

think



tactical angles for **new world marketing**

THINK: 6 Tactical Angles for New World Marketing delves into six key angles that businesses can leverage to gain a competitive edge in the new marketing world. From understanding consumer behavior to harnessing the power of data, this e-book offers practical insights and strategies for businesses looking to stay ahead of the curve. Whether you're a seasoned business professional or just starting, THINK: 6 Tactical Angles for New World Marketing is a must-read for anyone looking to succeed in the digital age.

virtual & augmented reality

(VR and AR)

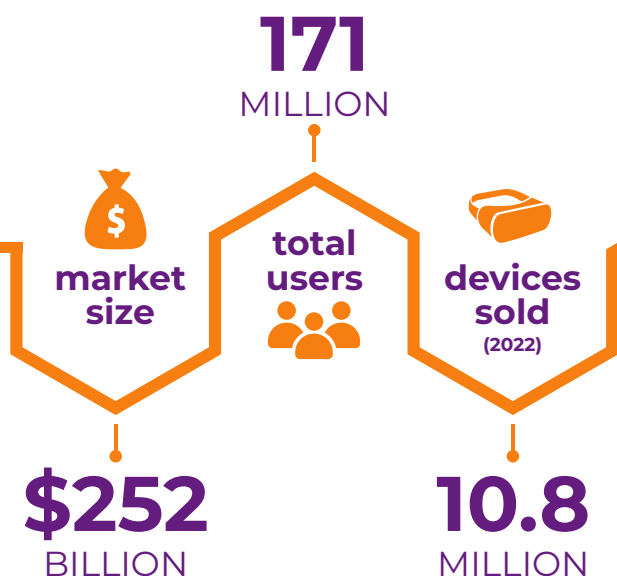
Virtual and augmented reality (VR and AR) experiences are a game-changing tactic in B2B marketing that have the potential to revolutionize the way businesses engage with their customers. By immersing potential customers in a fully-realized, interactive representation of your product or service, VR and AR experiences provide a level of engagement and understanding that traditional marketing methods simply cannot match.

This tactic is most suited for use in the later stages of the buyer's funnel, specifically during the consideration and decision-making stages. By providing potential customers with a detailed, hands-on experience of your product or service, VR and AR experiences can help to differentiate your offering from the competition and build the trust and credibility needed to close the sale.



Some industries that could benefit from VR and AR experiences include:

Manufacturing	Architecture
Construction	Real Estate
Engineering	Automotive
	Healthcare



It is essential to consider implementing VR and AR experiences in the customer's lifecycle because it allows businesses to create a more personalized and memorable experience for their customers, which can lead to increased brand loyalty and repeat business. Additionally, it can also help businesses to better convey complex and technical information in a more interactive and engaging way. VR and AR is more accessible than ever, making it a smart move for businesses to consider.

influencer marketing

Influencer marketing is a powerful and disruptive tactic in B2B marketing that leverages the credibility and reach of industry thought leaders to promote your brand to a wider audience. By partnering with influencers who have a strong following and credibility within your target market, you can tap into their audience and build trust and credibility for your brand.

This tactic is most suited for use in the early stages of the buyer's funnel, specifically during the awareness and consideration stages. Influencer marketing can help to increase brand awareness and establish your brand as a thought leader in your industry.

It is essential to consider implementing influencer marketing in the customer's lifecycle because it allows businesses to reach a wider audience and build trust with potential customers in a more authentic and credible way. Additionally, influencer marketing can also help businesses to establish themselves as thought leaders in their industry and increase brand awareness. The rise of social media has made it easier for businesses to reach and collaborate with influencers, making it a cost-effective and efficient way to promote your brand.

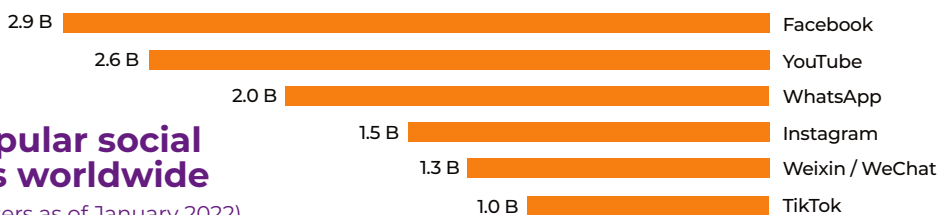
With the right approach, influencer marketing can be a powerful tool for driving conversions and building long-term relationships with customers.

\$16.4
BILLION

industry in 2022

most popular social networks worldwide

(monthly active users as of January 2022)



interactive content

Interactive content is a dynamic and disruptive tactic in B2B marketing that leverages the power of engagement to generate leads and build relationships with potential customers. By creating content that is interactive, such as quizzes, polls, and surveys, you can capture the attention of potential customers and keep them engaged with your brand.

