
MASTERING B2B DIGITAL MARKETING AND E-COMMERCE

SEPTEMBER 04 - 06, 2019

ADD SCALE TO YOUR ENTERPRISE SALES WITH THE POWER OF DIGITAL



THE B2B CHALLENGE

Digital marketing and e-commerce are a rapidly growing area, presenting both an opportunity and a challenge for B2B companies. B2B by its nature is very different, including relatively simple transactions from a seller to a small buyer, to a complex multi-year transaction from the same seller to a large enterprise. The objectives of the digital marketing plan in B2B can also range from brand building to lead generation to e-commerce.

Breakthrough B2B Digital Marketing Plans

This interactive three-day programme enables the participants to develop a breakthrough digital marketing and e-commerce plan for B2B enterprises. Using case studies and examples from a variety of organisations, this programme will illustrate to participants the principles, ideas and framework that underlie a sound B2B digital marketing plan. Participants will also have the opportunity to apply the principles they have learned in a project that will be immediately relevant to their business.

Specifically, in this programme, the participants will learn:

1. The key opportunities, issues and principles related to B2B digital marketing and e-commerce
2. How to navigate the B2B marketing landscape including major platforms such as Google, YouTube and LinkedIn
3. The types of data that needs to be gathered and is available in a B2B digital marketing and e-commerce setting
4. How to build a digital marketing plan for a B2B setting

Programme Overview

The programme details the B2B framework for digital marketing, specifically the steps involved in developing an exhaustive B2B digital marketing plan:

- The scope of B2B digital marketing
- The Disruptors: The Amazon flywheel
- B2B go-to-market models
- B2B buying process
- Building strong B2B brands: a digital approach
- Lead generation
- Valuing customers
- The B2B website experience
- Persuasion, content marketing and email

Case Studies and Breakout Sessions

Throughout the programme, we will demonstrate theoretical learning through real-world case studies and breakout sessions. The breakout sessions will help participants understand every stage of the framework to develop a digital marketing plan. Participants will choose a B2B company and conduct an end-to-end digital marketing analysis and prepare a plan for the company.



Target Audience

Senior marketing leaders like CMOs, regional marketing heads, digital marketing heads and those responsible for data-driven marketing, mar-tech, marketing information systems and driving transformative strategy across corporate using digital, and the dealer management team responsible for digitising dealers all stand to benefit the most from participating in this programme.

Programme Fee

The published rate of the programme fee covering the programme delivery, boarding and lodging per participant is **INR 1,50,000 + GST.**



Note:

Large Enterprises:
Annual revenue above
INR 20,000 Mn/USD 300 Mn

Small and Medium Enterprises:
Annual revenue below
INR 20,000 Mn/USD 300 Mn

PROFILES OF PROGRAMME FACULTY



Kirthi Kalyanam

L. J. Skaggs Distinguished Professor,
Leavey School of Business,
Santa Clara University, USA;
Director, Retail Management Institute

Kirthi Kalyanam is the L.J. Skaggs Distinguished Professor and Director of the Retail Management Institute at the Leavey School of Business, Santa Clara University. He is also an Independent Director of Overstock.com. His research and expertise are in Digital Marketing and Retailing, Quantitative Marketing, and the intersection of these areas. Kirthi has advised and served as a consultant in companies such as Google, Motor Image, IBM, Comscore Networks, Propel Corporation, Xambala, Kiwi Networks, Symphoniq Corp., Boorah, CoffeeTable, [24]-7.ai and Pebble Post.

Kirthi received his PhD from the Krannert School of Management, Purdue University.



Siddharth S. Singh

Associate Professor, Marketing, ISB;
Senior Associate Dean - Admissions
and Financial Aid, ISB

Siddharth Shekhar Singh has a PhD from the Kellogg School of Management at Northwestern University, an MBA from the University of Illinois at Urbana-Champaign and a B Tech from IIT, BHU.

Siddharth Shekhar Singh's research broadly focuses on a firm's ability to achieve sustainable competitive advantage. His other focus is on marketing initiatives such as Customer Engagement, Customer Loyalty Programmes and Online Customer Communities.

