

B2B COMMERCE



Magento®



BEST PRACTICES BOOK

NOT ALL HEROES WEAR CAPES.

In this rapidly changing world of B2B eCommerce, heroes are ready to roll up their sleeves and perform miracles to seize control of the market, beat the competition, and delight their customers. The digital revolution has created a significant opportunity for B2B businesses. In this exclusive publication, Magento has consulted a panel of B2B superheroes to help you navigate your own digital transformation, and become the digital **H.E.R.O.** of your organization. You'll find out how to:

Influence Buying Habits

Reduce Expenditure

Grow Revenue

Create Opportunities

TABLE OF CONTENTS

INFLUENCE BUYING HABITS

4 Key Ways Merchants Can Stay Competitive and Grow Their Businesses (Magento)	5
5 Considerations for Moving Sales Models Online: Before You Build Your Roadmap (Classy Llama)	7
Your B2B Commerce Platform Checklist: Focus on Efficiency, Growth, and Profitability (i95Dev)	10
Considerations, Functions, and Goals for Your First Release (Vaimo)	14
11 Obstacles to B2B Business Growth (i95Dev)	17
How to Establish Behavior-Based Segments (Inviqa)	20
3 W's of Buyer Segmentation (Inviqa)	23

REDUCE EXPENDITURE

eCommerce and ERP Integration is Not Your Foe: An Open Letter to the B2B Sales Team (i95Dev)	25
6 Actionable Steps for Building a Digital Journey (Inviqa)	28
7 Key Considerations for Merchants Going Digital (Redbox Digital)	30
How to Empower Developers (Creatuity), (Gorilla Group)	32

GROW REVENUE

6 Tips for Winning B2B Buyers (Temando)	34
5 B2B eCommerce Campaigns to Engage Along the Path to Purchase (dotmailer)	37

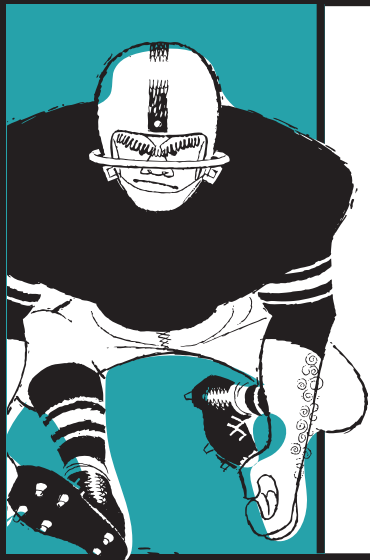
CREATE OPPORTUNITIES

How to Overcome B2B Digital Transformation Challenges From Strategy to Supply Chain (i95Dev)	41
--	----

INFLUENCE BUYING HABITS



- **4 KEY WAYS MERCHANTS CAN STAY COMPETITIVE AND GROW THEIR BUSINESSES** ([MAGENTO](#))
- **5 CONSIDERATIONS FOR MOVING SALES MODELS ONLINE: BEFORE YOU BUILD YOUR ROADMAP** ([CLASSY LLAMA](#))
- **YOUR B2B COMMERCE PLATFORM CHECKLIST: FOCUS ON EFFICIENCY, GROWTH, AND PROFITABILITY** ([I95DEV](#))
- **CONSIDERATIONS, FUNCTIONS, AND GOALS FOR YOUR FIRST RELEASE** ([VAIMO](#))
- **11 OBSTACLES TO B2B BUSINESS GROWTH** ([I95DEV](#))
- **HOW TO ESTABLISH BEHAVIOR-BASED SEGMENTS** ([INVIQA](#))



4 WAYS B2B MERCHANTS CAN STAY COMPETITIVE AND GROW THEIR BUSINESSES

In the new report from Forrester research, “The Forrester Wave™: B2B Commerce Suites For Midsize Organizations, Q3 2017”, the commerce needs of midsize B2B companies and evaluates B2B commerce suite providers are explored. Magento Commerce was named a leader. The research firm cited the Magento platform, an all-in-one cloud solution with a full set of B2B and B2C functionality, as the “best fit for mid-sized B2B companies that want an open, feature-rich solution that can be extended easily and inexpensively.”

WHAT THIS MEANS FOR B2B MERCHANTS

“We’re seeing a wave of global demand as more B2B companies adopt digital strategies driven by the desire to meet heightened client expectations and the need to differentiate through personalized, self-service experiences across multiple channels,” said Mark Lavelle, CEO of Magento Commerce. Forrester’s research supports this, noting that B2B companies are finding that their customers now expect the same seamless buying experiences that B2C offers, as well as expanded inventory fulfillment options and assisted sales alternatives.

They recommend that B2B companies look for commerce solutions that support the following 4 key capabilities to stay competitive, and even expand into selling directly to their end consumers:

1. FULL-SPECTRUM SELLING

B2B buyer preferences are changing. They want both self-service and full-service purchasing options. According to Forrester/Internet Retailer B2B Buyer research, 53 percent of these buyers will make half or more of their work purchases online by 2018, and 74 percent say buying from a website is more convenient. This means they’re looking for self-service buying tools that enable them to purchase 24x7, track new orders, view

their order history, and manage their credit without having to talk to a sales rep (60 percent said they'd prefer not to speak with a sales rep). However, when they do want to speak with sales, reps will need assisted selling capabilities so they can deliver high-touch service. These capabilities include creating orders for customers, recommending products, quickly responding to quote requests, and troubleshooting issues with orders started online.

2. PERSONALIZED DIGITAL COMMERCE EXPERIENCES

Personalization is key to driving sales and enhancing the shopping experience, even for B2B. B2B companies need to run targeted promotions and make personalized product recommendations for different customer groups. And to ensure a seamless experience across channels, they must provide custom catalogs and pricing to individual customers or groups of customers so they see their negotiated products and pricing online. B2B companies should also prepare for these campaigns with tools to easily stage, preview and schedule product, pricing, content, and promotional updates.

3. DATA-DRIVEN MERCHANT TOOLS

To meet rising expectations, B2B companies need tools to access and analyze data for better decision making, greater personalization, and automation. According to a report from Teradata, 87 percent of marketers consider data their most underutilized asset, and 60 percent of them cite the ability to make faster decisions as the key

benefit. B2B companies should have access to dashboards and easy-to-use business intelligence tools that non-technical team members can easily use, customize, and understand. This will give them the ability to integrate data from multiple sources (ERP system, Google Analytics, Magento, etc.) and from multiple channels to get a complete picture of their business. With this comprehensive view, they can easily share insights with colleagues for more data-driven decision making and deeper understanding of their customers and business.

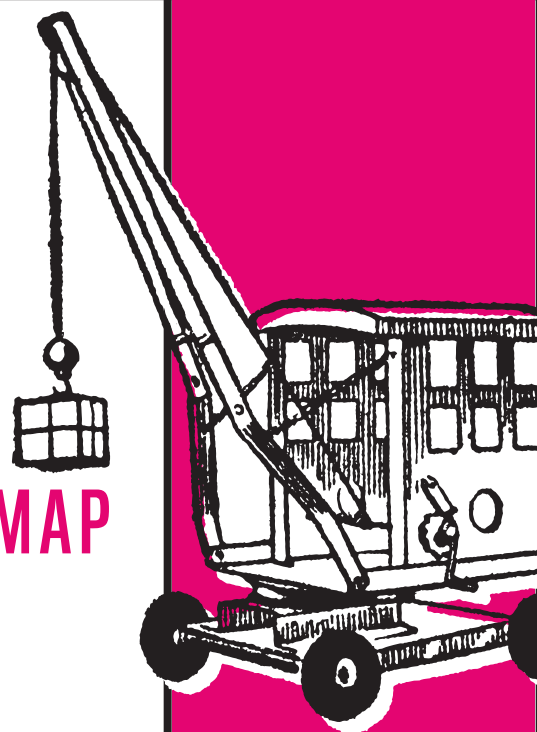
4. AGILITY AND FASTER TIME-TO-MARKET

Years-long implementations are no longer acceptable. Commerce solutions must be cloud-based and flexible to meet rapidly changing needs and to accommodate new innovations. Built-in flexibility enables merchants to not only support multiple B2B selling models with native functionality, but also allows them to sell to both businesses and consumers from the same platform. Flexibility will also help B2B merchants easily expand to new markets with the ability to support multiple sites, languages, currencies, and tax policies out-of-the-box, and easily integrate technologies to enhance their core eCommerce platform as new solutions emerge.

For more of Forrester's insights on B2B commerce and their evaluation of Magento Commerce, download a complimentary copy of "The Forrester Wave™: B2B Commerce Suites For Midsize Organizations, Q3 2017".

5 CONSIDERATIONS FOR MOVING SALES MODELS ONLINE BEFORE YOU BUILD YOUR ROADMAP

Presented by Classy Llama



There's no one right way to do B2B eCommerce that works for all companies, but one unifying factor to consider is that B2B buyers now expect an online experience as seamless as B2C. Below are some questions and recommendations for moving your offline sales to online, based on Classy Llama's many years of B2B experience.

Moving from an offline-only sales model to online-only, or a hybrid approach, makes a lot of sense. More buyers start their decision-making process online, either by identifying products to buy, who to buy them from, or both. However, this transition is a big one for any organization. It requires a thorough review of your current practices, and a strategic look at where you want to be relative to your competitors in three years time. Here are 5 questions you'll want to answer before you build a roadmap.

