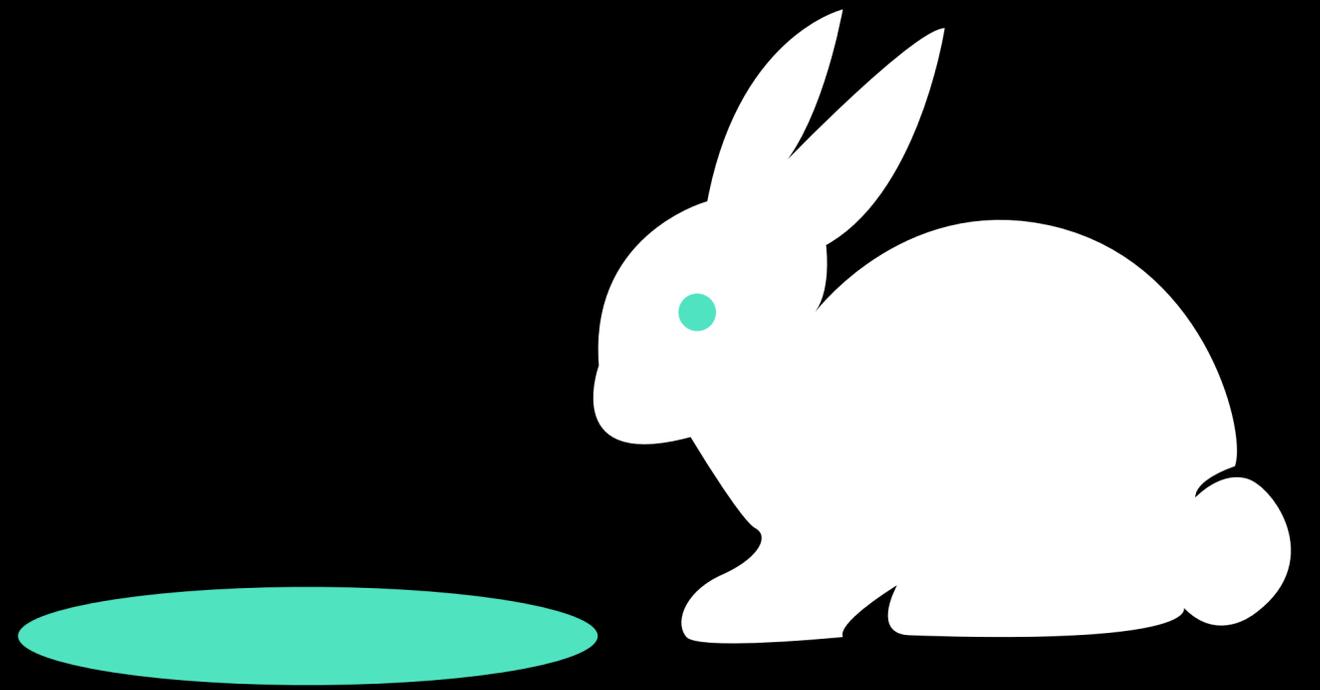


**CUSTOMER  
ACQUISITION  
THE TRICKS  
AND THE TRAPS**



**Definitive.**

Once upon a time B2B  
customer acquisition had  
two camps...

