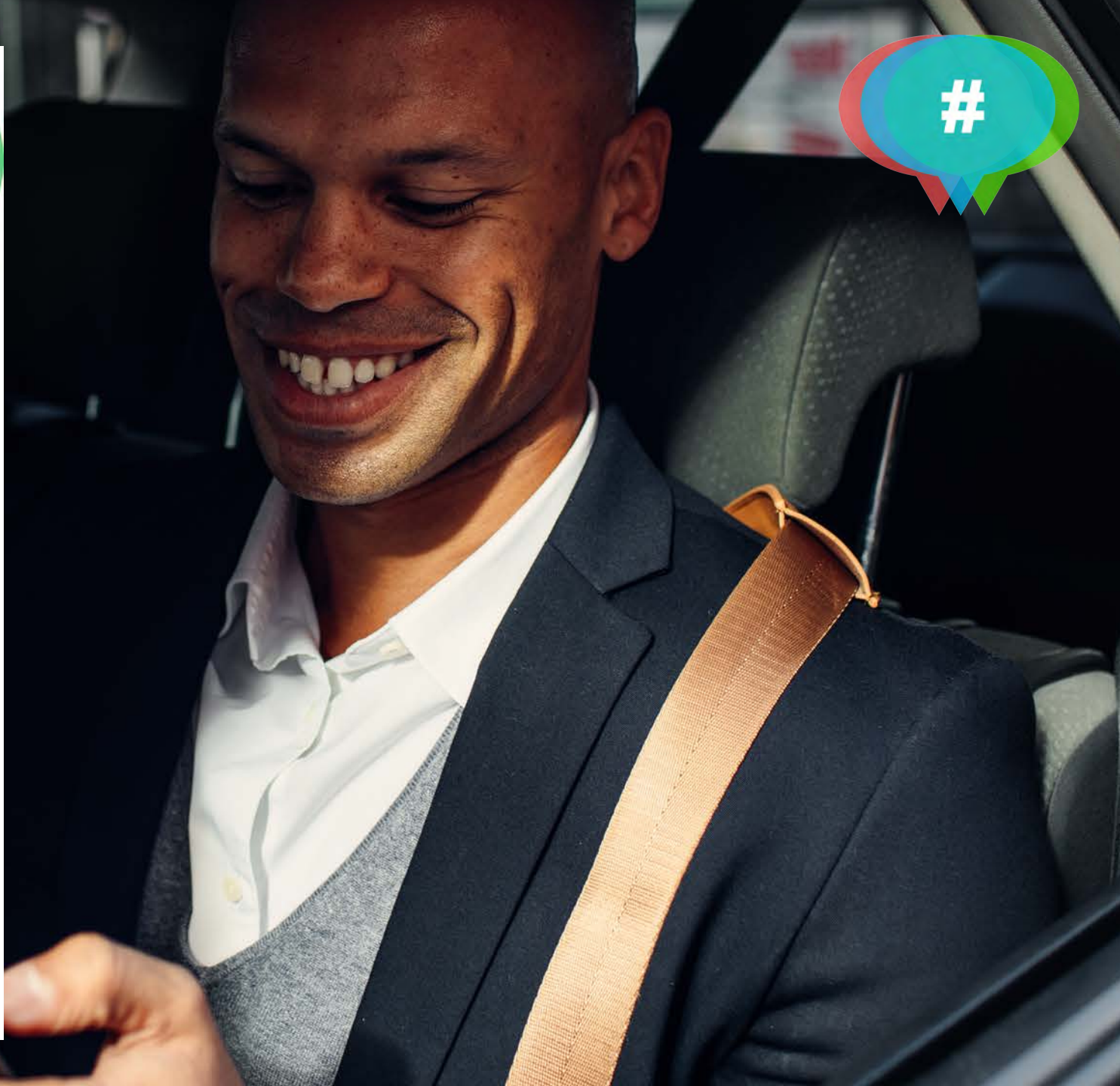


# Business to business people

Facebook

2020





Let's talk

# Business to business people

1

Mobile is fueling shifts in the B2B landscape

2

Where business to business becomes business to people

3

Influence Business Development Managers where they spend their time

4

Reinvent traditional marketing for mobile

5

Building blocks for success with the Facebook family



# Mobile is fueling shifts in the B2B landscape

The lines between professional and personal have blurred

Challenging traditional notions of what are “contextual” channels for business

Source: 1. “Mobile Marketing and the New B2B Buyer” by Boston Consulting Group, Sept 2017, 2. B2B Report: Millennials by Merit, 2017.





# Business decision makers are people, too

Making meaningful connections with people translates into measurable value for businesses



Using the same channels for work and play

Empowered, self-educated

Buying by committee

Constantly connected

Guided by personal values

The bar for attention has been raised





The Facebook family  
of apps and services

...where business to business  
becomes business to people

# Business to **people**s

Let's work together to master  
these building blocks for  
success

Targeting

Optimization

Creative

Measurement

Partners

Reach the people  
who are most relevant  
to your business

**Targeting**

Optimization

Creative

Measurement

Partners





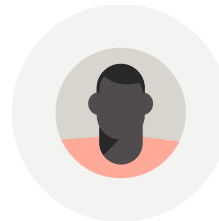
# Three ways to connect

With BDMs on the Facebook family of apps



## Core audiences

Use Facebook data to connect with your target: location, demographics, interests, behaviors, or connections



## Custom audiences

Use partner, CRM or pixel data to connect with people who have expressed a level of intent or consideration

