

Business to business

Facebook

2020



www.gathersocial.co.uk/

A woman with glasses and curly hair is smiling and gesturing with her hands while sitting at a table in a meeting. A man is partially visible in the foreground, looking towards her. The background shows a modern office setting with a shelf holding a plant and decorative items.

Lets talk Business to **business**

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.



www.gathersocial.co.uk/

Business decision makers are people, too

Making meaningful connections with people translates into measurable value for businesses



www.gathersocial.co.uk/



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

A group of four people (three women and one man) are sitting around a wooden table in a modern office setting, engaged in a collaborative meeting. They are looking at laptops and talking. The woman on the left has curly blonde hair and is wearing a yellow cardigan. The woman next to her has dark curly hair and is wearing a white patterned shirt. The man in the center has short dark hair and is wearing a black sweater. The woman on the right has long blonde hair and is wearing a blue sweater. There are laptops, notebooks, and glasses of water on the table. A potted plant is visible in the background.

The Facebook family
of apps and services

...where business to business
becomes business to **people**



www.gathersocial.co.uk/

**Reach the people
who are most relevant
to your business**

Targeting

Optimization

Creative

Measurement

Partners



www.gathersocial.co.uk/

Business to **business**

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

Targeting

Optimization

Creative

Measurement

Partners



www.gathersocial.co.uk/

Tap into the efficiency of scale

2.45B¹



*Numbers reference people who use at least one of our family of services per month globally

Source: 1. Facebook data, Q4 2018; 2. Gartner Analysis, The New B2B Buying Journey, 2018.

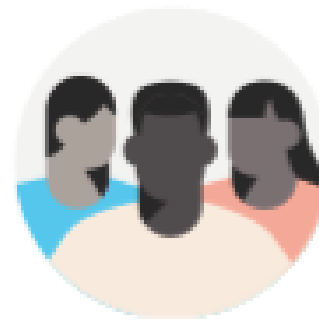
“The days of simply winning over a single senior decision maker are long over”²



