LinkedIn Marketing Solutions

THE STRAIGHTFORWARD B2B MARKETER'S GUIDE TO WINNING IN INDIA 2018

A TWO PART SERIES

VOLUME 01 TECHNOLOGY

"NOT ANOTHER PREDICTIONS BOOK!"

We marketers love guessing what's going to be the next big thing. The new ways to reach and engage our target audiences keep marketing interesting - plus we're suckers for shiny things!

The problem is, more often than not we're distracted by the next "game changer" before we've even had the chance to adopt and take advantage of the first one.

This is why we've created **The Straightforward B2B Marketer's Guide to Winning in India 2018.** It's a two-part series which covers the technology, content, targeting and business trends that are going to shape your year. Most importantly it also explains *how* you can incorporate them into your marketing plans today. It's a practical roadmap that will help you level-up your marketing no matter how mature your activity is.

This guide provides **beginner, advanced and expert next steps for all the key trends** and also lists them in order of priority so you'll know where to concentrate your efforts.

This volume is all about marketing technology. We cover which tech should you be adopting, what you need to finesse and what to jettison this year. Discover what tech to prioritize and how to take the next step no matter how sophisticated your current marketing plan is.

KATE MALLORD
Head of Content, APAC
LinkedIn Marketing & Sales Solutions

Our research* found marketers in India are implementing a vast array of technology (from analytics to wearables, chatbots and blockchain) that is far more advanced than the rest of APAC.

*Marketing Teams of Tomorrow, LinkedIn 2018

CON-TENTS

04. VOICE SEARCH

07. OPTIMISATION OF MULTI-TOUCH CONTENT

10. IN THE LAB WITH DEEPAK SHARMA

11. BLOCKCHAIN FOR B2B MARKETERS

13. VIDEO

16. IN THE LAB WITH SANDEEP PAL

17. DATA SECURITY

18. AUGMENTED REALITY & VIRTUAL REALITY

21. ARTIFICIAL INTELLIGENCE

22. JUDGEMENT DAY FOR BOTS

VOICE SEARCH

PRIORITY

MED-HIGH

VOICE SEARCH

In 2017, we heard rumblings about optimising page titles for Siri. In 2018, marketers are likely to want to start creating content with Voice Search in mind.

China's Tmall Genie[1] and Amazon's Echo[2] saw a record number of sales on Singles' Day and over the Black Friday weekend respectively. Home assistants could well disrupt standard SEO practices as assistants now seek to return the first best result rather than a set of options. Marketers will need to create content that fits with the conversational and natural language used in voice requests, and keep in mind that Google might not be the search engine of choice for all assistants.

As the adoption of Voice Search increases in the home, we predict a growing demand for voice requests in professional environments too.

The message to B2B marketers is, don't be caught out; start thinking about best practices today to save having to overhaul all your content at a later date.

[1] 11.11 Singles' Day Sale: Huawei, Xiaomi & Apple Tops the Sales, Counterpoint Insights
[2] 10 Key Digital Trends for 2018: Our Predictions for What Will Matter to Marketers, eMarketer
[3] How Voice Search Will Change Digital Marketing For the Better, Moz.com

NEXT STEPS

Beginner Level

Think about what kinds of things your target audience might want to use voice search for. It could be anything from office directions to "What is [your product]?". Start making sure your digital assets are honed to provide the best answers to these basic and easy-win voice requests first.

Advanced Level

Expand beyond basic details and product information for search queries. Voice requests are more likely to be full questions with longer sentences so you'll want to look at testing out longer, more voice-friendly keywords in your titles.

Expert Level

One of the more exciting opportunities that come with voice requests is a clearer signal of purchase intent. Purna Virji's article How Voice Search Will Change Digital Marketing for the Better on Moz[3] highlights that a keyboard search for "digital camera" gives no indication of whether the user wants "to buy one, have one repaired, or was simply looking for stock images of cameras."

It's true, marketers don't really know if the searcher is ready to buy or just doing research. Voice requests are more likely to go from 'What' or 'Who', to 'How' or 'When' and finally 'Where' as the voice searcher demonstrates greater purchase intent. This means that you'll want to start mapping your voice content creation to the different parts of your sales funnel now.