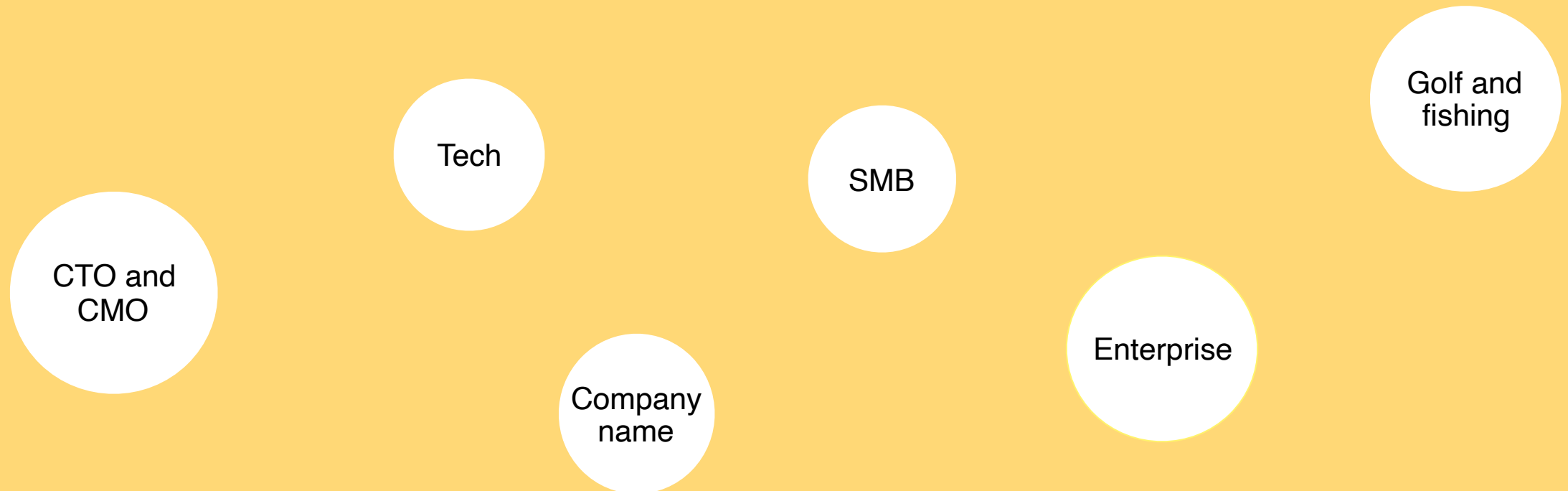


## Lookalike audiences

Connect with new people who look like your most valuable customers

# Targeting for B2B on Facebook

Build Core Audiences based on information and signals shared on Facebook

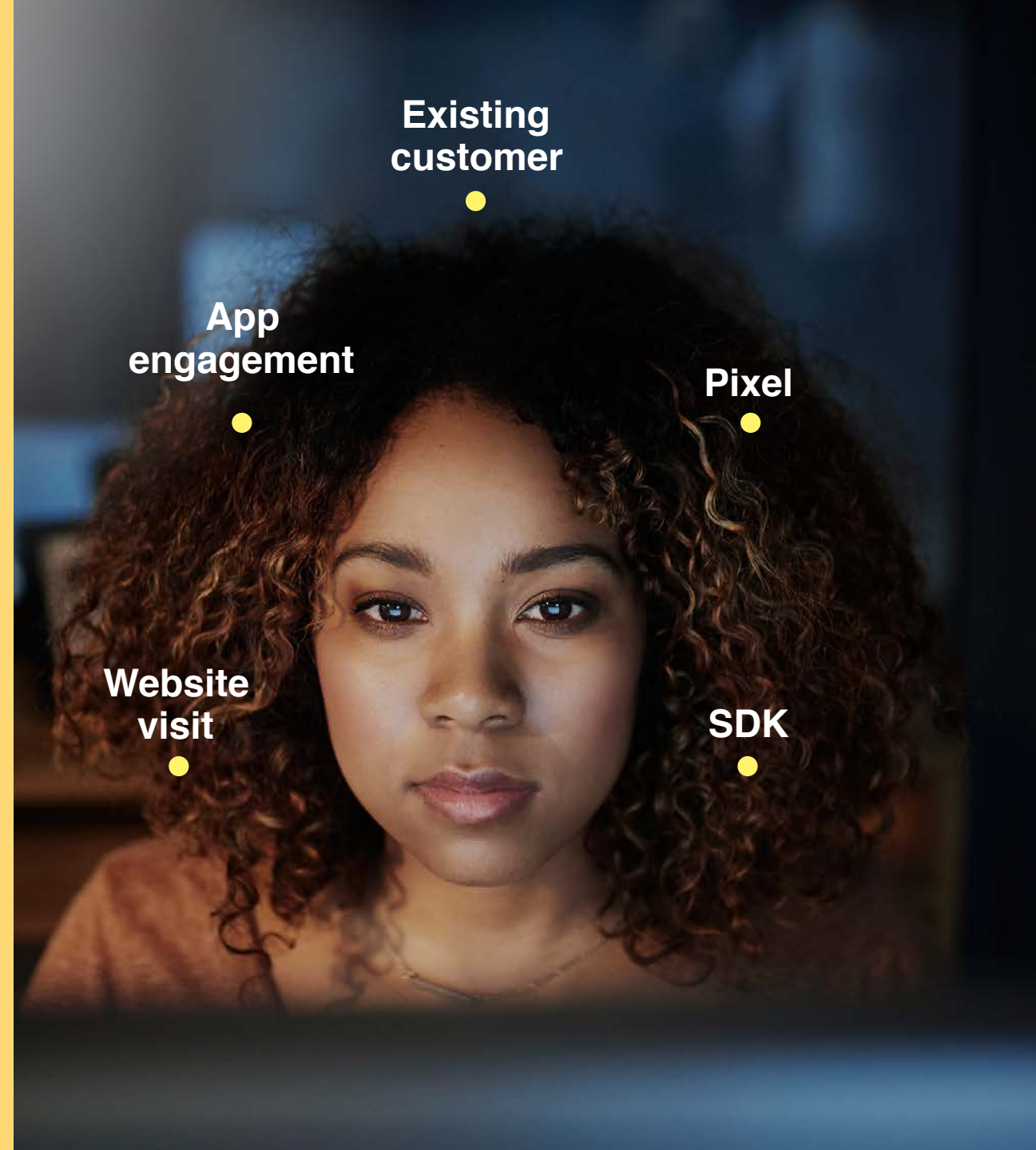






# Supercharge your targeting with customer insights

Leverage your lists and CRM data to reach quality leads and current customers with Custom Audiences



