

2024 Marketing Pillars: Drive Predictable Revenue in Telecommunications



FASTEST GROWING TELECOM MARKETING TEAMS USE BAMBOOBOX TO GROW FASTER



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Introduction

The imperative for real-time interactions with prospects and customers in business communications has propelled the telecommunications industry into a dynamic digital era. Telecom leaders are leveraging the advancements in cloud services, AI, and 5G networks to meet the growing demand for responsiveness.

While network and communication service providers align their offerings with evolving business needs, there is a pressing question: How can the buying experience keep pace with this modernization? The landscape of enterprise buying groups has expanded significantly, introducing complexity into purchasing processes. Furthermore, telecom buyers now prefer a more digital, self-serve buying model.

To achieve predictable revenue and capitalize on technological shifts, telecom marketers must grasp the nuances of the evolving demand and seize the opportunities presented by these shifts. Similar to other SaaS verticals, B2B buyers in the telecom sector are increasingly expecting a seamless, omnichannel experience. They desire information readily available in the channels of their preference.

McKinsey highlights that B2B companies excelling in omnichannel experiences witness a remarkable 10 percent annual increase in market share. In this context, telecom marketers must consistently tailor their strategies to create a customized experience for buyers.



The challenge of variety in telecom marketing

Telcos strategically target IT heads, encompassing roles like CIOs or CTOs, as their primary buyer personas. However, the influence of operational heads should not be underestimated, given the direct correlation between telecom offerings and critical productivity metrics. While IT heads are primarily concerned with ways to achieve favorable business outcomes, operational heads focus on achieving them.

In navigating a cross-functional buyer group, marketers must address the diverse needs of various departments within the buying committee. A pivotal aspect of this involves streamlining the process by establishing pertinent business use cases, aligning the telecommunications solutions with the specific goals of both IT and operational functions.

The challenges extend further when considering the extensive range of services offered by most telcos, spanning internet services, CPaaS, security operations, global satellite services, data centers, and more. Identifying the right buyer for a particular product line becomes a nuanced task for telecom marketers. Crafting a successful multi-product go-to-market strategy necessitates a deep understanding of the unique demands associated with each product, ensuring tailored communication that resonates with the intended audience.

