

B2B to B2C Marketing Revamp

Transforming Your Marketing Strategy
From 'Boring2Boring' to 'Boring2Cool'



B2B vs B2C strategies



Logic and features

Educational technical content.

Lead gen campaigns, industry events, webinars, outreach.

Desires and benefits

Emotional, entertaining content.

Social media, video, emotive aspirational advertising



Can a B2B brand
act like a
consumer brand?

It's time to switch. Old techniques don't work



Gartner

28% of B2B buyers feel that the companies they engage with are offering a personalized and relevant experience



mailchimp

The average email open rate for B2B emails is **a paltry 15%**

HubSpot

Response rate for cold calling in B2B sales is **a meager 1%**

Brands need to stand out



**No attention -
no conversions**

How do you switch to a B2C approach?



Include **Customer Storytelling** in your campaigns

Lean into **a sense of Fun and Humor**

Connect campaigns to **Revenue**

Bet on **thought leadership**





Focus on your heroes.
**Your brand is always
the helper.** It never
takes center stage.

Customer Storytelling

How to frame our thinking



Emotional values.

Community,
subculture.
Being a part of the
something bigger.

Interests, dreams,
attitudes.



Functional values.

Buyer persona.
Jobs to be done.

Rational needs and
goals.

Your Brand and Digital marketing teams should be best friends



“Brand Campaigns” =
Performance Marketing
Campaigns

“Brand Campaigns” go way
beyond impressions, share
of voice, and referenceability

“Brand Campaigns” = creative
owned by Brand, campaign
launched by Digital marketing

“Brand Campaigns” absolutely
drive traffic, and traffic
absolutely drives revenue

Next, establish campaign goals



It's all about
incrementality—what
are you driving that is
net-new

- Audience Capture
- Full Funnel Dynamics
- Brand Recognition
- Revenue

Campaign Objectives

INSPIRE

NEXT GENERATION
OF MARKETERS

CONTEXTUALIZE

PRODUCT

HUMANIZE

SEMRUSH BRAND

GROW

SEARCHES, TRAFFIC
AND CONVERSIONS



Meet Gaby Alias, Semrush client



Emotive to attract. Features to convert



Brand Arc /
Emotional Values

Tailored messages
for specific
audience

Functional Values
tailored to
Semrush products
and features

Life on your own terms

Make your mark

Own meetings—data about all channels in one platform (PPC, SEO+Content, PR, Social)

Lead the team—marketing calendar, content audit, content management workflow

Dazzle your client—Trends, KG, Backlink Gap. Domain Overview

Impress your boss—Reporting

Influence the industry & make impact with data—data quality, data on everything, data-driven campaigns

The sky is the limit

Work from anywhere—Semrush collaboration team features; subscription model, 24/7 support; cloud based software

Get global—databases, languages, SCT+SWA, marketplace, AGK

Define your path—all marketing channels in one place, Semrush Academy

Make time for what matters most

Work smarter, not harder—make time for creativity while Semrush takes all routine off your plate. Alerts + scheduled audits, emails from tools

Get a life—focus on DJing, not DJ the data—Automation, scheduled reports

Messaging logic across the funnel



Attract

**Aspirational messaging
focused on the user**

We still make it clear what
Semrush is with a **sprinkling
of product info**

Design: images of people

Engage

**Lighter touch on lifestyle and
more product info**

More **inspirational hero
sections**, with product details
lower on the page

Design: images of people + UI

Convert

Focus on product info and
very little lifestyle messaging

**Shorter copy and more
screenshots** and design
blocks (carousel, comparison
chart)

Design: images of UI

How messages change from emotive to functional

**LIVE LIFE
ON YOUR
OWN TERMS**

You do you. Semrush has your back with a full-service marketing platform that helps you crush your goals—and make more time for your passions.

[YES, I'M IN](#)

Attract

**Win at Work and Life
with the All-In-One
Marketing Platform**

You're busy living life; we're here to help. Semrush has all the tools and data you need to crush it at work so you have more time to be you.

[TRY FOR FREE](#)

Engage

**Beat the
Competition
in Less Time**

Get instant market analysis and in-depth competitive insights to beat any rival. Semrush does the heavy lifting, you get busy living.

[TRY FOR FREE](#)

Convert



DO MARKETING

YOUR WAY

WITH SMART

DIGITAL TOOLS

TRY IT FREE ➡ TRY IT FREE ➡ TRY IT FREE ➡ TRY IT FRE



Top performing assets and how you can make it



- Exciting, unexpected plot, or humour
- Video length: 15 seconds
- Product mentioned in first 5 sec
- Dynamic video with movement
- Show the product, include screenshots!

