

# **B2B DIGITAL LEAD GENERATION**

Proven results for  
international businesses



# **DRIVE ENGAGEMENT AND SALES**

## B2B digital lead generation

### **Turning insight into business opportunities**

Today's B2B buyers are spending more time online researching their potential suppliers before reaching out to sales reps. Your future customers are out there, searching for solutions to their problems, giving you the opportunity to create a value exchange where you share your knowledge in return for their time, attention, and consideration.

B2B buying cycles are growing longer and more complex, with more decision makers in the process than ever before. By sharing content that supports decision making across the customer's organisation, you will build relationships, differentiate from the competition, and ultimately drive leads and sales.

Cross-Border Communications offers more than 40 years of experience and a unique understanding of the branding and marketing challenges faced by B2B businesses. Here, you will find some practical tips for sales and marketing alignment, inbound marketing, and digital lead generation, along with some client case studies.



# The B2B buying journey is changing

**74%**

of B2B buyers research work purchases online

**31%**

of buyers said the length of **their B2B purchase cycle has increased significantly** compared with a year ago

**45%**

of buyers stated that they are **spending more time researching purchases** compared to last year

**76%**

of all B2B buyers expressed a strong desire for **“content that speaks directly to their company”**



# **B2B DIGITAL TRANSFORMATION**

## Integrating sales and marketing

### **Support decision making at every step**

Buyers want insight and value at every interaction, which is why B2B sales and marketing teams must collaborate to create content that supports each stage of the process along the sales funnel.

Publishing targeted content in combination with marketing automation will allow you to generate more leads and move them through the funnel faster.

Once someone exchanges their contact information for your content, you can quickly determine if they match your lead criteria and keep nurturing them with targeted content until they are ready to directly engage with your team.

With the ability to track the entry point for each lead, you learn more about the buyer journey and can clearly demonstrate ROI for your branding and marketing efforts.



# B2B buying behaviours demand integration of sales and marketing

Today, buyers are doing more research online before reaching out to sales reps. This new customer journey, combined with the changes in face-to-face meetings at events and trade shows, is rapidly transforming the role of branding and marketing.

