

# How B2B Tech Brands Grow

In Partnership With The Ehrenberg-Bass Institute



**Sean McConnell**

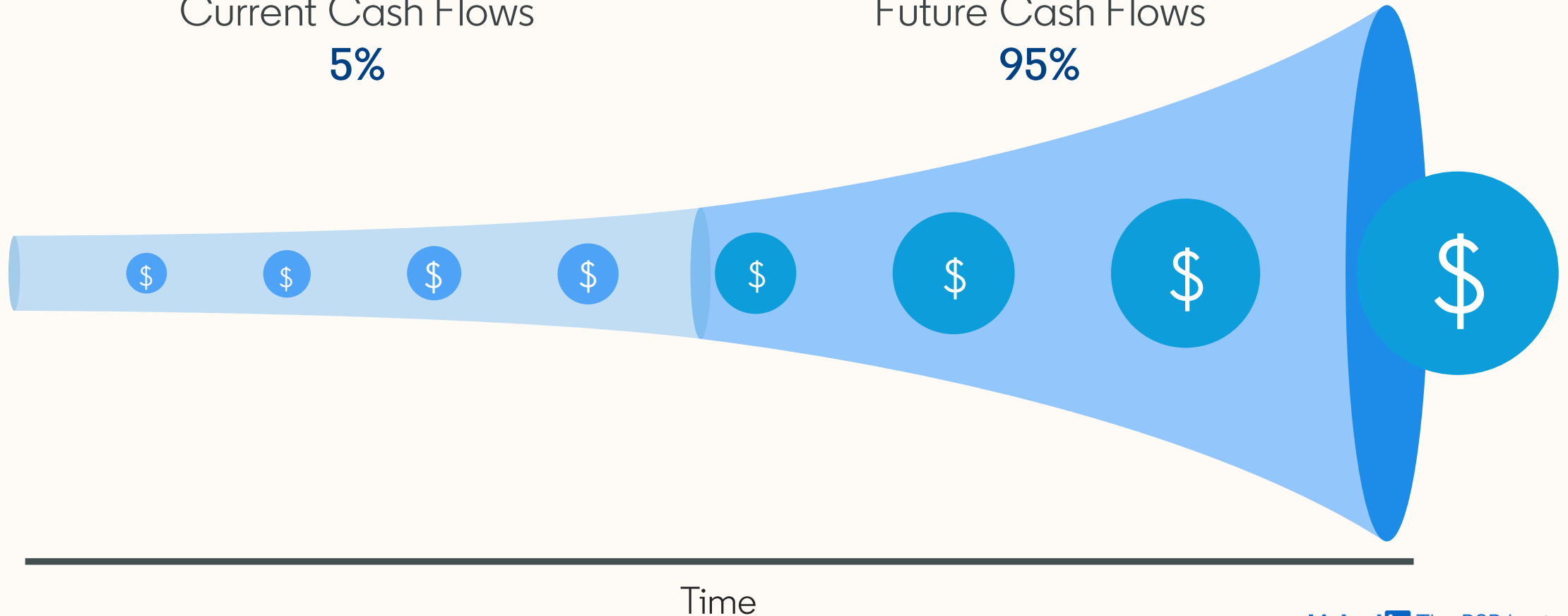
Sr. Agency Development Lead



# The “95-5 Rule” Explains Why Marketing To Future Buyers Is So Important.

“In Market” Buyers  
Current Cash Flows  
**5%**

“Out Market” Buyers  
Future Cash Flows  
**95%**



# Yet 84% Of B2B Marketers Solely Invest In The 5%, Prioritizing Short-Term Gains Over Long-Term Growth.

Converting = 5%

Priming = 95%

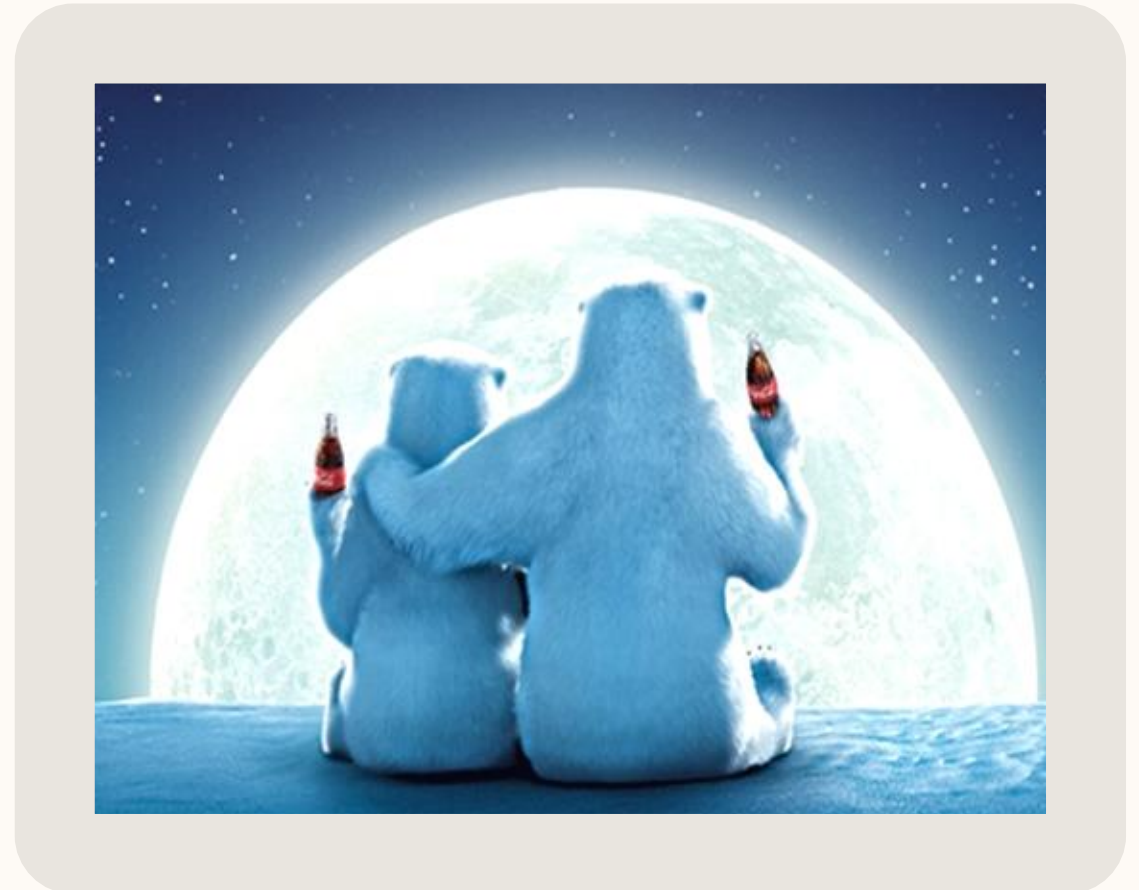


**89%**  
of CEOs agree that  
our bubbly brown  
beverage solves  
their thirst problem!!

[CLICK HERE AND ACT NOW](#)

