

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

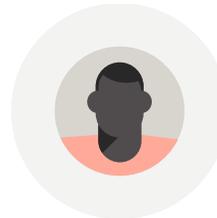
Three ways to connect

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

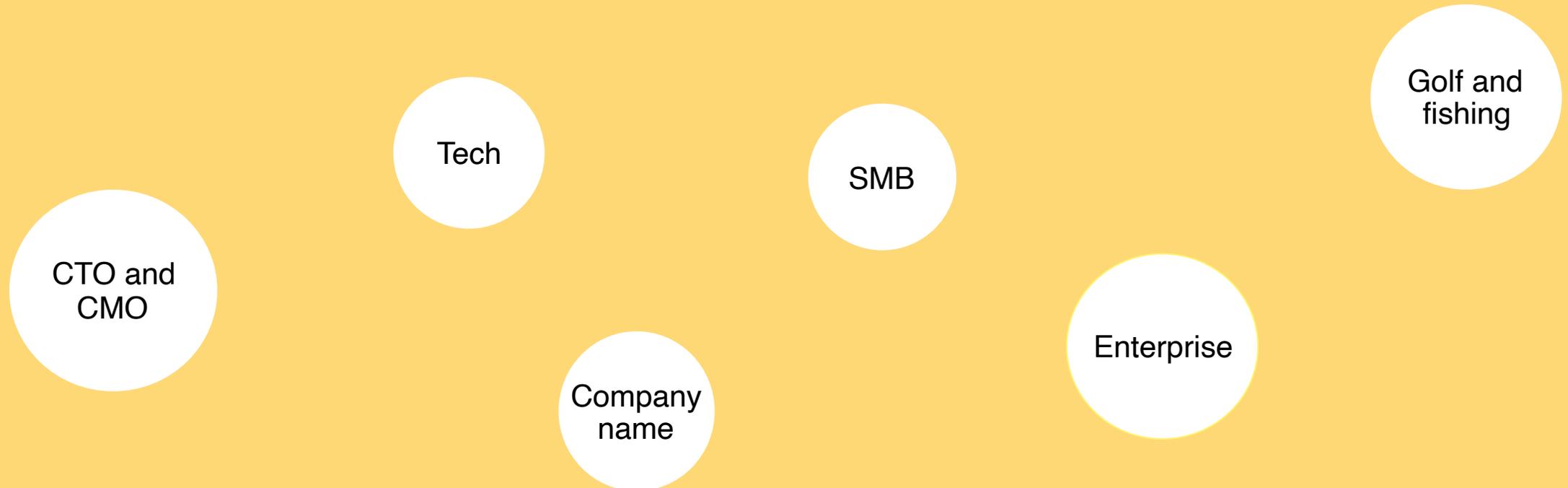


Lookalike audiences

Connect with new people who look like your most valuable customers

Targeting for B2B on Facebook

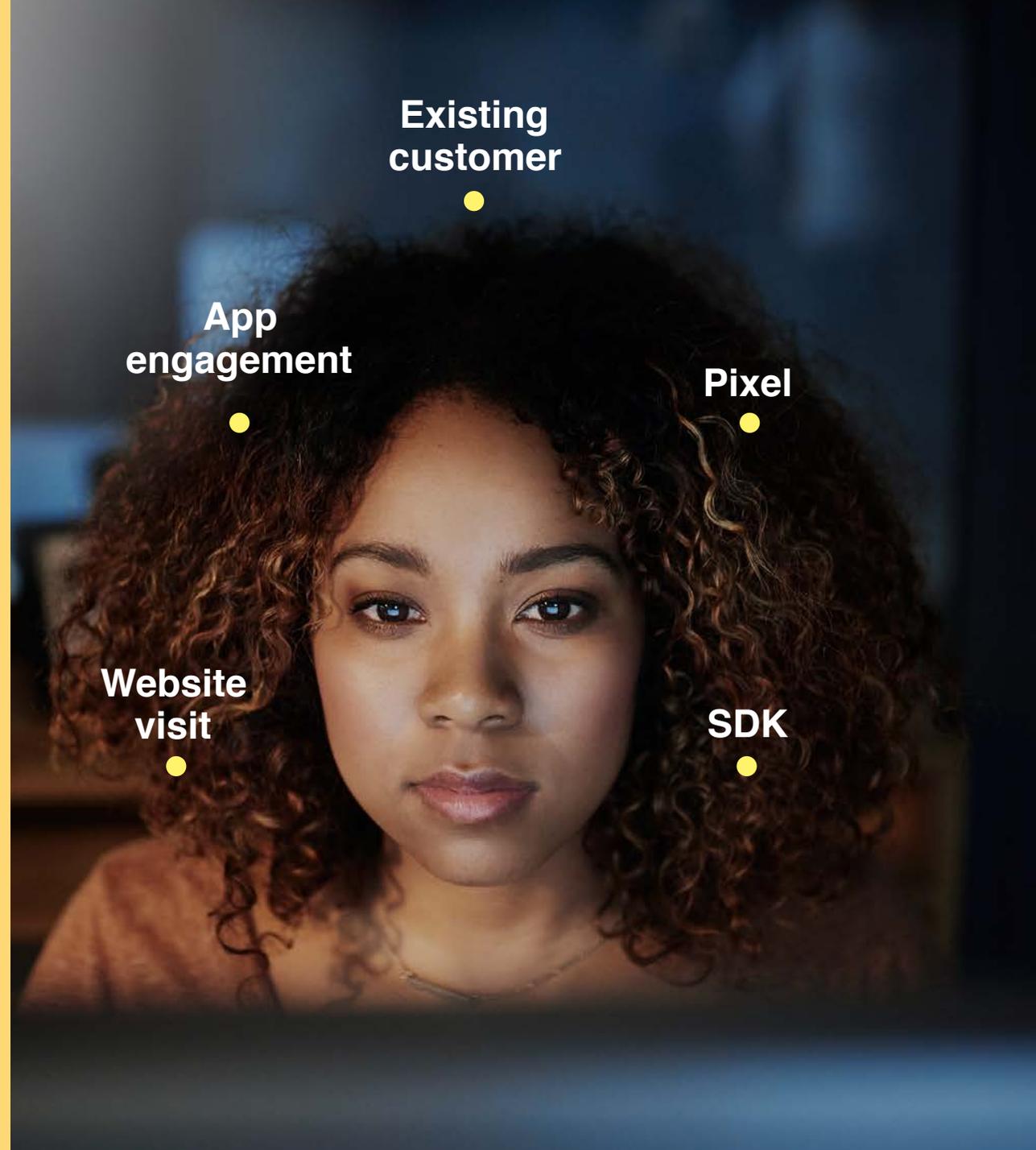
Build Core Audiences based on information and signals shared on Facebook