Session Plan

Day and Date	Themes	Faculty	Venue and Session Timing
Wednesday, 4th September, 2019	The scope of B2B digital marketing <ul style="list-style-type: none"> • B2B vs B2C • Growth and scope of B2B 	Kirthi Kalyanam	AC 4 MLT, ISB Hyderabad Campus 09:00 am - 10:30 am
	B2B go-to-market models <ul style="list-style-type: none"> • Primary routes to market in a B2B ecosystem • The go-to-markets that drive the three objectives: branding, leads and sales • Case studies from each of the objectives • Participant exercise: go-to-market framework for your enterprise and potential scope for B2B digital marketing 	Kirthi Kalyanam	AC 4 MLT, ISB Hyderabad Campus 11:00 am - 12:30 pm
	The B2B buying process <ul style="list-style-type: none"> • The digital B2B buyer behaviour. What we know and what are the implications • Buying cycle in B2B: trends • Timing matters (peak days?) • The buying centre: a foundation for account-based marketing • Participant exercise: buyer behaviour and potential implications 	Kirthi Kalyanam	AC 4 MLT, ISB Hyderabad Campus 01:30 pm - 03:00 pm
	Building strong B2B brands: a digital approach <ul style="list-style-type: none"> • B2B branding objectives • Branding and the buying centre • Examples with videos • Platform: YouTube • Participant exercise: branding objectives for company, brand efforts and digital opportunities, aspirational benchmark 	Guest Speaker from Google	AC 4 MLT, ISB Hyderabad Campus 03:30 pm - 05:00 pm



Day and Date	Themes	Faculty	Venue and Session Timing
Thursday, 5th September, 2019	Lead generation <ul style="list-style-type: none"> Lead definition Lead Scoring and Qualification (MQL) versus Sales Qualified Leads (SQL) Platforms: Search Engines 	Kirthi Kalyanam	AC 4 MLT, ISB Hyderabad Campus 09:00 am - 10:30 am
	Leads valuation <ul style="list-style-type: none"> Valuing leads: Lifetime Customer Value (LCV) B2B models for LTV 	Siddarth S. Singh	AC 4 MLT, ISB Hyderabad Campus 11:00 am - 12:30 pm
	The customer experience <ul style="list-style-type: none"> Website design Response time Partner forwarding and management Cross channel management (online to offline) 	Kirthi Kalyanam	AC 4 MLT, ISB Hyderabad Campus 01:30 pm - 03:00 pm
	Persuasion: content marketing and email <ul style="list-style-type: none"> Content marketing introduction Content vs collateral Content and persuasion Email and drip campaigns Participant exercise: examples of content marketing from an aspirational benchmark 	Kirthi Kalyanam	AC 4 MLT, ISB Hyderabad Campus 03:30 pm - 05:00 pm
Friday, 6th September, 2019	E-commerce and disruption <ul style="list-style-type: none"> The growing role of Amazon B2B companies with scalable business models Case studies of Uline, Zoro, Grainger, HP Amazon flywheel eating away market share 	Kirthi Kalyanam	AC 4 MLT, ISB Hyderabad Campus 09:00 am - 10:30 am
	Analytics for B2B digital marketing <ul style="list-style-type: none"> The GA platform Lattice engines Data integration (ad cost data, site behaviour data GA, CRM) 	Kirthi Kalyanam	AC 4 MLT, ISB Hyderabad Campus 11:00 am - 12:30 pm
	Enabling channel partners <ul style="list-style-type: none"> Partner marketing an overview Digital marketing with partners The case of Maruti India 	Kirthi Kalyanam	AC 4 MLT, ISB Hyderabad Campus 01:30 pm - 03:00 pm
	Enabling your sales force <ul style="list-style-type: none"> Sales force structures Sales force platforms and enablement tools Mid-market platforms - Handshake 	Kirthi Kalyanam	AC 4 MLT, ISB Hyderabad Campus 03:30 pm - 05:00 pm

About ISB-Centre for Business Markets

The ISB-Centre for Business Markets seeks to provide elite Asia-based companies an exclusive and robust events platform where acclaimed B2B Marketing academics and executive-level practitioners will interact for the dissemination of knowledge, research and thought leadership. The objective of the ISB-CBM is to bring the best practices of B2B Marketing as proven in developed markets to address the challenges being faced by firms in emerging markets. This will be done through a blend of theory with practice. The Centre provides access to state-of-the-art research in B2B marketing through its professional development programmes for high-ranking executives.

About Indian School of Business

Indian School of Business (ISB) is a top-ranked global business school offering world-class management education across its two campuses - Hyderabad and Mohali. The School has grown at a rapid pace over 17 years since its inception and already has several notable accomplishments to its credit: It is the youngest school ever to be consistently ranked among top Global MBA programmes; one among the select 100 Global B-Schools to have AACSB and EQUIS accreditation; one of the largest providers of executive education in Asia; and the most research-productive Indian management institution. ISB has been ranked 24th among the top 100 business schools in the Financial Times MBA 2019 global rankings. The strong support of associate schools - The Kellogg School of Management, The Wharton School, The London Business School, MIT Sloan School of Management, The Fletcher School and other global business schools - has been a key factor that has helped ISB to emerge as a school offering the best of management education backed by cutting-edge research.





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Disclaimer: SB has not sought affiliation from any University in India or abroad nor has ISB sought approval from AICTE for any of its programmes.