And fill out an incredibly long form

+



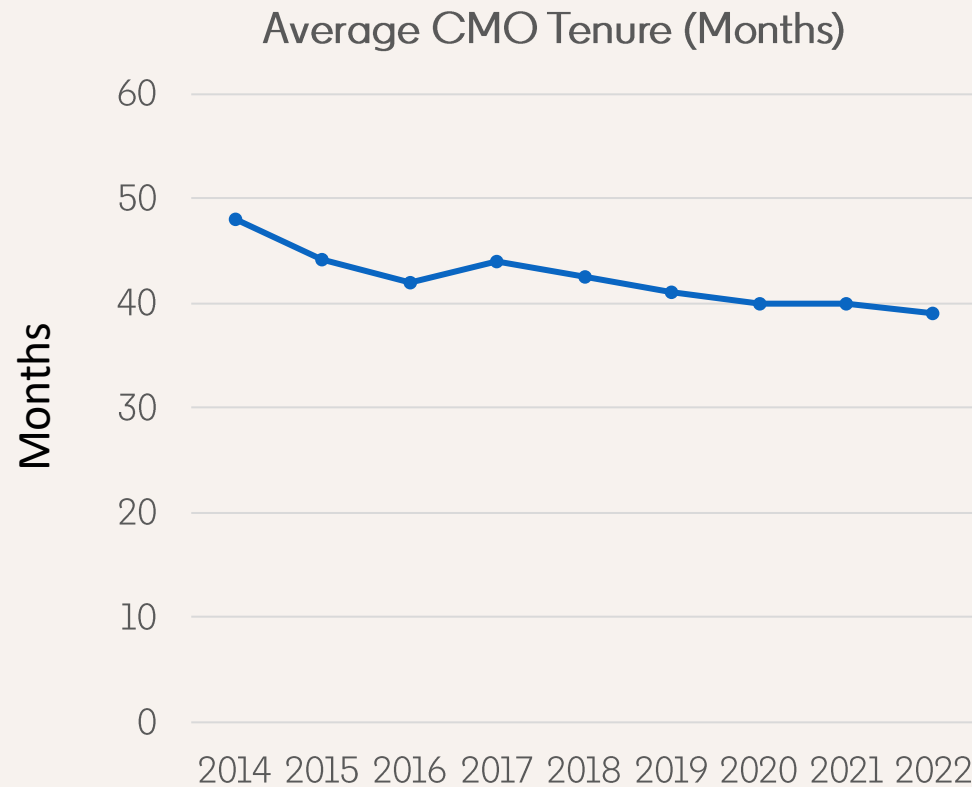
# In B2B, Everyone Falls For The Product Delusion: That Companies Compete On Product Superiority.



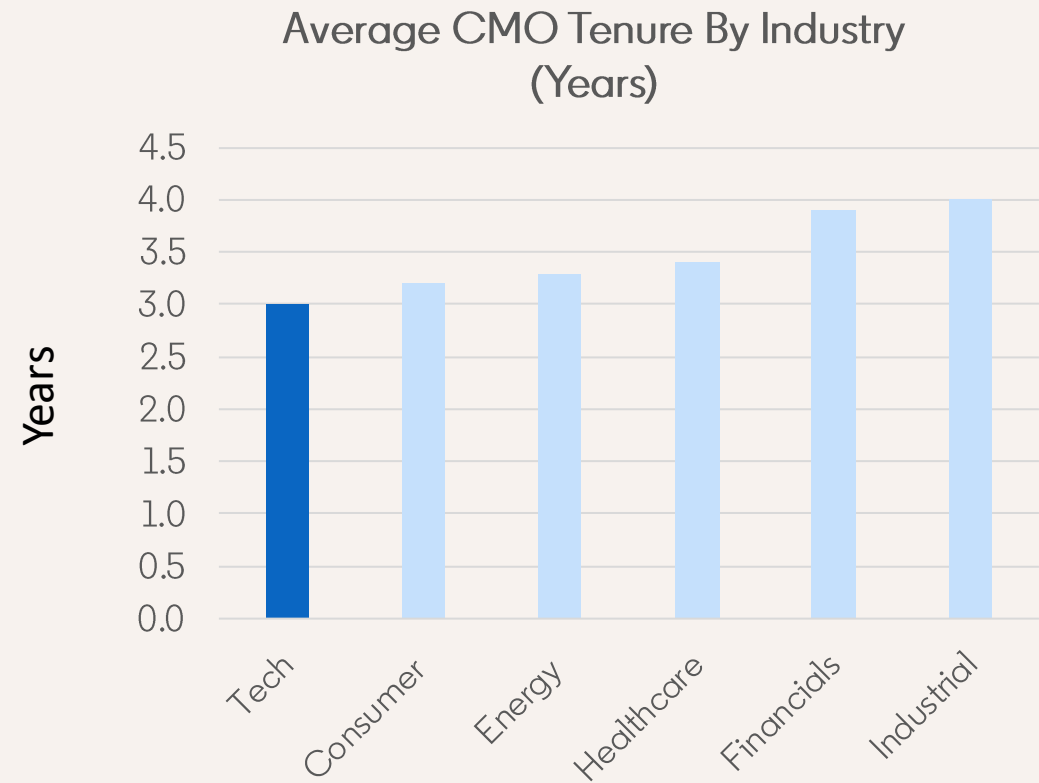
“Advertising is the price you pay for having an unremarkable product or service.”