Supercharge your targeting with customer insights

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



Existing customer

App engagement

Pixel

Website visit

SDK

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

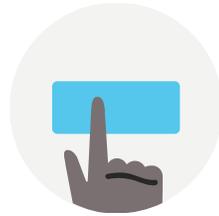
Optimization

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

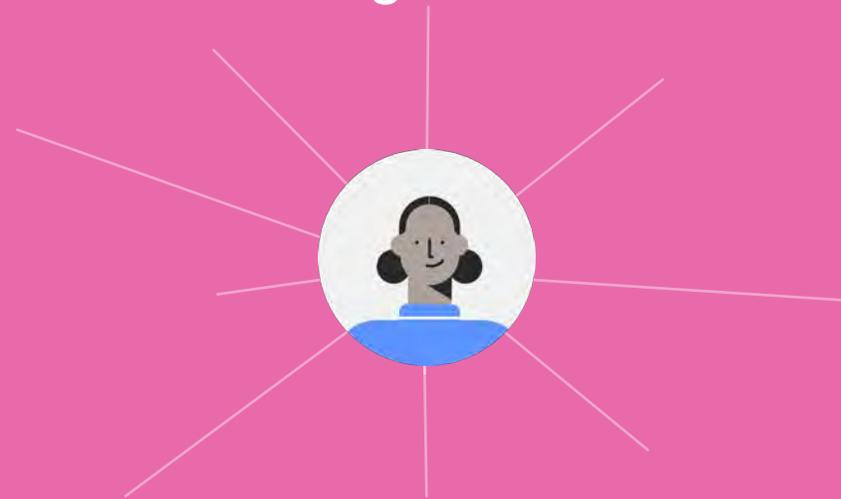
Align objectives with the business outcomes that matter

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

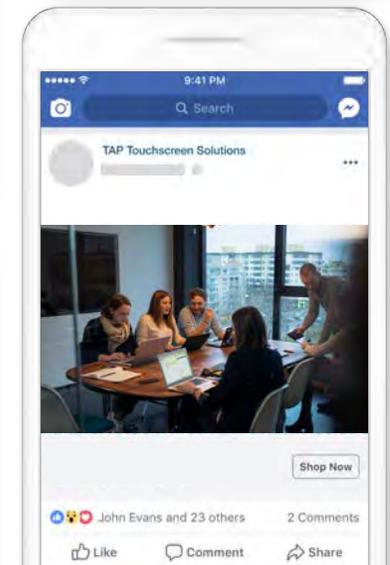
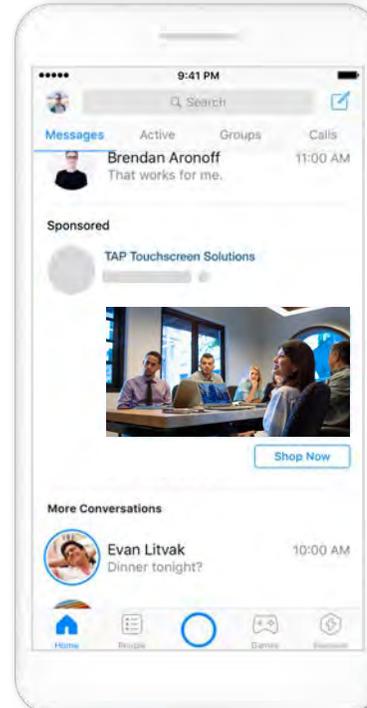
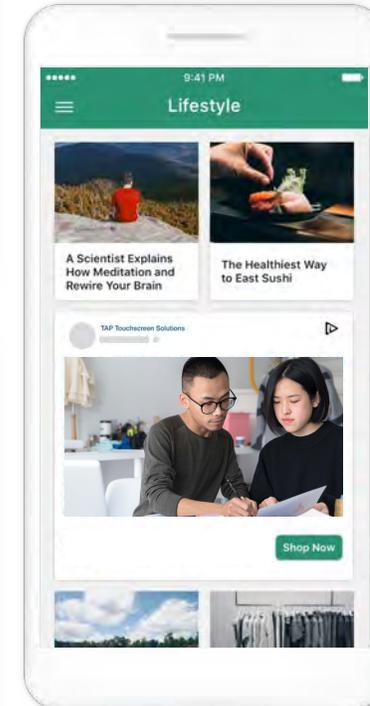
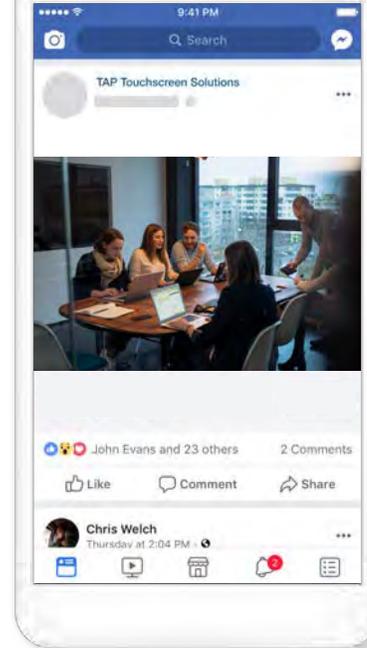
Automatic Placements