## THEN

### Marketing

Marketing's job was mostly building brand awareness

### Sales

Sales primarily led and interacted with the buyer

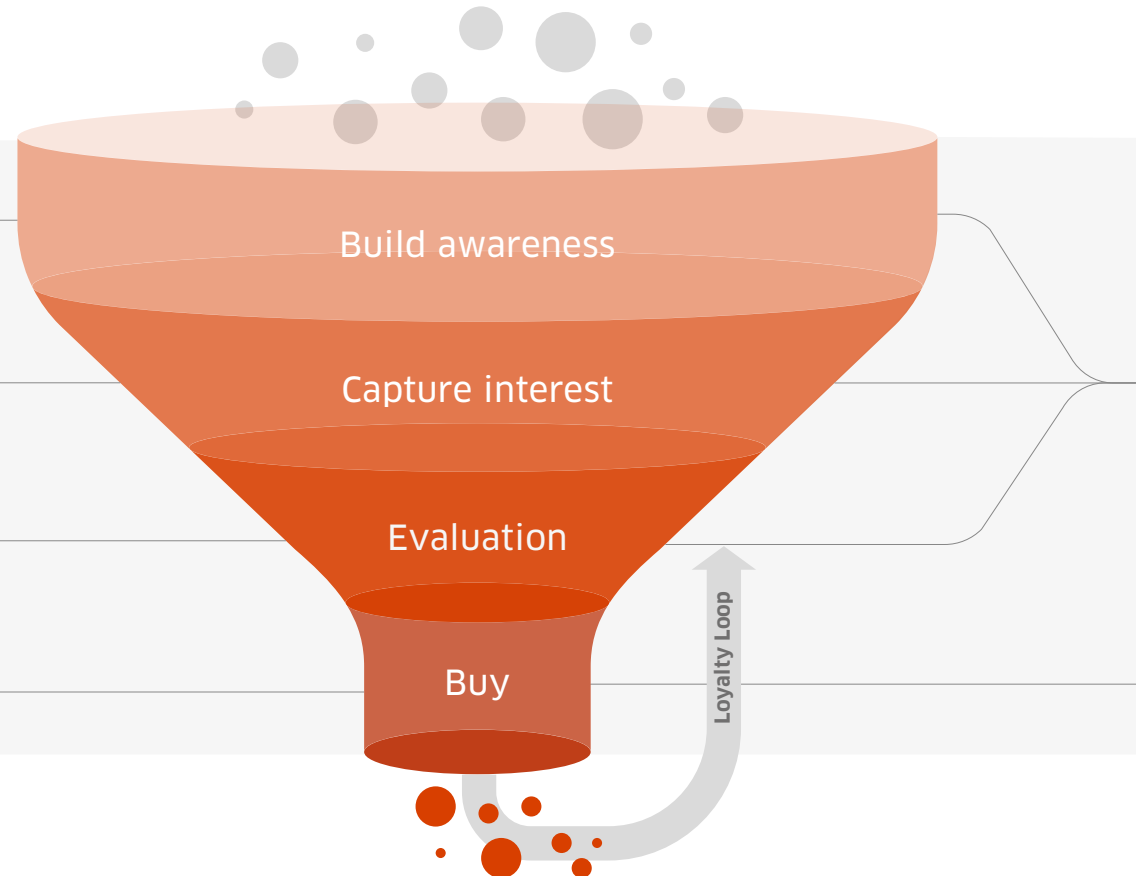
## NOW

### Marketing

Marketers need to support and nurture the buyer journey

### Sales

Sales teams need digital tools to capture and convert more leads



# B2B CONTENT MARKETING

Filling the  
customer  
journey with  
value-adding  
content



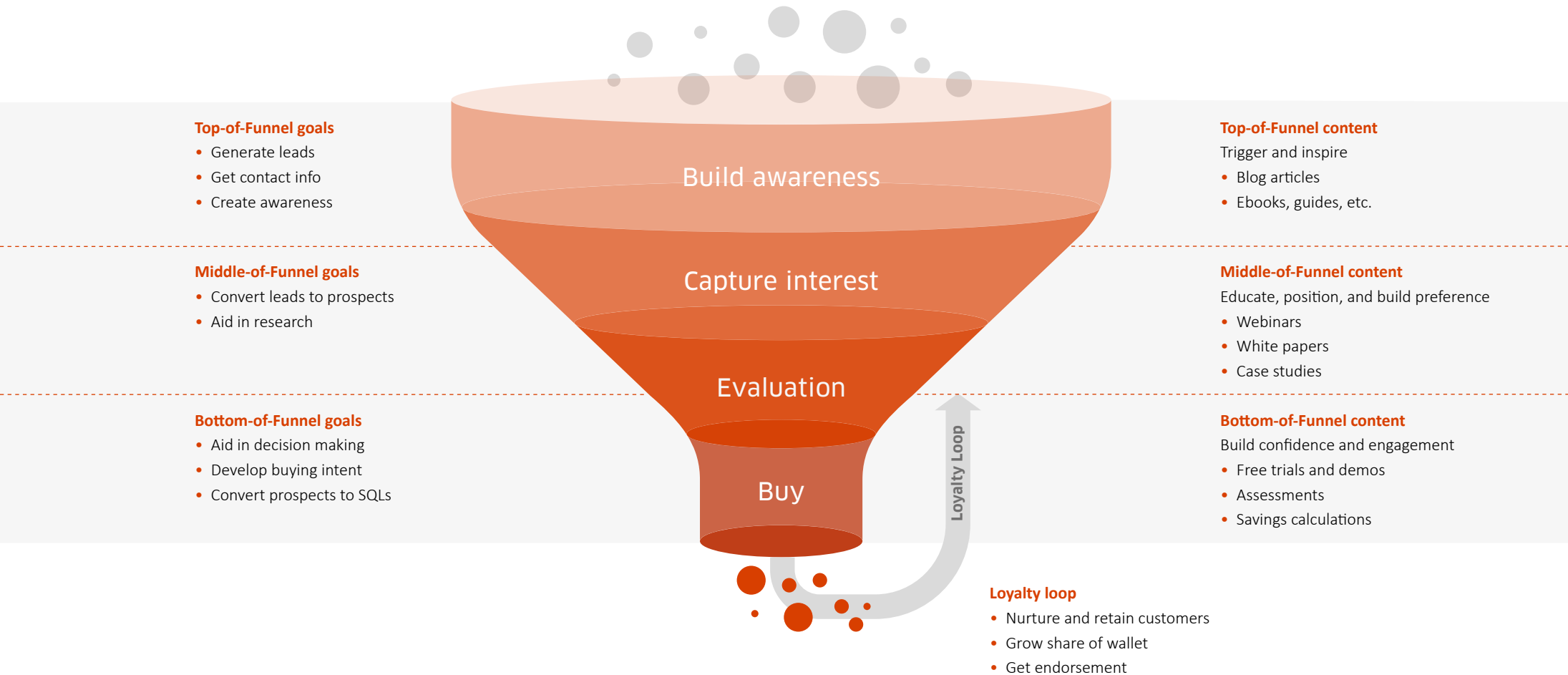
### **Create content that converts**

As innovative as your business may be, your content cannot focus on product specs alone. You must speak to the customer's pain points and demonstrate the greater value you provide to them and their end-customer.

Creating valuable, informative content doesn't have to be difficult. To get going quickly, you can repackage existing content from sales decks, customer cases, press releases, and the like with a more neutral, knowledge-sharing approach.



# Inbound lead generation and nurturing



# MARKET RESEARCH AND ANALYSIS

An evolving  
market requires  
an evolving  
strategy



### **Dig into your customer's drivers**

Using digital platforms including LinkedIn, you can identify and target potential leads with very specific demographic criteria regarding their location, business size, and job title.

Whether you identify lots of low-hanging fruit or shoot for your #1 dream client, you will be more effective if you can micro-focus on your audience and share content that speaks to their specific needs.

You can find out more about your customer's drivers using quantitative and qualitative research, but don't forget the internal resources in your organisation. Your colleagues, especially those in your sales and product teams, probably have a lot of great insights that the customer will find useful.



# Addressing each buying centre

With an account-based marketing (ABM) approach, you can better support each step in the customer's decision making process. Defining customer personas will help you address the specific drivers, pain points and potential oppositions for each buying centre.