1. WHAT IS THE ROLE OF YOUR WEB SITE IN YOUR SALES PROCESS?

Your answer to this question will drive your overall strategy. For instance, some B2B websites feature a complete catalog with rich product content, but don't allow buyers to purchase online. Think of a site like this as a search engine-friendly catalog site that generates leads for offline sales. You might go this route if you have highly customized offline pricing, or you're bound by agreements with distributors. Perhaps you want to funnel consumers to a store locator—a great feature for reseller buy-in.

Some B2B sites are fully transactional, but only for logged-in users with accounts with an assigned sales representative or account manager. Sometimes the same site may offer different levels of functionality for specific brands, categories, or customer groups.

Check out this great example of a Magento B2B site that services both consumers and resellers on the Classy Llama website, classylama.com.

2. WHAT'S YOUR ONLINE PRICING STRATEGY?

You might be inheriting a pricing structure that's grown organically over the years, with customers who have negotiated specific price books. Replicating a complicated set of contracts online can seem like a daunting task, so if customer-specific pricing is a requirement, you'll need a platform that supports it. It may be advantageous for you to not show pricing at all unless customers are logged in to their account. We encourage the continuous monitoring and experimenting with your pricing strategy. Many companies "set it and forget it" and their online pricing strategy drifts apart from the prices offered by their 'creative' sales team. It's important to keep them aligned!

Magento can support most B2B pricing models natively, including quantity and tier-based pricing, customer group pricing, and even contract customer-specific pricing. A Magento implementation partner can help extend the functionality of Magento to handle virtually any pricing model.

3. HOW DO YOU ENGAGE YOUR SALES TEAM?

This can be a tricky conversation in many B2B organizations. Traditional offline sales teams often view eCommerce as an expensive distraction from the tried and true methods

they've employed for decades. If your sales reps are primarily order-takers, it's easy to see why they might feel threatened by a site that allows their customers to self-serve. Your eCommerce site should empower your sales team, not replace them. Would those reps like to have the time to nurture their existing relationships, cross-sell and up-sell, and spend more time finding new opportunities? The answer should be yes. The website could help them accomplish those goals by removing some of the time-intensive and repetitive tasks that consume their workday. Talk with your sales organization, and learn how an eCommerce website can help them accomplish their jobs.

4. WHAT OTHER SYSTEMS POWER YOUR BUSINESS?

At Classy Llama, we know that the most complex parts of a Magento project are the integrations with back-office systems including Enterprise Resource Planning (ERP), accounting suites, and Product Information Management systems. In order to sell effectively online, your customers expect to see real-time inventory availability, pricing, and shipping information. Often the master record for that data lives in one or more of those other systems. You'll need to map out which key data point is controlled by which system, and have some preliminary conversations with your existing vendors to see how they integrate with other systems. Do they have an API, and is it publicly documented? Can files be imported and exported in an automated fashion? Can they recommend trusted vendors middleware to bridge the gap to Magento?

To see an example of a custom ERP integration Classy Llama built to power a rich B2B experience, check out our case study about [GAHH.com](https://www.gaah.com).

5. DOES SEARCH ENGINE OPTIMIZATION MATTER TO YOU?

Building a useful site is only half the battle. Without marketing and advertising, nobody will ever know it's there. How do customers find your business today? Your customers are researching products and vendors somewhere; do you know where, and are you showing up? One big reason to build an eCommerce site in the first place is to get your catalog crawled and indexed by search engines like Google and Bing. You may have a content site that works well when someone searches for your company name, but what about your products? When a potential buyer starts the buying process, will they find you, or will they find a competitor?

Search Engine Optimization, or SEO, is one way to help buyers find your site. You'll need content for your products beyond SKU & price-rich descriptions, images, technical specifications, and user-generated content like reviews. Most search engines reward original, useful content and will penalize duplicate or misleading content. Your products will also need titles that make sense to shoppers instead of just product IDs, for example, "Dual Cartridge Caulk Gun" instead of "CM5141-EA_GUN." If you're going to sell online, you'll need human-readable product data to get clicks. To get you started we recommend this [guide to SEO for product pages](#).

Not all B2B merchants rely on SEO to drive traffic. Instead they use paid advertising, offline methods like tradeshow and mailers, or don't want to show up on search engines in the first place, because they don't want to compete with their retailers. Whether SEO matters to you or not is rolled up in the very first question we asked: what's the purpose of the site?

Classy Llama grew Questmark Flooring's online B2B sales by 600% by building an SEO friendly Magento [site](#). Check out our case study!

WHAT'S NEXT?

Be curious, and persistent! Starting a new channel for an established business can feel like connecting a trailer to a moving truck. eCommerce isn't a department like Accounting or Warehouse that exists separately from other departments. It's connected to every level of your entire business. It may be useful to bring in outside consulting, especially during the early phase of drafting a strategic roadmap. If you know what you need before you engage with technology vendors, your RFP (Request For Proposal) experience will be that much smoother.

The future of B2B business is eCommerce, and the demand for smooth, efficient, digital experiences will only increase as the next generation of buyers move online. Technology can save you money, increase your reach, and drive higher revenues. So it's time to start planning.

Written by Aaron Sheehan, lead consultant at Classy Llama.

YOUR B2B COMMERCE PLATFORM CHECKLIST

FOCUS ON EFFICIENCY, GROWTH, AND PROFITABILITY

Presented by i95Dev



The B2B eCommerce market is growing and is expected to reach \$12 trillion by 2020. With increased demand, there are increased options. With so many platform options available, choosing the best eCommerce platform for your business needs can be challenging.

To help your business make an informed decision, we compiled a high-level checklist to help you take the next step in your B2B commerce strategy. Leverage the 'Considerations' and 'Comments' to create a blueprint for success.

GETTING YOUR PROJECT STARTED

CONSIDERATIONS

COMMENTS

Identify your Objectives:

How would your business benefit from an eCommerce approach, what do you wish to achieve, and how will you measure the ROI?

Determine Key Customer Requirements:

Talk to all stakeholders to identify and document the key requirements of your eCommerce store from the customer's perspective. Consider mobile responsiveness, customer experience, and shipping and fulfillment. Prioritize your requirements using the MoSCoW model: Must have, should have, could have, and won't have.

Determine Key Business Requirements:

Talk to all stakeholders and identify the key requirements of your eCommerce store from the internal stakeholder's perspective. Consider the workflows, the systems to integrate, and skills required. Prioritize your requirements using the MoSCoW model: Must have, should have, could have, and won't have.

Generate a Budget:

Identify the budget you are willing to spend on an eCommerce project, including implementation and maintenance.

Assign Responsibilities:

Identify who will be responsible for the project execution and ongoing maintenance. Identify what needs to be done in-house and what can be outsourced.

***THE B2B ECOMMERCE MARKET IS GROWING
AND IS EXPECTED TO REACH \$12 TRILLION BY 2020***

FINDING THE RIGHT PLATFORM

CONSIDERATIONS**COMMENTS****Do Your Research:**

Identify what eCommerce platforms are available that meet your requirements.

Pay Attention to your B2B Requirements:

Pay close attention to your B2B requirements and identify if the platform meets those requirements. Remove eCommerce platforms that do not meet your B2B requirements.

Determine Extensibility and Customization:

Identify if the platform is extensible and if it can be customized. If yes, what elements of the platform are customizable—design, features, workflows?

Identify Infrastructure Requirements:

Is the eCommerce platform hosted on the cloud or does it require a hosting space? What works best, dedicated or shared hosting? This has a huge impact on whether you need support in-house, who else should you contact, cost, additional requirements like PCI compliance, etc.

Consider Total Cost of Ownership:

Do not be swayed by the cost of the eCommerce platform alone and instead, spend the time to identify the total cost of ownership. Some platforms cost less in the beginning, but more in the long run.

Determine Integration Requirements:

As with B2B requirements, identify if the eCommerce platform can be integrated with your other systems. If yes, are there any existing connectors available?

PICKING THE BEST VENDOR FOR YOUR BUSINESS

CONSIDERATIONS**COMMENTS****Research Vendor Options:**

After you identify the key platforms, identify top vendors who can help you with implementation for each platform.

Compare Strengths and Experience:

Check and compare the strengths of each vendor. Check if they have the experience in delivering similar projects in size, industry, and requirements. Ask for references and talk to businesses about their experience working with the vendor.

Learn About Their Delivery Model:

Find out the vendor's delivery model and if they work locally or if they outsource. If they work away from where you are located, check if they can travel to meet you when required.

Understand the Support Structure:

Check the vendor's support structure. What is their availability, process for raising support requests, escalation matrix, and cost?

CONSIDERATIONS, FUNCTIONS, AND GOALS FOR YOUR FIRST RELEASE

Presented by Vaimo

Launching B2B Commerce is often a change in the core business model of many B2B companies. This spans departments, services, systems and employees, to how we would like to work with our clients. It's natural to get swallowed up by the complexity of data, integrations, workflows and so forth – but what really matters is if we manage to deliver a seamless customer-centric experience, that's where the money lies. Start with the Customer Journey in mind, and priorities and the business case will be much clearer. Compared to B2C, B2B has very little room for first launch mistakes, so it's a matter of getting the basics right, the first time. Choosing a well-proven B2B platform with an experienced partner is key.