Results that speak for themselves

x3 vs. original flight time

+145% vs. plan

+122% Registrations

+200% return on ad spend
(RoAS)

24% higher in revenue than
our all-time top campaign



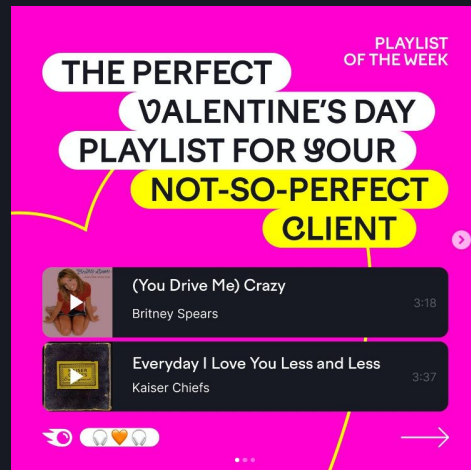
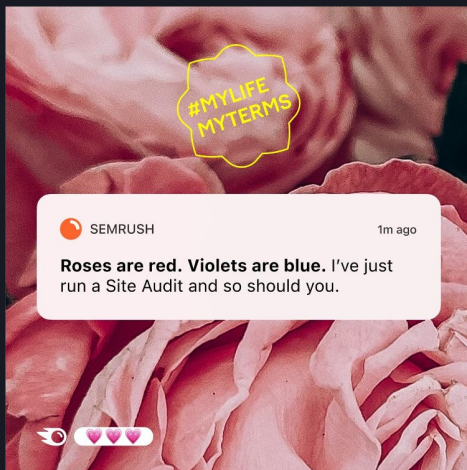
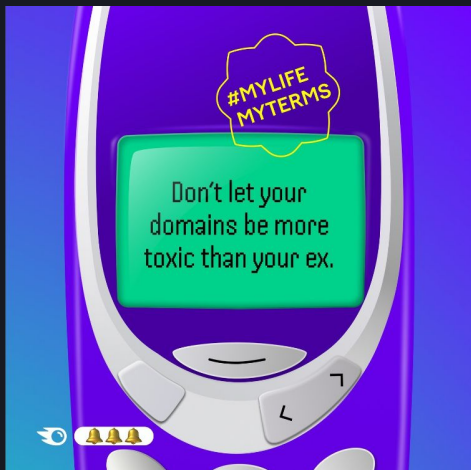
Your story needs to be authentic, and *funny*



Forbes reveals that **78% of consumers** believe that humor makes brands more relatable and likeable

LinkedIn's says **61% of B2B decision-makers** prefer companies that deliver content with a touch of humor

We make our audience laugh; you can too



Memes — top performing content type across all platforms with an average of **13x higher engagement** and **drives spikes in website traffic**

How to add humor to your social media



Keep an eye on trends

create a Twitter list of accounts that do trend-jacking on social.

Create a list of your audience's pain points

— it is your base for humorous posts.

Trending meme + topic from your list = your fun post

React quickly.

Try to hop on a trend the same day when you spotted it.

What works on social



Simple & casual words, imitating friend-like chatting

Create a special bond with the audience, showing them the content's immediate value. Use simple language.

Common, recognisable & lifestyle context

Put your messaging into familiar forms & context (notifications, alarms, messages, etc.). It makes it more relatable

Impact of personal branding: Q1-Q3 2023



+23%

More clicks than from brand's account with 10x smaller audiences

+2M

Organic impressions for the brand-related posts. Total reach was 6 million impressions.

20+

Conference speaking and podcast interviews invitations



Why personal branding matters



Differentiation

88% of buyers say employer brands impact purchase decisions. Showcase your internal values through employee advocacy.

Source: LinkedIn study

Traffic and revenue

Additional traffic or lead generation channel.

Better exposure via media opportunities, both online and in-person.

Influence marketing

Becoming an influencer is the best influence marketing strategy.

Better networking, better relationships with thought leaders.

Measuring what matters



ALL of your campaigns
should be driving revenue.
If they do not, **stop** them.

Source: My boss

What to take away



1. **Attract with emotive messaging**, convert with feature-focused content.
2. Feature **your customers** as heroes who tell stories about your product.
3. Humanize your brand and grow your audience with **humor**.
4. **Improve your top of funnel** by betting on your employees and investing in their personal brands.
5. **Use every opportunity to test**, our new CTA had a 17% higher Visit to Reg CR then the traditional one





Thank you!

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