land the right format
at the right time



71%
lower cost per
conversions¹

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

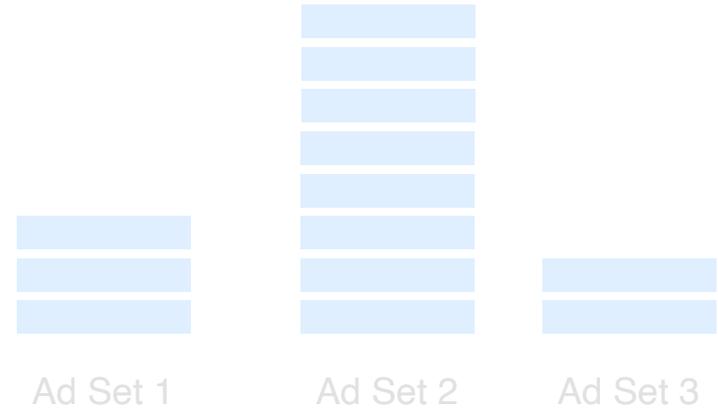


Total campaign spend: \$30

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

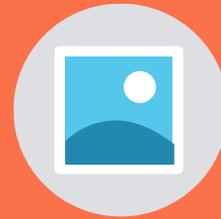
Creative considerations for mobile



Capture
attention
quickly



Design
for sound off
but delight
with sound on



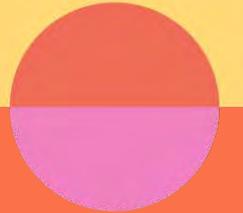
Frame
your
visual story



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

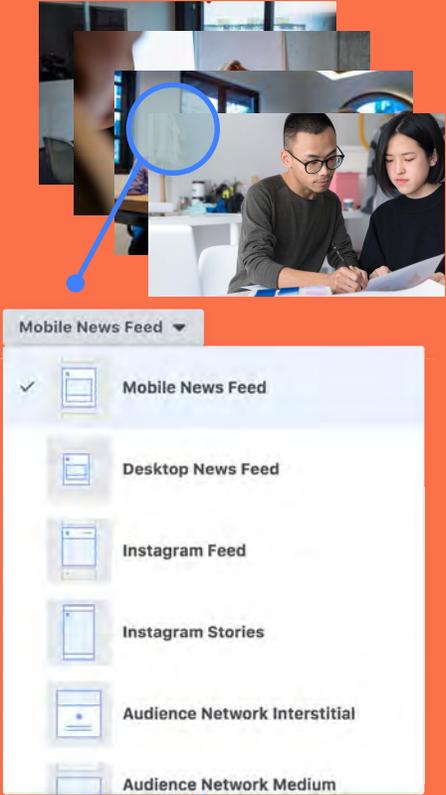


Collections



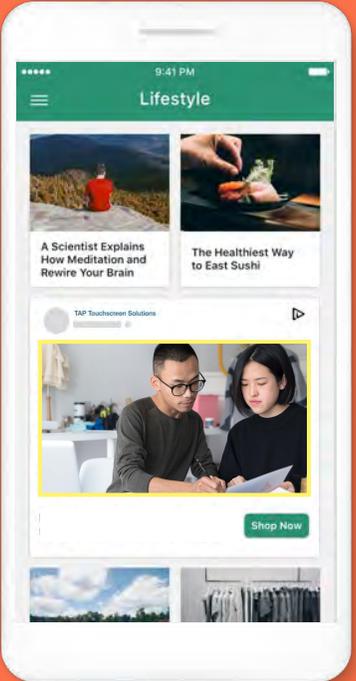
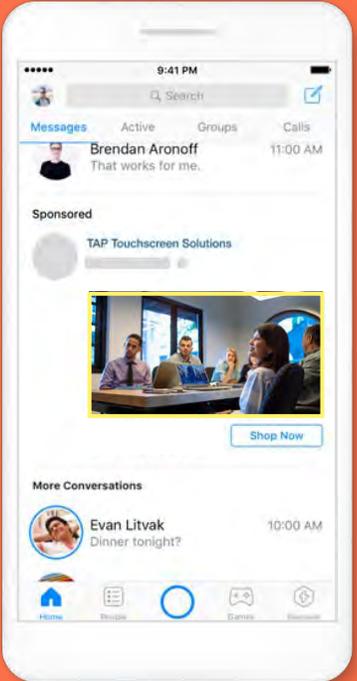
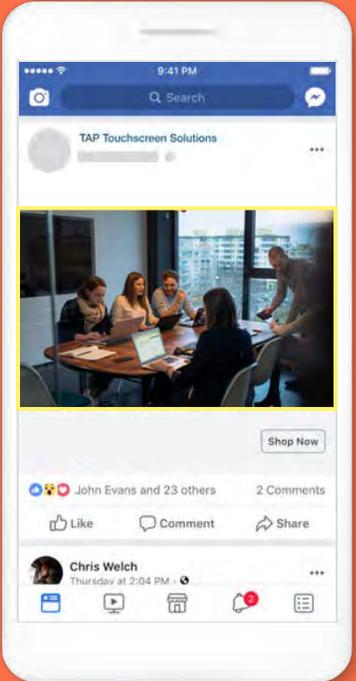
Instant
Experience