Find new prospects who are similar to  
customers you already know

by creating Lookalike Audiences based on every Custom Audience



Current  
customers



Lookalikes

Optimizing for people  
and objectives

Targeting

**Optimization**

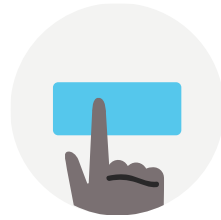
Creative

Measurement

Partners



# Two ways to optimize to improve cost efficiency



## Automation

Lean on machine learning to optimize placements, budget and creative



## Objective-based bidding

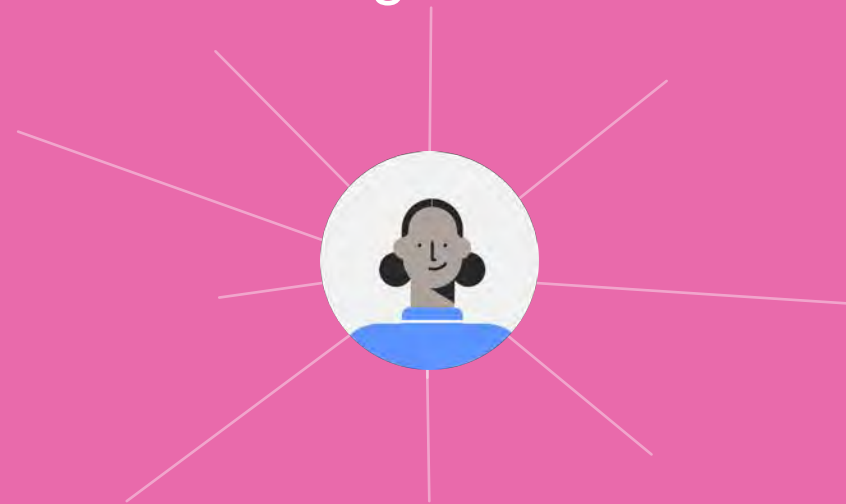
Align objectives with the business outcomes that matter

# Combining customer knowledge and Facebook's machine learning

People interact with content on their device...



...and complete actions, creating a spectrum of intent signals



# Where to layer in automation

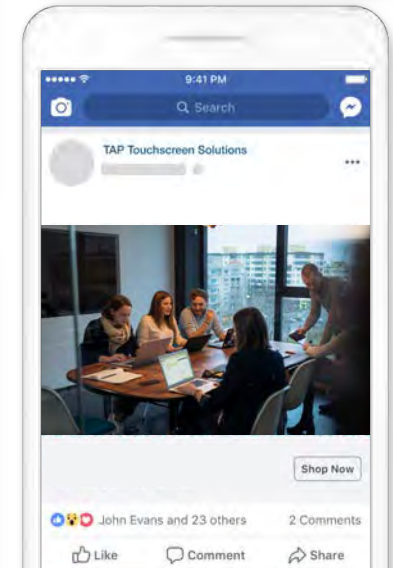
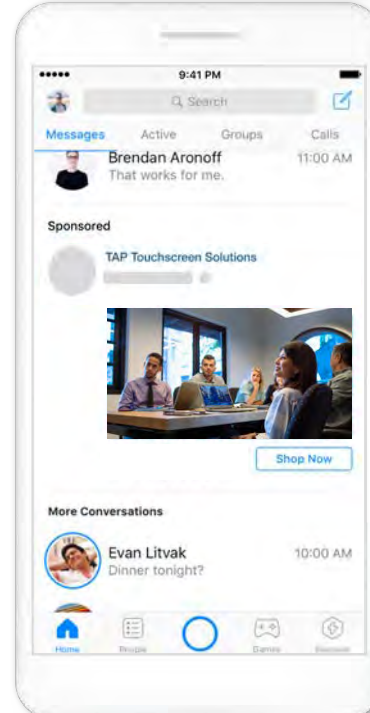
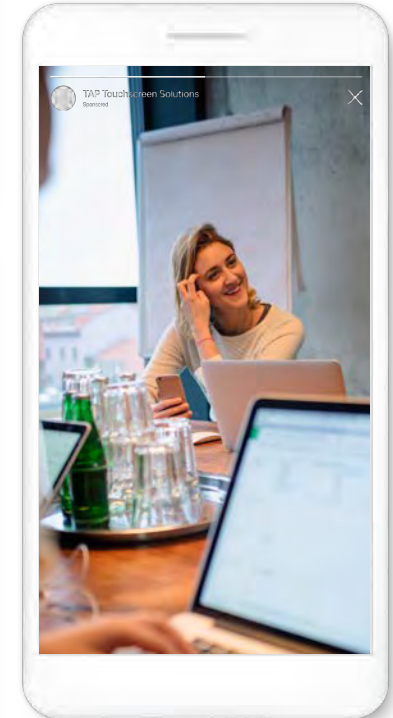
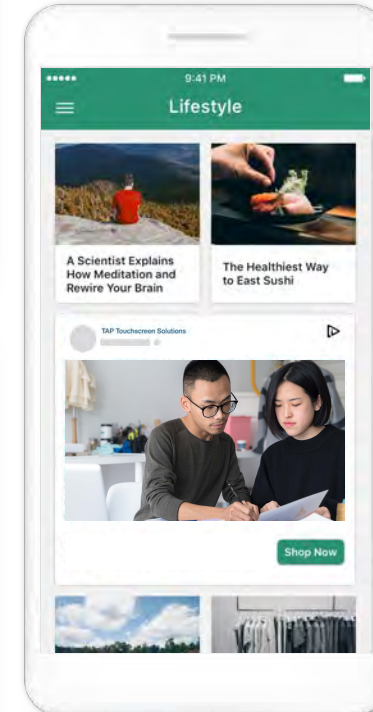
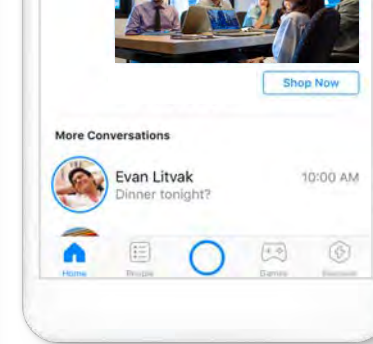
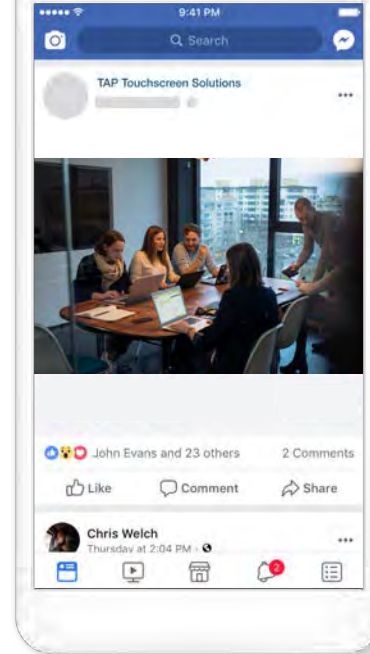
## Automatic Placements

land the right format  
at the right time



71%  
lower cost per  
conversions<sup>1</sup>

Source: 1. Compared to Facebook-only placement. "Optimizing Direct Response Campaigns across Facebook, Instagram and Audience Network", Facebook IQ whitepaper, Dec 2017.