Jeff Bezos  
Former Product Delusionist

# As A Result, **Marketing's Influence Has Declined** Over The Past Decade, And It's Especially Limited In Tech...

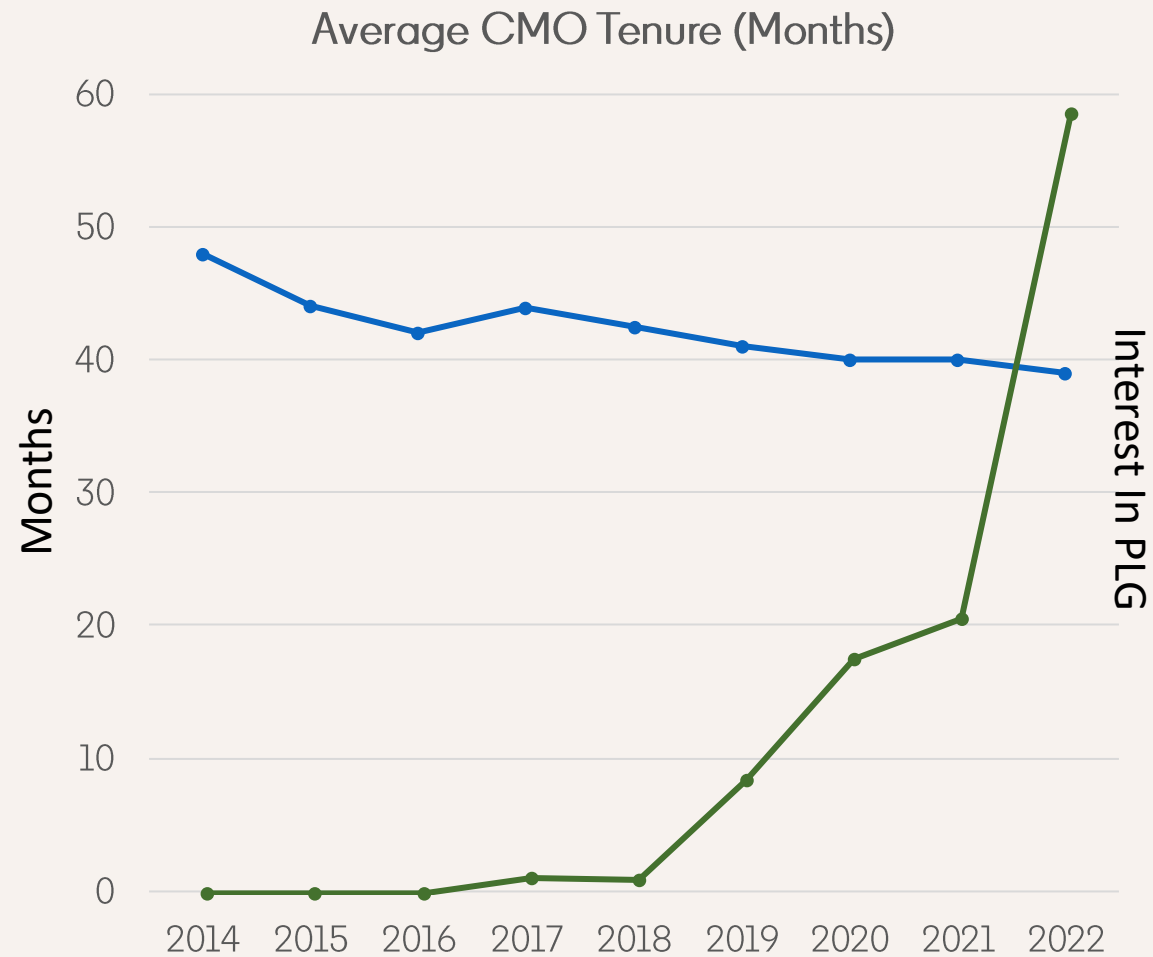


Source: Spencer Stuart



Source: Korn Ferry

...At The Same Time, Interest In Product-Led Growth (PLG) Has Soared.



Source: Spencer Stuart, Google Trends

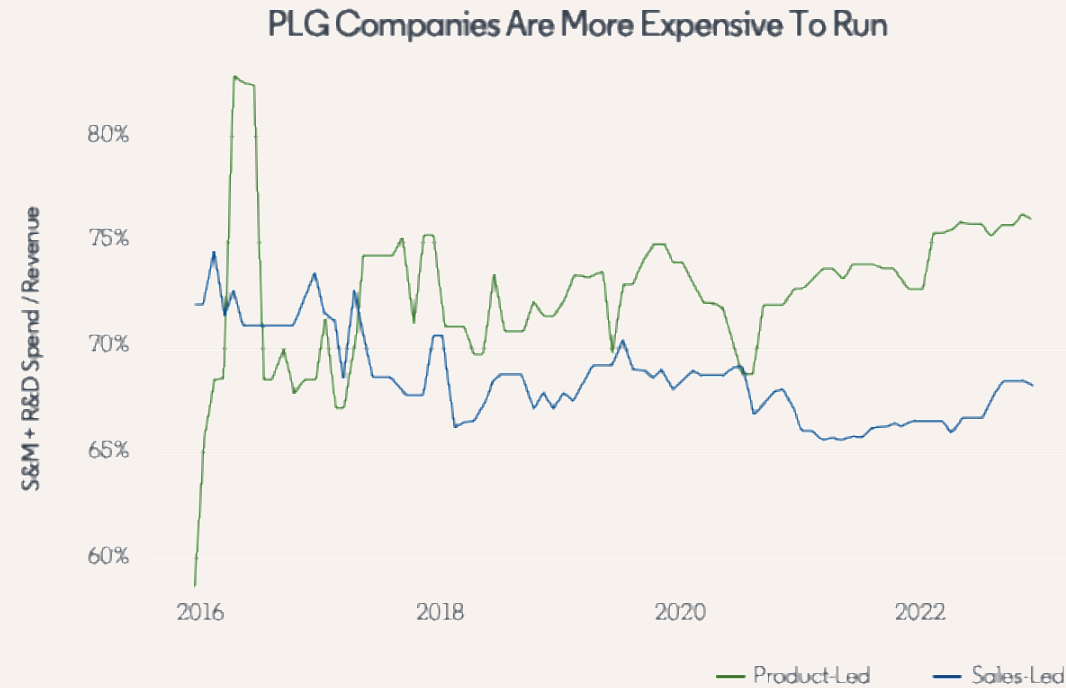
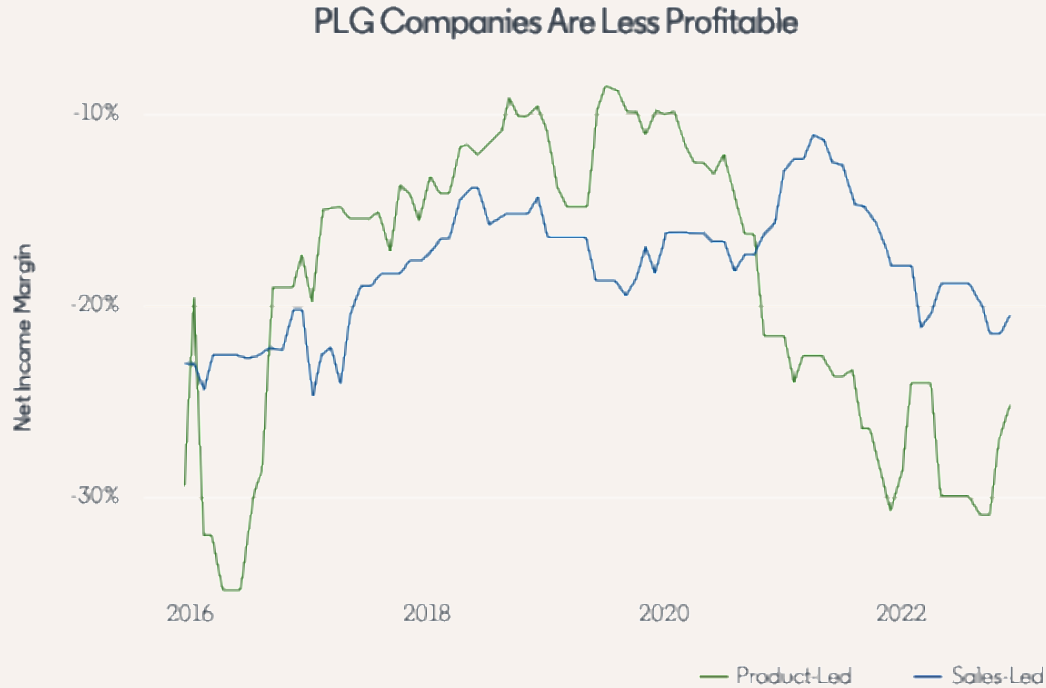
Source: Korn Ferry