www.gathersocial.co.uk/

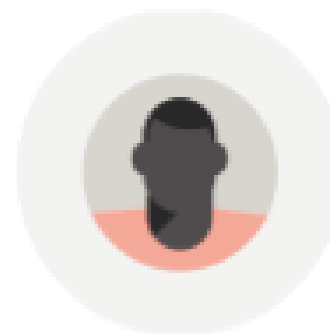
Three ways to connect

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



www.gathersocial.co.uk/

Targeting for B2B on Facebook

Build Core Audiences based on information and signals shared on Facebook

CTO and
CMO

Tech

SMB

Golf and
fishing

Company
name

Enterprise

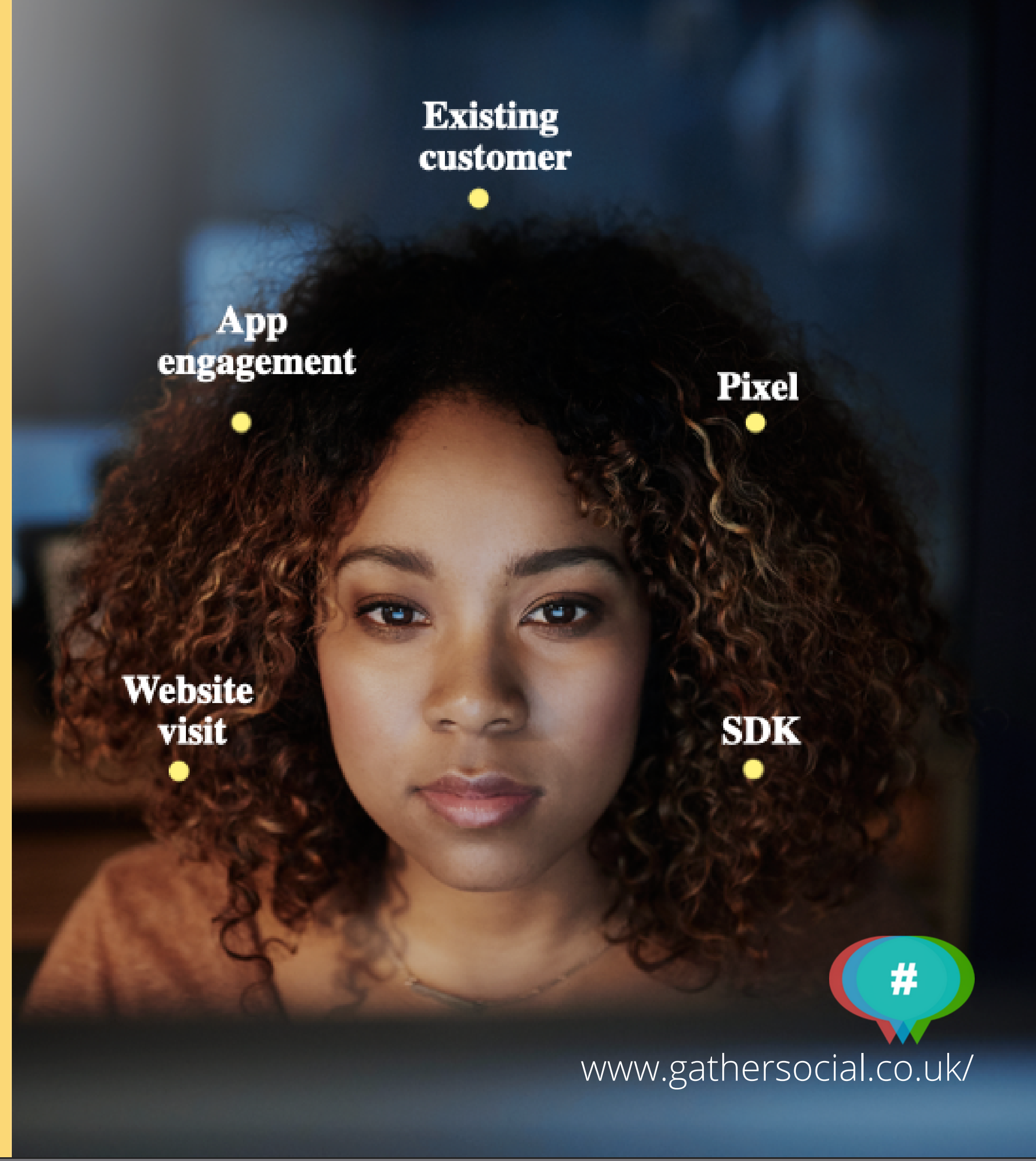


www.gathersocial.co.uk/



Supercharge your targeting with customer insights

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



www.gathersocial.co.uk/