# Achieve efficiency with Campaign budget optimization

Without Campaign budget optimization

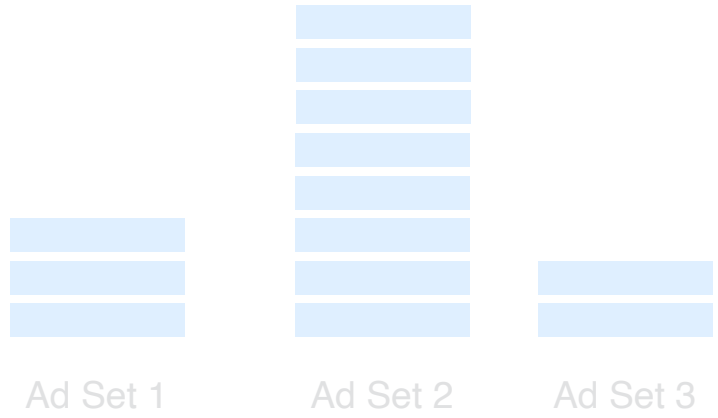


Total campaign spend: \$30

Avg. cost per conversion: \$3



With Campaign budget optimization



Total campaign spend: \$30

Avg. cost per conversion: \$2

# Optimizing for the right objectives

## Brand awareness

Increase awareness by reaching people more likely to be interested in it

## Lead generation

Drive more sales leads, such as email addresses, from people interested in your brand or business

## Conversions

Drives valuable actions on your website, app, or in Messenger

Available on



Reimagine business  
creative for people  
and mobile

Targeting

Optimization

**Creative**

Measurement

Partners

# Creative considerations for mobile



Capture  
attention  
quickly



Design  
for sound off  
but delight  
with sound on



Frame  
your  
visual story



Play  
with sequencing,  
targeting,  
new formats

# Capture attention quickly

Front load your story arc with captivating moments, branding and key messages up front





# Play with formats



1–6 sec  
video



Photo



IG Stories



360 photo



6–15 sec  
video



IG Stories  
Carousel



Video/photo  
carousel

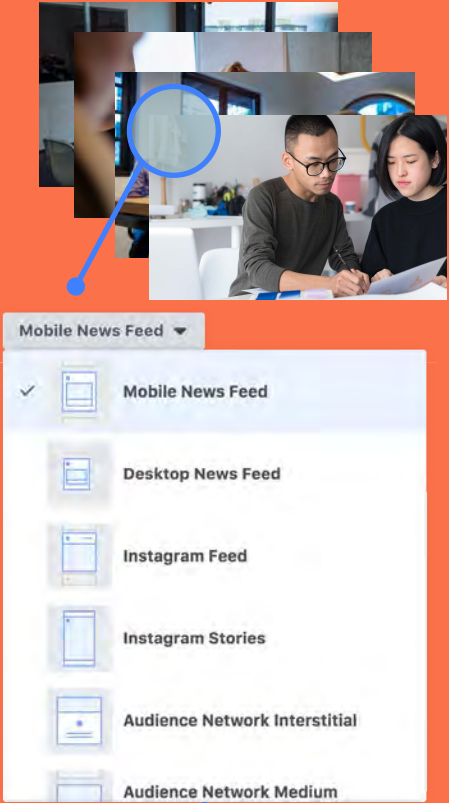


Collections



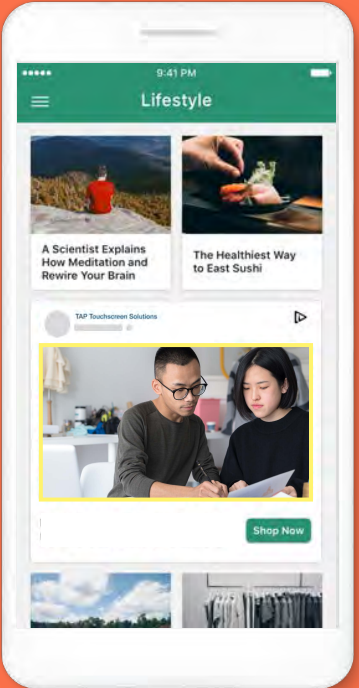
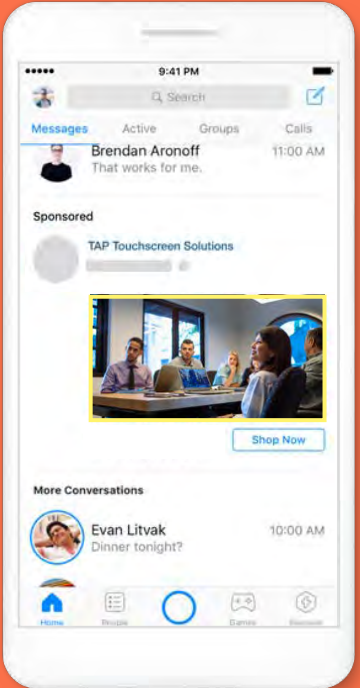
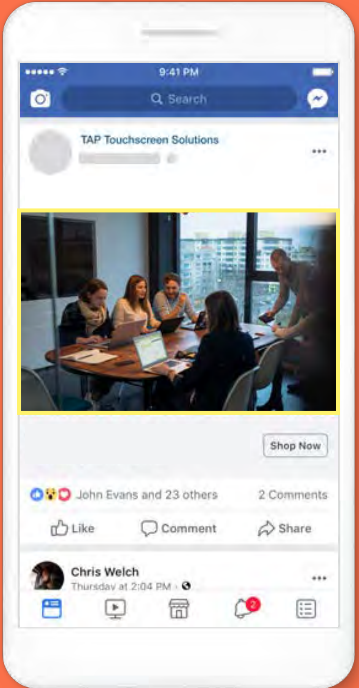
Instant  
Experience

# Customize your creative for each placement



Mobile News Feed

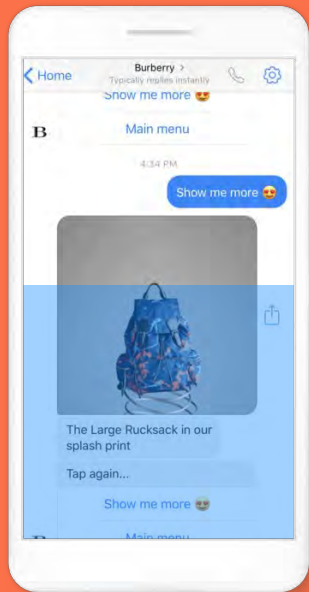
- ✓ Mobile News Feed
- Desktop News Feed
- Instagram Feed
- Instagram Stories
- Audience Network Interstitial
- Audience Network Medium