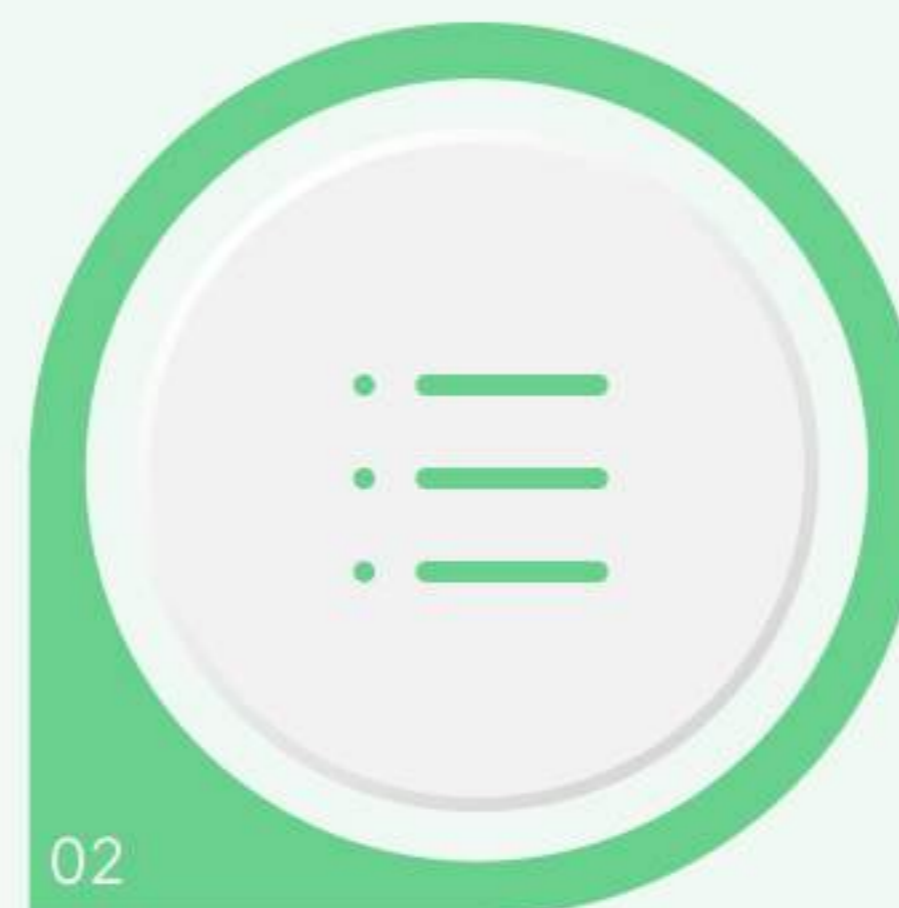
Telecom Marketing Challenges

Addressing a cross-functional buyer-group



01

Building confidence in the buying process by addressing conflicting priorities



02

Broken and untailored experiences restricted to a few siloed channels



04

Complexity of pitching multiple products to the same target audience

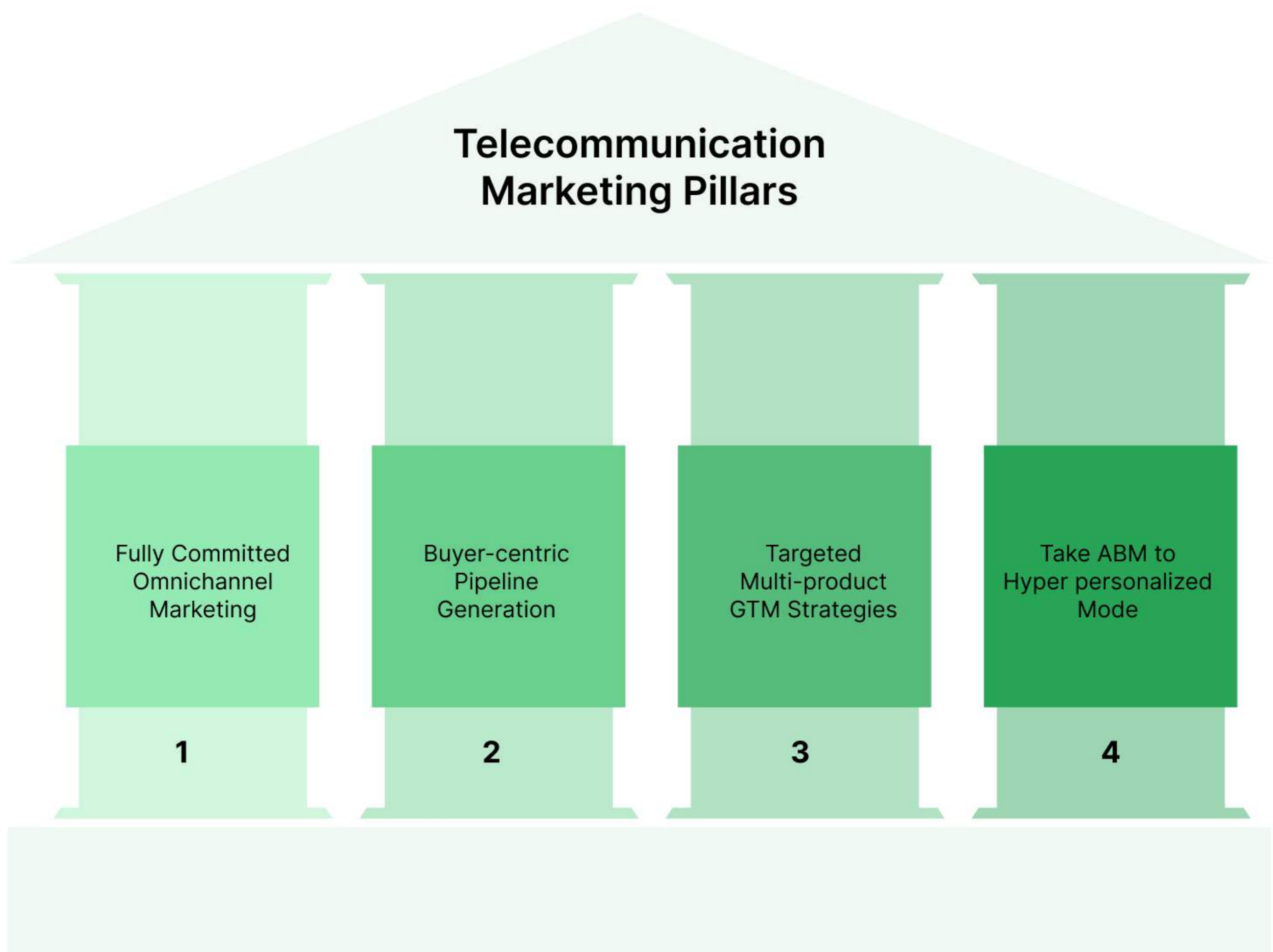


03

2024 revenue success in telecom: four key marketing pillars

Historically, the telecom buying process has been bogged down in complex, cumbersome procedures. Telecom companies have only themselves to blame for this. The ongoing shift towards digital processes has injected a customer-centric approach into telecom selling. However, B2B buyers now seek a B2C-like experience, desiring the autonomy to conduct extensive independent research through digital channels before engaging with sales calls.

Telcos need to fully commit to creating seamless buying experiences, with marketers playing a pivotal role in shaping this modern telecom buying process. The evolution requires marketers to adopt comprehensive playbooks that guide buyers through the sales cycle, instilling confidence in the process. To succeed in the telecom market, marketers must master four key pillars.





Fully committed omnichannel marketing strategies

Crafting a personalized omnichannel experience is no longer a choice—it's a necessity. B2B sellers have overlooked this for too long. Modern buyers are accustomed to top-notch service from digitally native companies they've engaged with throughout their lives. Telcos failing to meet these expectations will face consequences in this new demographic landscape.

Setting up a marketing play that factors in both in-person and online channels requires marketers to have utmost data visualization capabilities. Data-driven marketing has been popular for a long time. While everyone recommends it, there is a real lack in truly implementing it. Most companies do not have access to a unified view of the data. All their signals reside in silos. This takes away the ability of marketing teams to derive clear insights for potent engagement or outreach across channels.