This tactic is most suited for use throughout the entire buyer's funnel, as interactive content can be used to generate leads, nurture relationships and even drive conversions. By providing valuable and engaging content, interactive content can help to establish your brand as a thought leader in your industry and build trust with potential customers.

62% less expensive than traditional marketing
& **3x** more leads 

27,000,000
pieces of content shared daily



Some types of interactive content that could be used include:

Interactive Infographics	Quizzes
Interactive videos	Surveys
Interactive E-books	Polls

Consider implementing interactive content in the customer's lifecycle. This allows businesses to engage with potential customers in a way that is both valuable and enjoyable. Interactive content also allows businesses to gather valuable insights about their target market and tailor their marketing efforts to better meet the needs and preferences of their audience. Additionally, interactive content can also help businesses to increase their website engagement and generate leads, which can lead to increased conversions and sales. With the rise of digital marketing, interactive content has become a cost-effective and efficient way to promote your brand and engage with potential customers.

account-based marketing (ABM)

Account-based marketing (ABM) is a highly targeted and effective tactic in B2B marketing that allows businesses to tailor their marketing efforts to specific target accounts to increase conversions. By focusing on a select group of high-value accounts, ABM enables businesses to create personalized and highly effective campaigns that are tailored to the specific needs of each account.

94% of B2B marketers use ABM

Implementing account-based marketing can increase productivity and efficiency by allowing businesses to focus their efforts on the accounts that are most likely to convert. By narrowing the focus of the marketing efforts, businesses can create more personalized and effective campaigns, which can lead to higher conversion rates and increased ROI.

Implementing account-based marketing into the customer's lifecycle allows businesses to create a more personalized and effective marketing strategy that is tailored to the specific needs of each target account. This can lead to increased conversions, higher ROI, and more efficient use of resources.

Additionally, ABM can also help businesses to establish stronger relationships with key accounts, which can lead to increased repeat business and long-term customer loyalty. As B2B sales cycles are longer and more complex, ABM is becoming a popular way to reach the right decision makers and build relationships that lead to conversions and long-term partnerships.

87% of ABM marketers say **ABM outperforms other marketing initiatives**

\$1.6
BILLION
industry by 2027

personalized video messaging

Personalized video messaging is a highly effective and innovative tactic in B2B marketing that allows businesses to connect with potential customers in a personal and engaging way. By creating personalized videos that speak directly to the unique needs and interests of everyone, businesses can build trust and establish a deeper connection with their target market.

“Create once — use many!”

It's not just cost effective, it's our mantra.

Working with a professional marketing team to create personalized video messaging can ensure that the videos are creative, well-implemented, and highly effective in achieving your marketing goals. With the help of THINK's expertise in video production, scripting, and marketing strategy, you can be sure that your personalized video messaging will make an impact and drive conversions.



Including personalized subject lines in your emails improves open rates



THINK also constructs all content in such a way that it can be used in an Omnichannel format to cover:

Email Trade Shows
Social Media Websites & more

It is essential to consider implementing personalized video messaging in the customer's lifecycle because it allows businesses to create a more personal and authentic connection with their target market. Personalized video messaging can help to build trust, establish credibility, and increase conversions. Additionally, by providing valuable and personalized content, businesses can also educate their target market and establish themselves as thought leaders in their industry. As more importance is placed on video marketing, personalized video messaging is becoming a cost-effective and efficient way to promote your brand and connect with potential customers.

artificial intelligence-powered content

Artificial intelligence-powered content is the future of B2B marketing, providing innovative and disruptive solutions for businesses looking to stand out in a crowded market. By working with us, businesses can tap into the power of AI to help create personalized and engaging content that drives conversions and improves customer relationships.

Some key benefits of using AI-powered content include:

- Increased creativity and customization, allowing businesses to create unique and compelling messaging tailored to specific audiences
- Accelerate conceptualizing and optimization, reducing the time and resources needed to produce high-quality content.
- Improved effectiveness and ROI, as AI-powered content can be continually optimized and tested to drive better results

\$136.6
BILLION
market size in 2022

77% devices we use
feature AI

AI-powered content is particularly well-suited for use in the middle and bottom of the buyer's funnel, where it can help nurture leads and drive conversions. By providing personalized content that addresses the specific needs and pain points of potential customers, businesses can build trust and establish themselves as thought leaders in their industry.

Overall, AI-powered content is an essential consideration for any business looking to stay competitive in the digital age. By leveraging the power of AI to create personalized, effective content, businesses can improve their marketing ROI, build stronger customer relationships, and ultimately drive more revenue.



think

who are we

THINK is a team of dedicated professionals that create, innovate and collaborate every day. Marketing, planning, branding, content, applications, web development – we do it all.

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what we do

We thrive on demystifying complex industries and transforming complicated topics into marketing jet fuel. THINK works across multiple industries, including construction, building materials, medical manufacturers, consumer goods and more. We're here to think for you!

why choose us

Companies in every industry – nationally and internationally – choose THINK to grow their brand reach, connect with customers and increase sales