# So, Do PLG Strategies Outperform Traditional GTM Strategies In The B2B Tech Category?

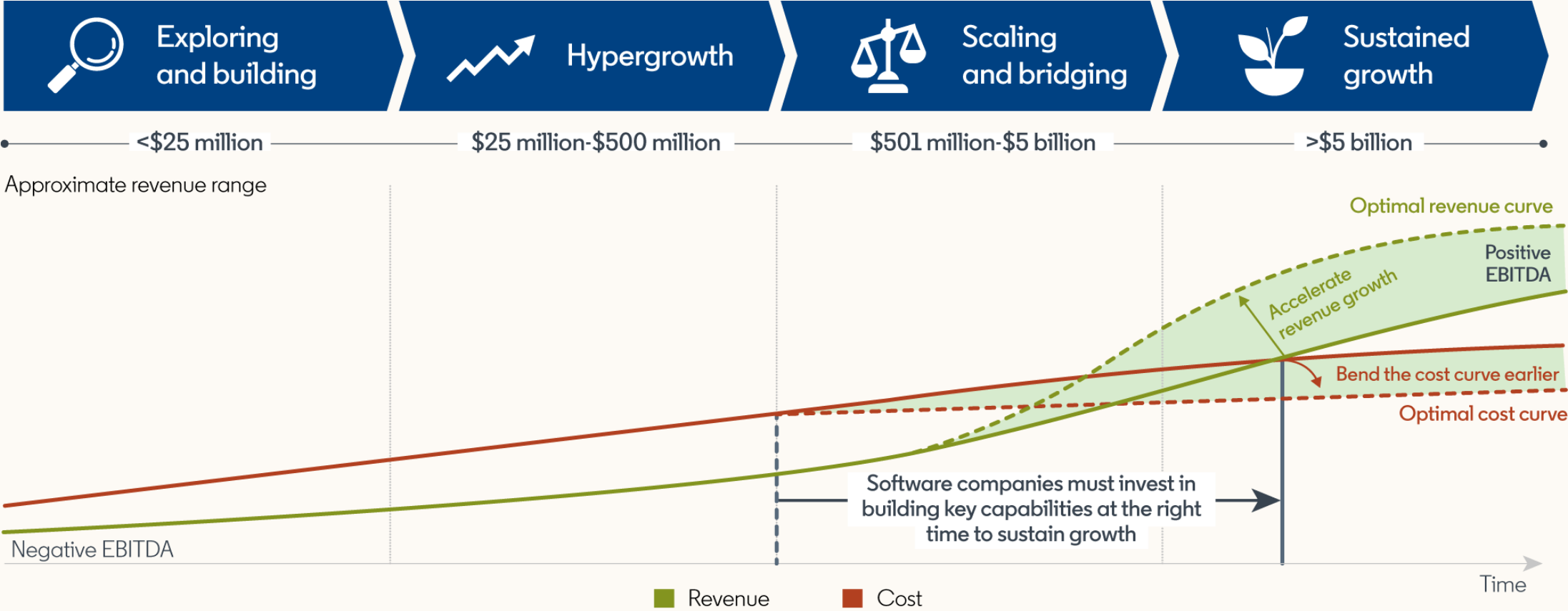
	Traditional GTM Strategy	Product-Led Growth Strategy
Product	Marketing And Sales Sell The Product	We Compete On Product Superiority
Marketing	Brand Ads Prime Customers While Demand Ads Generate Leads For Sales To Close Deals	Product-Centric Demand Gen Ads Generate A Lead Or Acquire A New User

Let's Look At The Data.

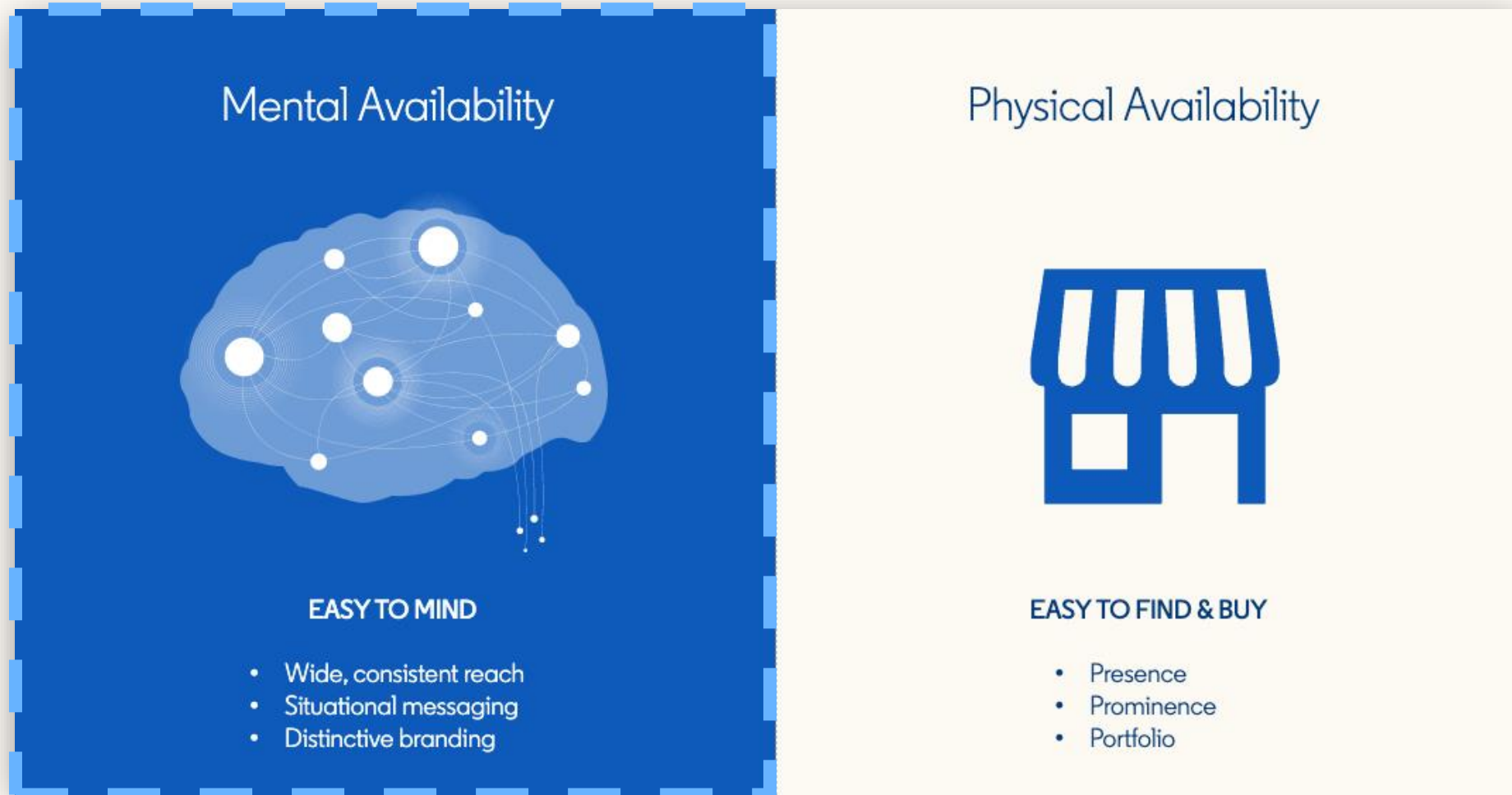
# PLG Can Drive Short-Term Gains In Early-Stages But Its **Less Profitable And More Expensive Long-Term.**