**THE  
MAGICIANS  
AND THE  
HUNTERS.**



# MARKETING WERE THE MAGICIANS.

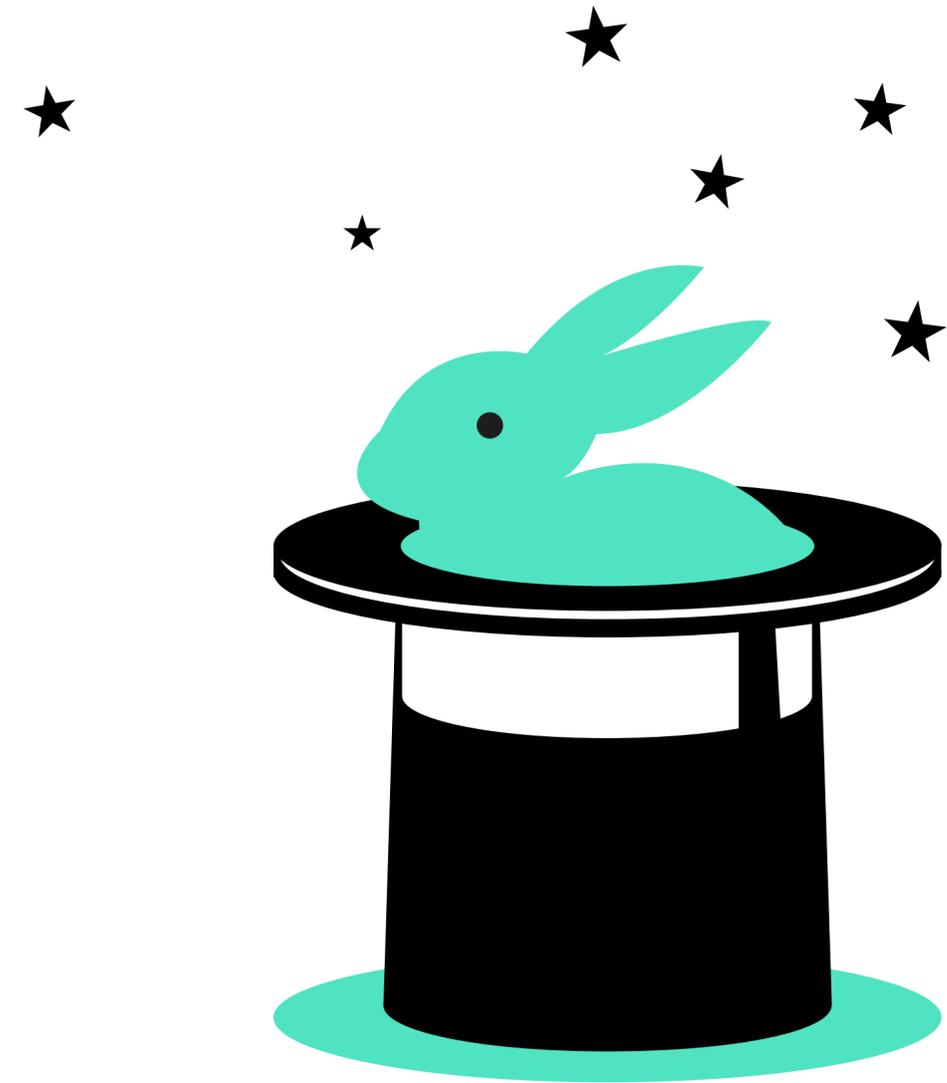


Their job was to wow people.