# Optimize your website for mobile to ensure a frictionless experience

## Mobile leaders design for one thumb

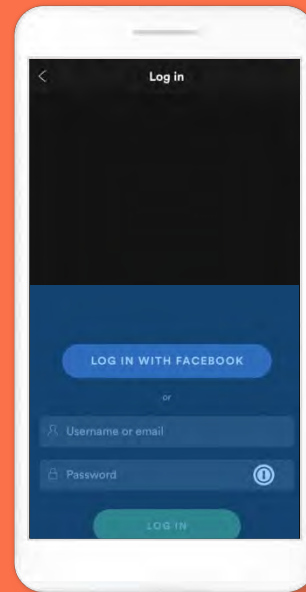
Chatbot



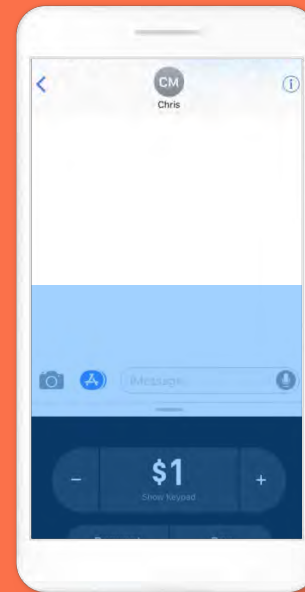
Social



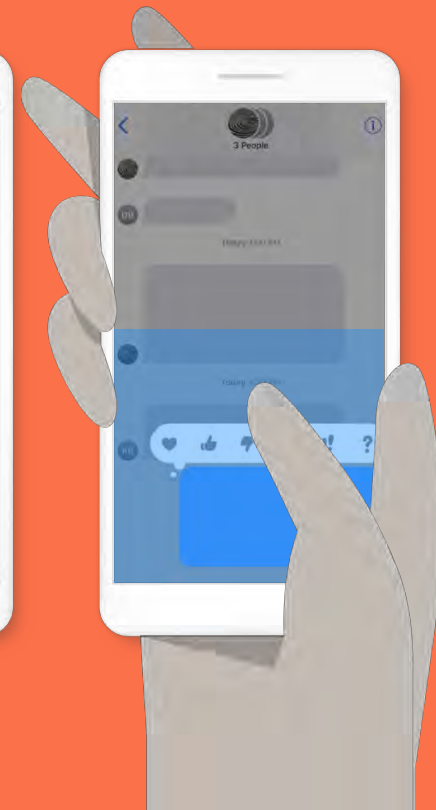
Login



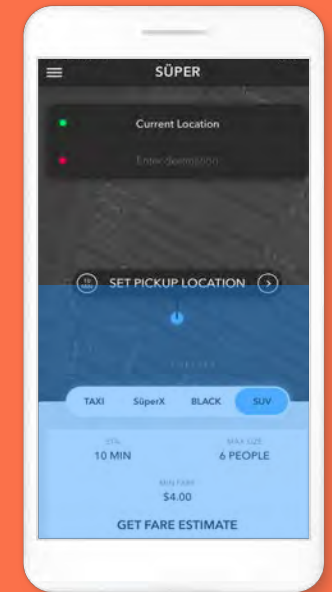
Pay



Text



Rideshare



Test and learn  
with people-based  
measurement to  
understand value

Targeting

Optimization

Creative

**Measurement**

Partners

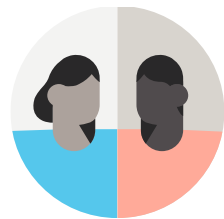
# Solutions and guidance natively through the Facebook family



Brand lift



Conversion lift



Split testing



# Brand lift

Facebook's Brand lift solutions help measure brand equity to drive real business results

Randomize groups



Exposed



Control

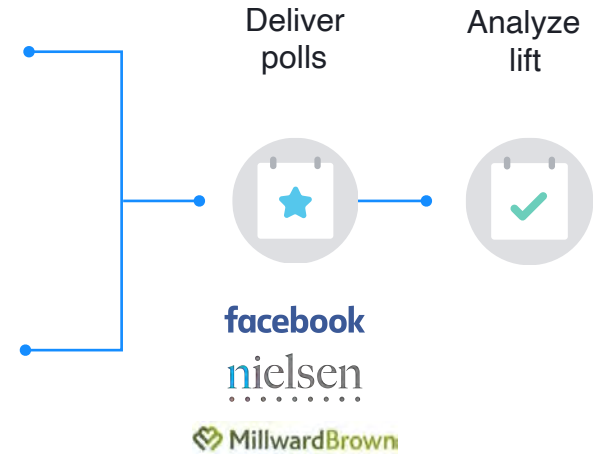
Deliver ads



Facebook ads  
(and other media)



No Facebook ads  
(or other media)

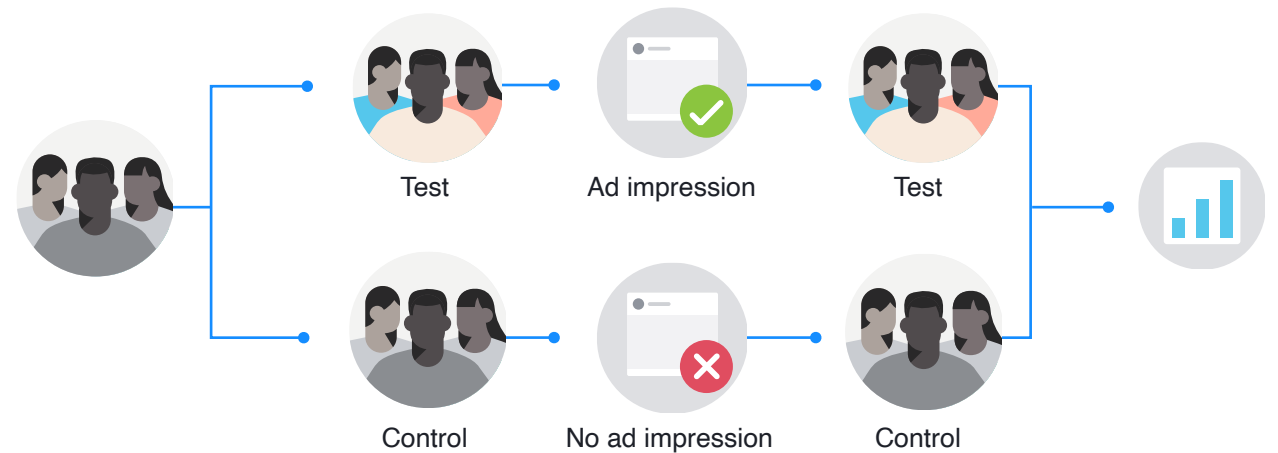


Available on



# Conversion lift

Understand the true value of your ads at driving incremental sales and conversions