WAYS SMARTPHONE OWNERS USE VOICE ENABLED TECHNOLOGY*

60%

Doing online searches

51%

Finding information on a product

50%

Asking questions

49%

Asking a fun question

42%

Ask for directions

41%

Making a call

41%

Playing music

40%

Asking for the weather forecast

34%

Finding a local business

34%

Finding information on a local business

Note: ages 18+ who use voice-enabled technology, *e.g. Siri, Google search, Google Now? Google assistant
Source: J. Walter Thompson(JWT) Innovation Group and Mindshare Futures, "Speakeasy: The Future Answers To You," June 26, 2017

OPTIMISATION OF MULTI-TOUCH CONTENT

PRIORITY | HIGH

OPTIMISATION OF MULTI-TOUCH CONTENT

You don't need LinkedIn to tell you that different channels and audience contexts require different messaging. If content is king, context is queen, but B2B marketers are struggling to invest in experimentation and optimisation. The volume of assets required for a single campaign for tablet, mobile and desktop across Facebook, Google and LinkedIn is already a sizeable burden for smaller companies. Add to that test variations, and the number of creatives can easily get out of hand (you may even end up squandering your entire agency retainer on basic image resizing and editing).

The good news is that are some new businesses that will create all the multiple test artworks and optimise them across all your channels automatically. Quantifi.Ai is a good example — the company not only builds all your variations, but it also provides a testing framework and covers optimisation too.

NEXT STEPS

Beginner Level

Start with a basic hypothesis and run some A/B tests across all your paid media. Begin with an easy-to-measure project like experimenting with various Call To Actions (CTA) and tracking them back to vanity metrics and an obvious ROI. Once you have the results and have created a valuable business insight, you can use it to get buy-in for greater investment in experimentation.

Advanced Level

If you've already created a framework for testing across channels it's time to start building a basic multi-touch attribution model for those campaigns. This way you can see which channels and campaigns your lead engaged with before they made a purchase. Just make sure you're not only optimising for engagement but tracking against lead quality and customer spend as well.

Expert Level

You'll want your experimentation framework to be adopted by all communication teams in your company and feed the test results to a central hub or Insights team. Number crunching to insight, optimisation and new hypothesis should be a continuous cycle across all your channels. A more complex multi-touch attribution method will supercharge the insights you create. You've probably already tested countless CTAs and content, so now's the time to add a more complex layer like customer lifetime value or "connection density" to your success matrix. Find out more over the page.

CONNECTION DENSITY

CONNECTION DENSITY

Connection Density measures how connected certain groups of professionals are. A few of our clients have discovered that their marketing activities indirectly result in LinkedIn connections for their sales people, and that a "connection" occurring is predictive of revenue — more connections, more money. What this means is that optimised thought-leadership campaigns can result in more visibility and more connections, which, in turn, creates a higher close rate for the salesperson.

IN THE LAB WITH DEEPAK SHARMA

Deepak Sharma, Global Head of Brand, Digital and Engagement Marketing at Wipro reveals what's on his martech agenda this year.

What tech did you embrace in 2017 that you can't live without in 2018?

In 2017, we migrated our website to Adobe Experience Manager so our plans for this year include expanding its functionalities. We are also creating omni-channel marketing journey capabilities on SFDC's Marketing cloud starting with Pardot and Social Studio.

What are the opportunities coming from tech that you're excited about?

Definitely those coming from DXP, Wipro's own Digital Experience Platform. We're excited about using it to bring together best-of-breed solutions to create an innovative and experience-led journey for our customers.

Does that change the skill sets you look for when hiring?

I'm encouraging my team to become true, full-stack marketers with deep proficiency in at least one area (content, creative, or campaigns) while being operationally comfortable in all others. It's impossible for marketers to be agile without being conversant in analytics and basic campaign management tools.

WHAT'S YOUR TOP TECH PRIORITY OF 2018?