Customize your creative for each placement



Mobile News Feed

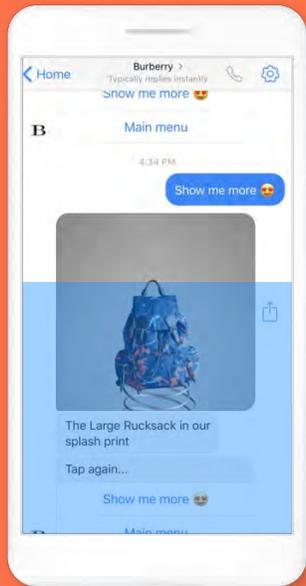
- ✓ Mobile News Feed
- Desktop News Feed
- Instagram Feed
- Instagram Stories
- Audience Network Interstitial
- Audience Network Medium



Optimize your website for mobile to ensure a frictionless experience

Mobile leaders design for one thumb

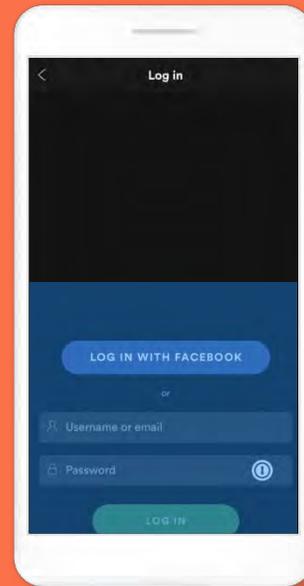
Chatbot



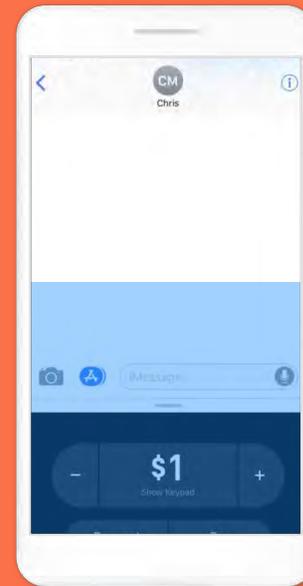
Social



Login



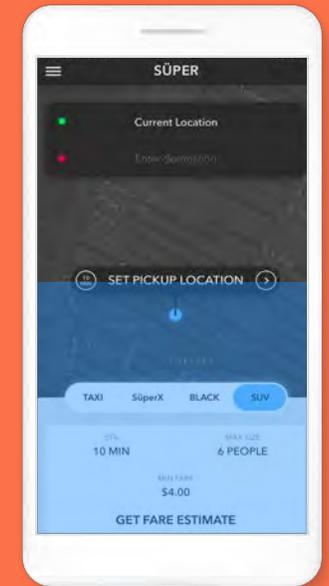
Pay



Text



Rideshare



Test and learn
with people-based
measurement to
understand value

Targeting

Optimization

Creative

Measurement

Partners

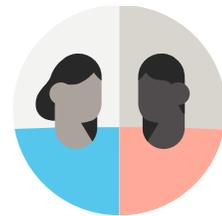
Solutions and guidance natively through the Facebook family