# THEY HAD THE CREATIVE IDEAS.

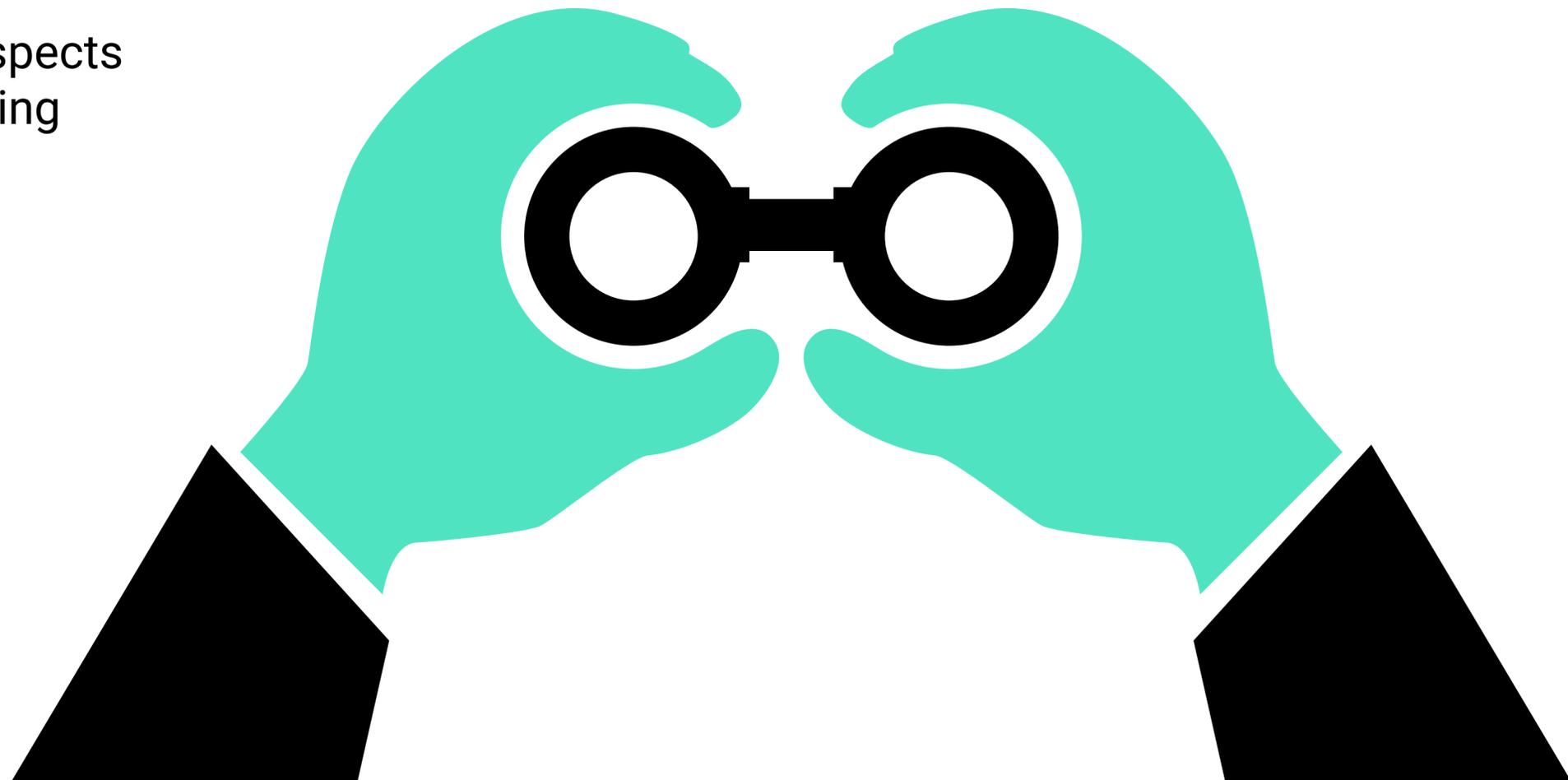
They'd conjure up campaigns and reveal them to as large an audience as possible in the hope that enough people would show an interest.

But a little like their hats, nobody was ever quite sure what was going to come out of them.