**Commercial decision makers**

- Product management
- Business development



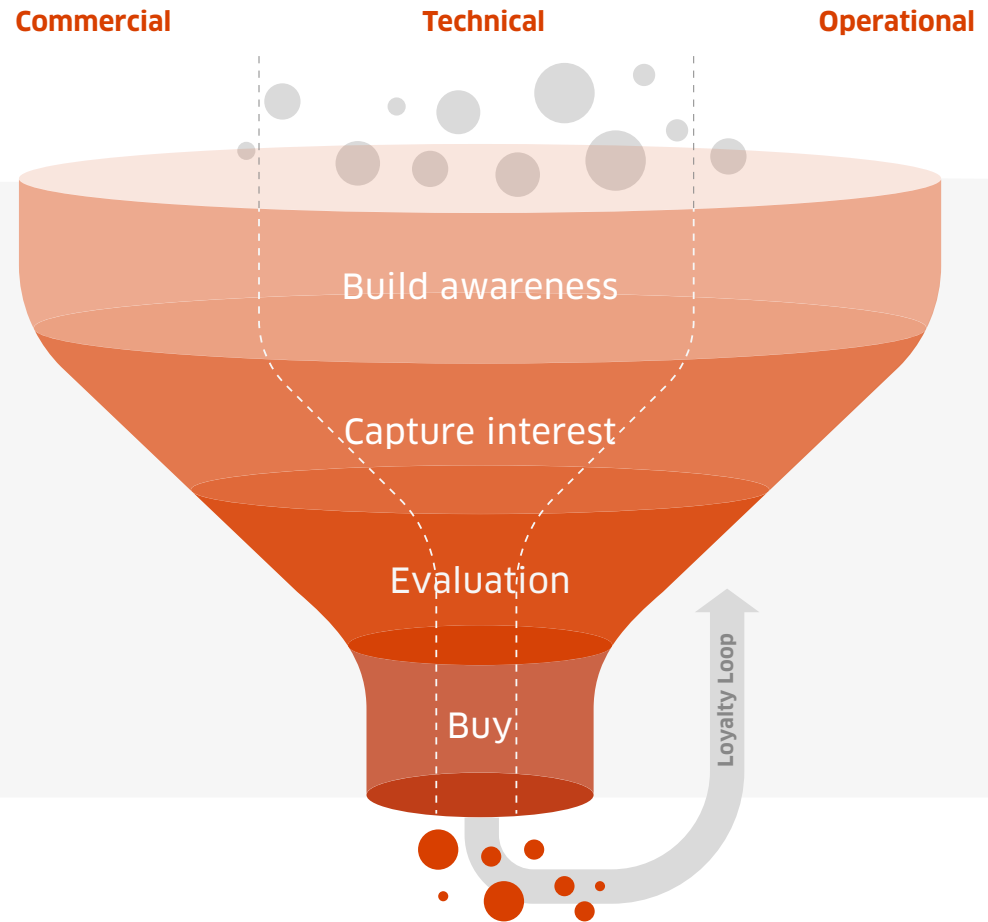
**Technical decision makers**

- Product development
- R&D



**Operational decision makers**

- Production manager
- Procurement / Sourcing



# CAMPAIGN

## Turning data into insight

### **An iterative process**

You can't expect just one piece of killer content to close all your deals. Once the customer is in your funnel, you need to keep nurturing them until they make a purchase.

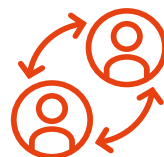
After they make the initial purchase, you need to keep them in your loyalty loop to strengthen your long-term relationship.

Tracking and evaluation will allow you to quickly see what's working and what's not. If you apply your findings to reiterate and refocus, your content and brand will become stronger over time.



# Digital lead generation – our approach

CBC empowers B2B brands through intelligence and creativity. Together, we'll reach the right audiences on the right channels to drive lead capture and nurture opportunities.



## **Step 1** EMPATHY

### Understand your audience

Profile your audience and identify their needs to define your content format and key messages.

## **Step 2** CREATIVITY

### Create content

Combine audience research with creativity to produce targeted and compelling content.

## **Step 3** VALUE EXCHANGE

### Address the buyer

Activate your content on targeted channels for a low-friction lead capture and efficient ad spend.

## **Step 4** NURTURING

### Establish touch points

Use marketing automation to consistently engage, strengthen relationships, and improve lead scoring.

## **Step 5** EFFICIENCY

### Test, learn, optimise

Analyse and optimise frequently to inform future efforts and reduce your cost per lead.

# ***CBC CASES***

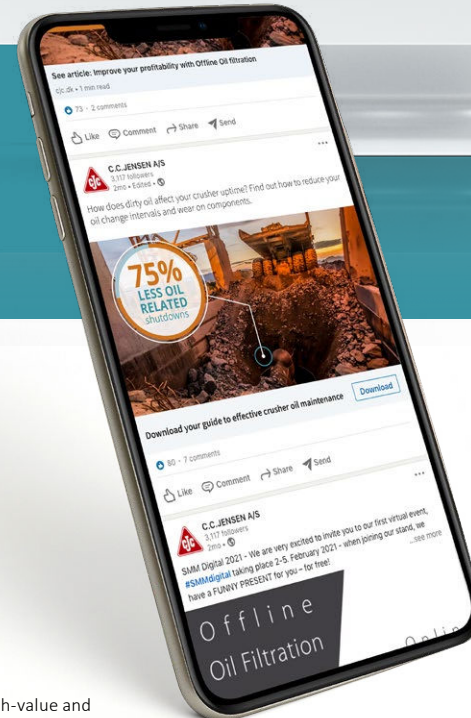
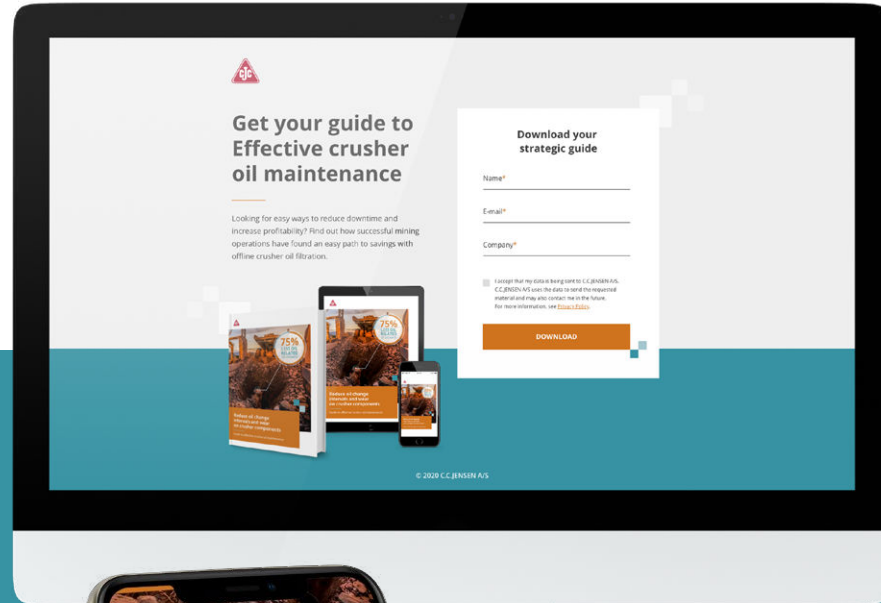