Brand lift



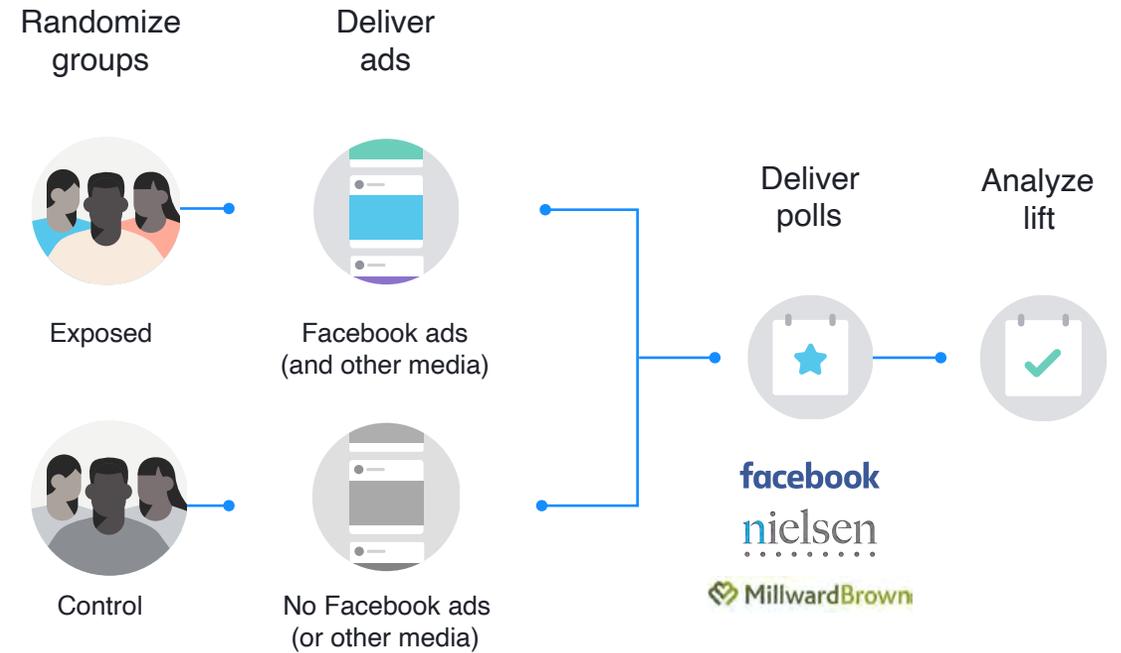
Conversion lift



Split testing

Brand lift

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

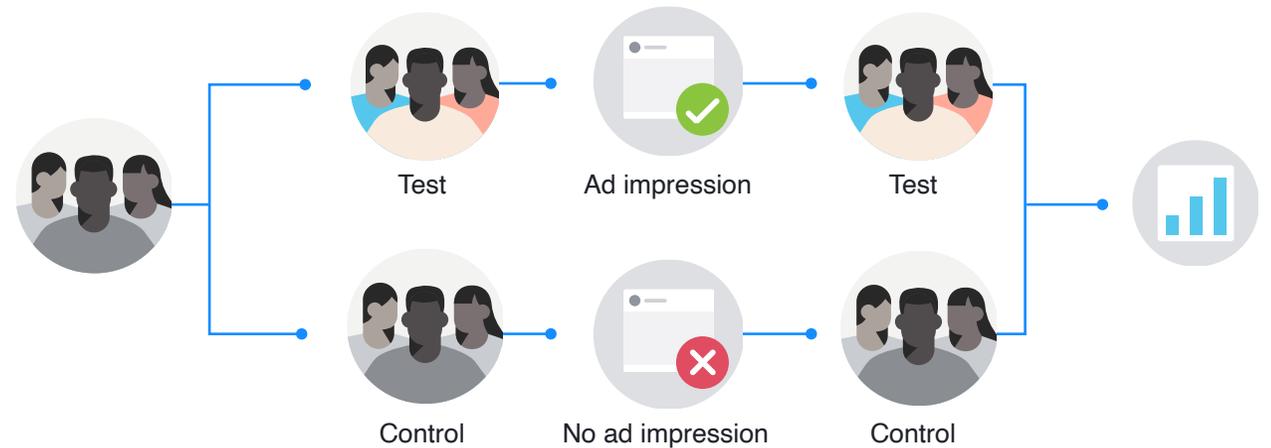


Available on



Conversion lift

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



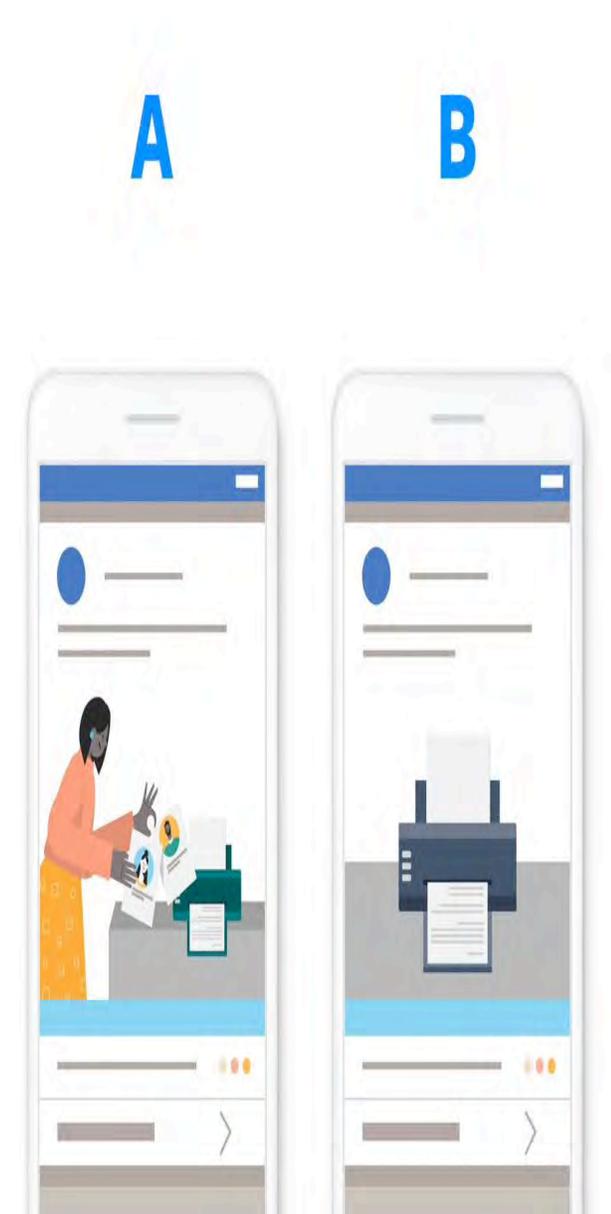
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Split testing

