

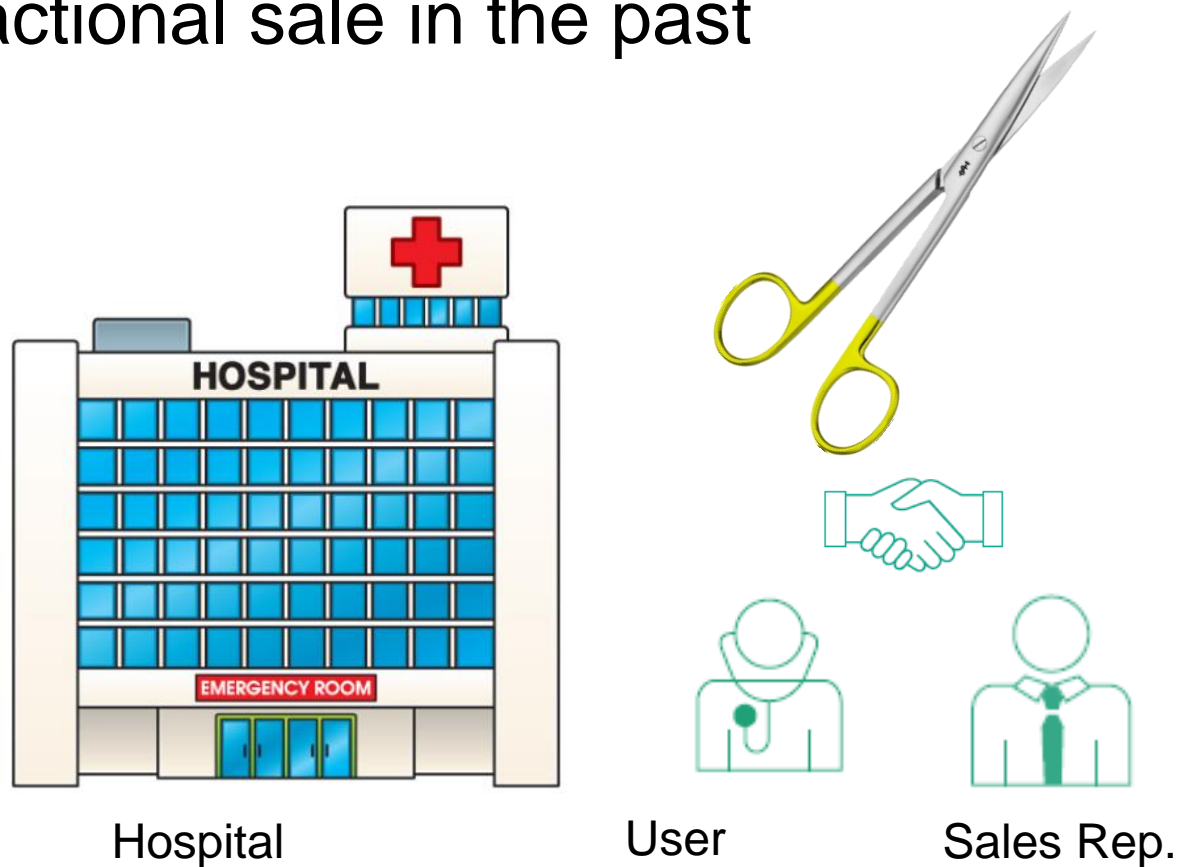


SUCCESSFUL WITH I4V @ CAMPAIGNS

MARKETING WITH INSIGHTS & TARGET GROUP SPECIFIC CONTENT IN
THE SPIRIT OF USER EXPERIENCE & JOURNEY

Timo-Klaus Barthelmes – Head of Digital Communications

Transactional sale in the past



- User = purchasing decision maker
- Customer relationship
- Product, Features & Benefits
- "Product sale"

