

By Executives, For Executives

JUST**MEDIA** 

“A View From the Top”



Featuring Russell Glass, CEO of Bizo

bizo

*Insight into B2B marketing trends, key insights for
marketers and predictions for 2014*

Briefly describe Bizo and how it fits into the B2B Marketing eco system?

Response: Bizo has data on more than 120 million businesspeople. Through this non-personally identifiable information, we know what industry these businesspeople are in and what company they work for. We know their job titles, seniority, and geo-location. Using our data, B2B marketers can reach targeted audiences with video, display and social media advertising. We work with a variety of ad exchanges, such as AppNexus; with social networks, such as Facebook and LinkedIn; and with various elements of the marketing stack, such as Eloqua's marketing automation software, to help marketers served targeted messages to their prospects and customers.

How can a B2B marketer best use your technology to reach their target audience?

Response: B2B marketers can use our data and our technology in a variety of ways to reach their target audience. Our data helps B2B marketers reach targeted audiences with video and online display across the Web and with social media advertising via Facebook and LinkedIn. Our data can also be used in the marketing stack, helping marketers serve more personalized content to visitors on their websites. Our new Bizo for Marketing Automation offering can also be integrated with Eloqua marketing automation software to synchronize display and social media advertising with email nurture campaigns.

Have you seen a shift in client marketing strategies and types of campaigns?

Response: B2B marketers have mastered lower funnel tactics, such as email newsletters and search marketing. They also have a pretty good grasp on turning their own websites into conversion engines. But in our experience, B2B marketers are spending too much of their efforts on lower funnel tactics. In too many cases, they are not meeting the demands of the sales pipeline. This isn't because they're not good at lower funnel tactics: It's actually because they're not driving enough prospects into the top of the funnel so they are overfishing their stocks. B2B marketers are beginning to understand they need to invest more in top funnel tactics such as display and mid funnel tactics such as paid social media advertising and content marketing.



What is the biggest challenge working with B2B clients?

Response: It used to be that B2B clients were laggards when it came to adoption of technologies but that is changing. A big challenge in working with B2B clients today is the simple fact that they have so many choices. They have the opportunity to spend on their own website, on Webinars and other content marketing, on mobile, on search, on social, on display, on traditional tactics such as print, TV, events and radio. The challenge is getting enough of their time and attention to explain why precisely targeted display is crucial to meeting their marketing goals. Another challenge is that too many marketers are using metrics inappropriate to the tactic. They're measuring top funnel programs with lead generated or other lower funnel metrics.

What changes are you expecting in B2B for 2014 and how are you preparing?

Response: 2014 and every year after it for the foreseeable future will be about B2B marketers grappling with how to best use the data that is flowing into the marketing department. CMOs see how their customers and prospects are responding to email, behaving on their corporate website, interacting with social media, and making purchases via ecommerce. The CMO, sooner or later, is going to have to step up and take control of this data and use it to not only create a 360-degree view of the customer but also to build a supremely customer-focused business. The businesses that use data to create an intense focus on the customer will be the winners in the future.

Finally if you have advice for a B2B CMO for 2014 what would it be?

Response: It's becoming an always-on and multichannel world of marketing. Marketers run their websites 24-7. They wouldn't think of turning off their websites. That would be insane. They also run their search terms on Google 24-7. Social media listening and sharing are also virtually constant activities. Display and social advertising needs to go this same direction. The campaign is dead. Marketing is always-on endeavor, so there is no reason to turn off your branding via online display or other tactics either. With retargeting or using marketing automation to synchronize your email nurture campaigns with display and social media advertising, marketers can now make their display advertising an always-on part of their marketing, too, and constantly and consistently be maintaining the dialogue with their prospects and clients.



ABOUT RUSSELL GLASS



Russ is a serial technology entrepreneur, having founded or held senior positions at four venture-backed technology companies. Most recently, Russ led the marketing and product management teams at ZoomInfo, a business information search engine, where he sharpened his B2B marketing skill-set and developed his love for business data. Other than business data, Russ's passions include golf, anything in high def, and Duke basketball.

ABOUT BIZO

Bizo's data management and targeting technology, fueled by a proprietary audience of more than 90% of the U.S. business population, enables precise and measurable B2B display and social advertising programs. The company has earned the confidence of more than 750 SMB marketers and large global brands including AMEX, Mercedes Benz, Monster, Salesforce.com, Porsche, Microsoft, AT&T, and UPS who use the platform to reach over 120 million business professionals from around the world to impact every stage of their sales and marketing funnel.

We're in the business of helping marketers "get to the right people." The Bizonians who support this mission are as diverse in personality as they are in location (we've got Omaha, Honolulu, and Abu Dhabi covered). But what unites us all is our penchant for all things B2B, and our goal to create a world in which every online marketing touch point is more relevant, useful, and valuable to business users wherever they travel online. Whether you're an advertiser, publisher, agency, or technology partner, we want to ensure that every interaction you have with us is positive, informative, and worthwhile. www.bizo.com

ABOUT JUSTMEDIA

Founded in 1996 and based out the San Francisco Bay Area, Just Media, Inc., is an 18-year old media agency specializing in all aspects of campaign management for search, lead generation, demand generation and branding with a focus on advanced analytics, performance tracking and optimization. Media agnostic, the agency's campaigns will be found across a full range of media platforms including TV, radio, out of home, and print as well as every conceivable web and mobile form from rich media campaigns, web events, content programs, virtual shows, content syndication and data driven, real time. The agency also services clients in verticals and other B2B and B2C segments including financial services, consumer tech, nonprofit education, green tech, electronics, logistics, commercial real estate and others. www.justmedia.com