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

Available on

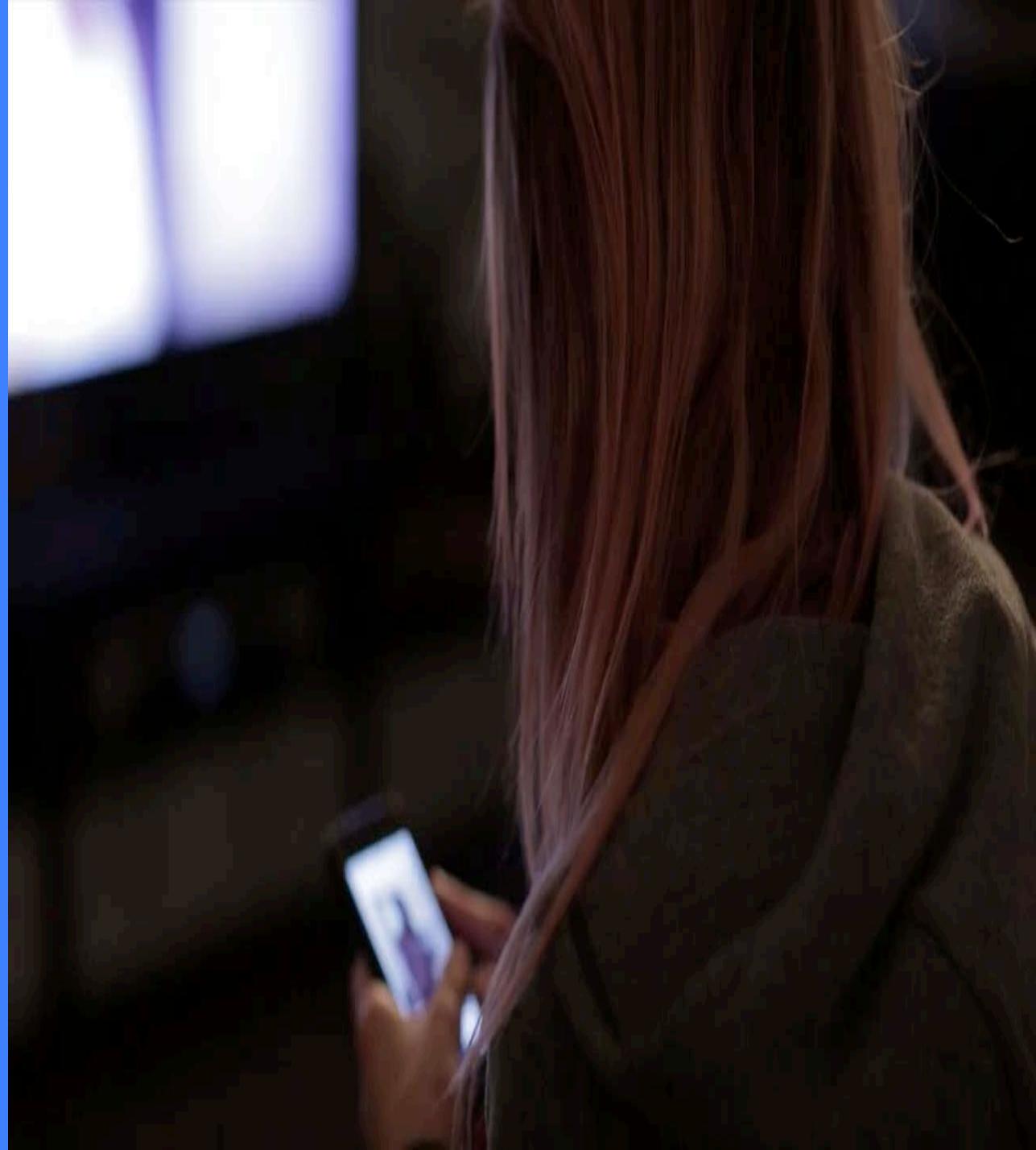


B2B on mobile

Transform traditional
B2B marketing
efforts for today's
mobile world

A new inbox

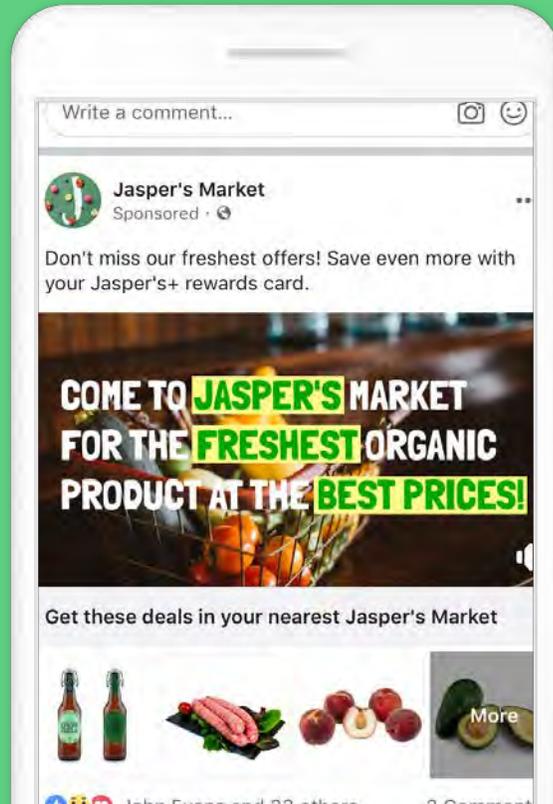
Nurture leads with a constant connection between BDMs and businesses