Optimizing for people and objectives

Targeting

Optimization

Creative

Measurement

Partners



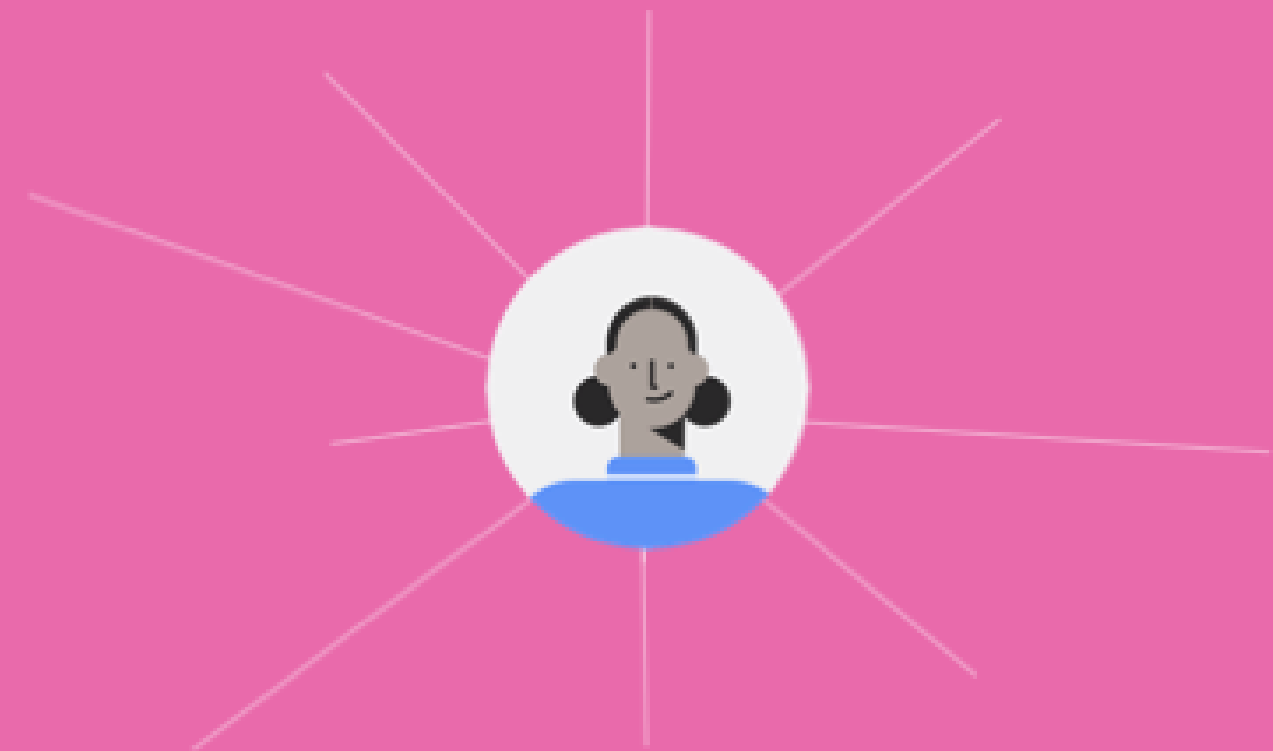
www.gathersocial.co.uk/

Combining customer knowledge and Facebook's machine learning

People interact with content on their device...



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



www.gathersocial.co.uk/

Where to layer in automation

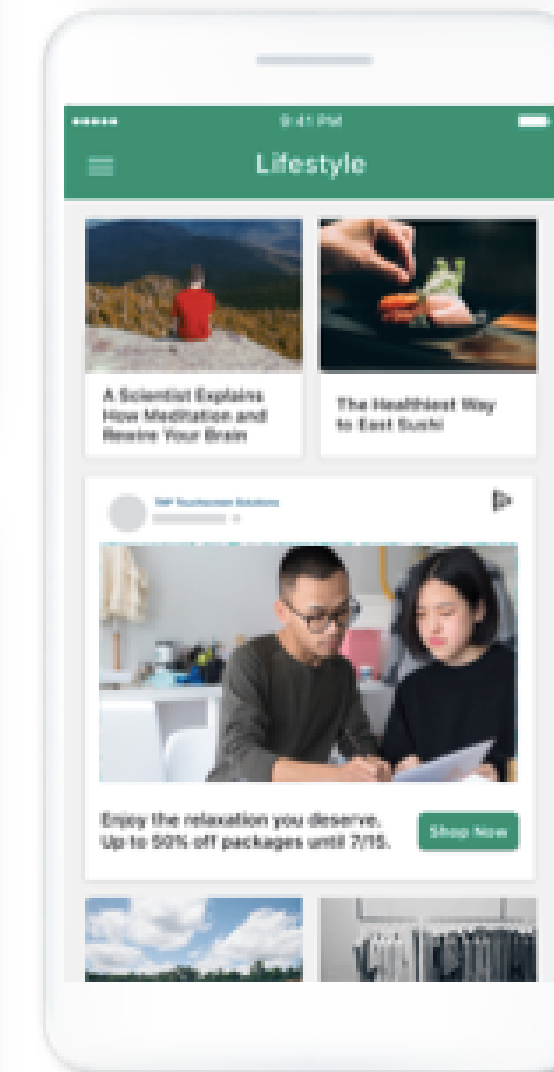
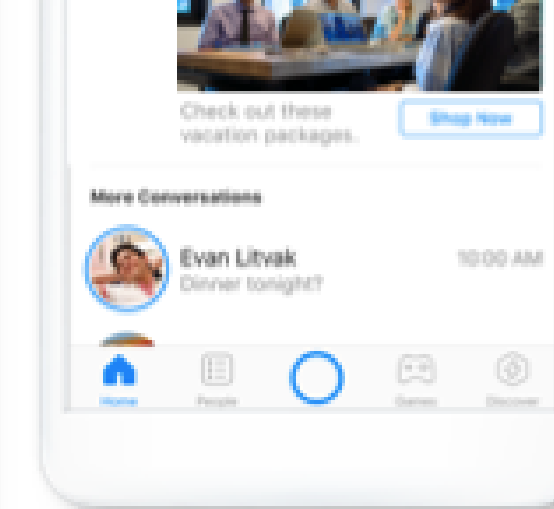
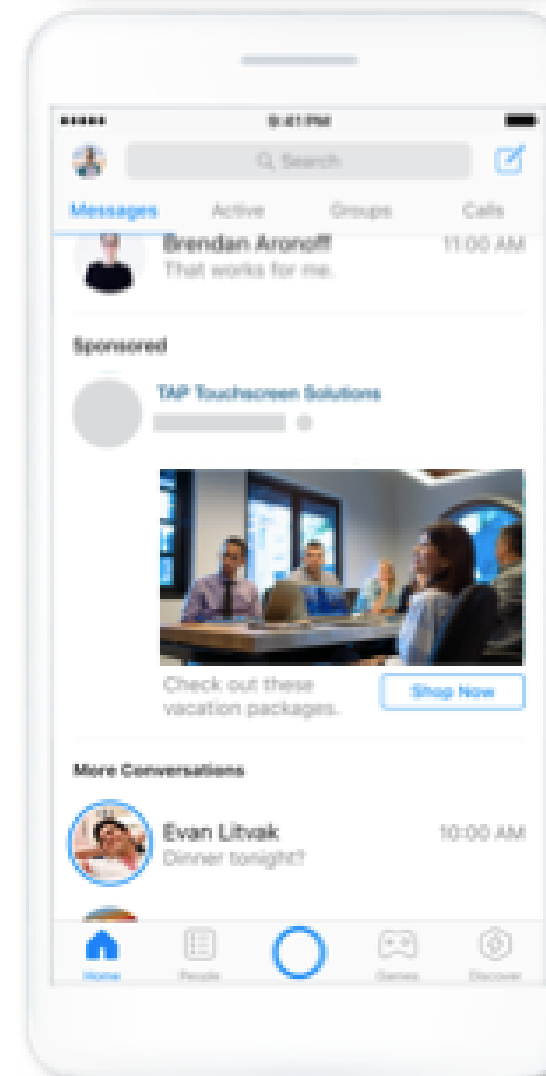
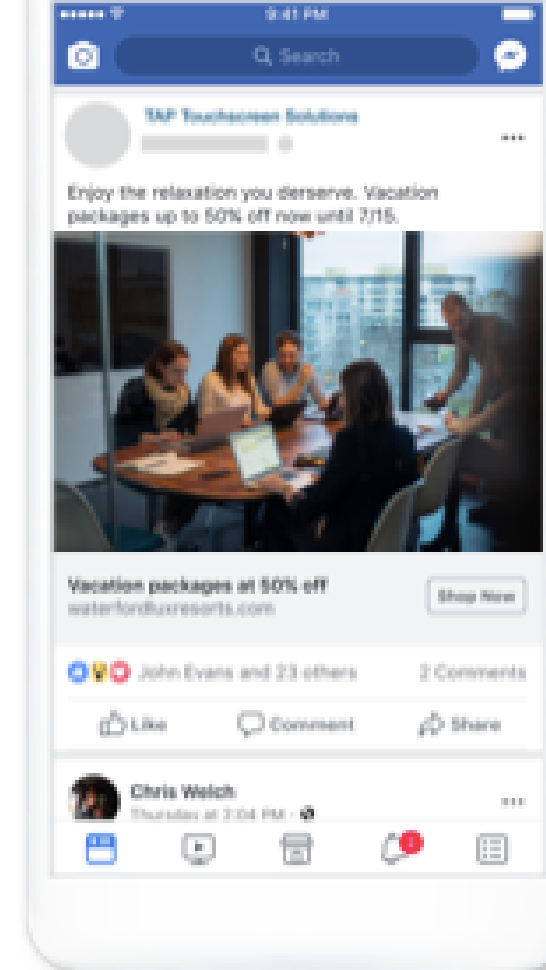
Automatic Placements