**"IF WE MANAGE TO
DELIVER A SEAMLESS
CUSTOMER-CENTRIC
EXPERIENCE,
THAT'S WHERE THE
MONEY LIES."**

HERE ARE CRITICAL CONSIDERATIONS TO HELP ADDRESS DIGITAL TRANSFORMATION:

1. UNDERSTAND THE BUSINESS NEED THOROUGHLY

- Ask questions until you understand the need and how to fulfil the need
- Challenge current ways of working to avoid un-necessary customization and complexity
- Collect information from key stakeholders, but keep the project group small
- Create user journeys and personas for chosen key segments

2. KEEP THE SCOPE MANAGEABLE

- Start scoping from the discovery and repeat often.
- Create phases and backlog from the beginning

3. PUBLISH MINIMUM VIABLE PRODUCT EARLY AS POSSIBLE USE USER TESTING FOR FEEDBACK

- Analyze, test, and keep improving

MUST-HAVE FUNCTIONS TO GUIDE THE BUYER EXPERIENCE

Step one is to do the same order digitally as in your existing sales channels. If the customer is used to custom pricing, special discounts on shipping or bargaining on the price — companies should deliver the same experience on all channels. Self-Service is also a growing trend for B2B commerce, from invoices, RMA handling, and digital signature of contracts.

B2B eCommerce differs from B2C in many ways:

1. MORE COMPLEX PROCESSES THAT ARE NEVER IDENTICAL

- Pricing models
- Availability
 - Consignment stock
 - Multi-warehouse
- Complex product structures
 - Product configurators
 - Custom options
- Rich product information
 - Attachments
 - Links to external product info
 - Videos
 - 360/3D images
 - Catalogues
- Advanced configurable search

2. LESS CUSTOMERS, HIGH VOLUMES

- Different demands for performance and features

3. NEED FOR SPEED

4. MAKE BUYING EASY

5. B2B “SPECIFIC FEATURES”

- Quick order possibility
- Requisition lists
- Quotation tools
- Customer structure and user roles
- User identification
- Customer service
- Personalized offering and content
- Different payment methods
- Credit limits
- Different order processes
 - Punch out
 - Drop ship
 - Back orders
- Internal tools
 - Customer service
 - Sales
- Tools for resellers

6. CUSTOMER INSIGHT AND MARKETING ACTIVITIES

- Analytics
- BI tools
- Marketing automation tools

Keep top of mind the considerations of the shopping experience, and the unique needs and functional benefits to support how your customers buy.

SALES REPS COMMISSION

Consider how to attribute sales in the new model and handle sales team concerns over lost revenue to the online channel. Also, build sales reps into the online experience by displaying customers' assigned sales rep into the account functionality and give sales reps the ability to create quotes, proposals and orders

CHANNEL CONFLICT

Going online provides the opportunity for B2B organisations to sell direct to the end customer. This can cause conflict with resellers, distributors, and wholesalers over pricing strategy, product availability, and so on. Ensure a differentiated strategy in terms of pricing and product range is established for the direct-to-consumer channel that allays fears of revenue dilution with the channel partners. Complex customer pricing — can you simplify? Customer service setup — consider how customer interactions and expectation will need to change to handle inbound queries and livechat.

SINGLE VIEW OF CUSTOMER

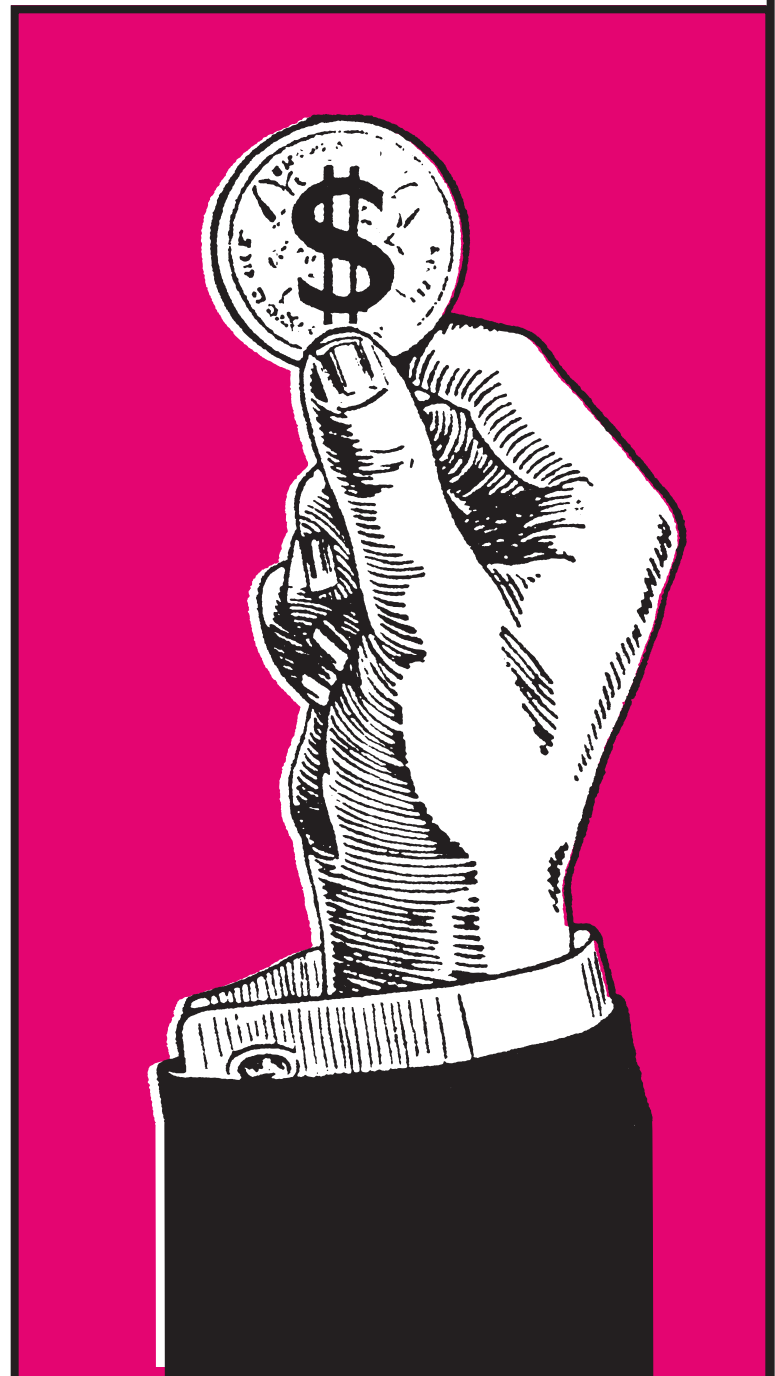
Ensure that front line staff are enabled to serve customers effectively through a consolidated view of stock, customer interactions (irrespective of channel), and orders.

STRUCTURED DATA

Your product data is your IP. Get it into a structured format, enriched for online and ensure that you have a data owner to keep it current

REALTIME VIEW OF ORDERS AND STOCK

Ensure line of business systems are integrated to ensure integration to offer one source of the truth.





11 OBSTACLES TO B2B BUSINESS GROWTH

Presented by i95Dev

In the B2C world, Amazon and eBay led the charge in a digital revolution. Now, eCommerce has set its sights on B2B. eCommerce is permanently altering the way B2B businesses work—from customer acquisition to customer retention, and from order fulfillment to building a relationship with customers. From our experience of working with B2B companies across industries, we have curated a list of 11 most common obstacles to B2B eCommerce success.

PLANNING

1. WORKING WITH THE WRONG ECOMMERCE VENDOR

B2B and B2C eCommerce have their differences, so choose an eCommerce vendor that understands and has experience with B2B businesses. Nothing is worse than working with a company that does not know enough about your business to help you succeed.

2. IGNORING YOUR COMPETITION

With so much at stake, ignoring competition is a major mistake that a number of B2B businesses still commit. Assuming your competition is still operating with legacy platforms can be a huge mistake. They are adopting (if not already

adopted) the best and most advanced technology revamping their entire business. For example, B2B merchants like Grainger, Fisher Scientific, Pasternack, and Haas Automation have completely changed the game for their competition by leveraging technology to drive B2C-like experience in B2B eCommerce.

3. THINKING ABOUT ECOMMERCE IN ISOLATION

B2B eCommerce does not work in isolation. Omnichannel experience is what customers expect today, so identify all channels you can engage and build a strategy that considers how these multiple channels interact with each other. For example, field sales representatives will need be trained to leverage the power of eCommerce to increase conversion and drive sales.

4. NOT CONSIDERING INTEGRATION

Don't ignore the integration needs of your eCommerce system. Your eCommerce store only covers the front-end needs of the businesses and there is so much more that happens after an order is placed. Manually entering data is tedious, prone to errors, and not scalable, so your website needs to integrate with systems like accounting, ERP, OMS, and CRM to automate syncing information like orders, customers, pricing, and inventory between systems.