CASE STUDY  
**C.C.JENSEN**  
Helping customers identify opportunities

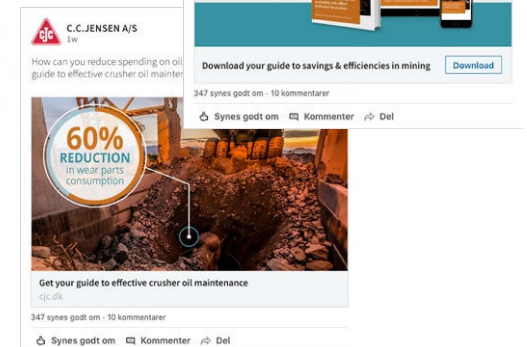
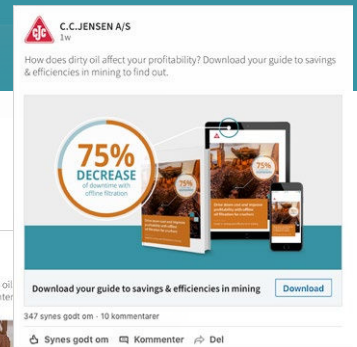
C.C.Jensen saw an opportunity to increase its sales of oil filtration systems for crushers, an important piece of equipment at any mine site. Our strategy was to create a short PDF ebook that would be activated in a targeted lead generation campaign on LinkedIn.

Much of the material in this ebook was collected from existing sales materials, but rather than simply focusing on the product, we framed the content as a guide to savings, highlighting the greater value oil filtration provides.

The campaign surpassed C.C.Jensen's goals, generating **131 qualified leads in less than 4 weeks**, with 179,515 impressions and 1,289 clicks. As a benchmark for future projects, C.C.Jensen plans to reapply this strategy for additional target groups.



Targetted SoMe ads focused on specific audience drivers



**Eliminate 3 out of 4 oil changes**

75% LESS OIL RELATED shutdowns

Office of Business Solutions  
COP - New Mine Value Center  
Sustaining the COP - Filter systems

Reducing shutdowns by 87%

Item	Year	Number of oil changes	Cost per oil change	Total cost	Reduction
Oil <td>2019</td> <td>100</td> <td>\$100</td> <td>\$10,000</td> <td>87%</td>	2019	100	\$100	\$10,000	87%
Oil <td>2020</td> <td>30</td> <td>\$100</td> <td>\$3,000</td> <td></td>	2020	30	\$100	\$3,000	
Oil <td>2021</td> <td>10</td> <td>\$100</td> <td>\$1,000</td> <td></td>	2021	10	\$100	\$1,000	
Oil <td>2022</td> <td>3</td> <td>\$100</td> <td>\$300</td> <td></td>	2022	3	\$100	\$300	
Oil <td>2023</td> <td>1</td> <td>\$100</td> <td>\$100</td> <td></td>	2023	1	\$100	\$100	
Oil <td>2024</td> <td>0</td> <td>\$100</td> <td>\$0</td> <td></td>	2024	0	\$100	\$0	
Oil <td>2025</td> <td>0</td> <td>\$100</td> <td>\$0</td> <td></td>	2025	0	\$100	\$0	
Oil <td>2026</td> <td>0</td> <td>\$100</td> <td>\$0</td> <td></td>	2026	0	\$100	\$0	
Oil <td>2027</td> <td>0</td> <td>\$100</td> <td>\$0</td> <td></td>	2027	0	\$100	\$0	
Oil <td>2028</td> <td>0</td> <td>\$100</td> <td>\$0</td> <td></td>	2028	0	\$100	\$0	
Oil <td>2029</td> <td>0</td> <td>\$100</td> <td>\$0</td> <td></td>	2029	0	\$100	\$0	
Oil <td>2030</td> <td>0</td> <td>\$100</td> <td>\$0</td> <td></td>	2030	0	\$100	\$0	

**Improve sustainability and your bottom line**

How does dirty oil affect your crusher's performance?

Offline Oil Filtration

A high-value and insight-driven ebook was the campaign's central asset

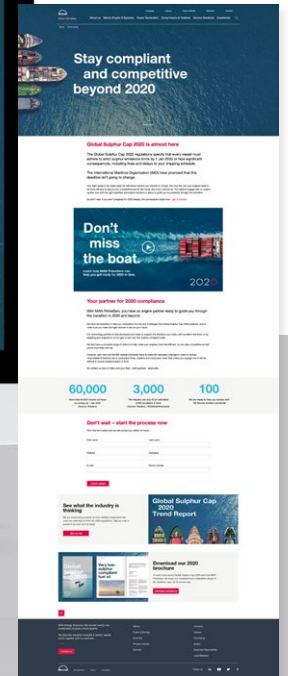
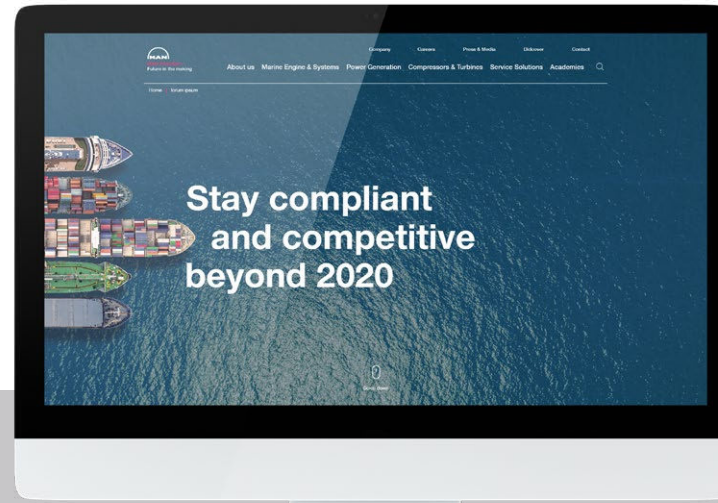
CASE STUDY

# MAN ENERGY SOLUTIONS

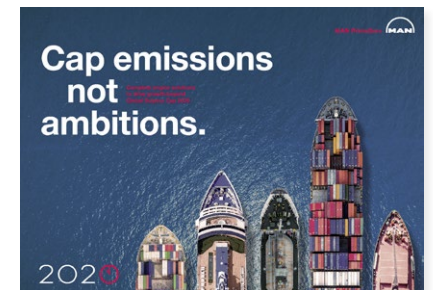
## Turning regulatory changes into commercial opportunity

At the time, the 2020 Global Sulphur Cap regulations were going to hit the global marine industry in less than a year. Vessel owners and operators urgently needed to take action and make decisions, but no one wanted to make the first move. MAN Energy Solutions saw this as a valuable thought leadership and commercial opportunity.