The lack of data unification poses a significant challenge: the inability to precisely identify target market segments and territories for tailored GTM motions. For telecom providers, it's mission-critical to comprehend the specific offerings suitable for different needs of different organizations in various industries and geographies. Without this data, attempts at crafting a genuine omnichannel experience fall short. Buyers can easily discern the difference.



Marketers must compile data from across the spectrum and analyze them holistically to discover actionable insights. A simple example of this could be the combination of intent and engagement data to effectively score and prioritize accounts to target. With the right set of data visualized in a single view, it becomes easier to identify the best marketing and SDR activities, and the right mix of channels to beat the competition.

Marketers need a comprehensive set of past and predictive insights to orchestrate a sophisticated buyer journey. With such intelligence, telecom marketers can craft integrated marketing tactics to achieve success in target geographies and segments.

Buyer-centric pipeline generation programs

Intense competition in telecom services demands marketers embrace buyer-centric strategies. Today's buyers prioritize experience over cost or products, requiring marketers to anticipate their evolving needs for successful GTM motions.

The traditional focus on leads can be a wild-goose chase, and concentrating on entire accounts can extend the sales cycle.

Forrester notes leads are too small, and accounts are too big. The ideal approach? Telecom marketers must strike a balance between lead-focused demand generation and account-based marketing (ABM). Buyer-group scoring enables smarter prioritization, resulting in shorter sales cycles through highly targeted demand generation efforts.



Buyer-group focussed opportunity generation programs also provide avenues for scaled (one-to-few and one-to-many) ABM programs. This can help telcos tap into the vast sea of demand without compromising on personalized marketing. This is what Forrester calls the convergence of ABM and Demand Generation.