land the right format
at the right time

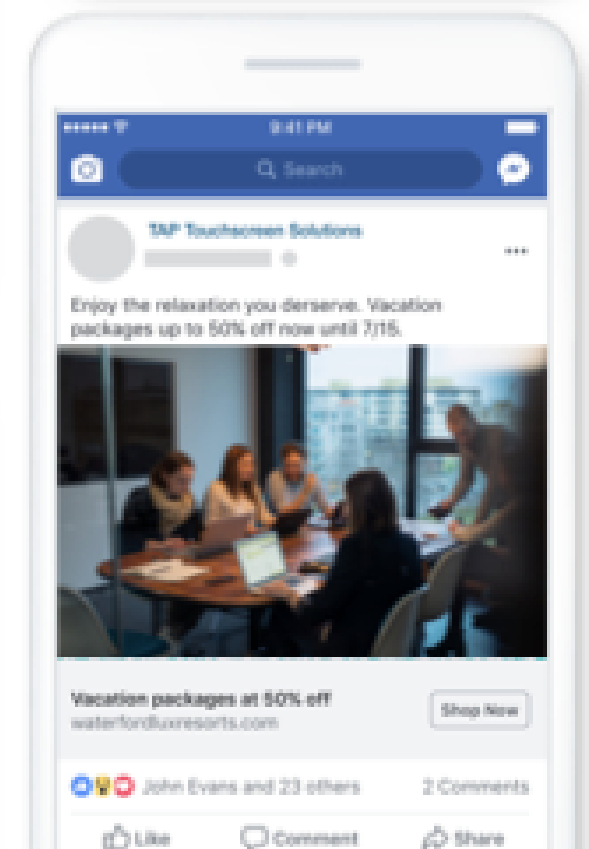
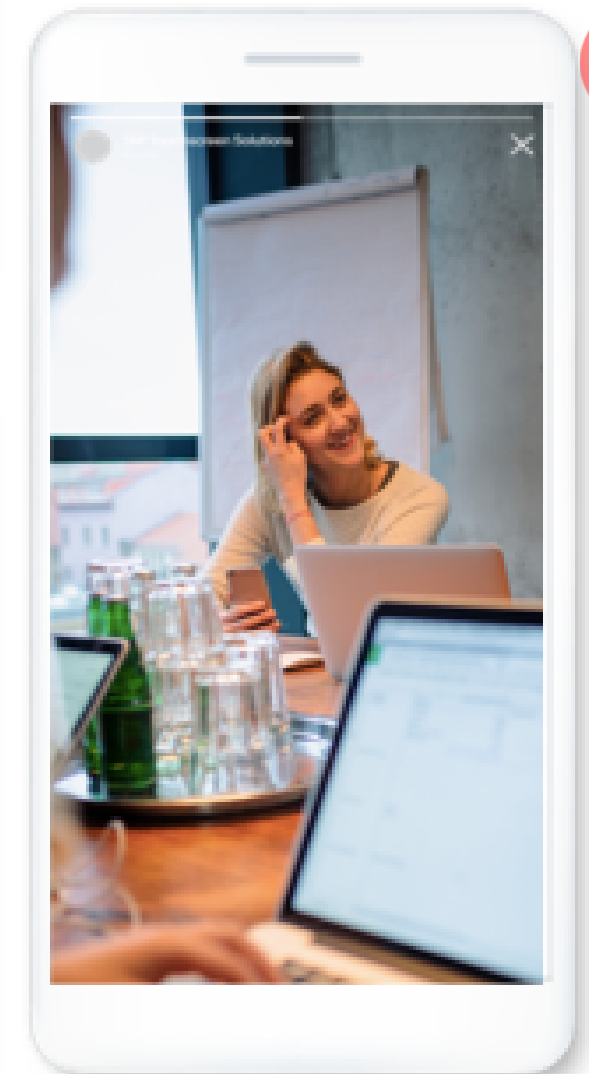