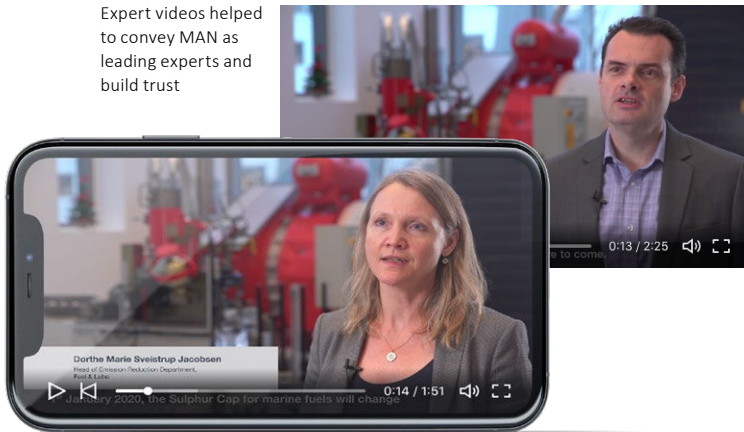
Launched in January 2019, CBC developed a powerful lead generation campaign that also positioned MAN Energy Solutions as a trusted partner with the expertise and solutions to guide businesses through the transition. The campaign **increased sales by 288% on a key product line.**



A series of ads gave the campaign a unique personality and generated interest



Expert videos helped to convey MAN as leading experts and build trust



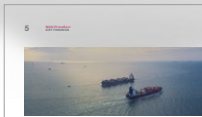
### A broad selection of decision makers



**54%**  
Enter on existing vessels or upgrades

There is precious little time to comply, given the factors needed for implementation.

Download the IMOs 'Global Sulphur Limit 2020 - FAQ' here.



**2) Fuel challenges are the biggest concern**  
Respondents were most concerned about fuel challenges (82%), which include availability, compatibility, cost, specifications, and quality. Each of these represent their own list of related issues, not least technical operation for engines, which was rated as the second highest cause for concern (48%). Few organizations have the inhouse expertise or resources to meet these challenges.

**3) Different strategies for different vessels**  
Many owners are preparing a different strategic approach for different vessel types. Parameters such as age, fuel consumption, return-on-investment etc., geographic trading patterns, etc., create a different business case which determine the most viable solution. It is essential to understand the pros and cons of each approach to position your fleet and business most effectively.

MAN PrimeServ conducted 189 telephone interviews from across the global

The sample was taken primarily from Greece, although not by any means exclusively, and covered individuals from the technical side of decision making (75% commercial (2%) and a mix of the two (22%).

CBC wrote and designed an insightful industry report as the main campaign asset

CASE STUDY

# COBHAM SATCOM

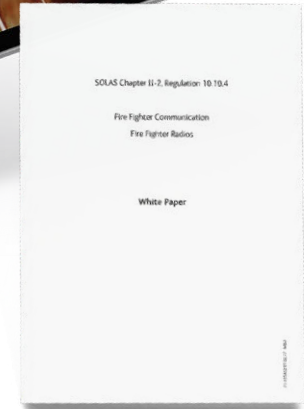
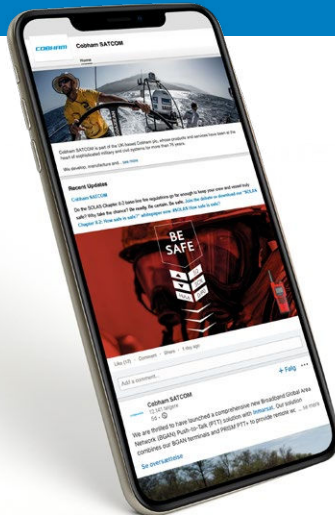
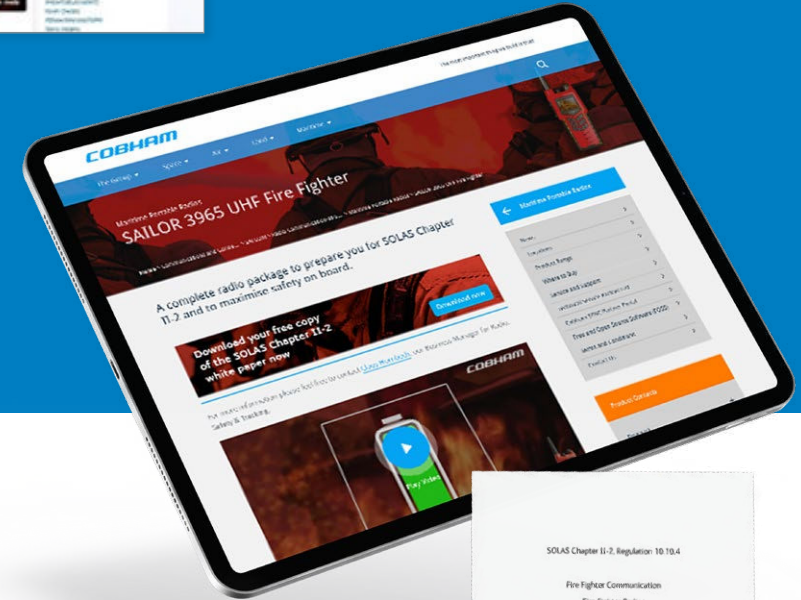
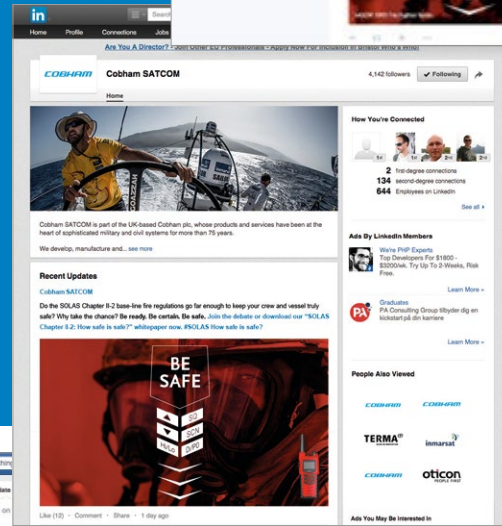
## Making the choice obvious