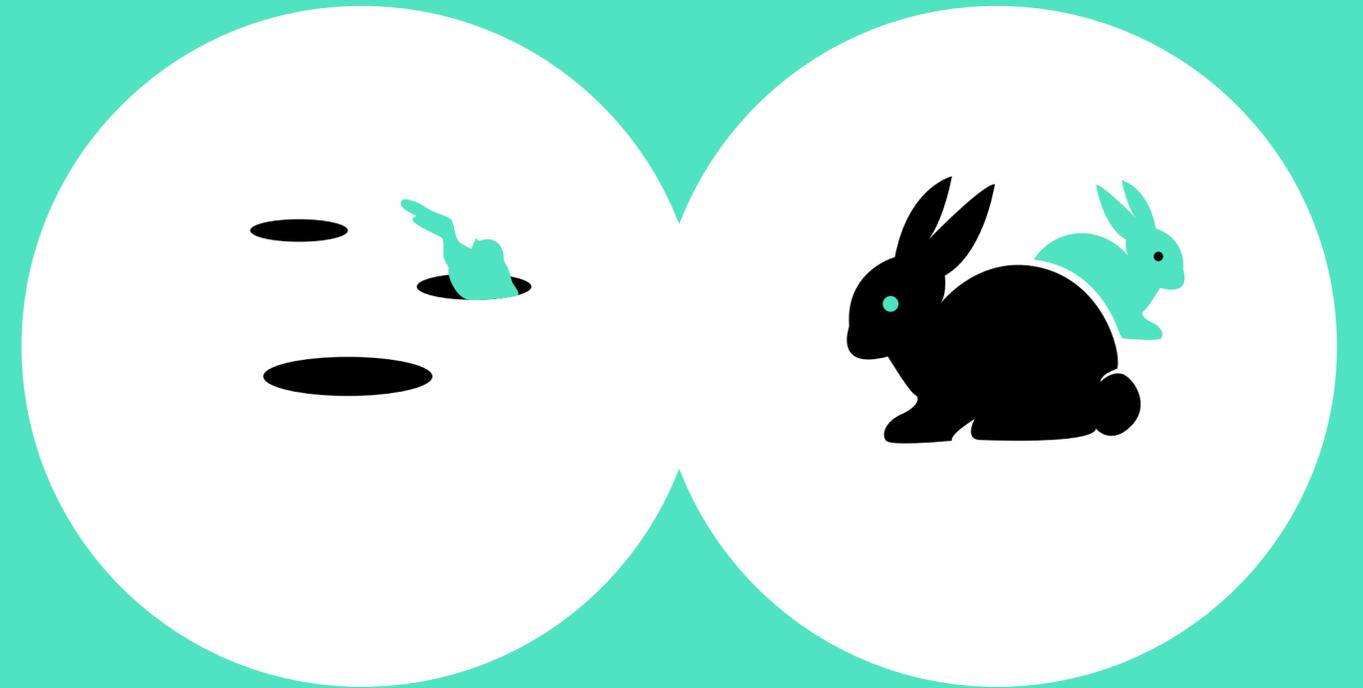
# SALES WERE THE HUNTERS.

Their job was to track prospects  
and convert them into paying  
customers.



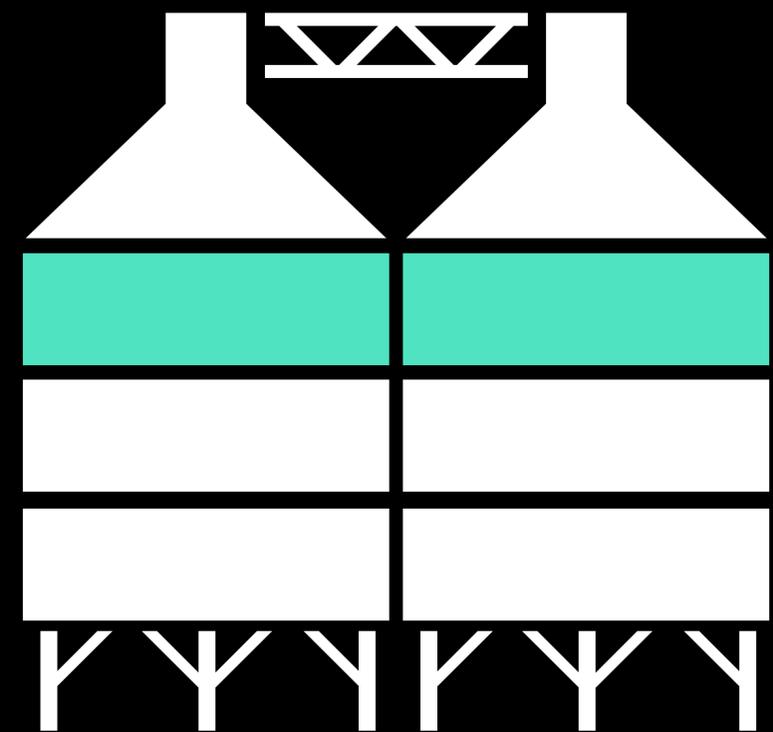
# THEY HAD PRODUCT KNOWLEDGE AND PERSEVERANCE.

