

## Strategic Marketing

# My experiences from the world of B2B Marketing

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A few weeks back, I got the opportunity to attend a virtual marketing summit organized by a major tech company for its partner marketers in the Asia Pacific & Japan region. The event centered around driving strategic alignment and making the marketers future-ready. The diversity of speakers and the richness of content provided me with a solid understanding of modern B2B marketing. I could also relate to what I have been learning in my world of academics.

Distinguished speakers from the host company talked about the accelerated shifts in the B2B world, helping evolve the marketing agenda. They shared their journeys in navigating these shifts. Moreover, they spoke about the evolution in the buyers' journey with the influx of digital and how these are re-shaping outreach strategies to align with this new reality.

I had a myth buster moment around the perception of mistrust between vendor-partner relationships. I learned how the company has democratized access to its knowledge and extended support to its partner ecosystem. It is this openness that drives trust and long-term relationship building. By taking advantage of each other's marketing muscle and exchanging knowledge, both parties involved can benefit and grow further together.

A partner further validated the spirit of unstoppable partnership as they shared their joint success with the vendor's strong marketing support. They also reinforced the need for a solid sales and marketing interplay in driving commercial excellence.

As more and more buyers shift towards the self-service model, content is becoming a critical differentiator. We had an industry analyst ([Sandra Ng](#)) share her perspective on content marketing, emphasizing business value storytelling.

What was striking is the increasing relevance of Key Performance Indicators (KPI) based narrative when it comes to Content Marketing or, as the speaker called it, "Connecting the tech-business dots." This is about pointing out how technology shapes outcomes of KPIs through use cases, value engines and highlighting potential success metrics that drive business value.

A company's culture also plays a considerable role, as it shapes the way and determines the strength of messages to be delivered to customers. However, common concepts such as persona-based targeting remain key to content marketing and should not be neglected.

One interesting concept that is currently on the rise is "growth as a thinking game." In today's ever-changing marketing environment, growth is becoming an absolute thinking game. Essentially, customer-driven organizations will reset value and meaningful engagement with employees and customers by applying the principles of growth. A well-known industry expert ([Tiffani Bova](#)) in this field shared her viewpoint on achieving growth. Out of the ten recommendations she gave, my three key takeaways are:

1. You need to start with a beginner's mind
2. Don't focus on competition and instead focus on areas where you excel
3. Empower each other because it starts with you

I first learned about empowerment and its integration into practice in my previous job. I believe it is more important now than ever in this virtual world, and I highly appreciate the industry expert acknowledging its criticality.

The summit expanded my knowledge as I learned about emerging concepts and equipped me with the necessary mindset and tools to tackle the challenges arising in this fast-changing marketing world. Furthermore, this experience reinforced my decision to pursue a career in Strategic Marketing.

I am thankful to [CSG Advisory](#) for giving me the opportunity to be part of this learning and immerse experience.



## About CSG Advisory

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We help clients **connect the dots** across factors influencing their business, **build a narrative** that focuses on stakeholder interests, and **develop a point of view** that shapes the future roadmap.

For more information, please reach out to us at [curious@csgadvisory.com](mailto:curious@csgadvisory.com)

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