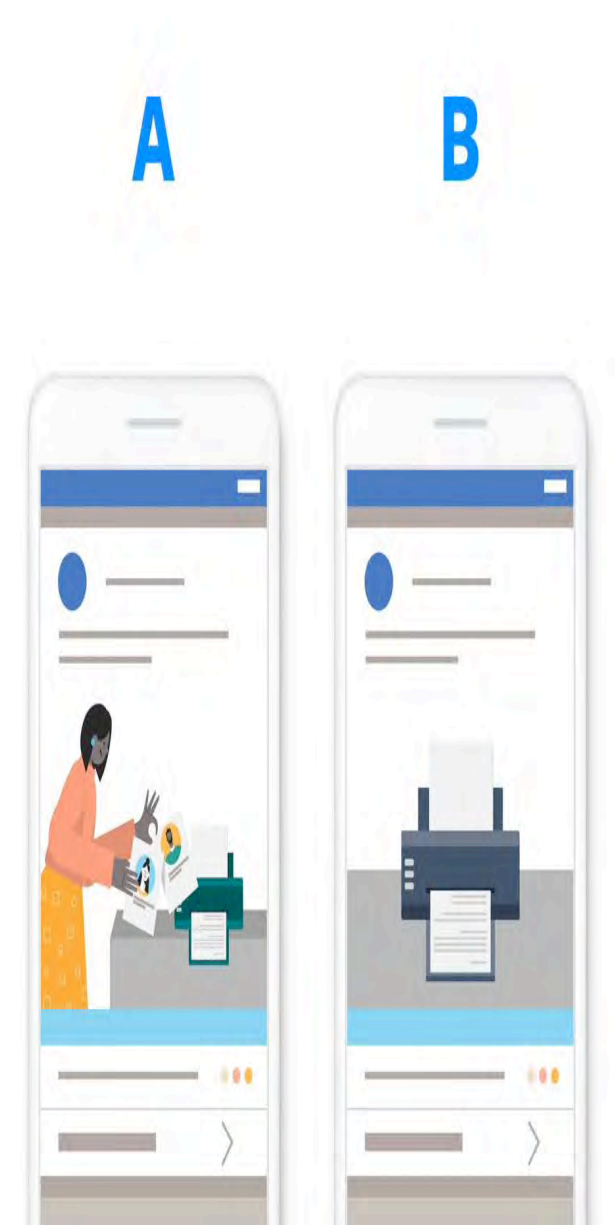
Available on



# Split testing

Optimize your Facebook ads and improve their performance with A/B tests

Available on

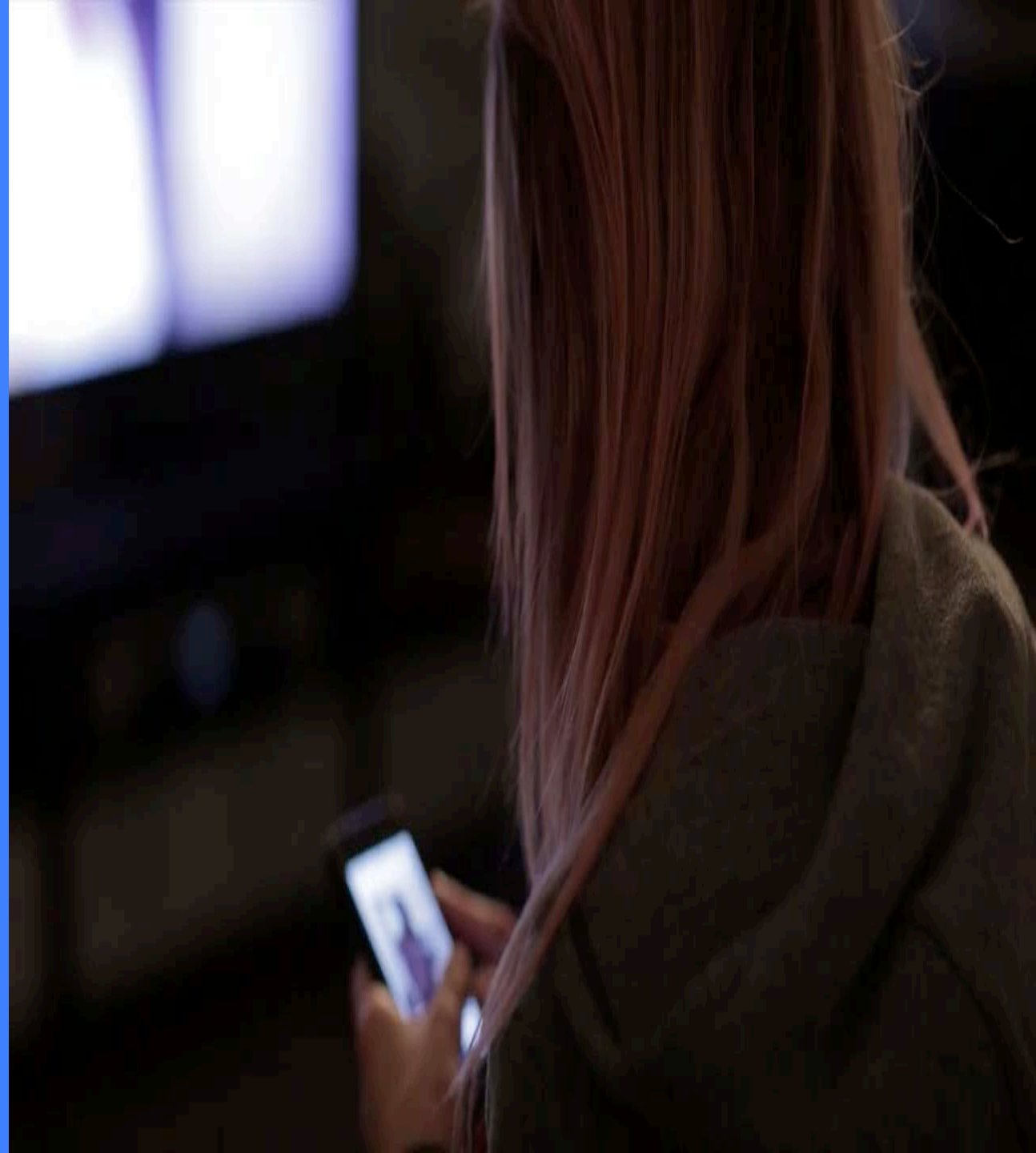


# B2B on mobile

Transform traditional  
B2B marketing  
efforts for today's  
mobile world

# A new inbox

Nurture leads with a constant connection between BDMs and businesses

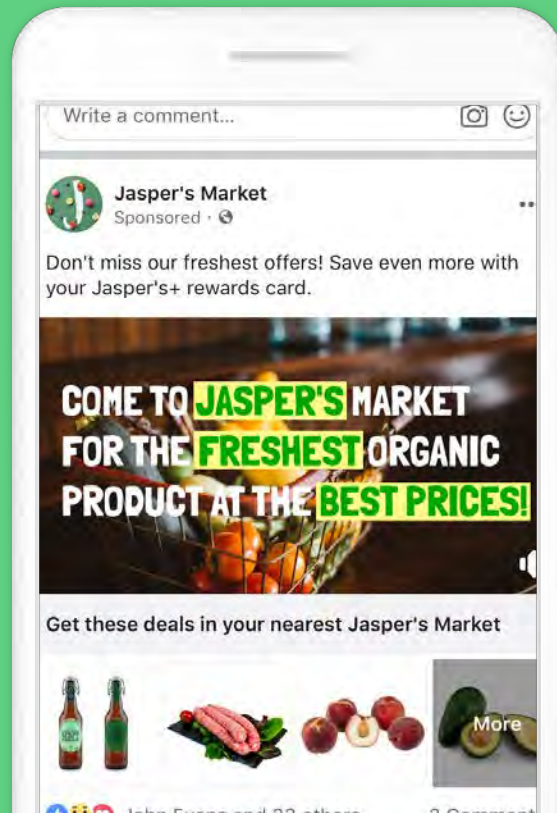




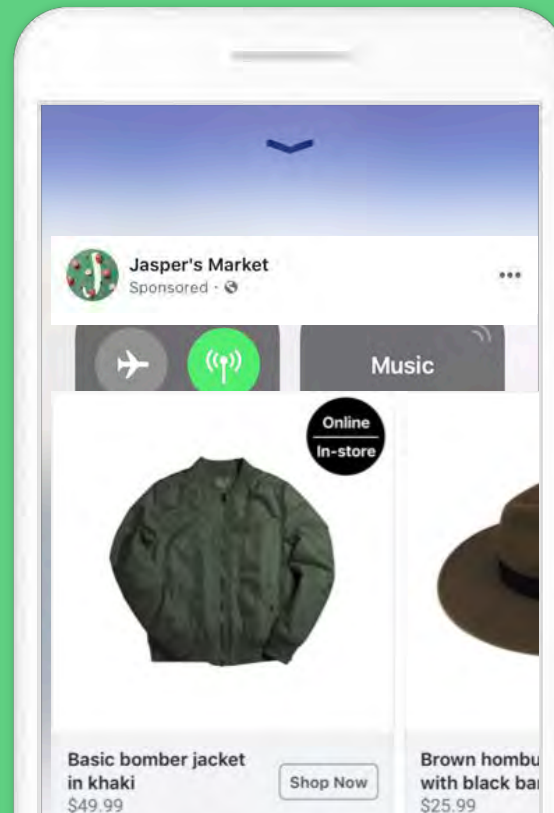