IMPLEMENTATION

5. IGNORING CUSTOMER EXPERIENCE

B2B eCommerce stores are notorious for bad user experiences, from slow site speed, to lack of modern features, and no personalization options. With consumers' expectations shaped by the modern B2C eCommerce store, the traditional B2B eCommerce stores need to adapt. Your B2B eCommerce store must offer similar, if not better, experience as any B2C eCommerce store, including features like custom pricing, product recommendations, and order history display.

6. NOT ENOUGH CONTENT

Be it B2B or B2C, content is KING, from improving your SEO to helping customers make informed buying decisions. You should go beyond the traditional text and basic image content, and incorporate other content types like videos, but you should also invest in relevant marketing content including blogs, and social media.

7. FORGETTING SEO

SEO is one of the most critical aspects of your eCommerce store, and there are a few ways you can set yourself up for success. For example, using the right keywords in your landing pages, appropriate use of HTML tags, including Meta content, using alt attribute for images, and more. Also, in a bid to keep their competitors from prying, some B2B businesses keep their pages hidden. While sometimes required, businesses using this as a blanket rule are making a huge mistake. If search engines cannot index your pages, they will never appear in their search results. Which means decreased visibility for your business and products.



**"CONTENT
IS KING"**

8. NO ONLINE PAY OPTION

Don't limit customers to the traditional payment methods such as credit limits and purchase orders if you don't have to. Allowing customers to pay online means they can shop when and where they want, removing one more barrier to making the sale.

POST IMPLEMENTATION

9. NOT ENGAGING CUSTOMERS

Just because they're shopping online, doesn't mean your customers don't want to interact with you. As your sales team knows, driving customer engagement can play an important role in driving customer loyalty. With digital automation tools, your teams can keep consumers engaged even

after the sale is made (and even if the sale is not made) with how-to videos, new product launch emails, and exciting offers, with far less time and effort than previous manual processes.

10. NO ADVANCED ANALYTICS

We see many B2B business either not collecting site data or not leveraging what they are collecting. Advanced analytics will help you identify what is working and not working for your business, discover new trends, customize your marketing and sales activities, build new customer engagement strategies, and more.

11. FAILURE MAINTAIN AND IMPROVE SYSTEMS

B2B eCommerce projects are often intense and resource consuming, any some businesses launch their eCommerce store and forget about it. To be effective, it is important to monitor your eCommerce store, apply patches and upgrades, and incorporate feedback from stakeholders to continuously improve the setup and stay relevant. eCommerce is not a one-time effort and only sustained efforts can drive benefits that business desire.



HOW TO ESTABLISH BEHAVIOR-BASED SEGMENTS

THE MUST-HAVE FEATURES IN EARLY B2B ONLINE STORE RELEASES

Presented by Inviqa

Who are your customers? What do they want, and why? And how did they find your site anyway? These are the important questions that every B2B merchant needs to ask. Every customer has a different journey to check-out, and to achieve B2B success, your web store must segment the customer based on their behaviour. Here's what you need to know about establishing behavior-based segmentation.

IN THE EARLY STAGES OF YOUR B2B ORGANISATION'S DIGITAL JOURNEY, YOU SHOULD:

ESTABLISH YOUR OBJECTIVES

What are you trying to achieve? This will be important when it comes to selecting the software on which to build your platform.

Often, project objectives within B2B organisations can be broader than pure revenue targets. They can frequently contain a range of business process re-engineering and efficiency objectives, on top of a desire to simply 'sell more.' These objectives often centre around streamlining: think how customers could 'self-serve' using digital channels, reduce the burden on call centres, and free that department to focus on higher value

customers. This can dramatically reduce cost and increase profitability across the wider business.

An eCommerce replatforming project offers the opportunity to review how your business leverages technology across all departments. When selecting both the platform and partner, an organisation should invite both vendor and partner to consider the wider opportunities within the business, and not simply view B2B eCommerce to be a portal for the end-user.

Once you are clear about your objectives, you should start to compile a business case for the capital investment required to fund this technical development.

BUILD A USE CASE

This will develop and evolve as you gain more information about your project. Being clear on the business benefits in relation to the costs is a crucial element at this early stage. It gives you a clear focus and argument for why this project is important to the company, and why your fellow colleagues should support you in your work.

UNDERSTAND YOUR CUSTOMERS

Designing your solution without a clear understanding of your audience will leave you with flawed digital experiences and frustrated users. If you're new to eCommerce, think about customer expectations. Consumers have come to demand high-quality, efficient online experiences. Having a poor online offering will reflect badly on how people view your business and could affect your wider performance, so do your due diligence.

UNDERSTAND YOUR COMPETITORS AND MARKET

The nature of your market impacts your options. A fast-paced industry where customer and competitive demands change quickly will demand a fast time to market, while sectors with high degrees of digital integration will present technical complexities.

If digital is new to your market sector, consider a multi-phased approach starting with a 'proof of concept' to test the acceptability of online sales with your customer base. Learn how customers use your website, search for products, and assess their 'journey' to checkout. This allows you to fine-tune this experience in future phases, and provides you empirical evidence for future business cases.

IDENTIFY YOUR OPTIONS

Deciding which software platform to invest in for your first online store can be tricky. There are many different considerations, but every decision you make should be informed by your business objectives, which is why we always recommend a thorough process of discovery before you start any digital initiative.

Remember that the fastest and cheapest way to test your hypothesis is to get the simplest-possible solution (or 'minimum viable product') out there and start learning. You can then strengthen your business case and invest accordingly in a longer-term scalable solution.

CHOOSE YOUR TECHNOLOGY PARTNER CAREFULLY

Invest in a technology partner who understands your business challenges, and who will help you on your journey to develop and enhance your online sales channel. Base your partner selection process on track record, industry experience, and cultural fit. Then, the process of deliberate, collaborative, and value-driven discovery should begin.

WHICH REQUIREMENTS AND CAPABILITIES ARE COMMON FOR B2B MERCHANTS DURING THE FIRST RELEASE?

At Inviqa, we caution B2B organisations against reducing their eCommerce project to a list of fixed requirements. It's far more valuable to use agile techniques like impact mapping to map user journeys. This will help to uncover the

features that will deliver the most business value, in line with the re-engineering goals identified in the project discovery.

Below are some of the more common features found in early releases of a B2B online store:

TIERED AND NEGOTIATED PRICING

Selling to B2B customers usually involves complex pricing – tiered and bespoke for example – to offer different prices to different business customers. This is a key feature as most B2B retailers base prices on how long they have known the customer, how often they buy, and order size. Tiered pricing is a core part of the Magento B2B offering, but some platforms do not support these requirements, so you could end up wasting money on custom coding.

RESPONSIVE DESIGN

The idea of B2B customers sat behind desks, placing orders on desktop computers is outdated. More orders are being placed on mobile devices, and if your customers can't use your webstore on mobile, your business will fall behind.

QUICK ORDER

This enables B2B customers to place repeat orders quickly and easily. This is a major benefit in B2B trading where customers regularly place repeat orders or know exactly what they need, and in what volume. The quicker and easier it is, the better, even if that means ordering by SKU or uploading an order sheet. This will drive up repeat customers, order frequency, conversion rate, and average order value.

CUSTOM CATALOGUES

The ability to control product catalogues and prices for individual customers is key when selling in a B2B environment. You need the ability to give each customer a bespoke catalogue with unique pricing.

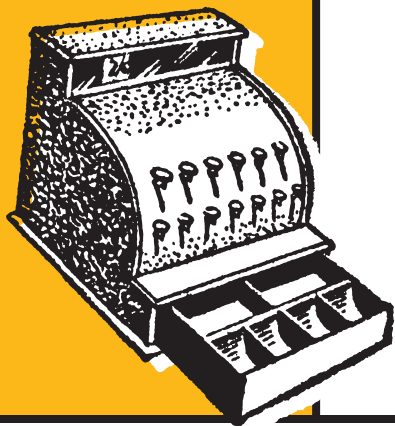
WHICH SITE ATTRIBUTES ARE MOST CRITICAL TO A B2B MERCHANT'S CONTENT DEVELOPMENT STRATEGY, PARTICULARLY AS THEY RELATE TO SERVING THE B2B BUYER?

At Inviqa we recognise that often, successful B2B eCommerce is as much about offering easy-to-use, convenient tools and services, as it is about price. If a business can differentiate itself by making it simple for their customers to interact and transact, they won't lose that customer to a rival based on price alone.

Content is also key in helping B2B audiences make informed purchase decisions. Delivered around your eCommerce proposition, content should tell your brand and product stories in rich and engaging ways that drive and support consumers through the purchase journey.

A B2B organisation's content needs to enhance and enable the complete customer journey – from initial engagement, through to sale, and then to after-sale care and customer retention.

Putting a strategy in place with KPIs and business goals is essential for B2B brands that want to get it right, and track the progress of their content for commerce approach.



3 W's OF BUYER SEGMENTATION

Presented by Inviqa

1. THE 'WHEN'

The beauty of online is that you can tell what time a user engages with your content. Armed with this knowledge, you can dig deeper to understand how they're behaving at different times of the day.

If your B2B audience is SME businesses, chances are the end customer is thinking and behaving as a regular consumer, i.e. expecting an Amazon-like experience that's available 24/7. These considerations are key: if it's too hard or inconvenient to use, they are likely to be swayed by a competitor offering tools, services, and pricing that outperform your offer.