Cobham SATCOM, a leading technology and services innovator, needed to create preference for its maritime firefighting radio.

The strategy was to use content marketing to influence purchase specifications, with a campaign that centred around two core user missions: viewing hard-hitting video content and downloading a thought-leadership white paper.

In 12 weeks, the campaign created 1,300 indications of a strong intention to buy and a **32% surge in actual sales**. Conversion rates across the marketing funnel far exceeded expectations with a **campaign ROI of 850%**.

Strategic use of LinkedIn and Twitter helped to create awareness



CBC created a campaign landing page and thought-leadership white paper to drive engagement

The campaign used sponsored Facebook posts to reach a wider audience

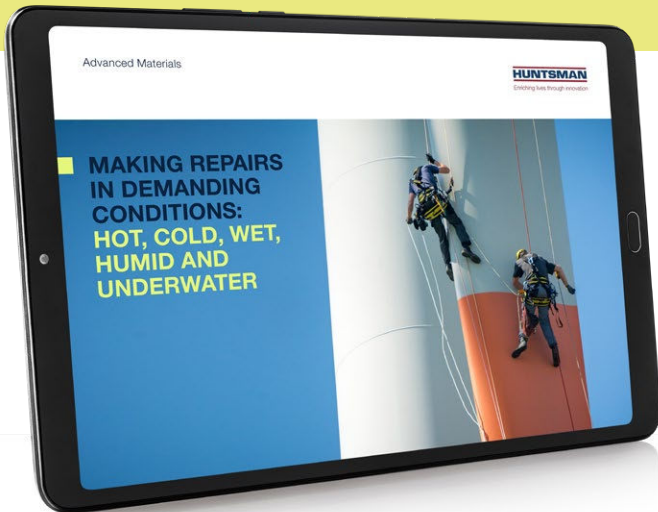
CASE STUDY  
**HUNTSMAN**

Helping customers to  
optimise repairs

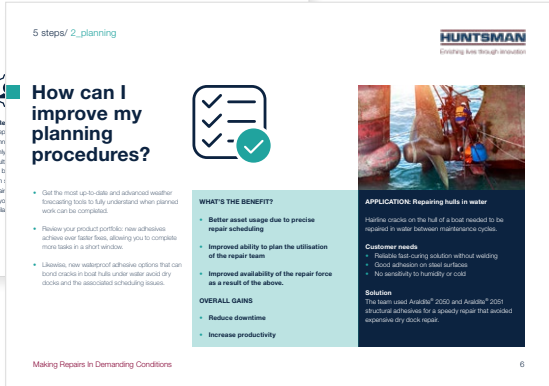
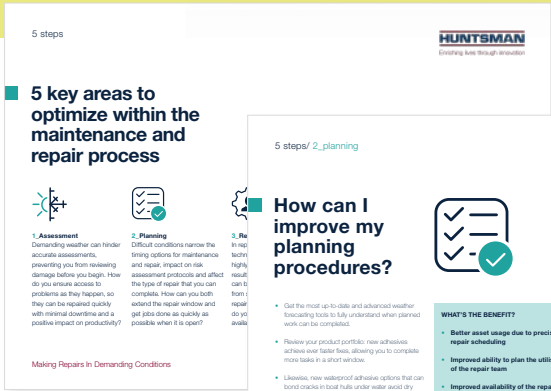
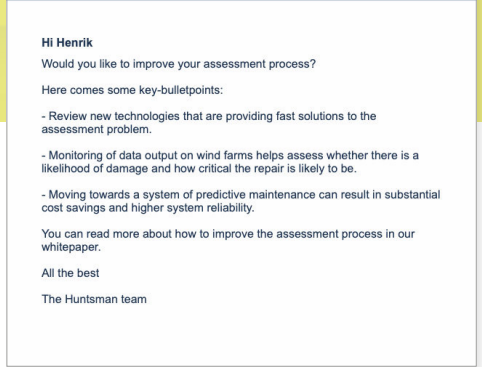
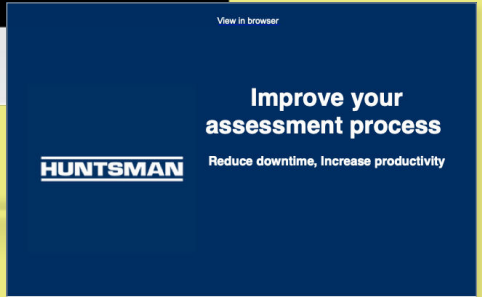
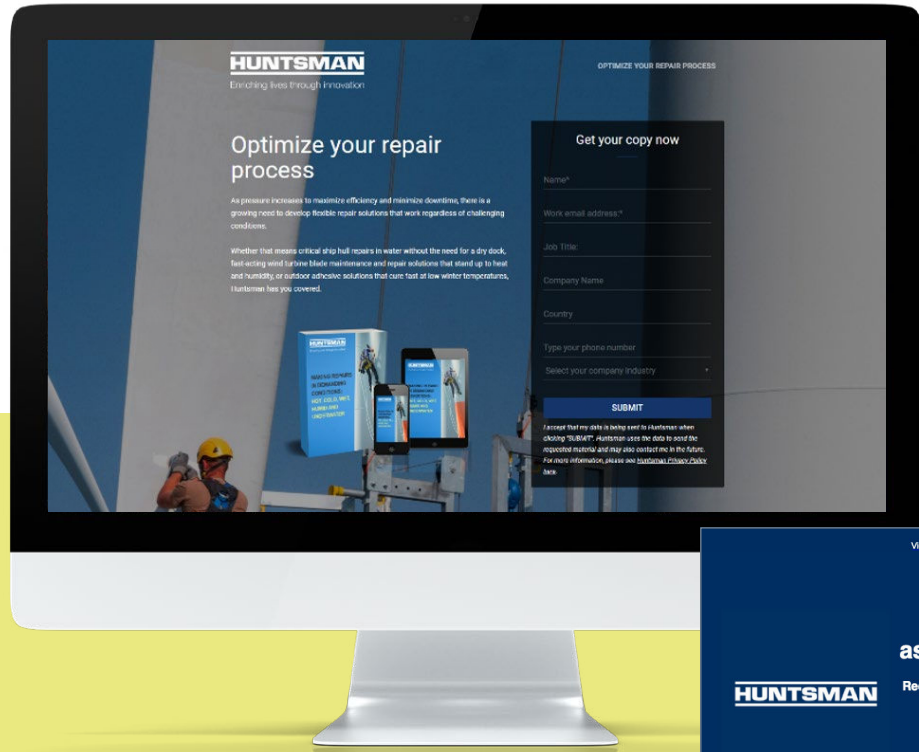
Huntsman Advanced Materials is a leading global chemical solutions provider with a long heritage of pioneering technologically advanced epoxy, acrylic and polyurethane-based polymer products.