# It's Never Too Early To Start Thinking About Your Future.



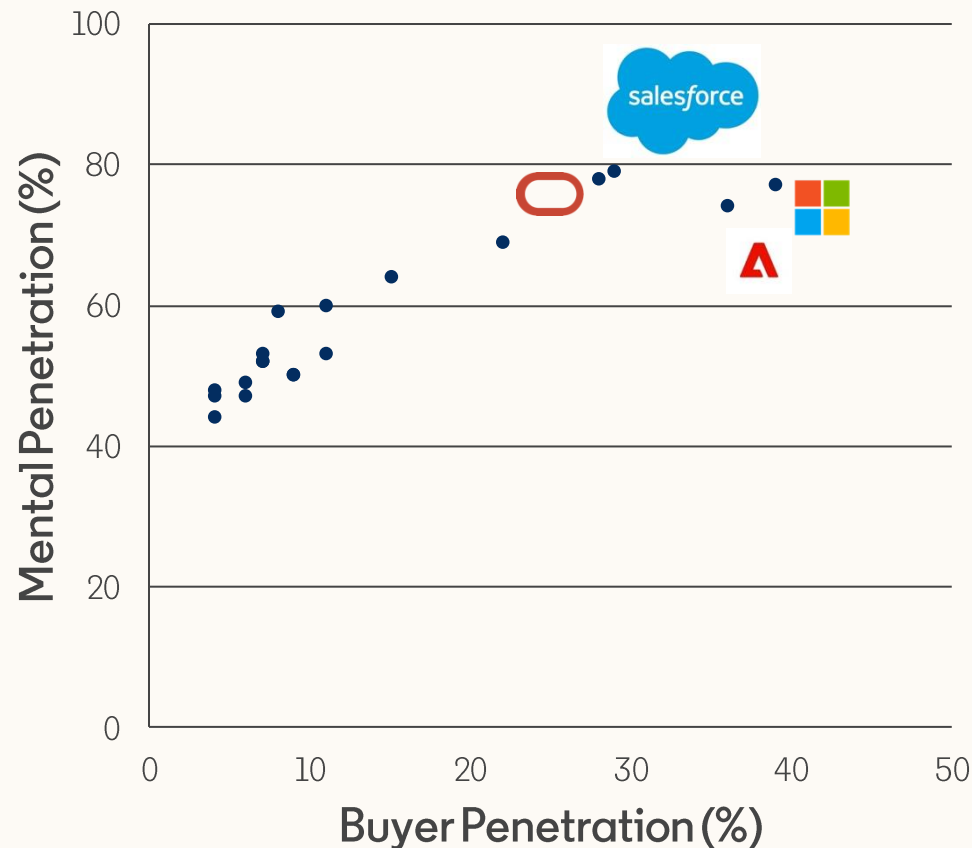
# Growth Is A Factor Of A Brand's **Mental And Physical Availability.**



# The Biggest Brands Are The Most Mentally Available.

They Come To Mind For More Buyers In More Buying Situations.

*Brands Recalled In Top CRM Buying Situations*



CEP

To Make Customer Interactions More Efficient (e.g., Website Visits, Responding to Queries, Meetings)

Brands Retrieved

- Microsoft Dynamics 365
- Oracle
- SAP

When Real-Time Customer Information Reporting Is Important

- Oracle
- SAP

PLG Is For Today, Mental Availability Is For A Lifetime.

## Follow The Marketing Laws Of Growth In B2B Tech.

1

**The Double Jeopardy Law:** Loyalty And Retention Are Functions Of Market Share.  
*Prime & Reach Future Customers To Grow.*

2

**The Duplicate Purchase Law:** All Brands Share Customers Within A Category.  
*Acquire Customers From Bigger Brands To Grow.*

3

**The Law Of Buying Frequencies:** Growth Comes From More Buyers That Spend Less.  
*Acquire All Types Of Customers And Only Upsell To The Top 10%.*

# The Marketing Laws Of Growth In B2B Tech

# The Double Jeopardy Law:

## Penetration Determines Both Growth And Loyalty

Cloud Infrastructure	Penetration %	Retention Rate %
Google (GCP)	41	79
Amazon (AWS)	40	88
Microsoft Azure	38	84
IBM cloud	34	84
Oracle	20	64
Cloudflare	11	56
Alibaba Cloud	10	67
Digital Ocean	10	61
HPE	5	64
Rackspace	3	56
<b>Category Average</b>	<b>18</b>	<b>61</b>

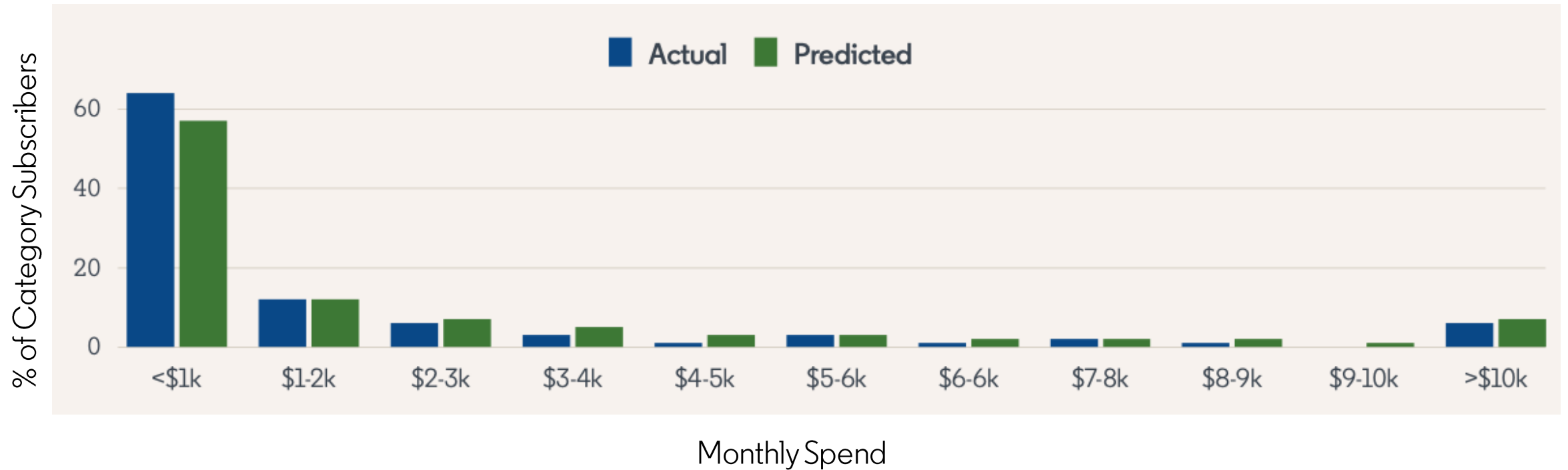
# The Duplication of Purchase Law:

## All Brands Compete Against Category Leaders For Customers

Subscribers of ...		% Who also subscribed to ...							
Brand	Pen %	Google	AWS	Microsoft	IBM	Oracle	Cloudflare	Alibaba	Digital Ocean
Google (GCP)	41		41	38	39	20	18	18	12
Amazon (AWS)	40	42		46	39	22	14	16	10
Microsoft Azure	38	41	48		42	25	10	17	10
IBM Cloud	34	48	47	48		32	16	17	15
Oracle	20	41	44	48	54		19	13	11
Cloudflare	11	67	50	33	47	33		22	42
Alibaba	10	77	65	68	58	26	26		26
Digital Ocean	10	48	42	39	52	23	48	26	
<b>Average</b>		<b>51</b>	<b>46</b>	<b>45</b>	<b>47</b>	<b>25</b>	<b>22</b>	<b>18</b>	<b>18</b>

# The Law Of Buying Frequencies:

Brands Will Always Have More Light Than Heavy Buyers



# Build Mental Availability



# Mental Availability Is About Being Memorable, Not Clickable.

Follow The “RMB” Approach To Stay Top Of Mind.



**Reach**  
the whole  
category



**Message**  
category entry  
points



**Brand**  
with distinctive  
assets

# Step 1: Develop Ads Positioned Against Customer Needs.

Link Your Brand To The Biggest Buying Situations.

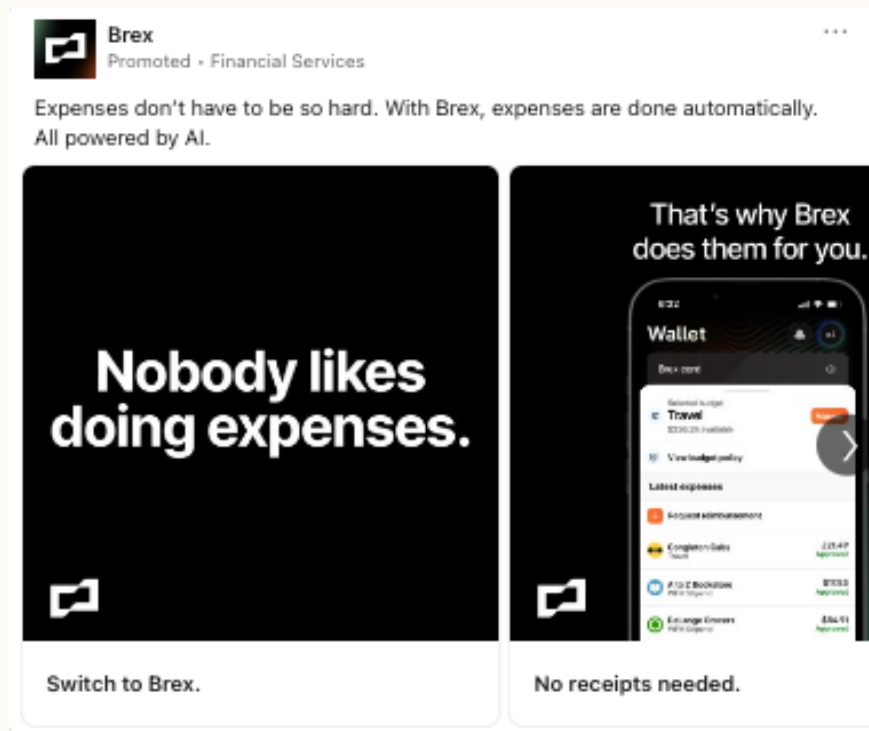


# Simplicity Sells.

## Even With Complex B2B Purchases.

**Brex**  
Promoted • Financial Services

Expenses don't have to be so hard. With Brex, expenses are done automatically. All powered by AI.



**Nobody likes doing expenses.**

Switch to Brex.

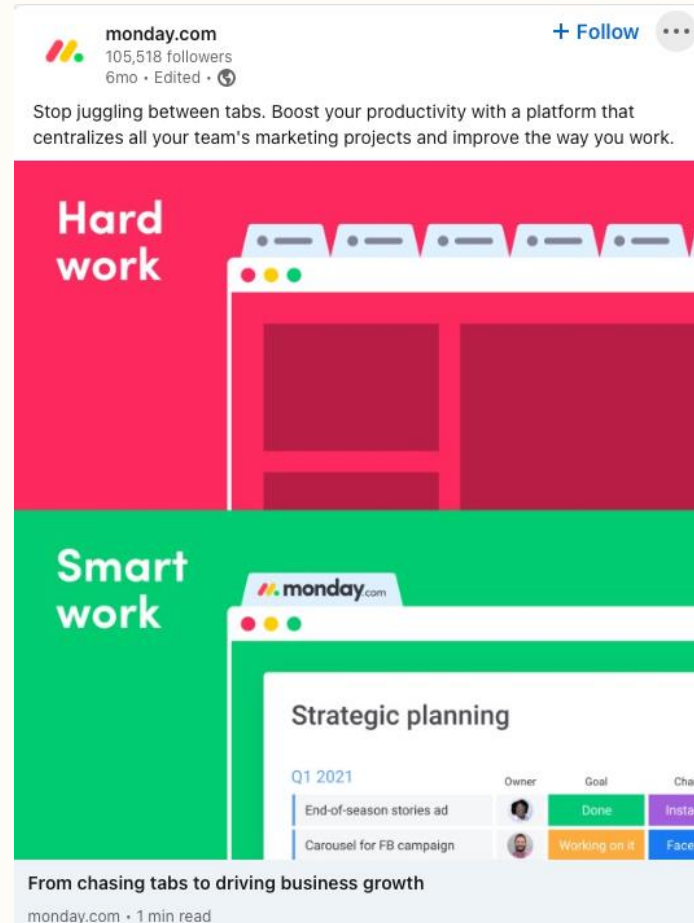
That's why Brex does them for you.

No receipts needed.

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105,518 followers  
6mo • Edited •

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Stop juggling between tabs. Boost your productivity with a platform that centralizes all your team's marketing projects and improve the way you work.