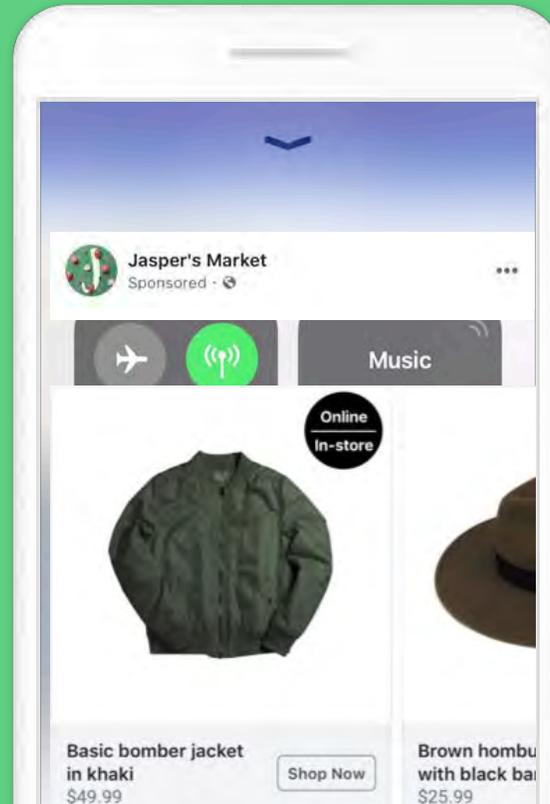
Mobilize your whitepapers

Building brand equity and mobile-friendly thought leadership

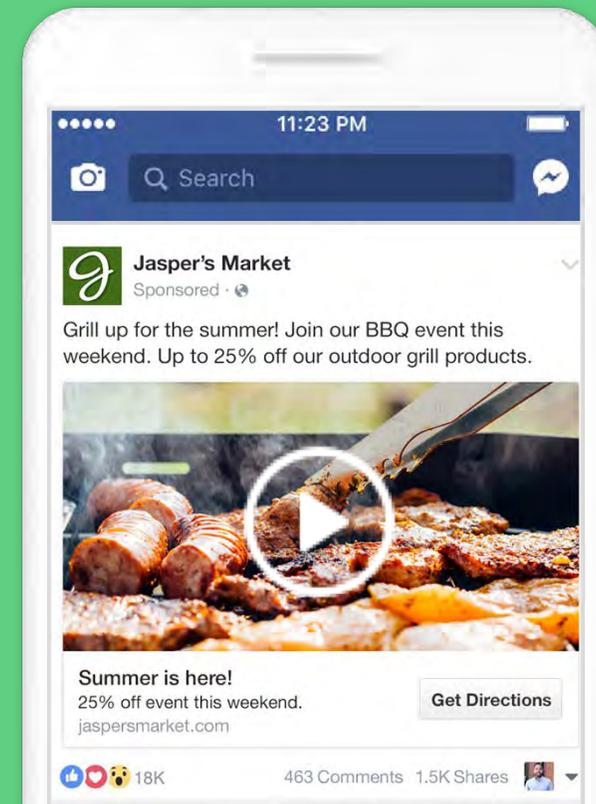
Instant Experiences



Carousel



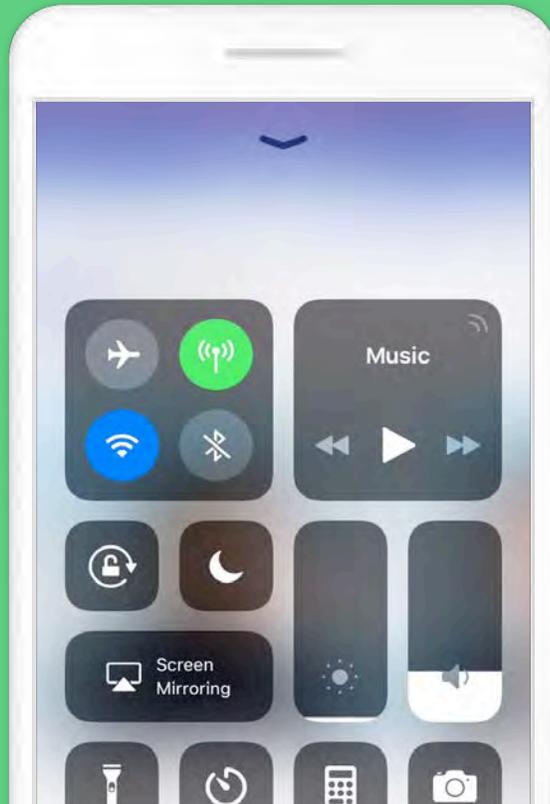
Video



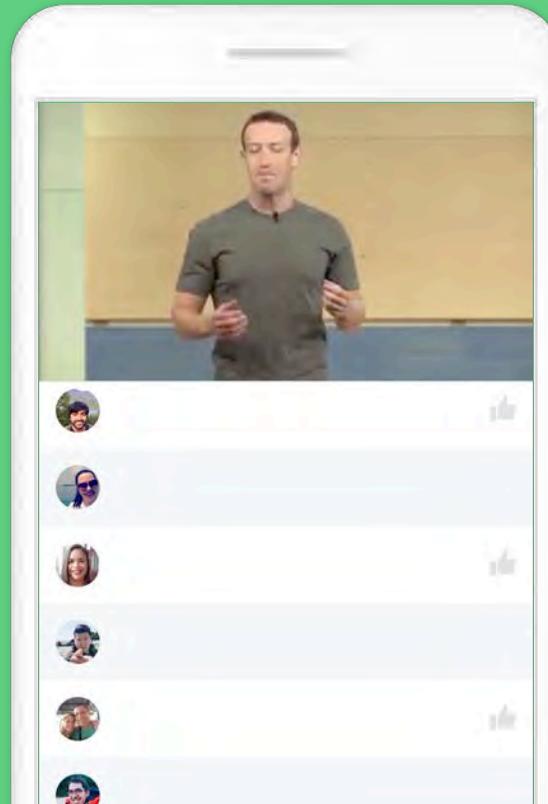