The client's goal was to increase sales of specialised adhesives within the wind energy, marine, and outdoor industries. Our solution was to help Huntsman create a white paper about optimising the maintenance and repair process, and use it to drive engagement through social media.

Promoted on Facebook, LinkedIn and with Google Ads, **the white paper drew in over 400 leads**. CBC also developed a tailored email flow that kept these leads engaged until they were ready to interact with the sales team.



Social posts drew people to a purpose-built landing page



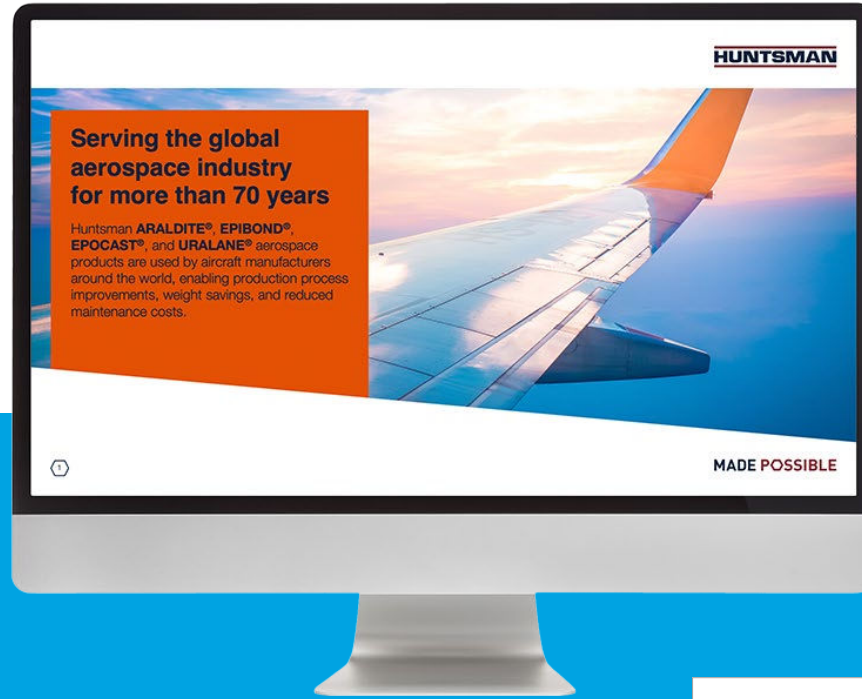
The white paper was written and designed to create maximum interest

A nurture email flow kept leads engaged

CASE STUDY  
**HUNTSMAN**

Generating leads with a value-focused webinar

The webinar itself was attended by over 100 professionals



With their focus set this time on the aerospace industry, CBC helped Huntsman plan, promote, and present a webinar exploring how manufacturers and operators can reduce costs and improve processes.

Promoted via LinkedIn, Twitter, and email, the webinar had more than 270 registrants and **drew in over 130 attendees**, with an outstanding 51% turn-out rate. During the webinar there was a high level of live audience interaction.

The webinar was followed by a nurturing email flow to keep Huntsman and the topic front-of-mind with the audience after the event.

CBC created a white paper to support the webinar and communicate key messages



Opportunity\_1

**Increase production efficiency**

Easy-to-use adhesives with fast curing and handling times can help you streamline your production and increase your throughput – even with a smaller workforce.

A general user that followed by a text list of handling steps that you can use to streamline your production process. The process is custom fit and better mechanical bond, which long-term to use and improve your production process.

To streamline production, you should also look for... (text continues)

**MADE POSSIBLE**

EPIBOND® 300 A/B adhesive

**Productivity meets versatility**

EPIBOND® 300 A/B adhesive provides an up to 80% faster time to handling strength and 80% faster cure than competitive adhesives. There can be made in one working shift and production throughput can be improved by up to 80%.

With its high heat resistance and compression strength, it is ideal suited for repair and other structural adhesive applications.