**Hard work**

**Smart work**

From chasing tabs to driving business growth

monday.com • 1 min read

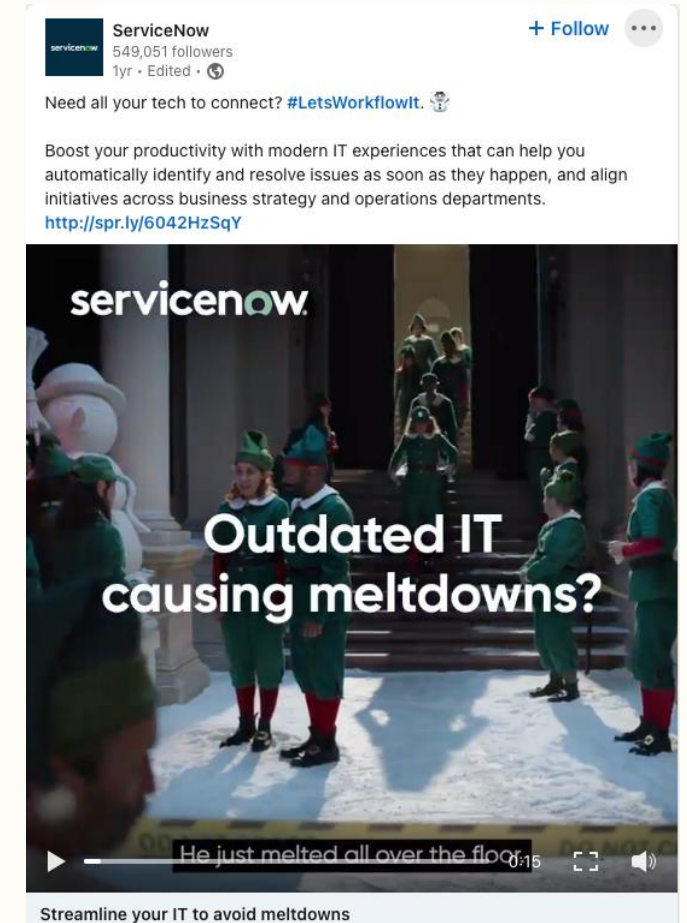
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Need all your tech to connect? #LetsWorkflowIt.

Boost your productivity with modern IT experiences that can help you automatically identify and resolve issues as soon as they happen, and align initiatives across business strategy and operations departments.

<http://spr.ly/6042HzSqY>



**Outdated IT causing meltdowns?**

He just melted all over the floor.











Streamline your IT to avoid meltdowns

## Step 2: Brand Everything With Distinctive Assets.



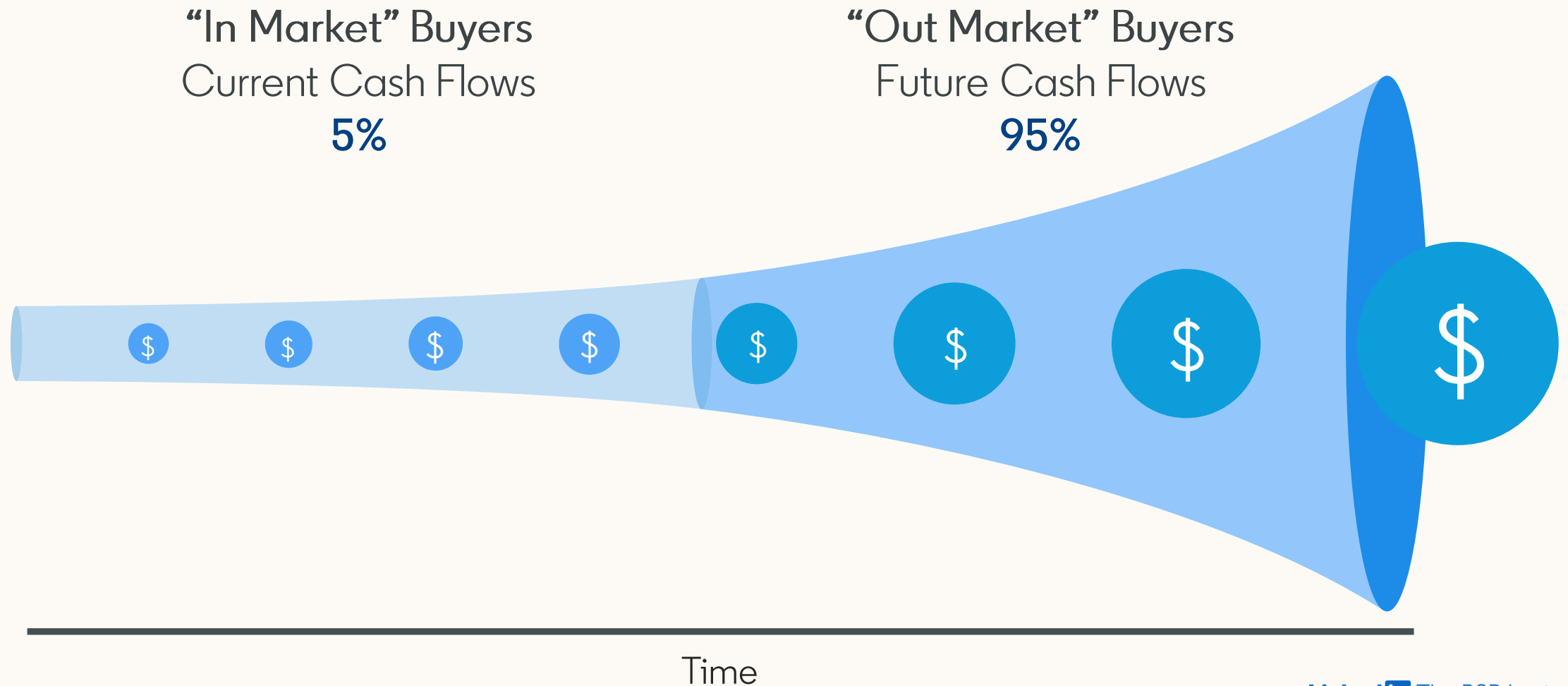
# Once Buyers See An Ad, They Must Know It's Yours. Use Brand Assets Early And Often.