71%
lower cost per
conversions¹

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



www.gathersocial.co.uk/



Achieve efficiency with Campaign budget optimization



With Campaign budget optimization



Total campaign spend: \$30

Avg. cost per conversion: \$2

FOR ILLUSTRATIVE PURPOSES ONLY



www.gathersocial.co.uk/

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



www.gathersocial.co.uk/

**Reimagine business
creative for people
and mobile**

Targeting

Optimization

Creative

Measurement

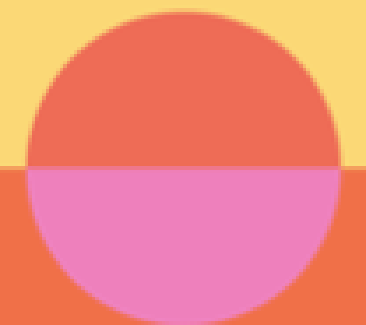
Partners



www.gathersocial.co.uk/

Capture attention quickly

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



www.gathersocial.co.uk/

Creative considerations for mobile



Capture
attention
quickly



Design
for sound off
but delight
with sound on



Frame
your
visual story

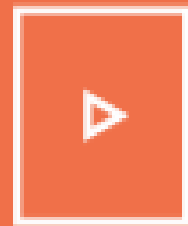


Play
with sequencing,
targeting,
new formats



www.gathersocial.co.uk/

Play with formats



1–6 sec
video



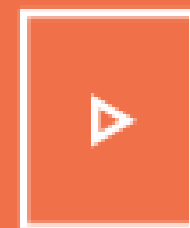
Photo



IG Stories



360 photo



6–15 sec
video



IG Stories
Carousel



Video/photo
carousel



Collections

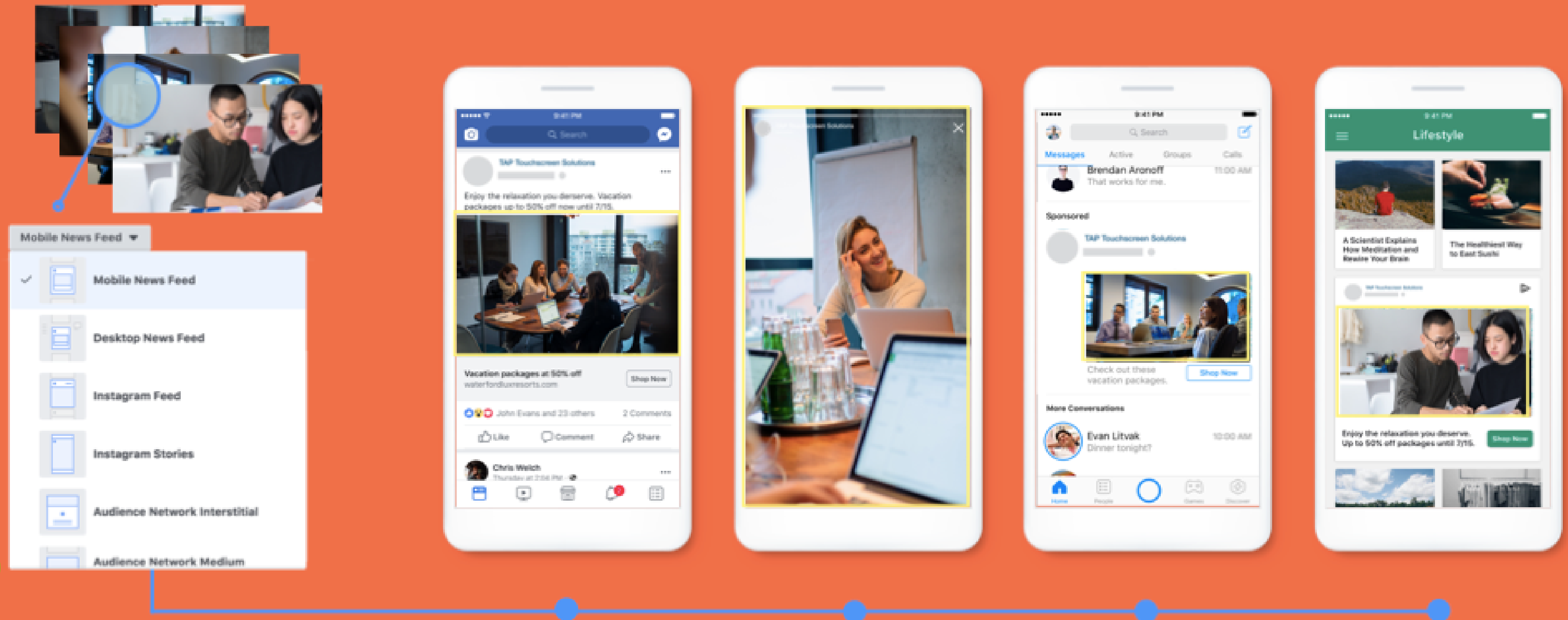


Instant
Experience



www.gathersocial.co.uk/

Customize your creative for each placement

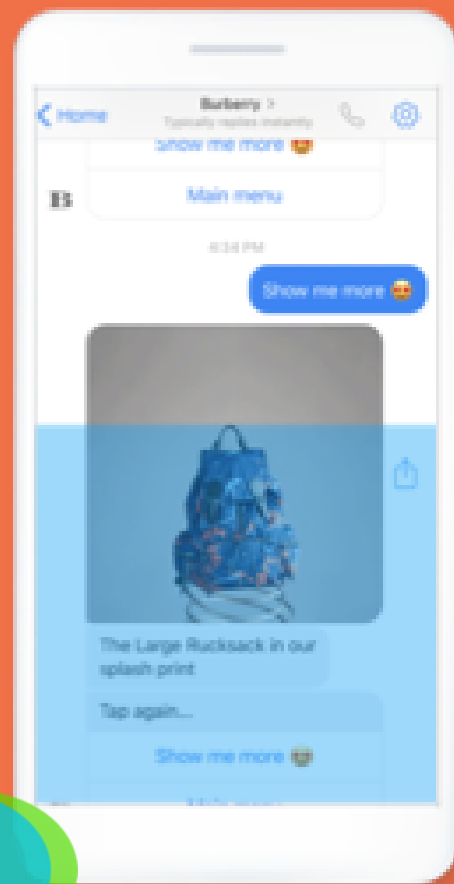


#

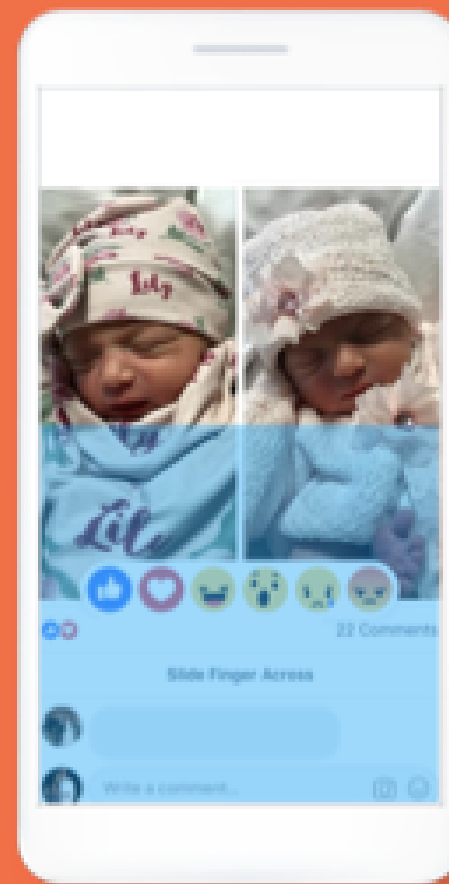
Optimize your website for mobile to ensure a frictionless experience