# Mobilize your whitepapers

Building brand equity and mobile-friendly thought leadership

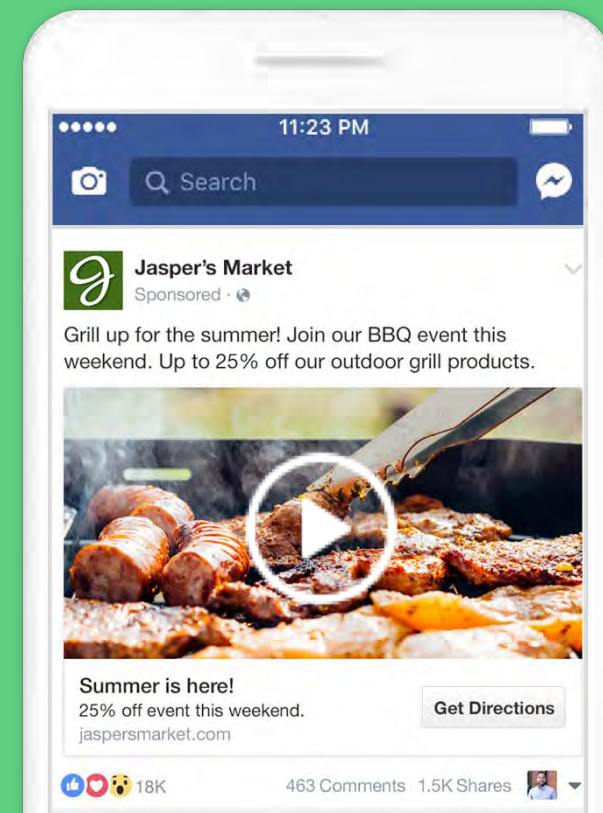
## Instant Experiences



## Carousel



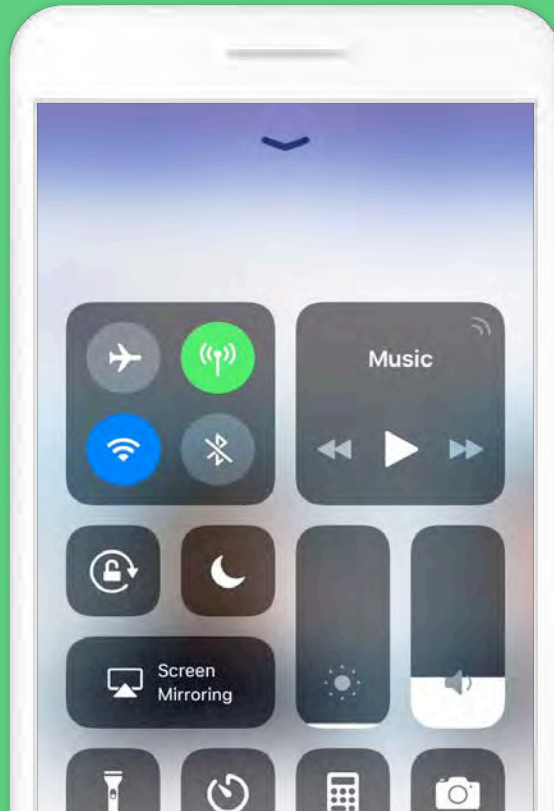
## Video



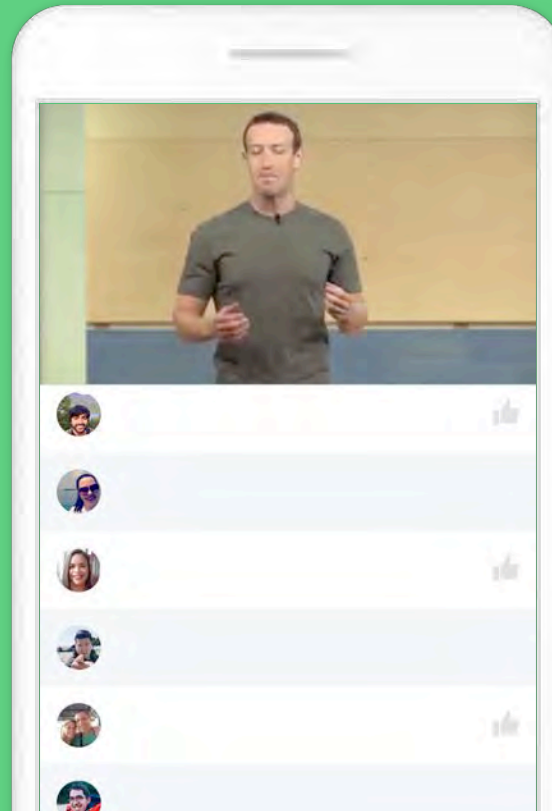
# Amplify events with end-to-end support

Creating a conference strategy for mobile

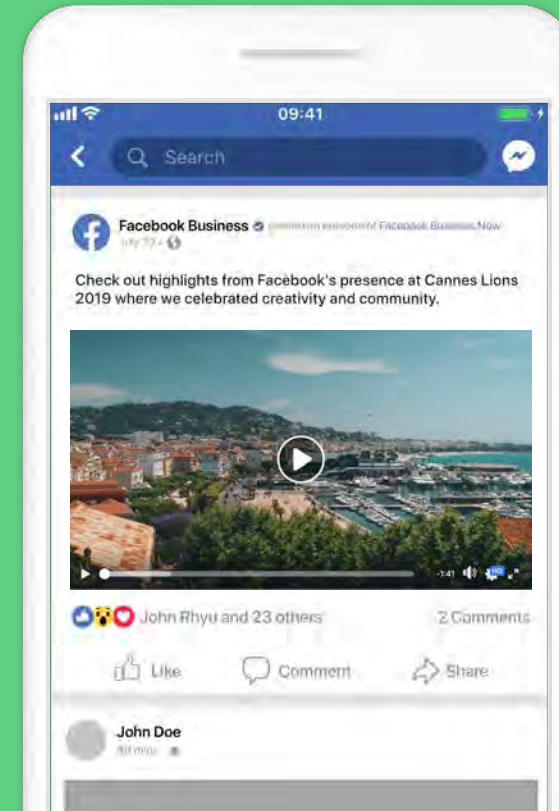
Promote



Stream

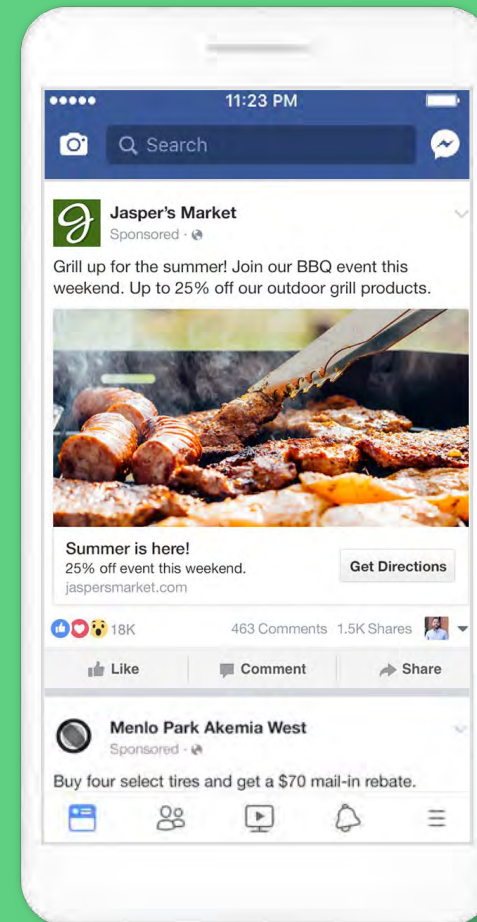