- [ ] Using analytics and tracking software to better understand ROI
- [ ] Looking for ways to automate some of my team's tasks
- [ ] Upskilling my team on our current tech stack
- [x] Reevaluating my marcoms tech stack to make it more customer centric

BLOCKCHAIN FOR B2B MARKETERS

PRIORITY
LOW

BLOCKCHAIN FOR B2B MARKETERS

You've probably heard a lot about how blockchain is being harnessed for cryptocurrencies like Bitcoin and Ethereum but the technology is likely to benefit marketers too. Blockchain technology can be used to make interactions between ad inventory holders and ad buyers more transparent (while potentially cutting out the middleman too). This reduces the likelihood of ad fraud since buyers will be able to track every dollar they put into advertising and owners will be able to ensure full payment. You'll probably see this incarnation of blockchain in programmatic campaigns first.

Meanwhile, other younger blockchain companies are exploring ways to reward brand influencers at a micro level. With this, individuals can be rewarded at scale, similar to any 'Refer a Friend' deal, except that referrals that lead to bigger customer spends will earn them proportionally higher compensation.

A whopping 83% of marketers in India are looking to implement blockchain technology in 2018*.

*Marketing Teams of Tomorrow, LinkedIn 2018

NEXT STEPS

Beginner Level ●○○

Get a basic understanding of how blockchain technology works and start looking for ways it could benefit your marketing plans.

Advanced Level ●●○

You're already telling the story of how blockchain technology solves credibility, so now it's time to find a blockchain partner to run a programmatic pilot.

Expert Level ●●●

It's worth considering experimenting with crypto-tokens to reward event promoters and brand advocates that drive traffic, attendance or purchases.

VIDEO

PRIORITY

HIGH

VIDEO

A 2017 Salesforce study found that B2B marketing leaders worldwide more than tripled their use of video ads between 2015 and 2017[1]. Thankfully, we're all moving away from filming poor quality talking heads at tradeshows.

In fact, sponsored video posts can be used throughout the entire sales funnel; from explainers and thought leadership to client testimonials and product updates.

The challenge will be nailing ROI. Vanity metrics like viewability are still going to be a big part of performance, but don't forget to track against revenue where possible.

One popular rule of thumb for content creation is the 1:10 rule and video is no different. If you spend $100 on production, you'll want to spend $1,000 on distribution. So, don't let an agency eat up all your marketing budget creating the video; remember to prioritise distribution over production!

Our research* found that marketers in India are looking to increase video budgets by 61% in 2018.

*Marketing Teams of Tomorrow, LinkedIn 2018

[1]Key Trends All Marketers Need to Know About Advertising in 2017, Salesforce

NEXT STEPS

Beginner Level

●○○

Look beyond your basic explainer video and think about other opportunities for video in the funnel.

Advanced Level

●●○

Experiment with different video formats and bolster the better performers with paid distribution.

Expert Level

●●●

You've run lots of different kinds of videos and may even have a high performing series. But have you empowered internal thought leaders to post "live" videos?

NEED IDEAS?

Get inspiration on the next page

WHEN AND WHERE VIDEO FITS IN YOUR MARKETING FUNNEL

EARLY STAGE

Thought leadership and enjoyable content to build brand awareness and desire

- Company introduction explainers
- Demos
- Short documentary style research pieces using stats
- Curated countdown lists

MIDDLE STAGE

Tools that help buyers find you when they are looking for solutions

- Buying guides
- Expert Q&As
- How-to guides
- Online courses

LATE STAGE

Company-specific information to help evaluate and reaffirm selection

- Product walkthroughs
- Customer testimonials and case studies
- Myth busting

IN THE LAB WITH SANDEEP PAL

We sit down with veteran IT marketer Sandeep Pal, currently Citrix's Regional Vice President of Marketing, Asia Pacific including Japan, for his 2018 tech take.

What tech are you jettisoning in 2018?

We're dialing down standalone content syndication and 'guaranteed lead' platforms. Instead, we want to focus on orchestrating digital or digitally-supported touchpoints across the buyer journey. In fact, our pilots around using intent data for net new audiences as well as predictive analytics platforms for account based marketing are already showing promising results.

What are the opportunities coming from tech that you're excited about?

One of the biggest 'asks' for a B2B marketer is to identify net new segments and customer acquisition at a lower cost. So, for us, it's the use of programmatic digital, look-alike modeling and smart social (like LinkedIn's video offering and dynamic content) to scale reach and optimise cost per new contact. Then, predictive marketing technology comes in to help us hone in on the right set of accounts for better conversion, velocity and pipeline.