Armed with a telephone and a target list, they'd be out and about with their ear to the ground attempting to capture opportunities wherever they could find them.



# WORKING IN SILOS, ONE TOLD STORIES, THE OTHER CLOSED DEALS.

But as long as the numbers stacked up,  
the gap between them didn't really matter.





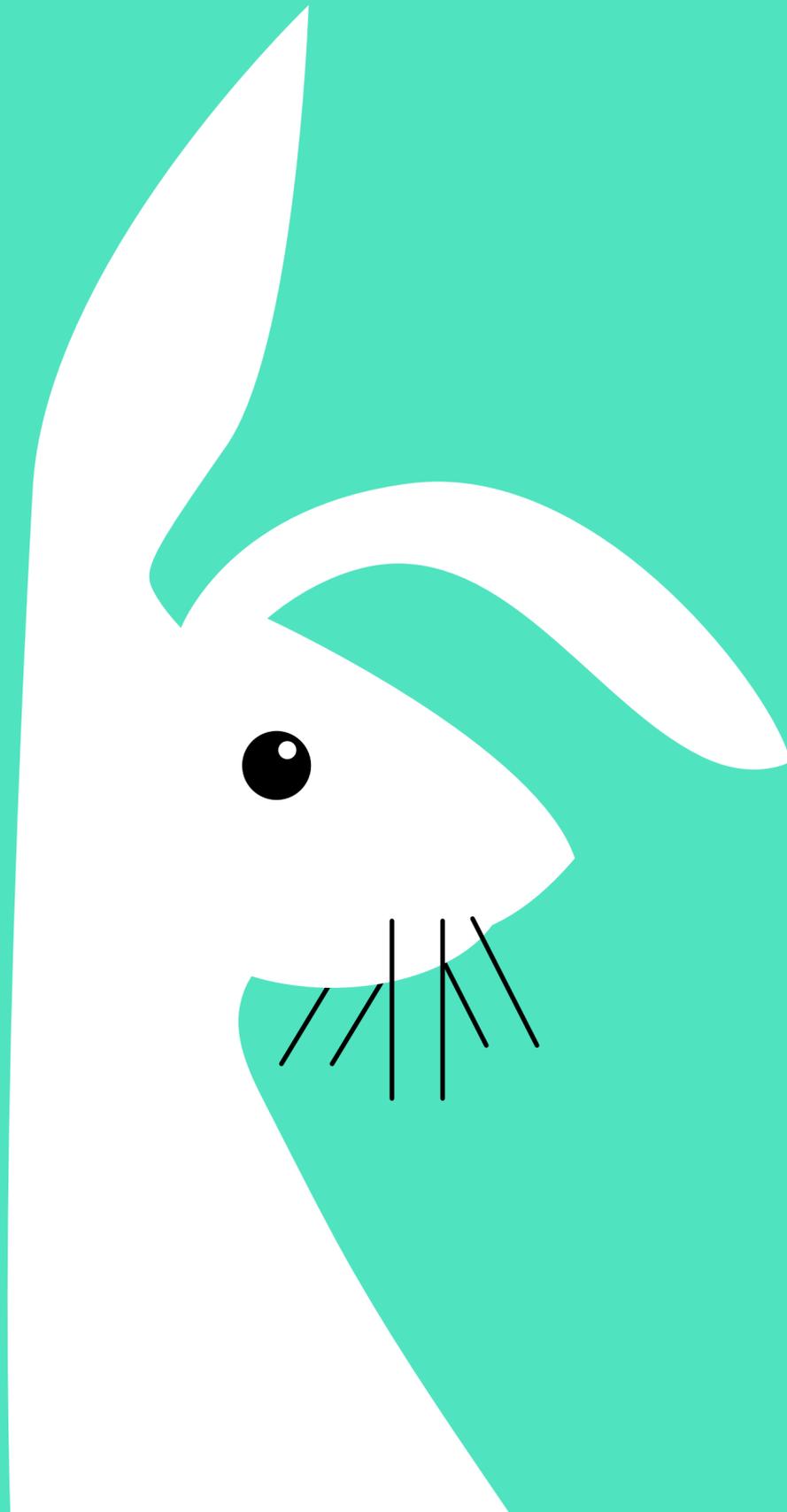
Then one day, the digital  
revolution came along and

