a way to engage Moore's 'early majority'.

Account Based Marketing (ABM)

Sales and marketing strategies need to be completely intertwined in order to reach their mutual goals. ABM is a business marketing strategy that concentrates resources on a set of target accounts within a market and basing the marketing messages on their needs. Relating back to the TAM model, the messaging should direct the products perceived usefulness and how it can ease customer's core pain points.

ABM can encompass all of the above marketing tools but each part focusing solely on these accounts. This form of marketing is particularly relevant to the B2B technology field, as these companies mainly deal with a few large accounts and integrate their system across the entire business. Referring back to Moore, these accounts will essentially act as the niche, in which companies should focus all of their attention. This approach is particularly beneficial to companies as it allows them to create more personalised messaging, wastes less resources and produces more accurate ROI reports.

6.4 – A Holistic Approach

Although there are many different marketing tools, it is important not to view them as separate entities and consider each one as part of an overall strategy. A holistic marketing approach is an integrative marketing paradigm that considers the full scope of the business as opposed to executing separate marketing activities.

Holistic marketing brings together each marketing activity to create a broad, integrated perspective. It encourages the unification of marketing communications and aligns activities. It establishes a clear and unified brand image with each channel promoting the same message. So regardless of which brand touch points a customer may come into contact with, they will always get the same message.

Without a holistic approach, a business runs the risk of firstly not considering the target audience's needs in the same way and subsequently sharing fragmented messages across different channels. As discussed earlier in the paper, Moore states that a technology company needs to create niche and dominate that segment. A holistic marketing approach ensures all activities are focused on one given goal, increasing the chance of succeeding in a specified market.

Promoting Technology Adoption with a Holistic Marketing Approach

Consistent Message – Consistency in a brand is integral if a company wants to remain relevant in the long term. As mentioned earlier, firms now undergo in-depth research into companies through multiple channels before contacting a sales executive. During this research phase it is crucial to have a consistent message to build trust and provide a seamless experience. When you are marketing complex technology, having a consistent message is even more vital to avoid making something complex even more complicated. It's important to focus on the benefits rather than the technology itself, so using messaging such as 'reduce costs' or 'increased efficiency' promotes ideas of improvement to the customers.

Branding – Customers are now paying just as much attention to a brand as they do to a product, so it's imperative to have a strong brand image. The holistic approach helps to build a stronger brand by

projecting a unified image. Branding is so important for technology companies as it adds a human nature to tech. Unlike many other sectors where there is a lot of human interaction, many technology start-ups exist so much online and many vendors today use the website as their key point of interaction with a brand. In high density markets, a great technology could be replaced by an even better technology tomorrow, but if you have a strong brand it creates loyalty with customers.

Efficiency – When all activities are working towards the same goal and there is a clear alignment it becomes easier to decide on the most effective allocation of resources. In addition, having all activities aligned makes it easier to spot potential opportunities and take advantage of them. New companies have limited resources, so it's fundamental to make sure every resource is being used effectively.

The Big Picture – When a company is focusing on the overall strategy rather than the smaller details, they can have a bird's eye view to create a powerful synergy. For many B2B technology companies, they will have sales strategy plans for a minimum of 3 years and their marketing strategy needs to be intertwined with their overall business plan.

7.0 - The Halston Approach

Halston Marketing is a B2B marketing firm that offers bespoke solutions to businesses within any industry to smash through challenges in B2B Marketing and Corporate Communications.

We act as a strategic business partner to our clients and offer a range of holistic branding services specifically tailored to each business. We establish a clear message for a company's brand and coordinate all marketing activities so there is a coherent message given to customers.

Our expertise spans across all B2B marketing facilities. We offer services such as digital marketing, internal comms, corporate PR and so much more.

If you would like help creating a holistic marketing approach or would like support in a specific area of your B2B marketing, then make sure to get in touch.