Mobile leaders design for one thumb

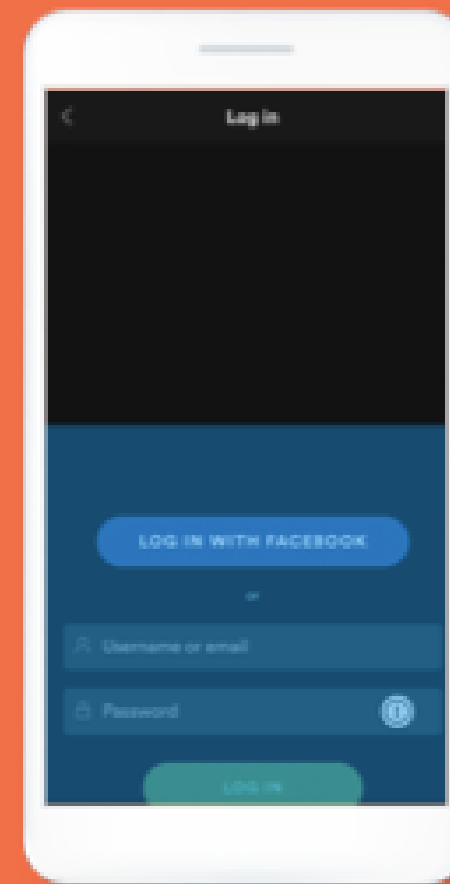
Chatbot



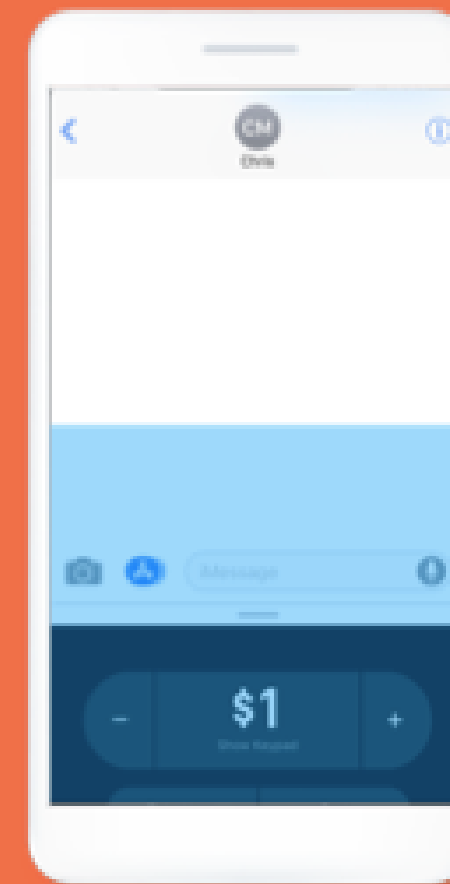
Social



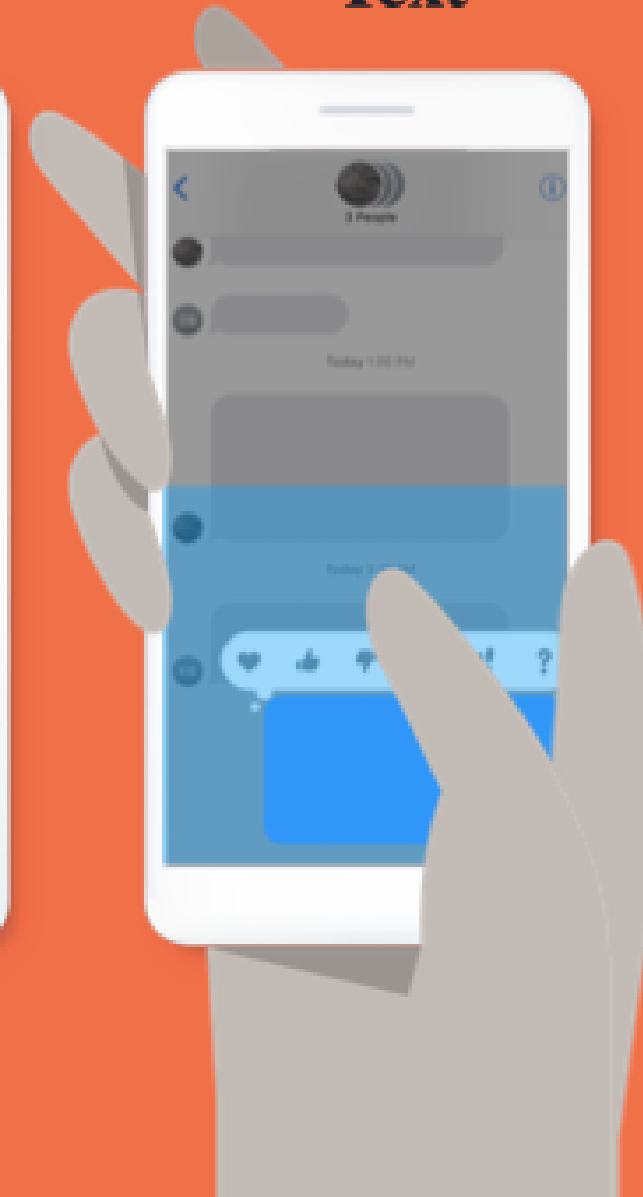
Login



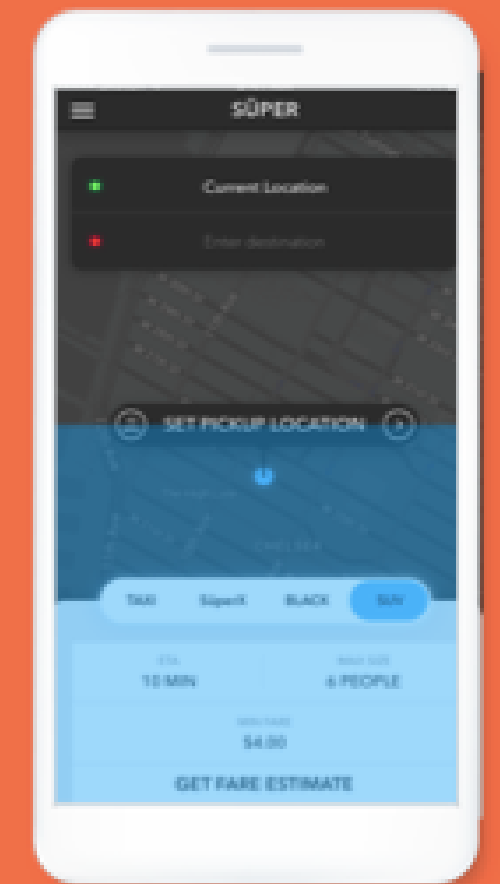
Pay



Text



Rideshare



Test and learn
with people-based
measurement to
understand value

Targeting

Optimization

Creative

Measurement

Partners



www.gathersocial.co.uk/

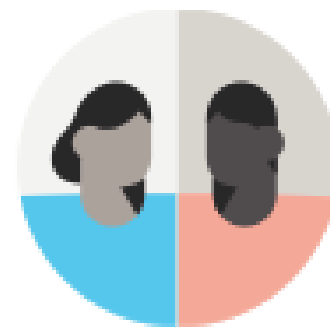
Solutions and guidance natively through the Facebook family



Brand lift



Conversion lift



Split testing



www.gathersocial.co.uk/

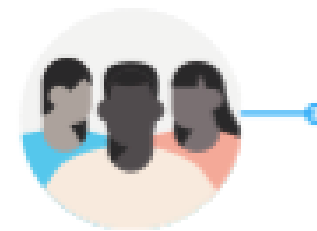
Brand lift

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

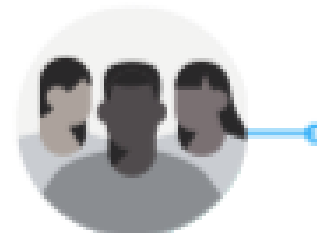
Available on



Randomize
groups



Exposed



Control

Deliver
ads



Facebook ads
(and other media)



