

**MOI**

# Evolved marketing for better B2B customer experiences



**Alex Sandoval, Global Strategy Director at MOI Global, shares his views on how brands can use data to give customers better services and more interactive content experiences.**



**Businesses are soaking up data at an exponential rate. How do we balance the usefulness of data with the risk of it being misused?**

We're at a point in time where we are spending most of our time online, interacting with brands on digital channels and leaving a trail of data behind. We can't stop this. Clearly, there's potential for data to be used the wrong way. Otherwise, GDPR wouldn't have been introduced. But the reality is the quality of experiences that you can get on most services is only as good as the amount of data that is collected about you. You wouldn't want Netflix recommending you a movie you would never see, would you?

Users are seeing the value in personalised and intuitive services. And that is powered by what brands learn about you. Organisations will be forced to be responsible with their use of data. Users will naturally confide their data in organisations they trust. But the minute that trust is broken, users will bail. On top of that, government regulation is equally enforcing stricter policies on the use of data, leaving organisations no option but to be responsible about their use of data, whether that is enforced by the government... or by their own consumers.

**How can we ensure that data benefits people?**

If done right, data can be used to benefit all areas of our lives. Look at Industry 4.0 as an example – machines that are connected can communicate with each other, predict failure, use energy more efficiently or even tell us when maintenance is due before they break down. That means more sustainable manufacturing; higher efficiencies; less impact on the environment. There are thousands of examples of how data is transforming society for the better – across all industries. However, as with all tech advances, there is potential for misuse. Innovation must go hand in hand with ethical oversight and risk management. The problem we have is we need people who understand data and its impact as influential voices where policies are created. A field that is developing as fast as data technology needs the same number of bright minds thinking about ethics and policies to keep up with the pace of change.





# Content 3.0

## Marketers are no strangers to using customer data, but should they be doing more?

Automation is already becoming second nature for marketers. We can be proud of how advanced we've become at using first and third-party data to learn about our customers and where to target them. Yet that's only the first step. What's the point in collecting data if you're not using to provide more contextually relevant experiences to your customers. Every piece of content you create, its tone, its message needs to be informed by what we know about the user interacting with it.

## How can marketers use data to have better conversations with customers?

Consumers are saturated with information overload – especially B2B buyers. Users complain that buying from a vendor is getting harder. It shouldn't be... in theory. There's access to more information. Products and services keep getting faster and better. As marketers, we need to get better at enabling them. And this shouldn't be a one-way conversation. At MOI, we are focused on building content experiences that are interactive, that ask questions and adapt accordingly. Content that make buyers feel heard and understood - and ultimately experiences that make their life and buying process easier. We call this Content 3.0.

