

# MICRO- TARGETING FOR B2B

Personalization and Customization Strategies

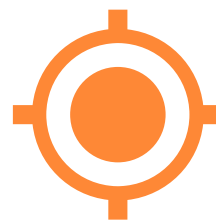


B2B marketing is becoming increasingly noisy and competitive. As a result, established channels and tactics have become less effective, leading B2B marketers to look for new ways to better reach their audiences. In this environment, micro-targeting is quickly gaining popularity, as it significantly improves how marketers communicate with customers.

This trend is part of a larger shift in how B2B businesses are thinking about marketing. Rather than solely focusing on socio-economic interests, B2B marketers are leveraging customer insights to create and foster long-lasting relationships. This is where micro-targeting, enabled by predictive analytics, comes in. Micro-targeting allows brands to customize and personalize their marketing strategies to target potential buyers with positive results.

Micro-targeting represents a data-driven analysis of customers' needs and desires to create highly relevant and impactful messaging across all channels. This is especially applicable in the B2B industries, as customers in this space require a higher level of trust before converting.

In fact, most customers today expect some level of personalization and customization in their online experience, even without being fully conscious of it. This whitepaper outlines everything B2B marketers need to know to take advantage of micro-targeting for their businesses.



## Why Micro-Targeting?

Rather than marketing to a large audience, micro-targeting is about tailoring messages to smaller segments of high-yield customers. This allows B2B companies to engage in personalized communication with selected segments of their target audiences and convert and retain a higher percentage of customers.

Using this tactic, B2B marketers can leverage demographics and consumer data to gain a deep understanding of their audiences, craft custom content, accurately predict messaging impact, and directly deliver messages via the target audience's preferred channels. If executed thoughtfully and without raising concerns about privacy, micro-targeting has the power to boost conversions and sales as well as improve customer relationships.

## How to use predictive analytics for personalization

Before diving into personalization, marketers need to set up their website and social media analytics.

When it comes to choosing the right tool, it's best to use one that integrates well with your content management system (CMS), while giving you all the capabilities you need.

### Choosing your analytics tool

There are several factors to consider when selecting an analytics tool. Make sure that the product you choose allows for diverse targeting options. At a minimum, it should let you segment customer data based on location, behavior, and company and contact details such as revenue, number of employees, and industry position.

It's important that the analytics tool easily integrates with your marketing automation platform and does not require advanced technical knowledge to implement and use. It should also be equipped to give predictive content recommendations.



## Developing in-depth buyer personas and targeting the right niche

The goal of micro-targeting is to find profitable niches within your pool of potential customers. This allows you to focus your resources only on the highest potential groups within your audience.

To ensure that you are offering your target accounts the right messaging and content at each stage of their buying journey, you must explore their needs, motivations, lifestyles, and preferences. However, gathering and analyzing data is only useful if you leverage it to shape your future tactics.

### Diving deep into buyer personas

Leverage the data you have on existing prospects for insights into the behavior that drives conversions. Some typical data points you can evaluate include the number of visits, demographics, engagement, and behavior on your website. Analyzing this data will allow you to understand more about the people behind the numbers and uncover those niches that are worth targeting the most.

With all the knowledge you've extracted from existing data, your next step is to perfect your buyer personas. While most marketers employ this method to determine customer motivations and needs, few use those insights effectively to develop thorough profiles for potential buyers. To create or improve existing marketing personas, leverage the findings from your analyzed data. This will allow you to better understand your target audiences.

Your main objective in this step is to gather information about the demographics, company information, needs, challenges, and goals of your personas. You should also keep a close eye on the language they use to describe those needs, as you can leverage this intel when creating personalized content.

It's important to understand and consider any potential objections your target customers may have to your product or service. This will allow you to proactively address those doubts before they become an obstacle to converting.

### Selecting niches to target

Predictive analytics allows you to build a model of your target audience by utilizing the data you have collected about their characteristics and behaviors. This method of analysis allows you to identify certain combinations of behavioral patterns and company and personal characteristics that result in higher levels of conversion. Essentially, predictive analytics means using data to predict what will happen in the future based on what has happened in the past.