No Facebook ads
(or other media)

Deliver
polls



Analyze
lift



nielsen

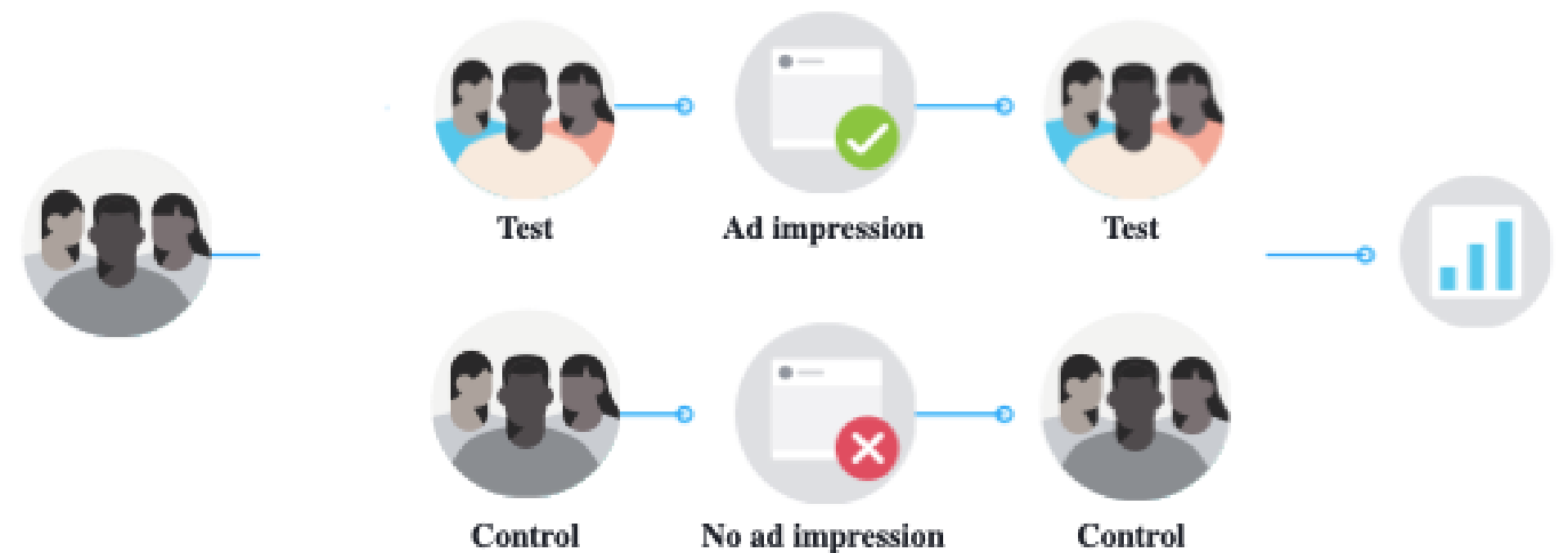
MillwardBrown



www.gathersocial.co.uk/

Conversion lift

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



Available on



www.gathersocial.co.uk/



www.gathersocial.co.uk/

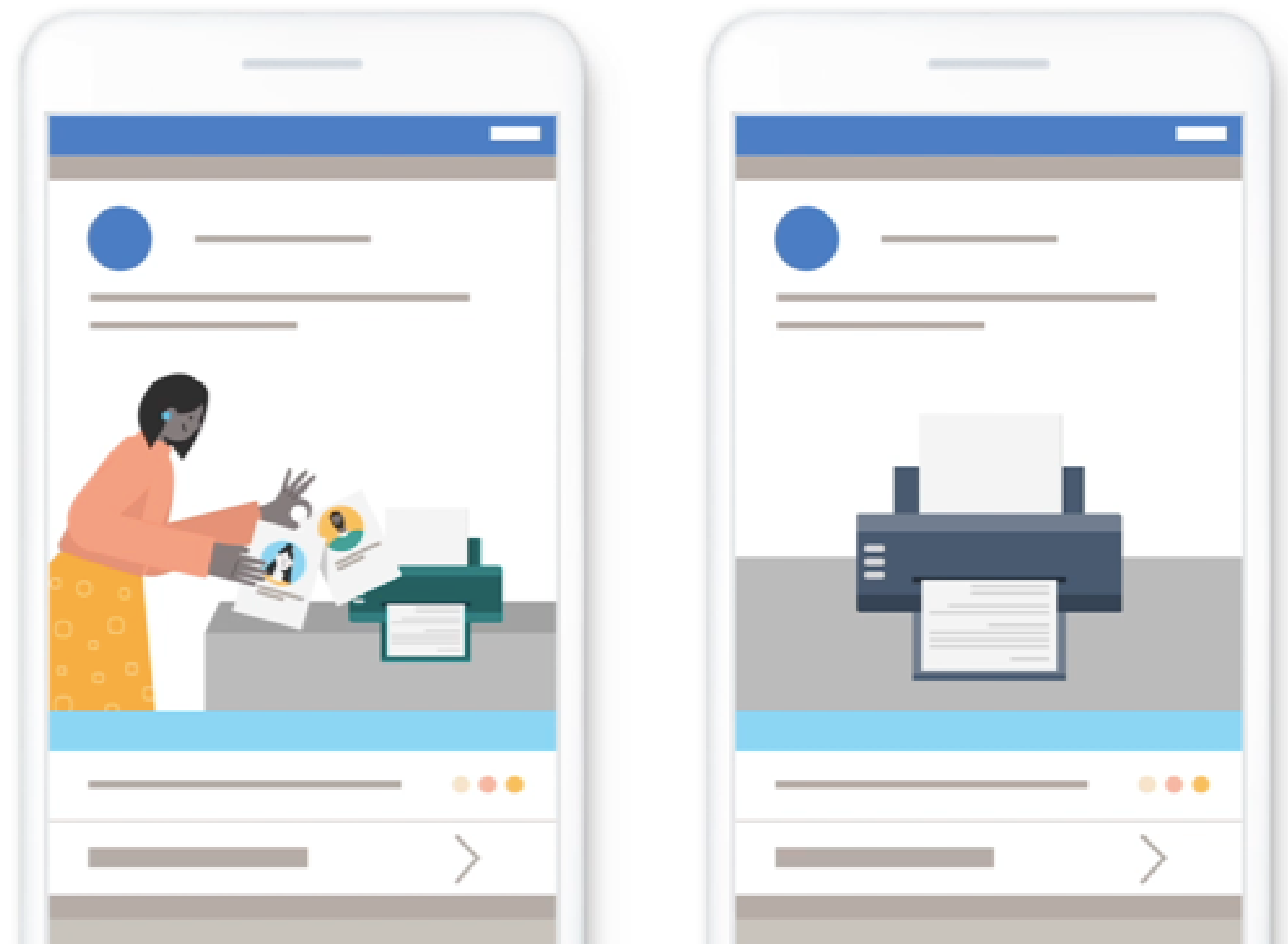
A

B

Split testing

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

Available on



A new inbox

Nurture leads with a constant connection between BDMs and businesses



www.gathersocial.co.uk/

B2B on mobile

**Transform traditional
B2B marketing
efforts for today's
mobile world**



www.gathersocial.co.uk/

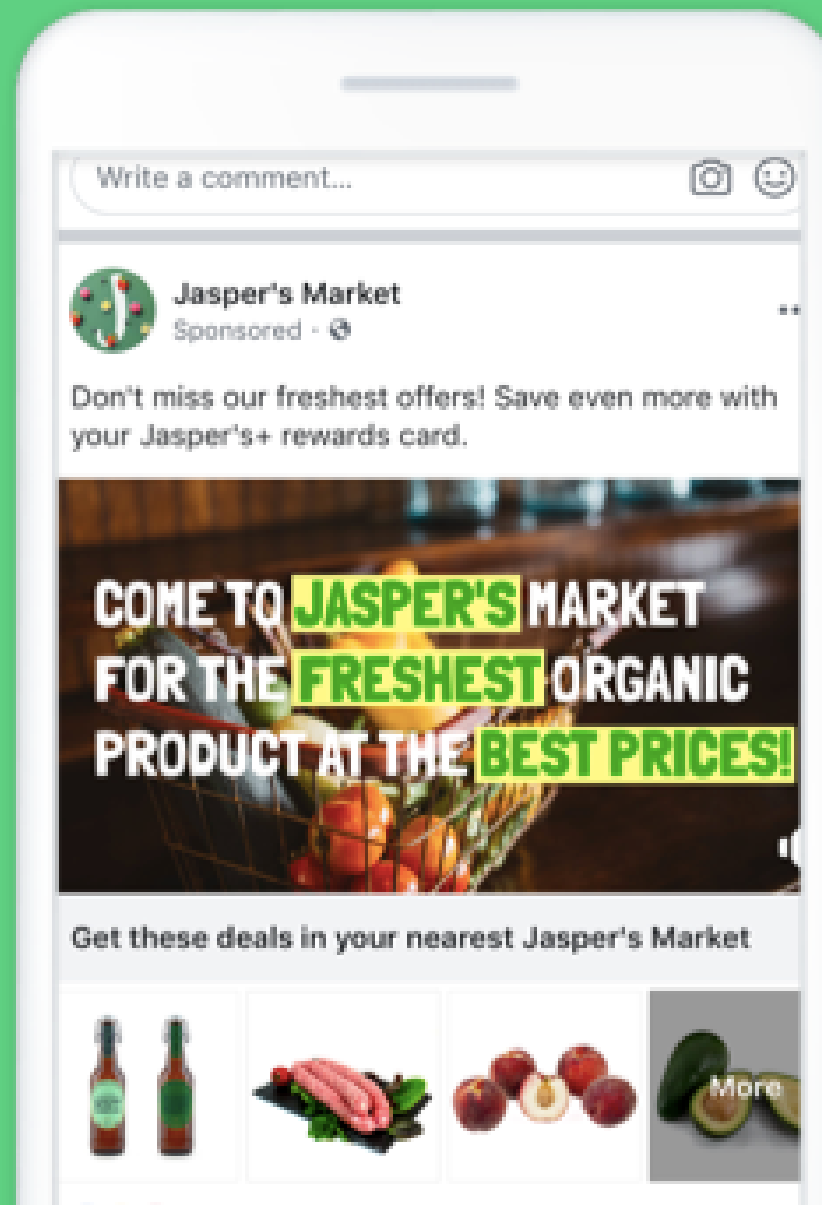


