

# Digitalization and Servicization: Disrupting BTOB Marketing

The business-to-business (B2B) marketing landscape is undergoing a profound transformation driven by two powerful forces: digitalization and servicization. These trends are blurring the lines between traditional manufacturing and service-based companies, creating new challenges and opportunities for marketers.

This article provides a comprehensive overview of digitalization and servicization in B2B marketing, exploring their impact on every aspect of the marketing mix. We will discuss the key trends, challenges, and opportunities that marketers must navigate in this rapidly evolving environment.

Digitalization refers to the integration of digital technologies into all aspects of business operations. In the context of B2B marketing, this includes the use of digital channels, platforms, and tools to connect with customers, create content, and deliver value.



## BtoB and Digital: Digitalization and Servicization

**Disrupt BtoB Marketing** by Jean Paul Crenn

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Examples of digitalization in B2B marketing include:

- Using social media to engage with customers and build relationships
- Creating interactive online content that provides value to customers
- Automating marketing processes using software and technology
- Using data analytics to track customer behavior and improve marketing campaigns

Servicization refers to the shift from selling products to providing services. In the B2B context, this means that companies are increasingly offering value-added services that complement their products or solutions.

Examples of servicization in B2B marketing include:

- Offering maintenance and repair services for products
- Providing training and consulting services to customers
- Developing software platforms that integrate with customer's systems
- Creating custom solutions tailored to specific customer needs

Digitalization and servicization are having a profound impact on every aspect of B2B marketing, from customer engagement to product

development. Here are some of the key changes that marketers must be aware of:

## **1. The shift to digital channels**

Digitalization has led to a significant shift in the way that B2B customers interact with businesses. Today, customers expect to be able to research products, connect with suppliers, and make Free Downloads online. This has led to a decline in the importance of traditional channels such as trade shows and print advertising.

## **2. The increasing importance of content marketing**

With customers spending more time online, B2B marketers need to create engaging and informative content that attracts and educates their target audience. Content marketing is now a key driver of lead generation and customer engagement.

## **3. The rise of data-driven marketing**

Digitalization has made it possible to collect and analyze large amounts of data about customer behavior. This data can be used to improve marketing campaigns, personalize customer experiences, and make better decisions.

## **4. The need for a more customer-centric approach**

Digitalization and servicization have put the customer firmly at the center of the marketing universe. Customers now have more choices and more power than ever before. This has led to a greater emphasis on customer experience and a more personalized approach to marketing.

The digitalization and servicization of B2B marketing present both challenges and opportunities for marketers. Here are some of the key challenges that marketers must overcome:

### **1. Keeping up with the pace of change**

The digital landscape is constantly changing, and marketers need to be able to adapt quickly to new technologies and trends. This requires ongoing professional development and a willingness to experiment.

### **2. Integrating digital and traditional channels**

While digitalization is important, it is still essential to integrate digital channels with traditional channels such as trade shows and print advertising. The key is to create a seamless customer experience across all channels.

### **3. Measuring the ROI of digital marketing**

Measuring the return on investment (ROI) of digital marketing campaigns can be challenging. However, it is essential to be able to track the results of your campaigns and make adjustments accordingly.

Despite these challenges, digitalization and servicization also present a number of opportunities for B2B marketers:

#### **1. Reaching a wider audience**

Digital channels allow B2B marketers to reach a wider audience than ever before. This can help to increase brand awareness and generate leads.

## 2. Creating more engaging content

Digital technologies make it possible to create more engaging and interactive content that captures the attention of customers.

## 3. Personalizing the customer experience

By collecting and analyzing data, B2B marketers can personalize the customer experience and create more relevant marketing campaigns.

## 4. Improving sales efficiency

Digital tools and technologies can help to improve sales efficiency and productivity.

Digitalization and servicization are transforming the B2B marketing landscape. These trends are creating new challenges and opportunities for marketers, and it is essential to understand their impact and adapt accordingly. By embracing digital technologies and adopting a more customer-centric approach, B2B marketers can stay ahead of the curve and succeed in this evolving environment.



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