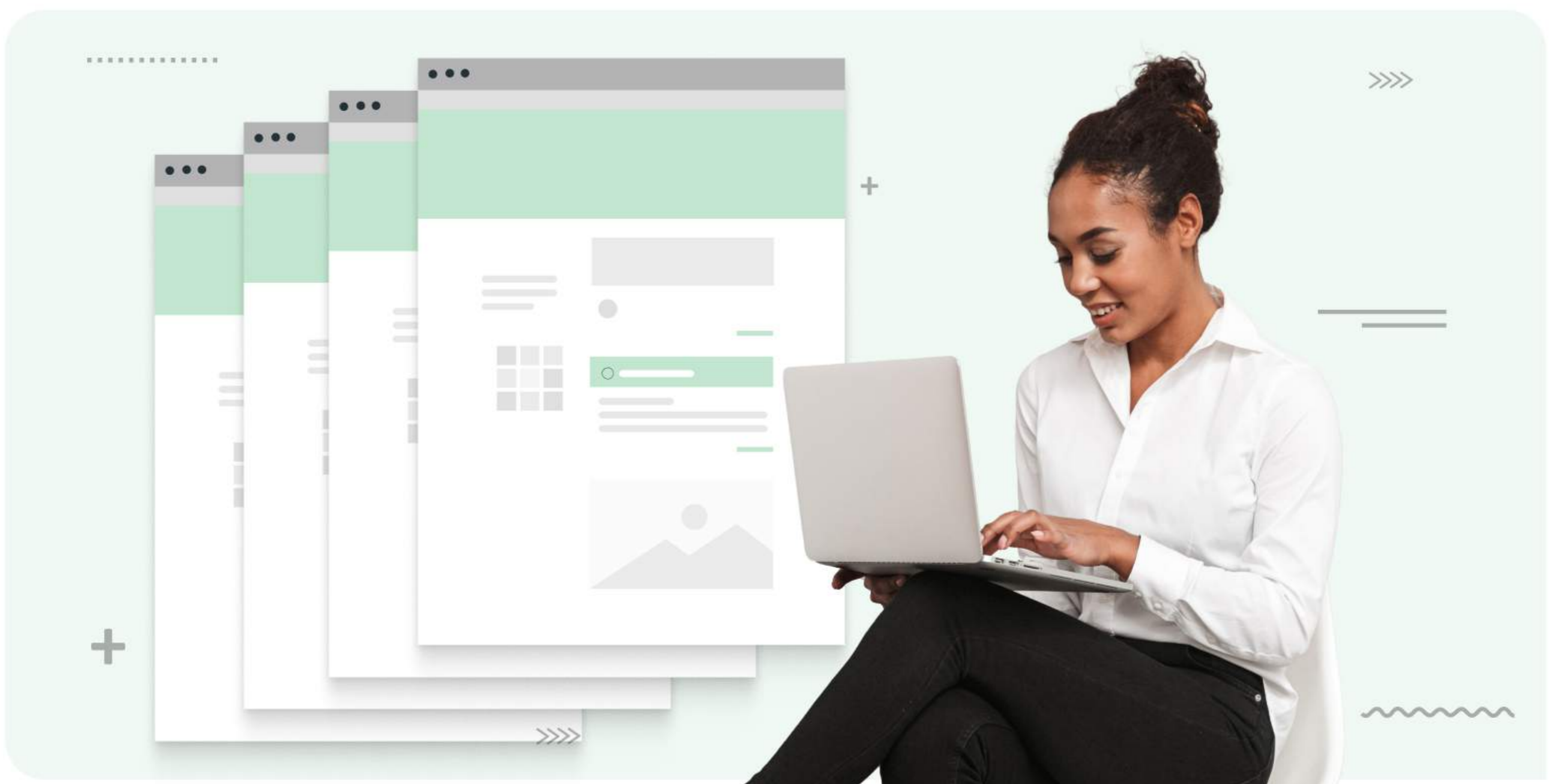
As a marketing concept, convergence allows for well-orchestrated customer nurture and acquisition journeys for TOFU, MOFU and BOFU accounts. Marketers need to plan growth strategies and tactics that focus on high-quality digital channels and omnichannel campaign execution across the funnel.