Does that require you to hire for new skills this year?

Definitely. We plan to bring in new skills (preferably from outside the B2B industry) to boost our digitally-led, context–aware, multi-touch customer engagement with compelling content. While every marketer already needs to be data driven, we also need to build deeper data visualisation and analytics skills.

WHAT'S YOUR TOP TECH PRIORITY OF 2018?

- [ ] Using analytics and tracking software to better understand ROI
- [ ] Looking for ways to automate some of my team's tasks
- [ ] Upskilling my team on our current tech stack
- [x] Reevaluating my marcoms tech stack to make it more customer centric

DATA SECURITY

PRIORITY HIGH

About the least titillating part of marketing — data protection — is about to become a whole lot more complex when the European Union's General Data Protection Regulation (GDPR) comes into effect in May 2018. It will require all companies that do business with EU citizens to adhere to stricter requirements, no matter where the business is geographically sited. If you're not already looking at this and have customers in Europe, you'll want to make it a priority, pronto. Failure to comply could be costly in more ways than one.

There aren't any beginner, advanced or expert next steps for this one. We *all* need to get trained-up as soon as possible.

AUGMENTED AND VIRTUAL REALITY

PRIORITY

LOW-MEDIUM

AUGMENTED AND VIRTUAL REALITY

Augmented Reality (AR) and Virtual Reality (VR) have mostly been a slow burn and a lot of hot air for B2B marketers. This is partly because headsets just haven't hit a saturation point with audiences that we can leverage.

Content production is still relatively expensive so the majority of campaigns have been of the gimmick variety rather than harnessing the way AR or VR can improve the customer experience or educate audiences.

B2B marketers are more likely to use them as demos at events or tradeshows rather than scaled lead generation campaigns.

That said, AR demos can be particularly powerful if your product benefits from virtual walk-throughs. VR experiences, on the other hand, hit their B2B sweet spot with environments that are harder to visualise. If you're selling insurance or safety equipment, a fully immersive story can be very compelling, but that's hard to achieve at scale.

Less than half of marketers in India (46%) think AR/VR will be a key trend in 2018*.

*Marketing Teams of Tomorrow, LinkedIn 2018

NEXT STEPS

Beginner Level ●○○

Think about how AR or VR could drastically improve understanding about your product.

Advanced Level ●●○

Run a pilot campaign at a tradeshow or customer offsite to measure impact on lead generation or customer spend.

Expert Level ●●●

You might have already built your own AR or VR app that offers a unique insight into your product. Now, it's time to start measuring audience response and assess where else in the funnel AR and VR can have an impact.

LinkedIn

MARKET TO WHO MATTERS

Ready to effectively engage the world's largest network of business professionals and influencers?

GET STARTED

ARTIFICIAL INTELLIGENCE

PRIORITY
LOW

Artificial Intelligence (AI) was all anyone could talk about in 2017. Its most common application was chatbots. (Turn to P21 for Judgement Day for Bots, our take on the impact chatbots have had on marketing.)

But beyond chatbots, machine learning can be leveraged for targeting too, especially propensity modelling and optimisations. Another opportunity lies in localisation and hyper personalisation but only the biggest B2B brands will be investing in their own products. It's far more likely that machine learning will be built into the next iteration of marketing tools you're already using, which is why we put this as a low priority for 2018.

JUDGEMENT DAY FOR BOTS

Marketers love new technology. In a world where it's becoming increasingly difficult to get, and keep, customer attention, we flock to blue ocean opportunities like parched travellers to a desert oasis. In 2017, this was bots. ***But was it life-saving water, or all just a beautiful mirage?***

Our research* found that marketers in India are looking to increase investment in Chatbots by **22%** in 2018.

*Marketing Teams of Tomorrow, LinkedIn 2018

BOTS EXPLAINED

At its core, a bot is simply a computer program that automates certain tasks. A chatbot, then, is a bot that is programmed to have conversations with people, on behalf of people. How, and how well, it does this depends on the sophistication of the chatbot.