**EVERYTHING  
CHANGED  
FOREVER...**

# BUYERS ARE NOW MORE SAVVY.

Researching their options online means they know what they want and what a good deal looks like. So they no longer wish to be interrupted by marketing.

"67% of the buyer's journey is now done digitally." (SiriusDecisions)

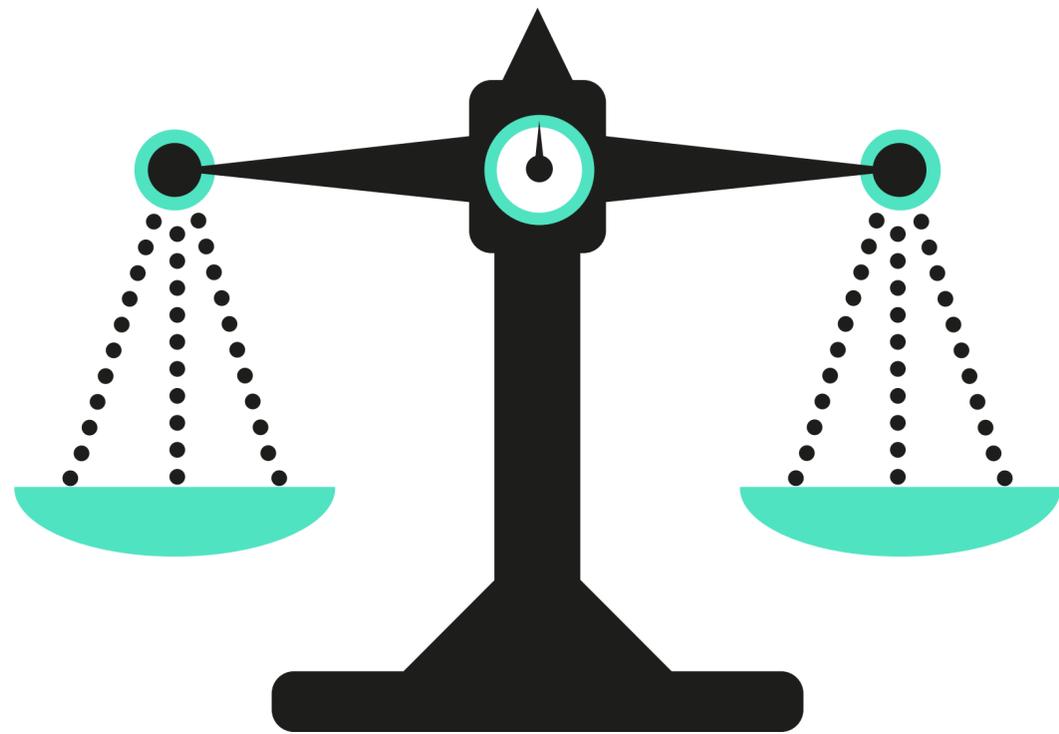


And, because all the product information they need is available at the touch of a screen, they make purchasing decisions much earlier, beyond the reach of a sales team.