Targeted multi-product GTM strategies

Most telecom providers offer a range of products, including internet services, communication devices, and cloud-based services. Marketing these across diverse buyer segments, often with overlapping accounts, demands a precise approach. Enter the concept of multiple Ideal Customer Profiles (ICPs)—an essential use case. This means configuring a unique ICP for each product line.

Establishing segregated account scoring models is crucial. These models help identify accounts more likely to purchase specific products by incorporating first-party and third-party data. Telecom marketers can then generate conclusive account scores for effective prioritization.

Furthermore, telecom solution providers have lucrative upsell and cross-sell opportunities. Leveraging the multi-ICP account scoring system allows marketers to pinpoint existing customers expressing interest in additional products or comprehensive offerings. By tapping into intent and engagement data, marketers can identify pivotal moments for activating upsell and cross-sell strategies. With existing relationships and knowledge of these accounts' businesses, these motions can effortlessly become lucrative revenue streams.



In the competitive telecommunications industry, a robust focus on retention programs is crucial. Marketers must enhance product adoption and usage by leveraging product and competitive insights. For instance, monitoring intent data surges for your solution-specific topics among existing customers unveils potential churn insights. This strategic advantage empowers marketers to timely initiate effective retention programs.



Take the account-based experience to hyper-personalization mode

Meaningful relationships are crucial for acquiring and retaining businesses, a principle central to account-based marketing programs. Despite the emphasis on personalization for maintaining B2B telecom relationships, there's room for improvement.

To strike the right chord with prospects, marketing needs access to comprehensive insights from various sources. Intelligence on the target list, spanning geography, employee count, revenue, martech, existing communication infrastructure, and intent signals, is essential. These segments enable marketers to formulate specific messaging and targeting strategies.

Taking it a step further, Sales Development Representatives (SDRs) should enhance personalization by sending one-to-one emails, LinkedIn messages, or making calls. As the initial point of contact, SDRs play a pivotal role in building lasting relationships. Ensuring consistency, they follow up with the same messaging that marketing targets buyers with.



Furthermore, SDRs need to come up with more creative ways to gain the interest of buyers. They need to use engagement and intent insights to understand buyer needs before reaching out to them. Even identifying the channels where these buyers reside is key to elicit a response from them.

Marketers and SDRs need to up their creativity in reaching buyers. Generic personalization with limited details won't cut it anymore. They must delve into social profiles and diverse data sources for engaging content. Grabbing attention requires compelling assets like hyper-personalized emails, intro videos, gifs, etc. To enhance personalization, telcos should invest in advanced tech like AI/ML and smarter automation tools.

Predictable revenue with seamless buying experience

Marketing telecom services is challenging, requiring marketers to highlight product differentiators in both technological and operational dimensions. The extensive product lines in telcos add complexity to segmentation and targeting.

The current turbulent macroeconomic environment compounds challenges in this B2B vertical. Providing a fully committed omnichannel experience demands significant investment and innovation, but the rewards justify the efforts.

As telecom marketers aim for hyper-personalized omnichannel experiences, understanding buyer group insights for each offering is crucial. Tailoring messaging, engagement, and outreach programs based on the unique attributes of key personas is essential.

Achieving such personalization at scale necessitates the right tools and technologies. From consolidating raw business insights to generating actionable insights for full-funnel marketing programs, predictive analytics and AI models emerge as game-changers. Intelligent marketing insights platforms enable smart segmentation, prioritization, and targeting, allowing telecom marketers to identify the best channels, timing, and messaging for automated, fully integrated marketing programs that drive predictable revenue.



Our AI-driven ABM platform empowers B2B marketing and sales teams to achieve predictable revenue.

Using our modern ABM platform, our customers realize value in 1/6th of the time as compared to traditional ABM platforms.

FASTEST-GROWING B2B TEAMS CHOOSE BAMBOOBOX TO GROW FASTER



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