www.gathersocial.co.uk/

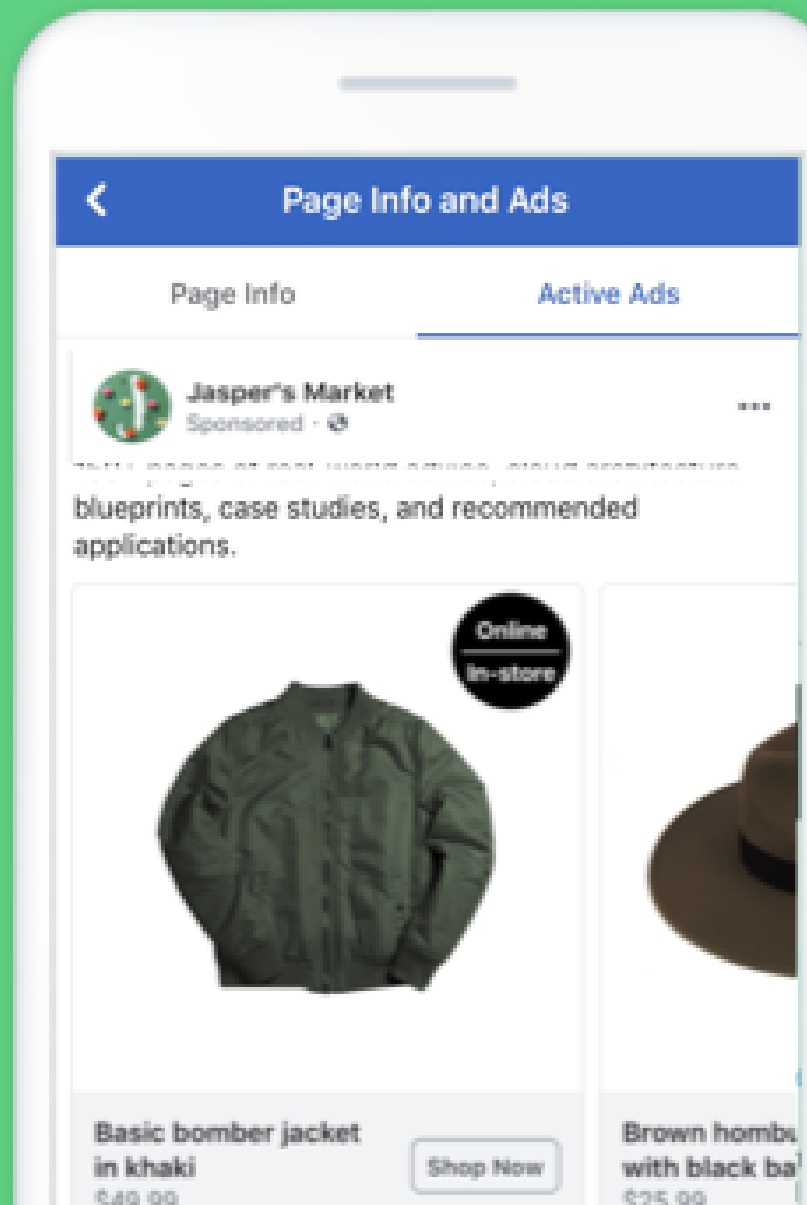
Mobilize your whitepapers

Building brand equity and mobile-friendly thought leadership

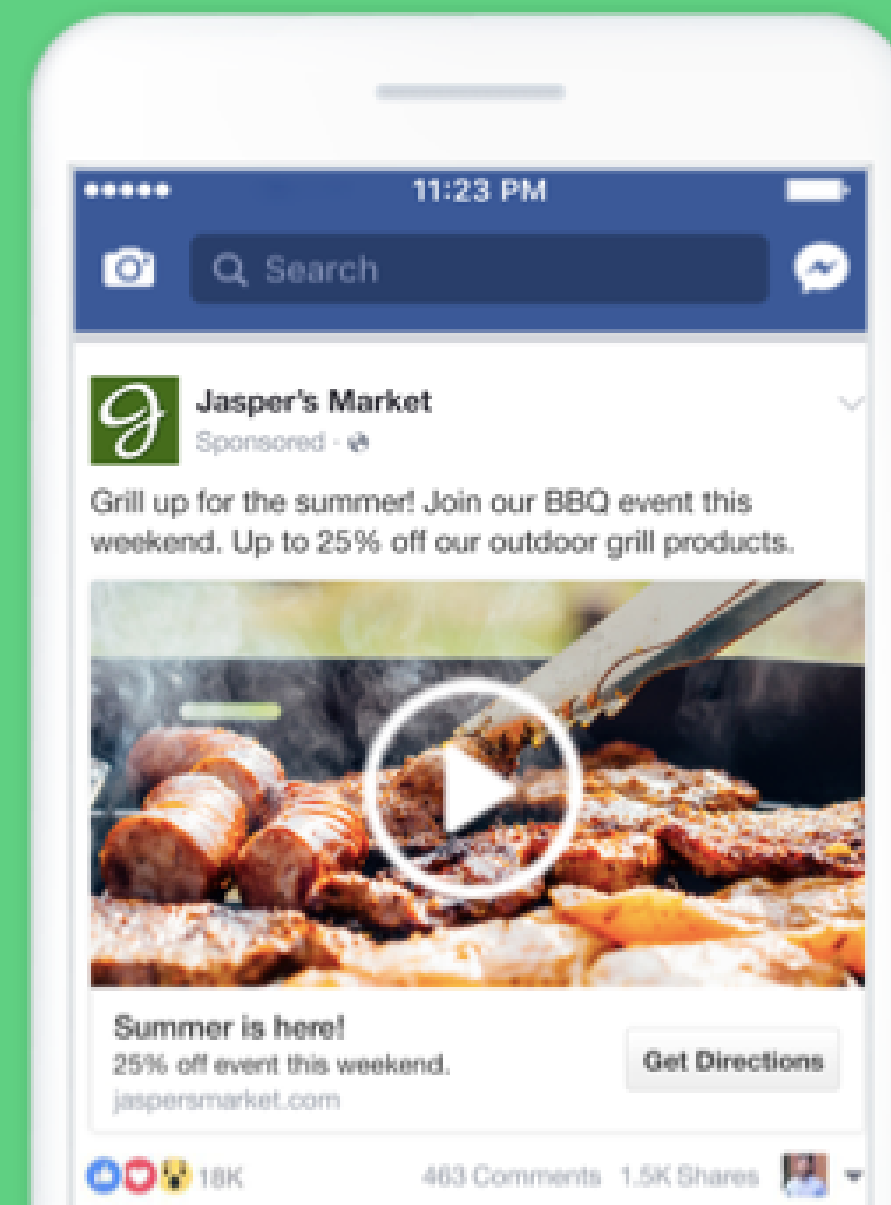
Instant Experiences



Carousel

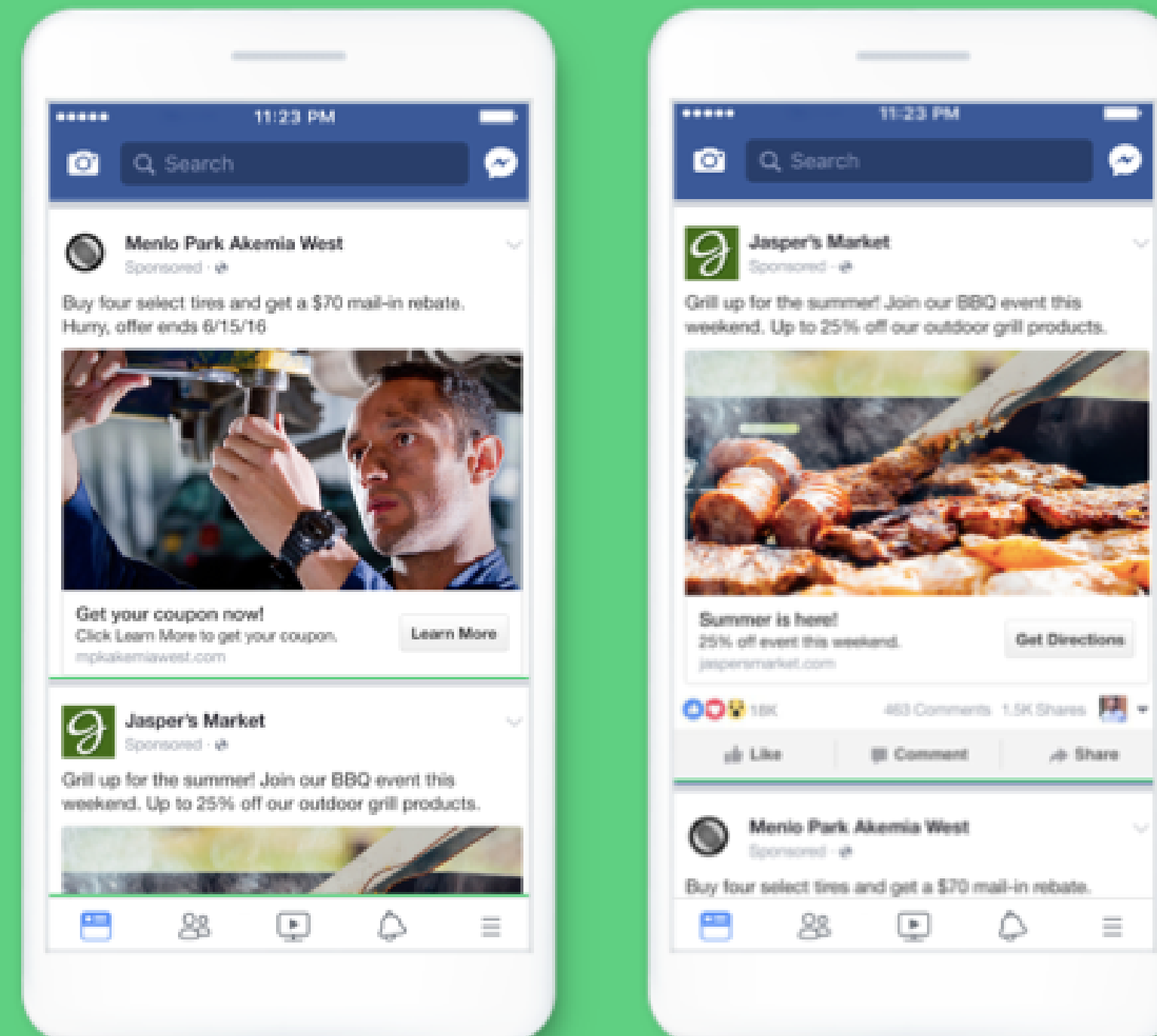


Video



Generate demand through education, trials and demos

Break up your product benefits into digestible placements



www.gathersocial.co.uk/

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**



www.gathersocial.co.uk/

Thank You

facebook
Business Partners

www.gathersocial.co.uk/





www.gathersocial.co.uk/

✉ sam@gathersocial.co.uk

📷 [@gathersocialsam](https://www.instagram.com/gathersocialsam)

🌐 [Samuel Evans](#)

☎ 07709427744