**THEY IGNORE  
THE TRICKS  
AND AVOID  
THE TRAPS.**



The balance has shifted in the buyer/vendor relationship. Business has evolved from a transaction to a value exchange meaning buyers expect more before rewarding vendors with their custom.



**VENDORS MUST ADAPT THEIR  
APPROACH TO CUSTOMER  
ACQUISITION.**

**THAT MEANS...**

# BEING FORENSIC ABOUT CUSTOMER NEEDS.

Getting closer to prospects. Identifying key decision makers, understanding their pains and pressure points then developing the right messages to ensure communications truly resonate.



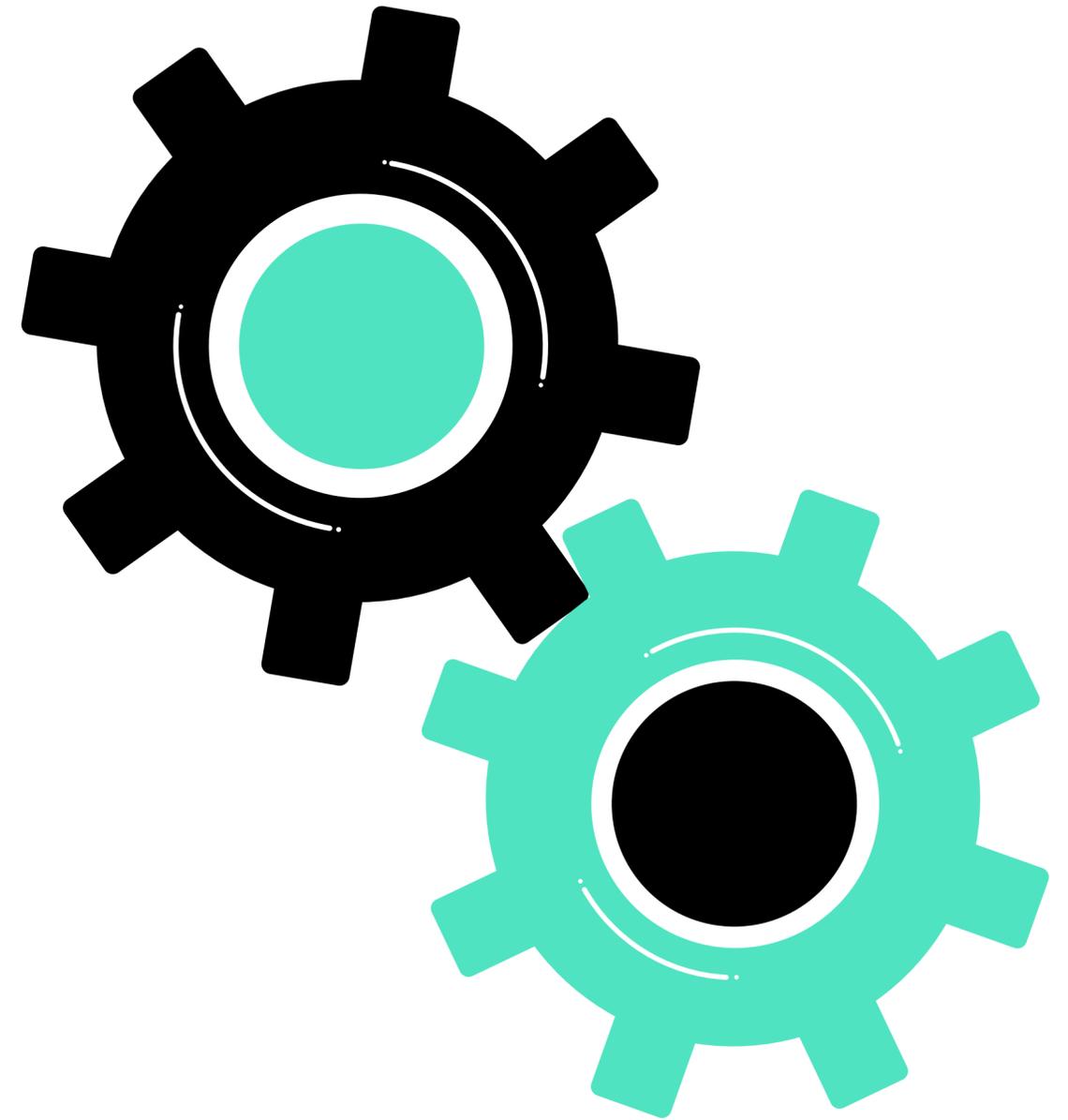
# MOVING AWAY FROM 'SPRAY AND PRAY.'