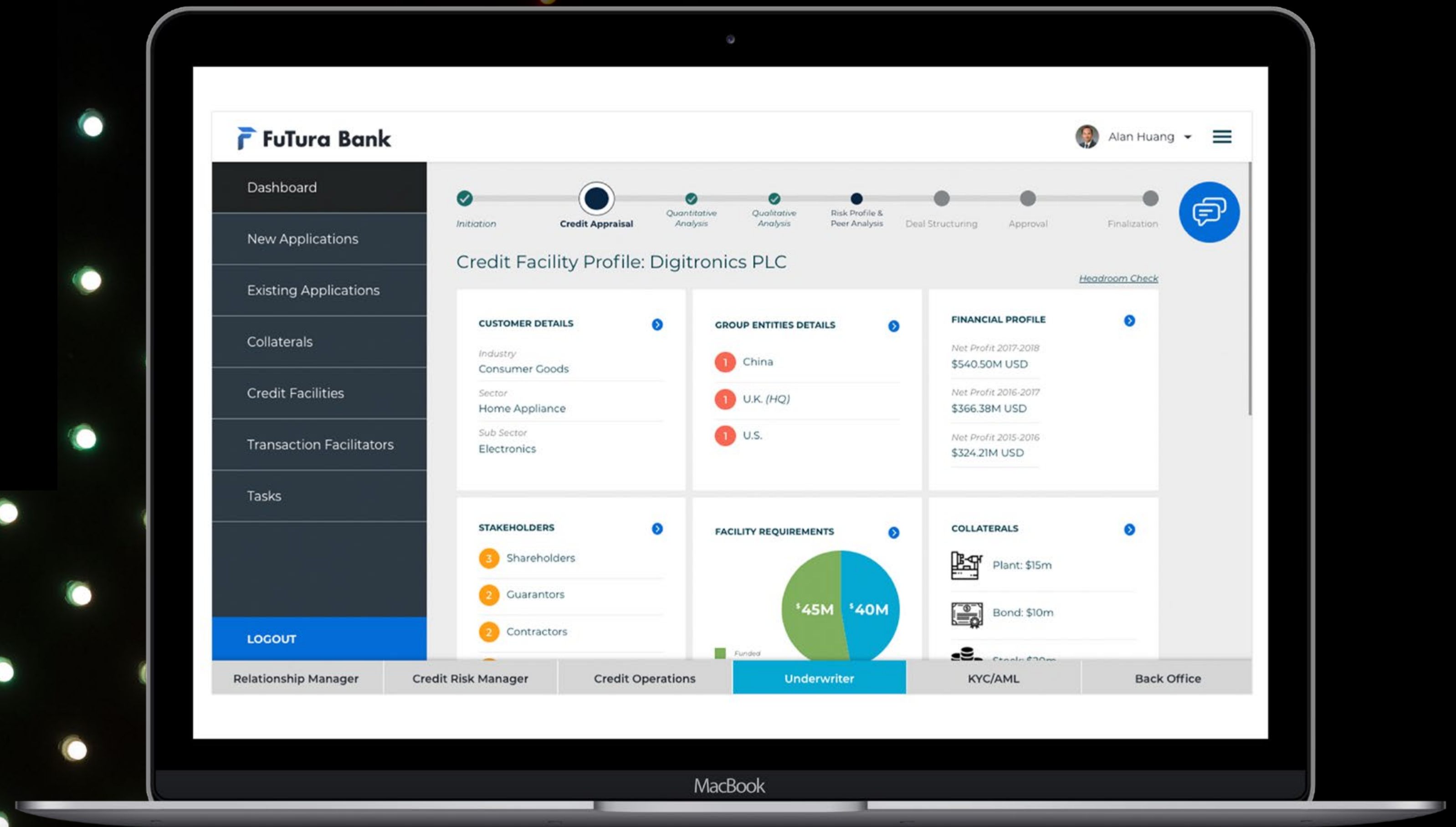


## See Content 3.0 in action – FuTuraBank

We built the FuTuraBank tool as part of Oracle's long-running Digital Bank of the Future campaign. We created a fictional bank of the future, powered by Oracle Financial Services. The interactive tool gave banking executives a tangible example of the kinds of services and experiences that they could provide their customers in the future.

Instead of just reading about the future, they can experience it for themselves in a way that's highly interactive and contextualised.

The FuTuraBank experience provides just a glimpse of what's possible with Content 3.0.





## Does that mean the death of traditional content?

Probably not. At least, not anytime soon. Broadcast TV is still around even after Netflix gave us Bandersnatch. There'll probably always be room for whitepapers. But then again, why can't a whitepaper be interactive and talk back to its readers? If we have access to all this data, why not do everything we can to provide our audience with better, more relevant experiences?

## So how do we take our content to the next level?

Before you can evolve to Content 3.0, you must first get to grips with what stage you're at right now.

Attend one of our Content 3.0 workshops, and MOI will help you get to the bottom of it and look at how to provide your audience with personalised, contextual content experiences. The workshops are designed for senior brand, demand gen, operational and field marketers, through either a face-to-face or virtual session.

If you'd like your team to take part, you can learn more and book a workshop below – the first few organisations that sign up will get the content audit and workshop for free.

**Book a free workshop**

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