FOUR TYPES OF CHATBOTS

PURPOSE

Information Chatbot
Designed to provide information, such as news alerts and weather reports

Utility Chatbot
Designed to solve a problem, such as assisting in transactions or making appointments

PROGRAMMING

Rules-based Chatbot
Follows a pre-defined logic sequence based on a fixed set of questions and responses

AI-powered Chatbot
Uses natural language and machine learning technologies to adapt rules to each situation

THE RISE OF BOTS HAS BEEN NOTHING LESS THAN METEORIC

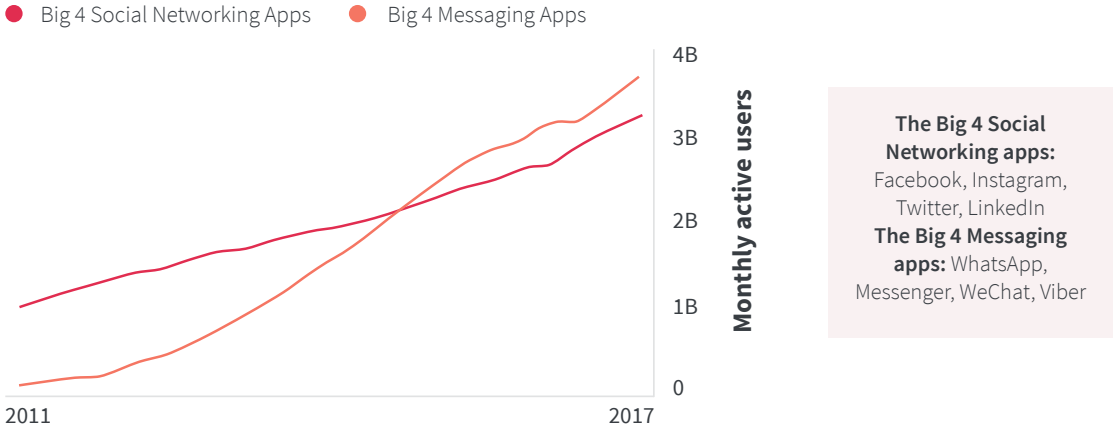
One year after Facebook Messenger started supporting chatbots over 100,000 were developed. This can possibly be explained with the most basic of economic principles; the meeting of supply and demand.

DEMAND

Mobile messaging apps have exploded in popularity. Since 2015, the global monthly active users of the top four messaging apps have outnumbered that of the top four social network apps. And the gap continues to widen. In fact, according to Ubisend's 2016 Mobile Messaging Report, over 45% of people prefer to communicate with a business via messaging than email.

Messaging Apps Have Surpassed Social Networks

Global monthly active users for the top 4 messaging apps and social networks



The Big 4 Social Networking apps: Facebook, Instagram, Twitter, LinkedIn
The Big 4 Messaging apps: WhatsApp, Messenger, WeChat, Viber

Source: Companies, Apptopia, TechCrunch, BI Intelligence estimates, 2017

SUPPLY

Advances in artificial intelligence are making chatbots an increasingly viable option for businesses. With smarter chatbots, more businesses are feeling comfortable entrusting this important customer touchpoint to technology. At the same time, chatbots are generally cheaper and faster to develop and deploy than mobile apps because they work off existing messaging platforms and require less maintenance in the form of updates.

CHATBOT DEVELOPMENT IS ESTIMATED TO BE **1/3 CHEAPER** AND **4X FASTER** THAN MOBILE APP DEVELOPMENT

Source: Why Marketers are Betting on Bots, AdAge, July 2017 & The Role of Chatbots in the Mobile Marketing Future, chatbotslife.com, August 2016

LET THE MACHINE GET IT

One of the main draws of chatbots, as with most forms of automation, is the potential of leaving mundane tasks to machines. This reduces manpower costs, frees up talent resources to focus on higher value work, amps up productivity and can improve workflow processes.

There's also the service aspect of things. Chatbots don't need to eat, sleep or take breaks, but customer service teams do. Letting a chatbot take the lead on round-the-clock enquiries allows a business to maintain a 24x7x365 presence at a fraction of the cost.