Using this model, you can identify the best niches in a large pool of potential customers, and prioritize where your team spends its time and resources. The insights you derive can also help you identify new prospects to pursue. The model can also be used as a basis for a lead scoring system, which allows you to quickly detect and prioritize new prospects.

Like any other marketing technique, niche targeting requires relentless testing in order to make sure the models you're using remain effective over time.

## Boosting personalization and customization

Most B2B organizations use company specifics, industry tendencies, personal data about the specific decision-makers in companies, buying cycle stages, and content preferences as the basis of their segmentation efforts. Understanding these details allows you to target your audience with relevant content and product offerings that are tailored to their specific needs, thus increasing the chance that they become customers.

The following sections explore how personalization can be applied across a variety of marketing channels and digital properties.

### Personalizing your landing pages

Your website is the central communication hub for your B2B brand; it offers several opportunities to personalize content based on the characteristics of different target audience segments. This entails making dynamic, real-time changes to the content on your landing pages based on visitors' data.

For example, you can use your visitors' locations to show them information about events you are hosting happening near them. Alternatively, you can present exclusive offers or products to visitors based on their past purchasing behavior. Finally, you can use data to offer visitors freebies or access to premium content that matches their interests and/or their stage in the buying cycle.



## Crafting your content to match your buyers

Even the best content can go unnoticed if it doesn't appeal to its intended audience. Using the buzzwords and trending interests you identified while researching your marketing personas allows you to create more relatable content.

Your email campaigns can also serve as a source of data about the type of content your audience is interested in. Add links to specific landing pages and resources in your email messages and track the engagement each gets and how they affect the behavior of visitors in later stages—for example, you can determine if a prospect is more likely to become a customer after reading a specific guide, etc. Use these insights to create a plan for additional content you should produce and offer to your audience.

Any piece of copy on your website or mobile app can also be personalized. For example, if a prospect starts a free trial, you can trigger targeted communication that relates to their personal and company characteristics to improve their experience. Additionally, you can use data on how people are utilizing your product during their trial to spot obstacles or dropout points and offer help and content to educate them.

## Personalizing your email marketing efforts

Email personalization goes far beyond adding the name of the company and the person to each message that you send out.

The most basic step is to segment your email list and send each campaign only to the people who are a good fit for it. For example, you can use emails to follow up with visitors who completed a free trial and didn't convert to understand why they didn't become paying customers. Alternatively, you can send long-time customers an NPS or loyalty survey to identify the most dedicated followers of your brand and turn them into advocates.

The categories and tags on your blog allow users to subscribe only to the content they are interested in. Additionally, you can use your analytics tools to monitor when and what subscribers read from your website. If you notice they are visiting certain pages, you can craft tailor-made emails to address the potential interests they have in a certain topic or product.

## Using personalization strategies on social media

The most basic level of personalization on social media consists of using company channels for purposeful interactions with customers, as well as to read and reply to comments. In other words, social media provides the opportunity to converse in real-time with potential buyers.

Micro-targeting on social media can also take the form of campaigns tailored for and sent only to segments of your social media followers or potential prospects, based on demographics and firmographics. Facebook, Twitter, and LinkedIn all offer such targeting capabilities and are further expanding them to match recent trends in this direction.

Social analytics tools can generate predictions about the actions of individuals on social media based on previous posts and likes. This, in turn, can help you target prospects with highly relevant messages.



## Micro-targeting is the new normal in B2B marketing

Micro-targeting can play a key role in the B2B sales process, as it produces a smaller number of highly qualified leads that are easier to work with and turn into loyal customers.

The most widely used micro-targeting strategies today include personalization and customization, and they are proving to be successful for B2B companies that engage in them. After setting up your analytics tools and getting started with segmentation, you can follow the proven techniques shared here to effectively personalize landing pages, content, social media, and email marketing efforts.

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As Founder and CEO of INFUSEmedia, Alexander leads a global team that executes campaigns across all industries and company sizes. He leads all facets of global marketing, including go-to-market strategy, demand generation, vertical marketing, data management, field marketing, pricing, retention, analyst relations, product management, inside sales, and sales enablement.