2. THE 'WHERE'

Using a variety of techniques, you can determine with some accuracy where someone is in the world. This gives us more specifics for our persona and more signals to consider. You could use geolocation to deliver specific content, for example, be it on a country or hyper-local level.

3. THE 'WHAT & WHY'

Using past behaviour to predict a user's intent, you can personalise their experience to help them towards their goal. In so doing, you look at what a user has done so far to anticipate the journey they're on. Taking this further you can add more signals together to try and predict the user's intent. For example, how did the user arrive on the site? Did they use a specific search phrase or arrive from a particular email campaign? This information – much of which you can find in Google Analytics – can clear the way to the user objective.

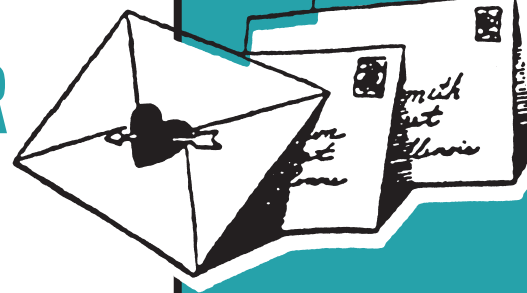
REDUCE EXPENDITURE



- **ECOMMERCE AND ERP INTEGRATION IS NOT YOUR FOE:
AN OPEN LETTER TO THE B2B SALES TEAM (I95DEV)**
- **6 ACTIONABLE STEPS FOR BUILDING A DIGITAL JOURNEY
(INVIQA)**
- **7 KEY CONSIDERATIONS FOR MERCHANTS GOING DIGITAL
(REDBOX DIGITAL)**
- **HOW TO EMPOWER DEVELOPERS (CREATIVITY / GORILLA
GROUP)**

ECOMMERCE AND ERP INTEGRATION IS NOT YOUR FOE: AN OPEN LETTER TO THE B2B SALES TEAM

Presented by i95Dev



DEAR B2B PERSON,

Conducting sales in a traditional B2B environment is never easy. Any sales representative can vouch for that. Staying motivated during those long sales cycles, navigating through decision makers, and customizing the sales pitch for each contact can be taxing.

However, things are changing. Today's customers do their research before they talk to a sales representative. They expect the sales representatives to do the same. To stay relevant in this environment, sales people need to adopt new technology and use it to their advantage.

This includes technology like eCommerce store and automation like ERP integration. Many sales representatives consider eCommerce and integration as their enemy. However, nothing can be further from the truth. Sales representatives can leverage eCommerce and integration (with systems like ERP, CRM, etc.) to streamline their sales process, reduce sales cycle, drive customer loyalty, and improve sales conversions. Not convinced? Here is how eCommerce and integration can help you do more by doing less:

REDUCE THE COMMUNICATION GAP

If you analyze all lost opportunities in the past, you will realize that poor communication is often the most cited reason for a deal going bad—that's communication between the customer and sales representative, or between the sales representative and backend team. This is where an eCommerce ERP integration can be your most reliable friend. The integration can easily convert your eCommerce store to a sales portal, giving you instant access to accurate (and real time) product information, inventory availability, order history and status, customer information, and more. With access to this, sales representatives can better nurture a lead, make informed decisions, and close a sale faster than ever.

GET A 360-DEGREE VIEW OF CUSTOMER

Effective sales representatives know their customer like the back of their hand. This is why sales representatives spend so much time talking to customers. However, how much information can you really remember and for how many customers? Changing customer requirements and pressure to meet targets further complicate things. For a B2B business, imagine what happens if a sales representative leaves? What happens to all the information they had about the customer? An eCommerce and ERP integration helps businesses capture this information and make it available to sales representatives on the move. Sales representatives can now easily access information like customer information,

order history, payment history, etc. to build a 360-degree view of a customer. This goes a long way in helping them close a deal faster. This setup can also be extended to include other systems like CRM, PIM, POS, etc.

STREAMLINE ALLOCATION OF LEADS TO SALES REPRESENTATIVES

Allocation of a qualified lead within the sales team is a very sensitive subject in a B2B environment. Given tight schedules and sales targets, any mismatch can lead to a lot of bad blood which is not good for a business. With an eCommerce and ERP integration, administrators can manage all sales representatives and their commissions online. They can also set up rules to automatically assign leads to sales representatives based on a pre-agreed set of parameters and logic; avoiding any misallocation and confusion.

REDUCE QUOTE TO ORDER CYCLE BY MANAGING QUOTES ONLINE

Quotes are usually the first step in most B2B transactions. In the traditional B2B scenario, a lot of back and forth happens between the customer, sales representative, and back-end business team to raise a quote, modify a quote, and finally convert a quote to an order. This communication dramatically lengthens the quote-to-order cycle, creating a negative impact on customer experience and giving the customer an opportunity to contact competition.

An eCommerce ERP integration moves this entire process online. A transparent process can allow the customer can raise, view, modify, track, and approve quotes online. The sales representative can also do this on the customers' behalf. With B2B eCommerce and ERP integration, a process that would traditionally take weeks can be easily be completed in few hours or faster.

GIVE YOUR CUSTOMERS THE BEST DEAL

B2B sales representatives often face the dilemma of whether or not to offer the customer a particular deal. Often the confusion stems from B2B products' complex pricing structure, approval hierarchy, and lack of information about margins and customer history. This problem gets aggravated further with the increase in the size of product portfolio and customer base.

Generally, all the pricing rules (tier pricing) are managed in the ERP systems. The eCommerce and ERP integration helps businesses leverage these rules in the eCommerce system to calculate the best possible price for customers. This ensures complete transparency to customers enabling sales representatives to focus more on increasing order size, cross-selling, and up-selling, than on activities like price negotiations.

GIVE YOUR CUSTOMERS FLEXIBILITY OF MULTIPLE PAYMENT OPTIONS

Payments in the B2B industry is a long and complicated process—with payments happening via cash, cheque, etc. These offline payment methods negatively affect the liquidity of a company because of delays in actual payment realization. An eCommerce and ERP integration can simplify this by giving customers the option to view pending invoices and make payments online. This not only reduces the time sales representatives spend on payment follow-ups but also ensures consistency in businesses' accounting books for improved compliance.



6 ACTIONABLE STEPS TO BUILD A DIGITAL JOURNEY

Presented by i95Dev

1. ESTABLISH YOUR OBJECTIVES

Consider what you are trying to achieve for your organization. An eCommerce replatforming project offers the opportunity to review how a business could better leverage technology across departments. When selecting the platform and partner, an organization should invite both parties to consider the wider business opportunities, and not simply view B2B eCommerce as the screen through which the end-user transacts.

Once you are clear about your objectives, you should start to compile a business case for your request for the capital investment required.

2. BUILD A USE CASE

A use case will develop and evolve as you gain more information about the project. Being clear on the business benefits vis-a-vis the costs of the build is a crucial element at this early stage. It gives you a clear focus and argument for why this project is important to the company, and why your fellow colleagues should support the project.

3. UNDERSTAND YOUR CUSTOMERS

Designing your solution without a clear understanding of your audience will leave you with flawed digital experiences and frustrated users. If you're new to eCommerce, think about customer expectations. Consumers have come to expect and demand high-quality, efficient digital experiences. You will be assessed against those experiences. Having a poor digital offer will reflect badly on how people view your business. It could also affect your wider performance. Do your due diligence.

4. UNDERSTAND YOUR COMPETITORS AND MARKET

The nature of your market impacts your options. A fast-paced industry where customer and competitive demands change quickly will demand a fast time to market. Sectors with high degrees of digital integration will present technical complexities.

If digital is new to your market sector, consider a multi-phased approach starting with a 'proof

of concept.' This will allow you to test the acceptability of online sales with your customer base, learning how customers use your website, search for products, and how their journey progresses to checkout. This allows you to fine-tune the user experience in future phases, and provides you empirical evidence for future business cases.