CHATBOTS ARE EXPECTED TO CUT BUSINESS COSTS BY **US$8 BILLION BY 2022**

Source: Chatbots Retail, eCommerce, Banking & Healthcare 2017-2022, Juniper Research, July 2017

THE PROMISED LAND FOR MARKETERS

While chatbots have the potential to improve the bottom-line, many marketers are looking at it to deliver top-line results. By their very nature, chatbots offer a radical new reality: scalable, one-on-one conversations between brands and their audience. This is an exciting prospect for marketers because it fits perfectly with the golden rule of content marketing — getting the right message to the right audience, at the right time, via the right channel.

THE RIGHT AUDIENCE

Most chatbots adopt an opt-in approach; they only respond to user prompts. Chatbot conversations are initiated by people, and people only do so when they are ready to be engaged.

THE RIGHT TIME

People use chatbots when they need a problem solved, and fast. Chatbots are always available and, perhaps more importantly, respond immediately. They are built to be helpful, answering queries and offering solutions without requiring much user effort.

Source: How Autodesk sped up customer response times by 99% with Watson, IBM, October 2017

99% IMPROVEMENT

IN CUSTOMER RESPONSE TIME

After Autodesk launched its virtual agent AVA

THE RIGHT MESSAGE

Sophisticated AI-based chatbots are able to make intelligent recommendations by remembering user inputs and cross-referencing this to existing data on a customer. When these recommendations (in terms of products, solutions or content) are a personalised and positioned as a natural extension of the conversation, it gently but effectively pushes the user forward in their buying journey, that could be connecting with a sales representative or requesting a free product demonstration.

THE RIGHT CHANNEL

Because chatbots operate in a private, one-on-one space, they are better able to harness detailed information about the user through well-crafted questions. For the same reason, people tend to be more comfortable sharing information about themselves in this space. This approach to data gathering and building insights is less cumbersome and more targeted than having the user fill in a form, creating a new paradigm where conversations, not forms, could drive the lead qualification process.

Source: How Autodesk sped up customer response times by 99% with Watson, IBM, October 2017

AFTER ALL THE CHATTER, DO CHATBOTS REALLY WORK?

So far, success rates have been mixed. Users are increasingly primed to interact with chatbots, but they have lower tolerance for mistakes by machine vs man. When chatbots fail, it is often because they are unable to deliver an efficient experience. A chatbot with personality and the capacity for witty banter is a plus, but at the end of the day, users simply want their problems fixed. When a chatbot cannot understand what they're saying, or forgets what they said a few speech bubbles ago, frustration is inevitable. The reasons behind failure are often complex and multi-faceted, and can vary from struggling to define the chatbot's purpose to being overly ambitious for the technology that is currently available.

NOT ALL BOTS ARE BUILT THE SAME

Microsoft may pride itself on leading the artificial intelligence charge, but even the tech giant has had its share of hits and misses.

YAY FOR XIAOICE

Born: 2014

Primary Residence: Weibo (China), 40M followers

Secondary Residence: LINE (Japan), 2.2M followers

Purpose: Virtual assistant

Xiaoice is a 17-year-old girl in chatbot form, loved for her cheery disposition (literally — 25% of her users have told her 'I love you'). She's also plugged into the product catalogue of Chinese e-commerce site JD.com, allowing her to offer shopping recommendations when prompted.

NAY FOR TAY

Born: 2016

Primary Residence: Twitter

Purpose: Chatbot for teens; experiment in machine learning

After just 16 hours, Microsoft pulled the plug on Tay after it started parroting racist and sexist remarks that it learnt from comments.