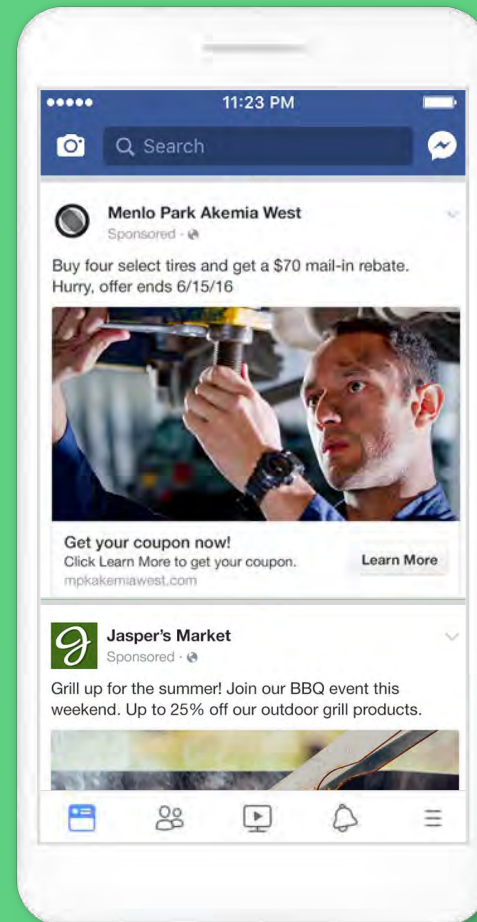


Distribute



# Generate demand through education, trials and demos

Break up your product benefits into digestible placements



# Grow lead volume with Lead Ads

Solving for the challenge of  
mobile Lead Gen



**Collect leads  
across devices**



**Acquire the  
right leads**



**Improve quality of  
lead contact info**



**Access leads  
in real-time**

# Thank You

**facebook**  
Business Partners