## Asset Recognition Drives Brand Attribution In Cloud

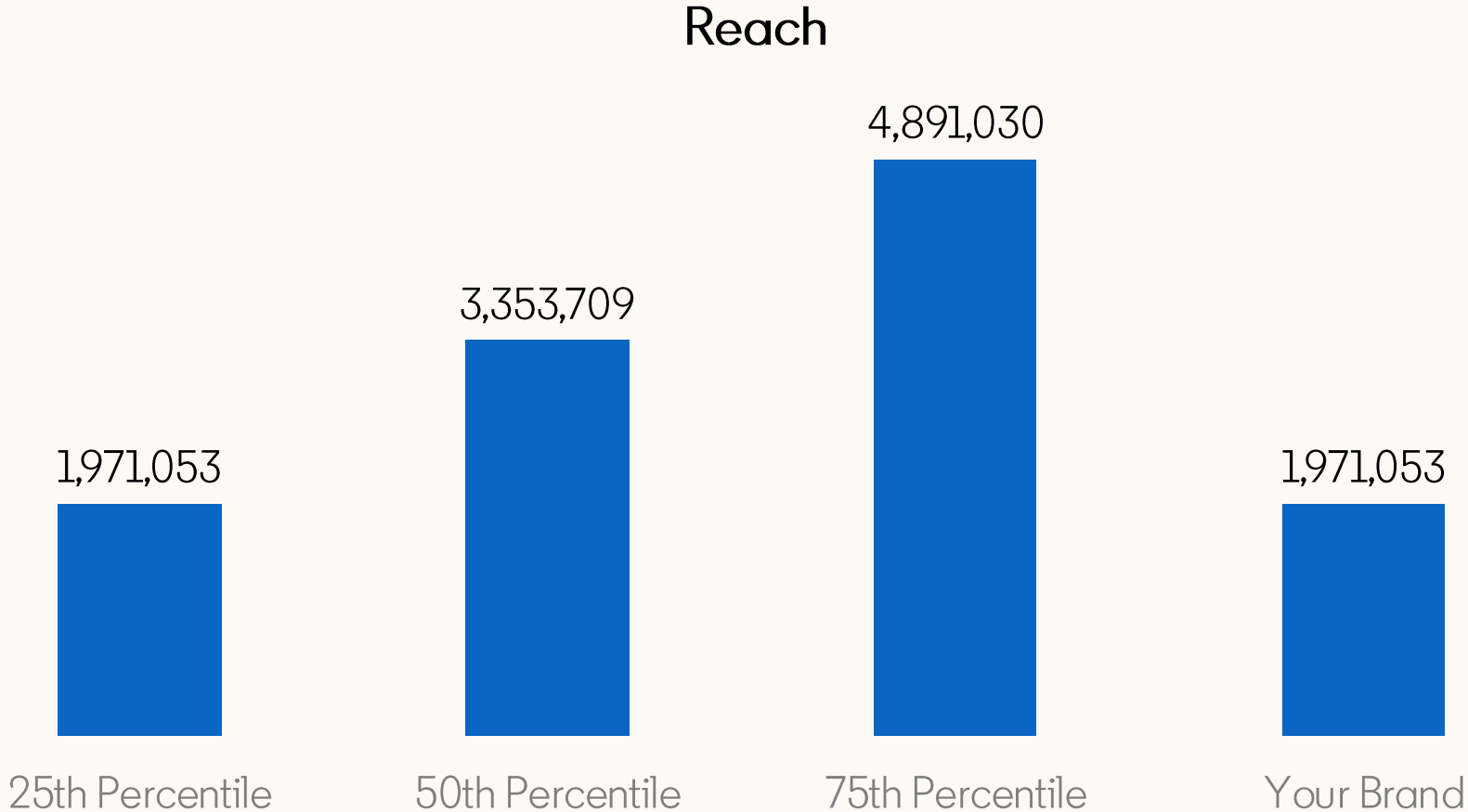
Brand	Brand Assets	Asset Recognition	Brand Attribution	Misattribution	Category Association Only
AWS		93%	74%	3%	23%
Google Cloud		91%	68%	5%	27%
MSFT		65%	14%	11%	74%
Cloudflare		63%	6%	18%	76%
Dell		61%	1%	18%	81%
Digital Ocean		59%	13%	13%	75%
IBM		57%	38%	6%	57%
MSFT		56%	10%	17%	74%
Oracle		54%	20%	7%	73%
Linode		52%	9%	10%	81%

# Step 3: Reach All Current And Future Category Buyers.

Prime The Market To Win More In-Market Buyers.

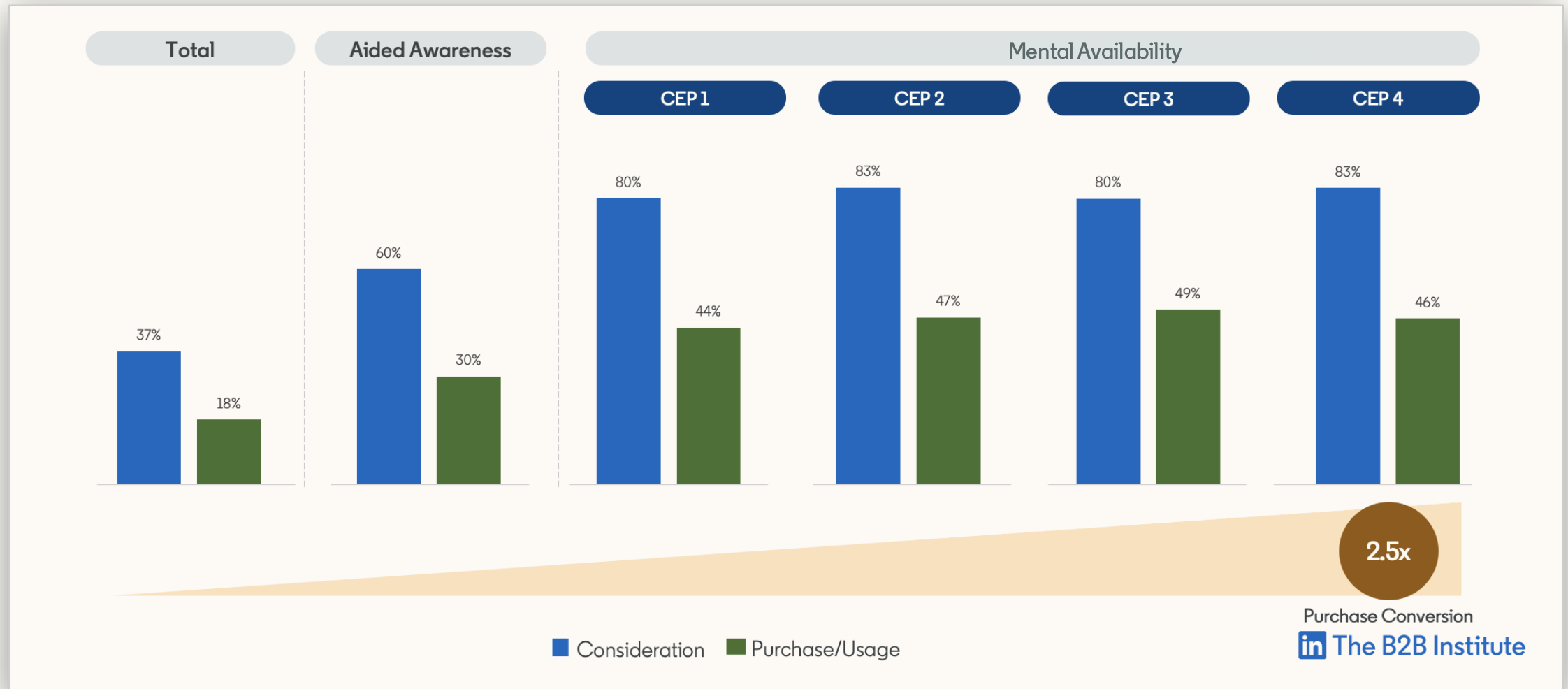


# Are You Reaching Enough Category Buyers To Meet Growth Goals?



# Step 4: Track Your Mental Availability Across Priority Buying Situations.

## Mental Availability Is More Predictive Of Consideration & Purchase.





Thank you