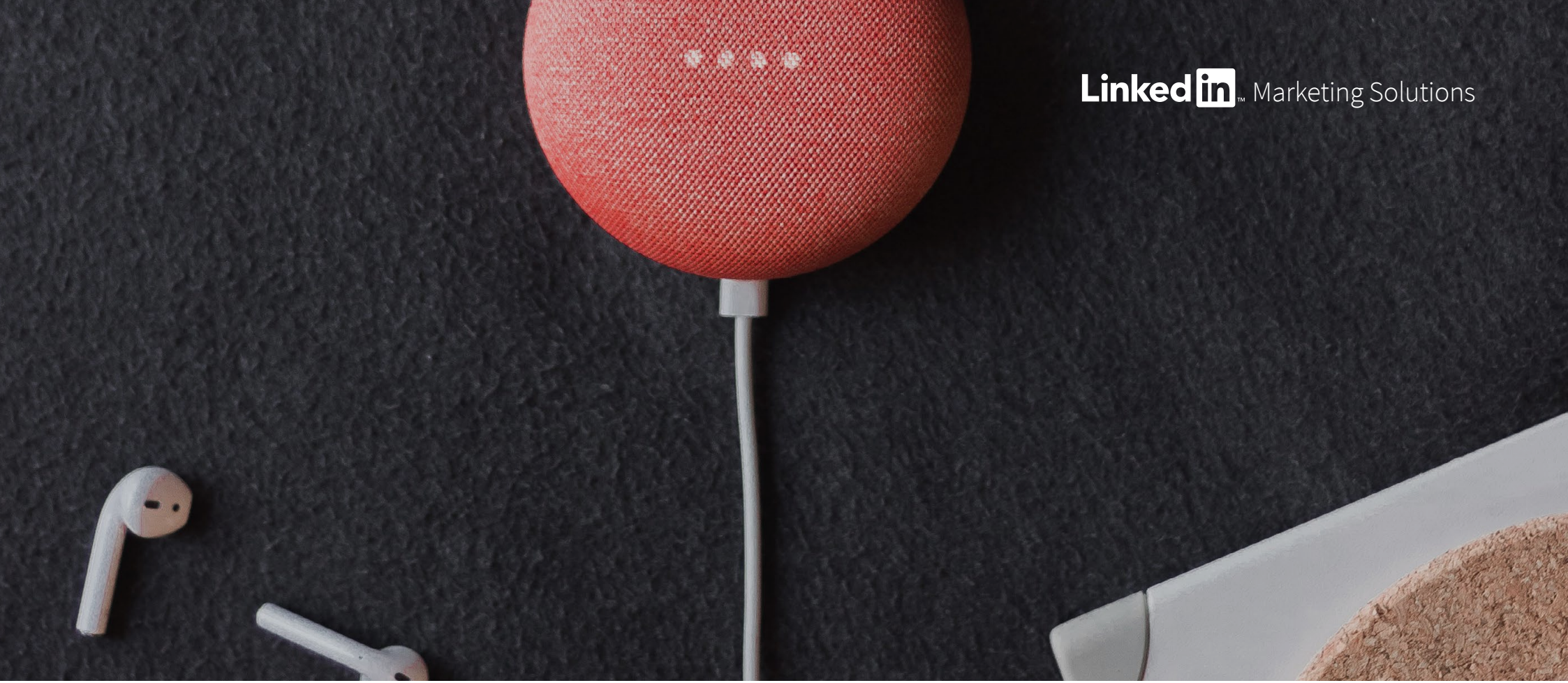
Source: Why people in China love Microsoft's Xiaoice virtual companion, and what it says about artificial intelligence, GeekWire, November 2015; Microsoft's Tay AI chatbot goes offline after being taught to be a racist, ZDNet, March 2016

Still, automation can benefit B2B marketing in so many ways. With chatbots handling simple queries, gathering customer data, and maintaining an active and personalised online presence, sales and marketing teams have more bandwidth to focus on driving ROI.

THE MAGIC IS REAL, BUT MASTERING IT IS TRICKY.

The true challenge isn't technical in nature. It's conversational. It's about understanding the interactions that your audience is already having with your brand, and finding a sweet spot where the chatbot interface can improve, not interrupt, that process. Achieve that, and sales and marketing teams will find themselves blessed with more time to refine your customer strategy, drive engagement levels, and deliver measurable results.

SO, IN 2018, WE EXPECT MORE MARKETERS TO GET OVER THEIR BRIGHT-EYED FASCINATION WITH CHATBOTS AND SEE IT FOR WHAT IT REALLY IS — AN OPPORTUNITY TO HELP YOUR CUSTOMERS WHILE FREEING UP PRECIOUS TIME TO FOCUS ON CREATING VALUE.



Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than **530 million members worldwide,** including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Sales Solutions, Talent Solutions, Marketing Solutions, and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe.