


Creative B2B Branding (no, really)

Scot McKee

8 Crystal balls (predicting the future, digital brands and the end of the world as we know it)

Digital Luddites	2
Social integration	5
Adapt and adopt, or die	9
Brand engagement	12
The Social Trinity Model	15
Brand amplification	27
To blog or not to blog?	29
Crowdsourcing returns	34
Mobile convergence – it’s the new black	36

 Published by Goodfellow Publishers Limited, Woodeaton, Oxford, OX3 9TJ
<http://www.goodfellowpublishers.com>

Copyright © Scot McKee 2010

All rights reserved by Goodfellow Publishers Limited. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher.



Design and setting by P.K. McBride

8 Crystal balls (predicting the future, digital brands and the end of the world as we know it)

- ▶ Transferring brand value online
- ▶ The B2B Social Trinity Model
- ▶ Digital tools, for at least the next week or two
- ▶ The Rise and Rise of Social Media

Digital Luddites

Many people in the B2B marketing sector would have preferred life without digital evolution. I was certainly one of those. I rather hoped I'd be able to skip the whole digital thing. I thought, not unreasonably in my opinion, that creating or reinventing the service delivery for my business at least three times in the last couple of decades was enough. There was the original proposition, then a change of focus to become a specialist in B2B brand consultancy and then there was the 'Armageddon Strategy' when the dot com bubble burst and the Twin Towers came down and almost every client in the technology sector flipped the power switch off. The ability to rebuild, rejuvenate and redirect brands (including my own) remained a compelling proposition, however, and I surmised that even in times of stress and disruption, the need to clearly articulate the brand would overcome the transient fashions of time and place. Having reached

that watershed moment, I would happily be able to decline impolitely into my dotage as the wizened, cantankerous old man of B2B. Then there was digital.

It's not as if we didn't see it coming. Many of us have witnessed the progression of the online world from the cumbersome [first steps](#). Email addresses [looked like IP addresses](#) instead of names and every painstaking modem dialup had to be performed manually. Today we have the emergence of the [semantic web](#) where very little manual work will be required and instead, the Web will be [served up to you](#). So we've had plenty of time to come to terms with digital – I just rather hoped to let this one pass me by as 'unnecessary'. My father went as far as learning how to use a video recorder before playing the 'unnecessary' card at DVD technology. My mother skipped the need for a personal computer altogether. She has a mobile phone (but doesn't know the number) and still talks about the dot in email addresses as, 'a full stop'. We reach our own technological threshold and then simply stop. I think that might have worked for me... if it weren't for those meddling kids.

The unprecedented rise of social media in recent years brought me (and millions of others) back from the brink of personal digital obsolescence. The seemingly insatiable appetite for consumers to engage in conversation and transact online in preference to traditional media and channels has been hard if not impossible to ignore. The B2B market has done its very best, historically, to avoid any new technological developments and new digital service offerings have provided the perfect opportunity to bury corporate heads in corporate sand yet again. The IT sector, for example, is the first to create almost incomprehensibly complex software solutions and can build entire languages and ecosystems around their development, installation and maintenance, but ask them to define a simple social media policy that basically enables staff to talk to customers and they turn pale. Although businesses have been slow to respond to the changing digital landscape, that landscape has created the single greatest opportunity to differentiate and communicate the brands that they represent. The Web is the most dynamic and creative asset available to brands – if only they could see it. It offers the ability to deliver words, pictures, colour, movement, sound, interactivity, measurement, personalization, targeting...

Chapter extract

**To buy the full file, and for copyright
information, click here**

[http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&st](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=233)

[oryID=233](http://www.goodfellowpublishers.com/academic-publishing.php?promoCode=&partnerID=&content=story&storyID=233)



All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recorded or otherwise, without the written permission of Goodfellow Publishers Ltd

All requests should be sent in the first instance to

rights@goodfellowpublishers.com

www.goodfellowpublishers.com