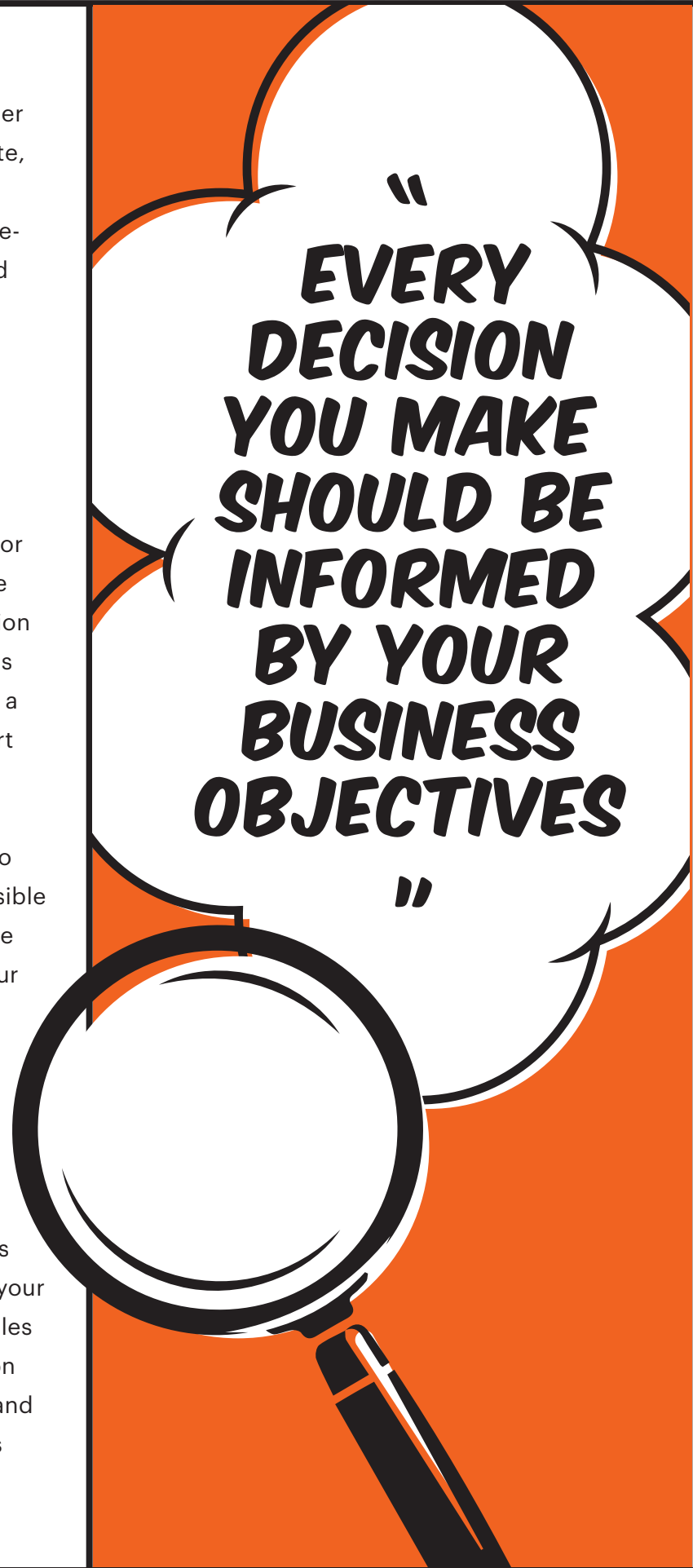
5. IDENTIFY YOUR PLATFORM OPTIONS

Deciding which software platform to invest in for your first online store can be difficult. There are many different considerations, but every decision you make should be informed by your business objectives. This is why we always recommend a thorough process of discovery before you start any digital initiative.

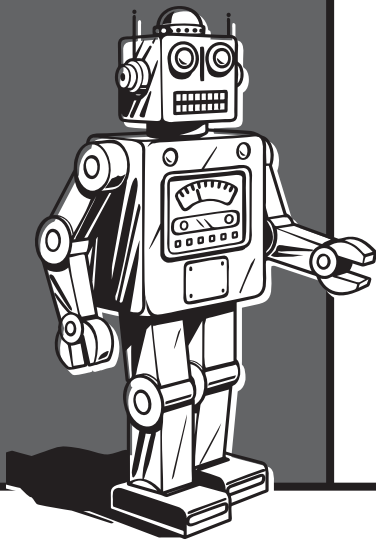
Remember that the fastest and cheapest way to test your hypothesis is to get the simplest-possible solution (or 'minimum viable product') out there and start learning. You can then strengthen your business case and invest accordingly in a longer-term scalable solution.

6. CHOOSE YOUR TECHNOLOGY PARTNER CAREFULLY

Invest in a technology partner that understands your business challenges and will help you on your journey to develop and enhance your online sales channel. Base your partner selection process on the likes of track record, industry experience, and cultural fit. Once that's been done, the process of deliberate, collaborative, and value-driven discovery should begin.



**“
EVERY
DECISION
YOU MAKE
SHOULD BE
INFORMED
BY YOUR
BUSINESS
OBJECTIVES
”**



7 KEY CONSIDERATIONS FOR MERCHANTS GOING DIGITAL

Presented by Redbox Digital

1. EXECUTIVE SPONSORSHIP IS CRITICAL

Becoming a successful digital company is about far more than just switching on a webshop. It is a total digital transformation that requires an organization to rethink its operating model and embed the digital channel seamlessly within the overall operation. Ensuring C-level buy in and support is fundamental.

2. FORMULATE A CLEAR DIGITAL STRATEGY

Implementation of the digital channel must be in service of a clear digital strategy that supports and is informed by the overarching company goals and objectives. Whether those goals are to drive cost saving and operational efficiency, or

increase sales and improve customer experience (or all of the above), this should be the lens through which all functionality is prioritised. How does it support our business objectives? How does it help us better serve our customers?

3. BREAK DOWN THE ORGANIZATIONAL SILOS

In a traditional B2B business that is just embarking on its digital journey, business practices that have built up over many years will often need reshaping and business functions across the organization must collaborate in ways that they might never have had to before. This can inevitably raise concerns across the business and generate resistance to the smooth transition towards a digitally-focussed business. Build collaborative, cross-functional teams and ensure

**"ENSURING C-LEVEL BUY IN AND
SUPPORT IS FUNDAMENTAL."**

that you are taking the wider team on the digital transformation journey.

4. SIMPLIFY FOR EFFICIENCY

Think about where you can simplify your business model to streamline the eCommerce rollout. In a traditional B2B business that has not yet embraced digital, many older business practices need to be reviewed in the move to online. Do you need that printed catalogue when you can publish more current product information online? Does every one of your thousands of customers need a bespoke price simply because your sales reps like to do a deal? While it can seem daunting to unwind business practices that are established as company lore, questioning and removing obsolete legacy practices can streamline your business.

5. KNOW YOUR CUSTOMER

Clearly identify your key users and map user journeys based on the needs of these groups (they can be customers or even internal teams). For customers, consider the full user journey from consideration to purchase and into post sale and customer service. What are the steps needed to provide a seamless customer experience? What processes do you need to implement to support that journey? What functionality should you prioritise based on that analysis? For internal users consider the different roles and business functions that interact with the system. Consider how their roles will evolve as the digital channel grows. What can the system do to help them deliver a more seamless and personalized experience to your customers?

6. DON'T REINVENT THE WHEEL, LEVERAGE OFF-THE-SHELF APPLICATIONS

There is little justification these days to build and maintain monolithic customised eCommerce applications. A robust ecosystem like the Magento community delivers thousands of off-the-shelf solutions to support even the most unique requirements. Pick a platform and leverage what is available so you can focus on serving your customers and optimizing your business.

7. DON'T DELAY; START TODAY

Don't aim for perfection with your initial website delivery. Prioritize key features as part of your Minimum Viable Product and get trading. The beauty of the digital channel is that you can test and learn in real time, and feed that insight back into improving your customers' experience.



**"DON'T
DELAY;
START
TODAY"**

HOW TO EMPOWER DEVELOPERS



Presented by Creatuity

Presented by Gorilla Group

INFORMATION UP FRONT

Merchants often have more in-house expertise around their ERP and other systems that need to be integrated than they realize. Any in-house developers who have worked with systems that are being integrated into their commerce platform should be invited to participate in the initial discovery meetings held with the system integrator (SI). Any institutional knowledge about the most helpful point of contact at each third-party system should be shared with the SI too.

Commerce platform implementations are detailed, involved projects. Developers are most efficient when they're able to work without stopping, so by providing as much information up front as possible, a project can remain on-time and on-budget. Experienced developers know what can make a project successful or not. Listening to a developer's feedback and considering alternative options they propose can save substantial time and money.

TEAM INVOLVEMENT

You need to think about more than the customer's behavior when defining requirements for building an effective B2B eCommerce channel. Internal users such as customer service reps, product managers, marketing managers, or IT resources are just as important because they will respond to the customer's requests. How each internal resource will interact with the new channel will be critical, from a revenue and profitability perspective.

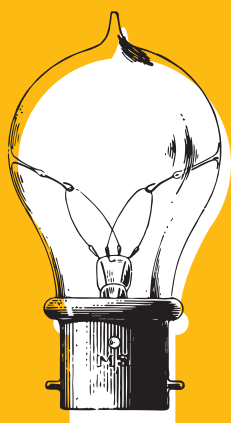
It's not just developers who influence the code of the eCommerce platform. To make information more readily available, development efforts will likely be undertaken by those who understand backoffice systems. If that team is separate, ensure they are kept up to date with the project's progress, and where they could potentially fit into the implementation plan.

"YOU NEED TO THINK ABOUT MORE THAN THE CUSTOMER'S BEHAVIOR WHEN DEFINING REQUIREMENTS FOR BUILDING AN EFFECTIVE B2B ECOMMERCE CHANNEL."

GROW REVENUE



- **6 TIPS FOR WINNING B2B BUYERS** ([TEMANDO](#))
- **5 B2B ECOMMERCE CAMPAIGNS TO ENGAGE ALONG THE PATH TO PURCHASE** ([DOTMAILER](#))



6 TIPS FOR WINNING B2B BUYERS

Presented by Temando

The world of B2B commerce can be overwhelming. Secure support before take-off and save your business from making costly mistakes. One key action item for setting up a successful B2B business is to get shipping and fulfillment right. With great technology at your fingertips, this is now easily attainable. Learn how you can drive profit from shipping and fulfillment best practices with the following tips.

B2C TRENDS IMPACTING B2B

B2C businesses are driving customer experience in ways that B2B businesses traditionally lack. Having the ability to adapt B2C features for the benefit of your B2B business, will give you a competitive advantage.