The big list, numbers game, telesales approach to customer acquisition requires huge amount of resource for little return. Vendors should focus on key accounts instead. Going deeper (instead of wider) and delivering value to the buyer throughout their journey. From first becoming aware, to making a purchasing decision and beyond.



# **ALIGNING MARKETING AND SALES.**

Ensuring information flows between both teams with marketing delivering qualified leads to sales and sales providing customer insights to marketing. Working together to build and sustain customer relationships.



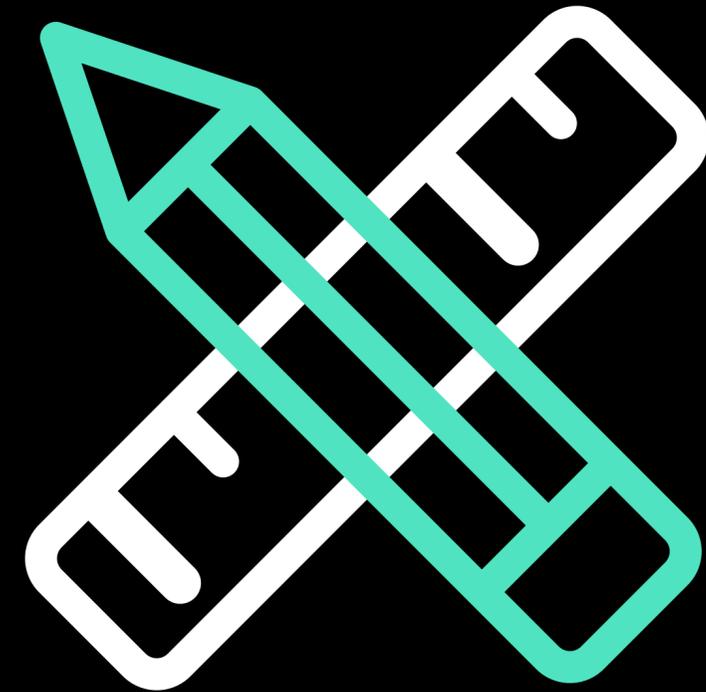
# CREATING CONTENT THAT CONVERTS.

Moving away from 'big bang' campaigns to always-on content marketing. Creating compelling content assets that connect with audiences across paid, owned and earned channels with each designed to move prospects onto the next stage in their buying journey.



# EMBRACING NEW TRENDS AND TECHNOLOGIES.

Harnessing the most appropriate tools and techniques to deliver personalised targeted communications then analysing the resulting data to learn what works and improve what doesn't.



# BUILDING RELATIONSHIPS THAT DRIVE DEMAND.

Instead of interrupting people, build an audience that wants to hear from you. Delivering valuable experiences that engages prospects, highlights your expertise and demonstrates how your solution meets their needs.

Developing and executing a content marketing strategy will help you build healthy, long-term relationships with customers, accelerating sales and driving revenue growth.

Find out more at [www.definitiveresults.co.uk](http://www.definitiveresults.co.uk)



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