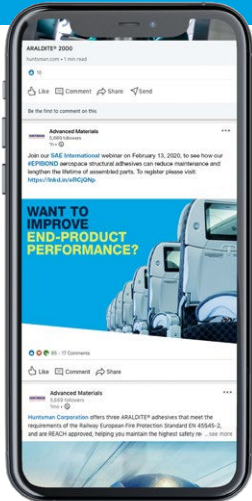
Performance	11,000 / 76	9,000 / 62
4,200 / 29	3,100 / 21	1,100 / 7.6

**Applications**

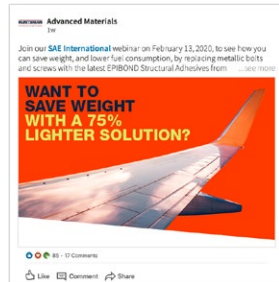
- Used often for primary structural applications in their airframe components
- Structural repair and maintenance
- Flight control surfaces
- Engine transfer and engine temperature environments

**Processing**

**MADE POSSIBLE**



A series of engaging SoMe posts generated broad interest



CASE STUDY  
**BRÜEL & KJÆR**

Looking to the future of product development

Brüel & Kjær is known worldwide as a leading provider of solutions for measuring and managing the quality of sound and vibration.

To demonstrate that Brüel & Kjær is at the forefront of progress, we helped develop a thought leadership campaign looking beyond tomorrow at the role sound and vibration will play in the future of product development.

Providing integrated marketing support at every stage, CBC enabled generated 1000 sign-ups for the event, with 300 attendees. Most importantly, we enabled Brüel & Kjær to engage directly with a group of high-level decision makers and **generate an incredible 77 C-suite leads.**

The microsite served as a communication hub for the entire project



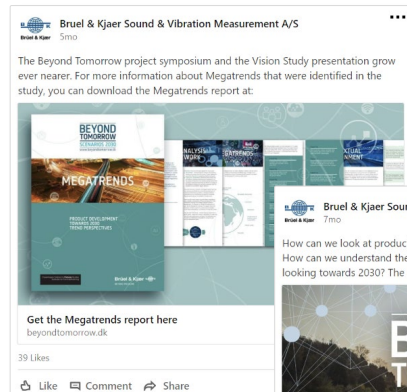
The campaign culminated in a global VIP event, involving prominent market leaders and industry experts



The event was filmed for subsequent marketing activities



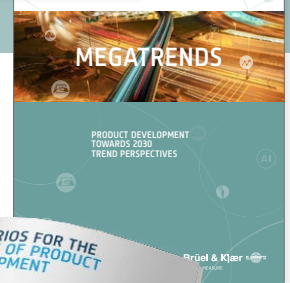
The trend report was divided into four areas, with insights from industry experts



A comprehensive inbound marketing campaign covered all channels



A central report report shared key trends, insights and scenarios for the future of product development



# We help B2B brands drive growth across borders

Do you need help growing your brand?  
Do you want to make your marketing efforts  
more profitable? Our experienced team is  
ready to help you get there faster.

At Cross-Border Communications, we combine  
an international mindset and a creative  
approach with a deep knowledge of B2B  
marketing gathered over more than 40 years  
of experience. We offer a full spectrum of  
branding, marketing and communications  
services that will help you engage your  
audience, boost awareness, generate leads,  
and drive sales.

Our B2B experts in Denmark, the UK, and  
Singapore have been handpicked for their  
specialised knowledge in international branding  
and communications. This means you always  
get an effective team behind your project with  
no need for long consultation processes.

If you're ready to take your brand and business  
across borders, talk to us.

“

“With a compelling creative concept and strategic  
roll-out plan, the campaign has succeeded in  
increasing our sales by 288% on a key product line.  
We are the ones driving the conversation around  
sulphur regulations in our industry – for us, this is  
only the beginning.”

**Daniel Vengel Jensen**  
Marketing Manager  
MAN PrimeServ CPH

“We were blown away by the creative execution and  
final results of this campaign. We set ourselves an  
ambitious sales target – and sold a staggering 400%  
of that initial target in just 12 months.”

**Susanne Køhlert Jacobsen**  
Marketing Communication Project Manager, Strategic Marketing  
Brüel & Kjær

“CBC helped us develop the right strategy and  
process to engage our specialist audience and  
nurture long-term relationships. The retainer  
model we work with has ensured the continuous  
development of quality content and we've been  
very pleased with the results.”

**Morten Mortensen**  
Director of Airline Sales & Route Development  
Copenhagen Airports

”

# CBC takes you from complexity to clarity to commercial results



## **Brand development**

CBC helps you define the cornerstones of your global B2B brand: a solid brand position and clear value proposition; a strong visual identity; and the Big Idea that makes you relevant and compelling.

Our brand communications platforms, built on 40 years of B2B sector expertise, deliver strategic insight, razor-sharp copywriting, and world-class design.

## **You need this to:**

- Refresh or rebrand your company
- Clarify your brand hierarchy
- Update your digital brand experience
- Create a more relevant identity
- Improve your value proposition
- Align your brand after an acquisition
- Communicate customer-centric messages



## **Marketing activation**

CBC is an international team of dedicated B2B experts who get the complexities of your business and will develop tactical campaigns tailored for your markets and KPIs.

Whether you need greater brand awareness, stronger product marketing, or tighter internal alignment, we help you connect with audiences and increase your marketing ROI.

## **You need this to:**

- Increase brand awareness
- Launch a new product or service
- Reach more customers online
- Get more from your marketing ROI
- Enter a new segment or market
- Secure internal stakeholder buy-in
- Attract new talent



## **Digital engagement**

CBC enables you to drive digital lead generation with high-value content via ABM and marketing automation programmes that deliver the right message, in the right format, at the most influential moment in the buying journey.

Our engagement activities are tailored for your business to create both qualitative and quantitative inbound results.

## **You need this to:**

- Generate more business leads
- Create better quality content
- Find new ways to engage prospects
- Give your sales teams greater support
- Drive and convert online traffic
- Improve your sales activities
- Optimise your online sales

# Let's talk



If you are looking to grow revenue and market share through more effective B2B lead generation programmes, talk to us.

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