Temando's 2017 State of Shipping in Commerce report surveyed a total of 1080 retailers and 5161 online shoppers in the United States, Australia, United Kingdom, and France. The data shows us shipping-related pains forced about 60 percent of shoppers to abandon their carts. This presents a big problem for retailers who stated that their key challenges include increasing carrier costs, shipping and fulfillment automation, and platform compatibility—issues primarily related to B2B stores. To help manage these challenges, here are three B2C shipping and fulfillment trends that the B2B world should be mindful to incorporate into their overall strategies.

TEMANDO

1. B2C EXPERIENCES SHAPE B2B EXPECTATIONS

Market disrupting models such as Amazon Prime have re-shaped the expectations of many shoppers. Consumers now expect greater range, lower costs, and seamless shipping services. Similarly, corporate buyers are expecting more; Forrester found that B2B manufacturers and wholesalers are doing themselves a disservice by relying, “on existing homegrown systems that support outdated processes, limited sales channels and are not delivering the experience B2B buyers expect.” No longer are you expected to only compete on price and availability, but you’re also expected to provide “an experience comparable to shopping on Alibaba or Amazon.” Pay attention to customer experience trends, and you’ll remain competitive.

2. SHIPPING IS TIED TO CUSTOMER EXPERIENCE

In Temando’s report, we found that almost all retailers surveyed acknowledged the value of shipping to enhance customer experience. Close to 40 percent of retailers stated they saw a customer experience uplift when they introduced better shipping options. Yet, under a third planned to invest in improving customer experience in the next 12 months. This slow-footed approach prevents retailers from providing the shipping experiences that shoppers seek. As a result, over a fifth of shoppers abandoned their cart citing slow shipping and long processes. On the other hand, about 70 percent of shoppers will buy again from the retailer if they had a positive

shipping experience. Make your buyers happy with seamless shipping experiences.

3. SHOPPERS, LIKE BUYERS, SEEK CONVENIENCE

Close to 60 percent of shoppers in Temando’s report stated they’d buy from a competitor if a desired shipping option is unavailable. Limiting your shipping choices is risky business. Moreover, a majority of shoppers cite convenience and choice as key motivators to shop online. In fact, these identifiers rose a few percentage points year over year. Looking at this trend, what’s to stop corporate buyers from considering better alternatives if dissatisfied with their current experience? Make the experience convenient, and keep your buyers.

TIPS TO WINNING B2B BUYERS

Planning ahead is important for busy corporate buyers. To stay on schedule, they have to ensure shipments from multiple merchants are delivered safely and on time. As a B2B merchant, assisting buyers by removing workflow friction displays true value. According to Demand Gen Report’s 2016 B2B Buyer’s Survey Report, peer recommendations are on the rise among B2B buyers. Transforming your happy buyers into powerful advocates helps create new revenue streams for your business.

4. MAINTAIN AN AGILE APPROACH TO SHIPMENTS

At times you’ll need to fulfill urgent orders.

How do you prepare your business to handle this increased pressure? Rather than risk disappointing your buyers, locate your stock across channels. By viewing stock across multiple warehouses, you can find the goods needed to deliver in the shortest time and distance possible. The right shipping technology will make it easy for you to specify if the shipment should be prioritized or if it requires special freight services, such as heavy haulage, minimizing any further delays and excess fees that the shipment may encounter along the way.

5. BE TRANSPARENT WITH TRACKING SHIPMENTS

Managing volume shipments can pose a problem for busy buyers who constantly juggle deliveries from many customers throughout the day. Providing them with information of when to expect shipments with tracking updates, alongside advance shipment notice (ASN) messaging, shows that you're thinking of them. More than half (53 percent) of B2B buyers state that "excellent customer service and post-purchase support" are the main drivers of supplier loyalty. Businesses who have the ability to curate the last-mile shipping journey with options such as time-slot booking and tracking alerts will be viewed favorably.

6. TAP INTO THE STRENGTHS OF MULTIPLE CARRIERS

Different carriers excel in different types of delivery services and locations. Having the ability to tap into these strengths will improve your bottom line and streamline operations. Use a platform

compatible multi-carrier software to automate your carrier selection based on pre-set rules and accelerate the pace of order fulfillment, shorten lead time, and drive down carrier-related costs. As a result, you can allocate new resources on other important aspects of their business such as R&D and marketing.

A 2016 McKinsey & Company study found B2B customer experience index ratings trail behind B2C at an average of under 50 percent. That the gap will be even more apparent as consumer digitization occurs. What's encouraging is that B2B companies are realizing the benefits of adopting a customer-first approach, with early adopters reporting, "higher client-satisfaction scores, reductions of 10 to 20 percent in cost to serve, revenue growth of 10 to 15 percent, and an increase in employee satisfaction." As the line between B2C and B2B continues to blur, it's clear that only the most innovative will thrive. Consider customer experience when determining your competitive strategy and you'll grow your B2B business faster, further.

Ready to take the next step in your customer experience transformation? Do it with the soon-to-be-released Magento Shipping. Find out more about Magento Shipping.

5 B2B ECOMMERCE CAMPAIGNS TO ENGAGE ALONG THE PATH TO PURCHASE

Presented by dotmailer



With sales teams swapping the phone line for online, there's rich opportunity for marketers in the B2B eCommerce industry to drive revenue from exceptional digital experiences. This means adopting a tech stack that seamlessly integrates communications with commerce, and taking a personalized approach to the way you engage with customers. This B2C-inspired approach to B2B marketing needs to both comply with the professional context of the industry, and can sustain its lengthy buying cycle.

making email marketing the digital key for B2B eCommerce businesses: McKinsey Global Institute reports employees spending 28 percent of their time (approximately 13 hours a week) interacting with their business inbox.

Research from the Direct Marketing Association notes that a well-timed campaign will outperform every other marketing channel when it comes to ROI, pulling in £30 returns for every £1 you spend. Email marketing automation allows you to send multiple, timely and event-driven emails to every customer in your database without lifting a finger. Guide customers—both prospects and returning business—towards the sales funnel while continually developing, testing, and refining your marketing strategy.

LET'S LOOK AT FIVE B2B ECOMMERCE CAMPAIGNS YOU CAN USE TO DIRECT CUSTOMERS ALONG THE PATH TO PURCHASE:

B2B eCommerce customers operate in a corporate environment, making it crucial for marketers to choose a contextually appropriate channel; a targeted Facebook advert, for example, is unlikely to be seen by an employee during office hours, giving it much less clout. Email, on the other hand, is a workplace essential,

1. THE WELCOME CAMPAIGN

Welcome campaigns typically receive the highest engagement rates out of any email you send, and including them in your strategy works wonders for engagement; research shows that people that read at least one welcome message read more than 40 percent of their messages from the sending brand during the following 180 days.

Every business is different and what works for others might not provide the perfect fit for you. Think about how you can optimize the style, structure, and contents of your welcome campaign to drive the best ROI. For example, you may want to set up a three-stage welcome program to guide your customers along the path to purchase; the program might begin with a simple 'Thank you', followed by a benefit-driven email to build trust, and ending with an attractive, time-limited offer like free delivery.

2. ABANDONED CART CAMPAIGNS

Abandoned carts are a product of our time: B2B consumers are keen to have access to the widest variety of goods and services, and they're also willing to put in the effort to secure the best deal. But with that variety and dedication comes indecision and a longer selection process. The result? More customers ditching your goods at the final hurdle.

Research by SaleCycle shows that cart rescue automations provide a 40 percent open rate, with conversion sitting at an average of 28 percent. With support from email marketing automation,

you can activate your timely abandoned cart rescue at mass scale. Build tailored campaign programs to engage your segments at the right time, with the best content, to get your desired response.

3. REPLENISHMENT CAMPAIGNS

An automated replenishment email reminds your customers to re-order consumable products when they run out. A robust replenishment campaign is one of the mainstays of your post-purchase strategy and a great way to boost brand love and loyalty. Plus, targeted replenishment emails can achieve an open rate of 53.6 percent!

Use data like order insight and web behavioral tracking to promote relevant products to customers and provide personalized replenishment benefits. Make sure every email is optimized for timing. Data elements like average depletion and reorder periods can help you present every customer with a thoughtful replenishment email for the right product at the right time



4. CONTENT-LED CAMPAIGNS

Both prospective and returning customers actively use content to inform the decision-making process. According to a recent report from Demand Gen, 47 percent of B2B buyers in 2016 viewed three to five pieces of relevant content before engaging with a sales representative. Think about the kind of information that might impress a customer and guide them to choose your brand. Here are three examples of content-led campaigns to get you started:

User-generated content (UGC) campaigns:

If you've wowed a customer with your product or service, use their feedback as a testimonial to influence your entire contact list.

How to/advice campaigns:

Think about what a customer might want to know about your product or service and design an advice campaign based around your answers.

Multichannel engagement campaigns:

Give your contacts the chance to get socially acquainted with your business, and watch your brand ambassadors multiply through social sharing.