Amplify events with end-to-end support

Creating a conference strategy for mobile

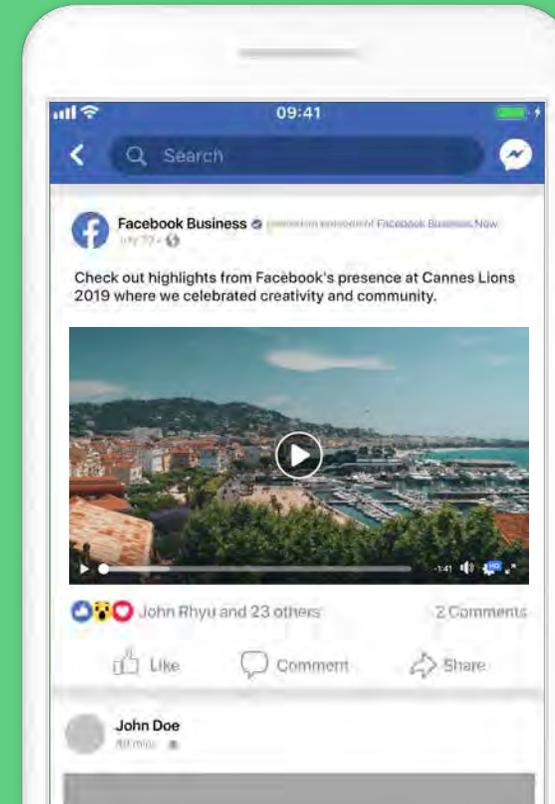
Promote



Stream

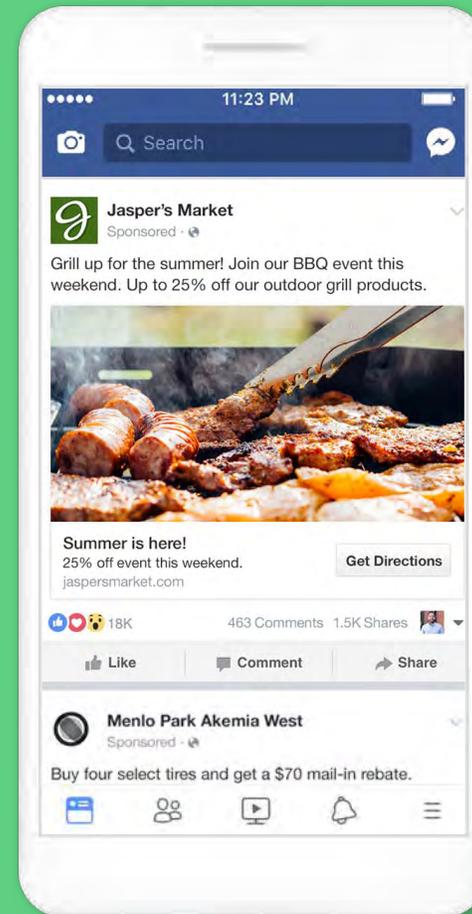
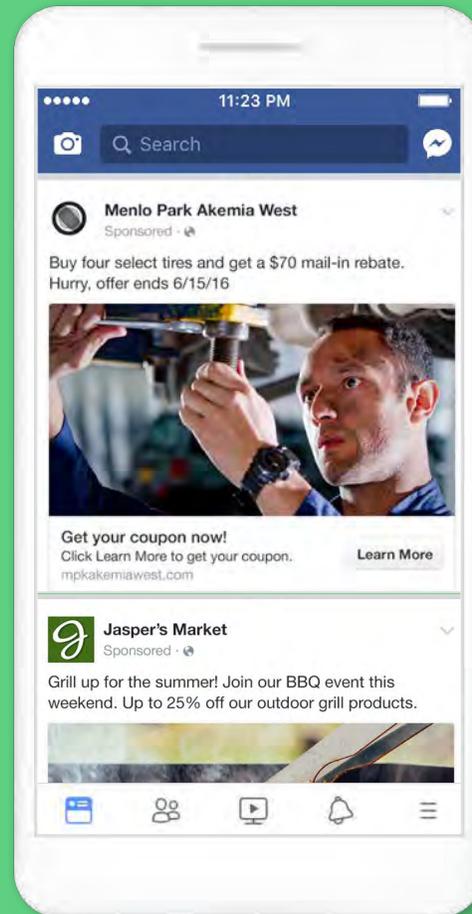


Distribute



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