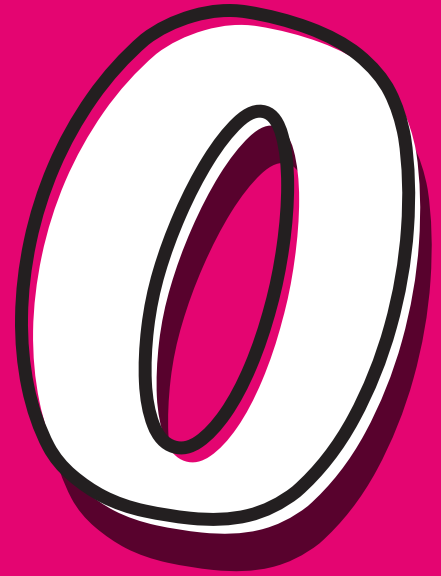
5. RE-ENGAGEMENT CAMPAIGN

Implementing a re-engagement program is the best way to nurture lapsing or inactive contacts. These campaigns come in all shapes and sizes. You may wish to target contacts who haven't purchased or repurchased an item, or even those who haven't opened your emails in the past six months.

This segment of recipients aren't as enamored with your marketing communications as the rest of your list, so it's crucial that your design's sensitive to this. While you may know 100 reasons why a customer should want to be a part of your email marketing communications, try to keep the message as clear and concise as possible with a definitive action for reader to take. Automate a series of re-engagement emails to gather data on what your inactive customers respond best to. You could begin with a light-hearted, conversational email, follow up with an offer, and, if all else fails, mix it up with something value-driven like a piece of personalized content.

When it comes to B2B eCommerce, email marketing automation helps you to nurture every customer at every stage along the buying cycle, from sign-up to post-purchase. By implementing these five automated campaigns, you'll prepare faster, stronger, better B2B eCommerce marketing campaigns.

CREATE OPPORTUNITIES



- **HOW TO OVERCOME B2B DIGITAL TRANSFORMATION CHALLENGES FROM STRATEGY TO SUPPLY CHAIN**
(I95DEV)

HOW TO OVERCOME B2B DIGITAL TRANSFORMATION CHALLENGES FROM STRATEGY TO SUPPLY CHAIN

Presented by Redbox Digital

Despite a strong business case for eCommerce adoption, B2B businesses often find themselves struggling with it. Addressing the right factors can help businesses overcome or minimize the constraints in the adoption of B2B eCommerce. The top challenges that businesses face with B2B eCommerce adoption include:

STRATEGIC CHALLENGES

BUY IN

Pushback can come from all levels of an organization. Top management and shareholders might not want to spend the money, middle management might not want the extra work, employees might fear the loss of their jobs, and a lot of folks simply won't want to change how they do things. Because these concerns aren't completely unfounded, you'll need to show them exactly how eCommerce—and change—can streamline your business and help it grow.

THE BIGGER PICTURE

Often, businesses view B2B eCommerce adoption as an IT enabled cost cutting step and nothing can be farther from truth. B2B eCommerce

adoption is a strategic decision that has an organization wide impact—and benefit. Map your B2B eCommerce project to your organizational goals so B2B eCommerce is prioritized and budgeted for.

OPERATIONAL CHALLENGES

CHANGE MANAGEMENT PROCESSES

Adopting B2B eCommerce is a big step for an organization. It affects how the business is run, it requires people to learn new technologies and tools (i.e. a web platform), follow new processes, and more. Changes like these are unsettling and rarely welcomed. The most commonly cited culprits for the resistance include lack of effective communication, failure to take employee feedback, poor training, and lack of transition process. Having an effective change

management process, which can very easily address these concerns, is critical for successful adoption of B2B eCommerce.

ORGANIZATIONAL IT MATURITY

Organizational IT maturity assesses how prepared your IT team, processes, and equipment are for new technologies and tools. Partner as soon as possible with your IT team to make sure you can address the issues (user and system) arising from the new systems and processes a B2B eCommerce project will bring.

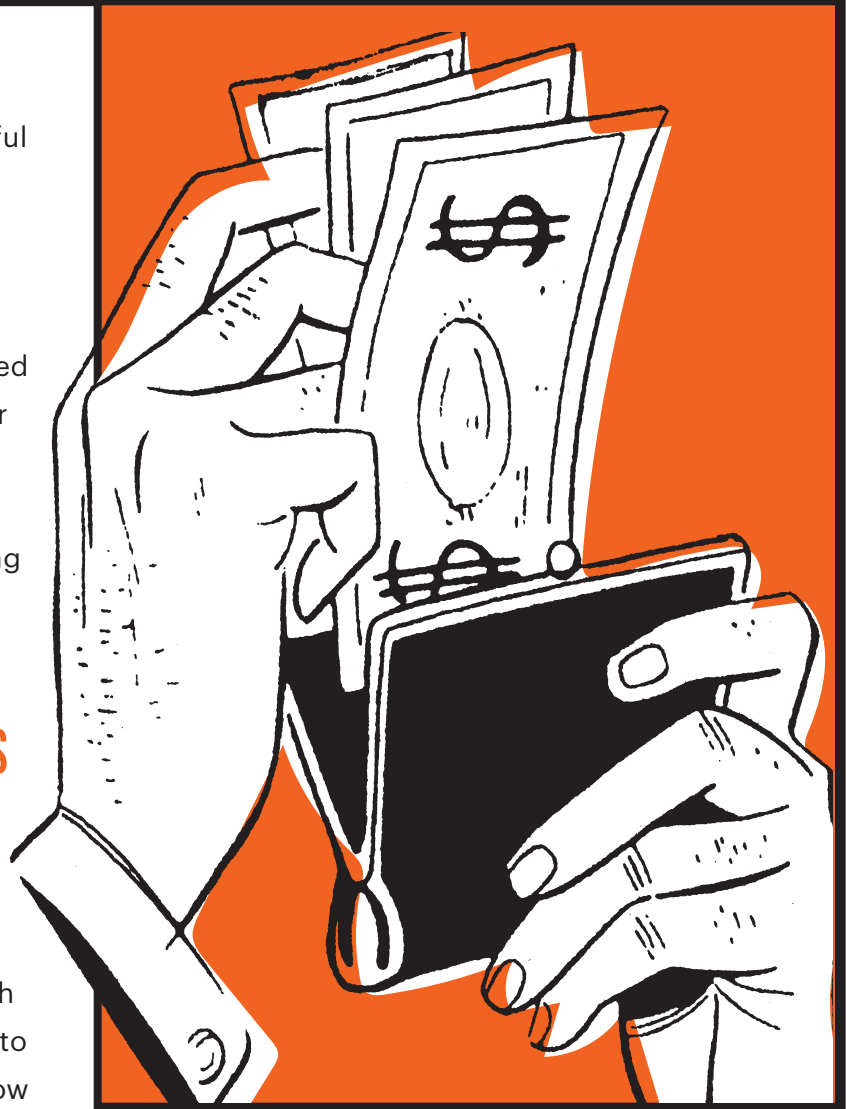
HUMAN RESOURCE CHALLENGES

ENGAGING STAKEHOLDERS

To get engagement, start by doing the work to understand the needs and expectations of each stakeholder. Your eCommerce project is meant to solve existing problems and enable growth. Show stakeholders how eCommerce will do this for them and make them part of achieving success. Also, communicate clearly and transparently. Withholding or obscuring information and presenting biased information diminishes the trust between the stakeholders, and disconnects them from ownership of and responsibility for project success.

POLITICS & CULTURE

The culture and the intra-organizational politics play a big role in initiatives like B2B eCommerce adoption. The different agendas of the stakeholders involved and departmental differences between IT and sales, managers,



and employees complicate adoption. Make addressing and navigating these complications part of your project plan from the outset.

KNOWLEDGE RETENTION

Multiple stakeholders and departments are involved in B2B eCommerce adoption. With planning and execution split between multiple stakeholders and employee turnover being common across organizations, be sure to thoroughly document along the way so you don't lose institutional knowledge and project momentum.

SUPPLY CHAIN CHALLENGES

SUPPLY CHAIN MANAGEMENT

B2B eCommerce adoption is a significant change for your internal stakeholders and for your external stakeholders like suppliers, vendors, and customers. They may worry about lack of training, fear of job losses, and loss of interpersonal relationship with suppliers. So better planning, communication, and training for external stakeholders is also critical for the successful adoption of B2B eCommerce.

CHANNEL CONFLICT

B2B eCommerce has traditionally survived on system of channels (e.g. sales representatives and distributors) and channel relationships. Channel managers are often naturally wary of eCommerce systems because of the belief that eCommerce will complicate or eliminate their roles. You'll need to demonstrate the opposite.

INTEROPERABILITY AND INTEGRATION

B2B businesses usually have multiple systems already in place and lack of interoperability is a common reason for delayed adoption. All these systems are part of the ecosystem and it is critical for them to work with each other. During your planning phase, consider this very seriously as lack of integration can lead to a number of other problems, negating the benefits of B2B eCommerce adoption.

ABOUT MAGENTO COMMERCE

Magento Commerce is the leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries, with more than \$124 billion in gross merchandise volume transacted on the platform annually. In addition to its flagship digital commerce platform, Magento Commerce boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento Commerce is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento Commerce is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest ecommerce marketplace for extensions available for download on the Magento Marketplace. More information can be found at www.magento.com.


1-877-574-5093 (North America)

 /magento

+353 1800 200567 (Europe & Middle East)

 /magento

+52 800 1239537 (Latin America & Asia)

 company/magento