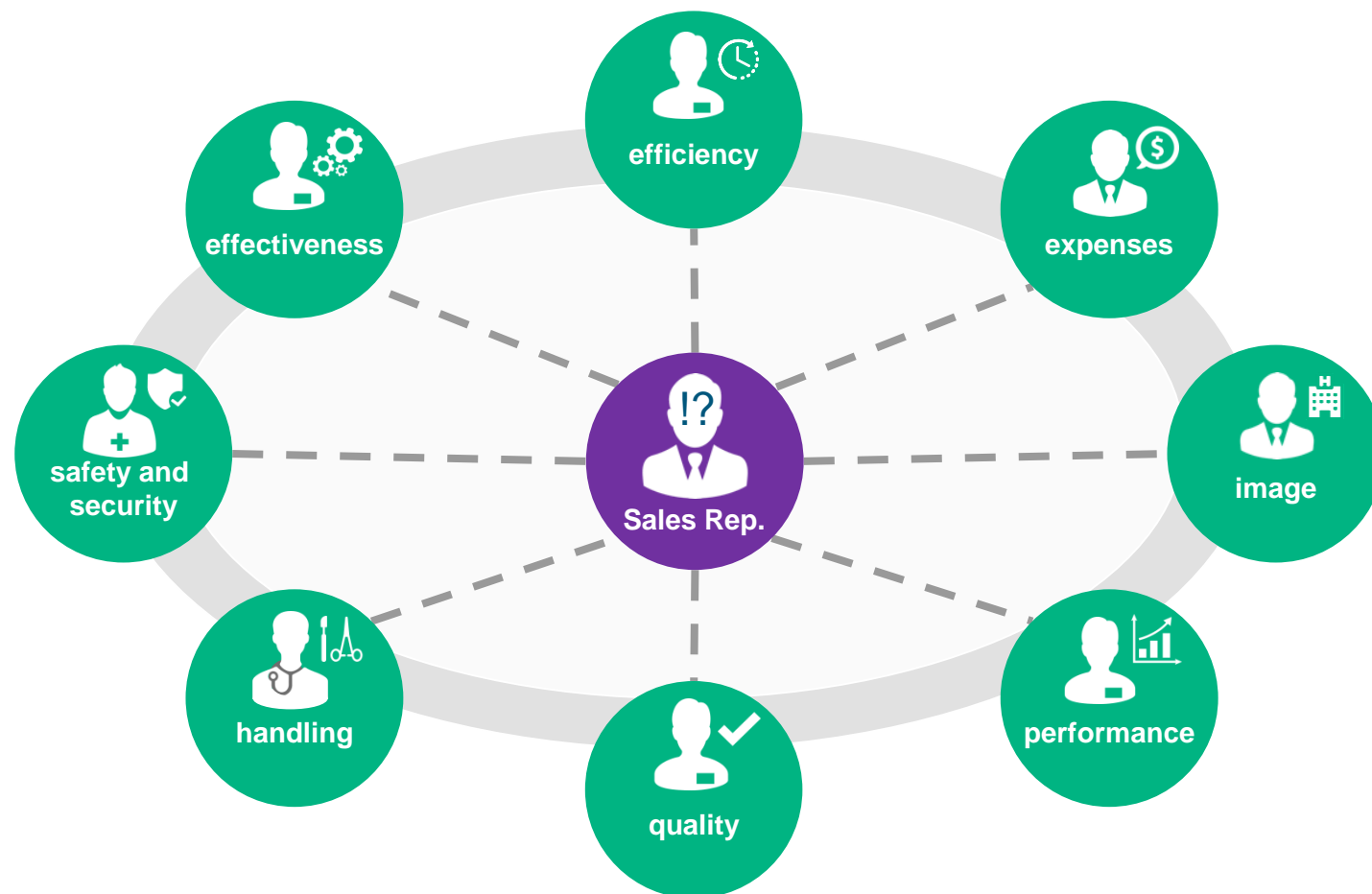
In Change

Customer accessibility for the sales department



Change & Complexity

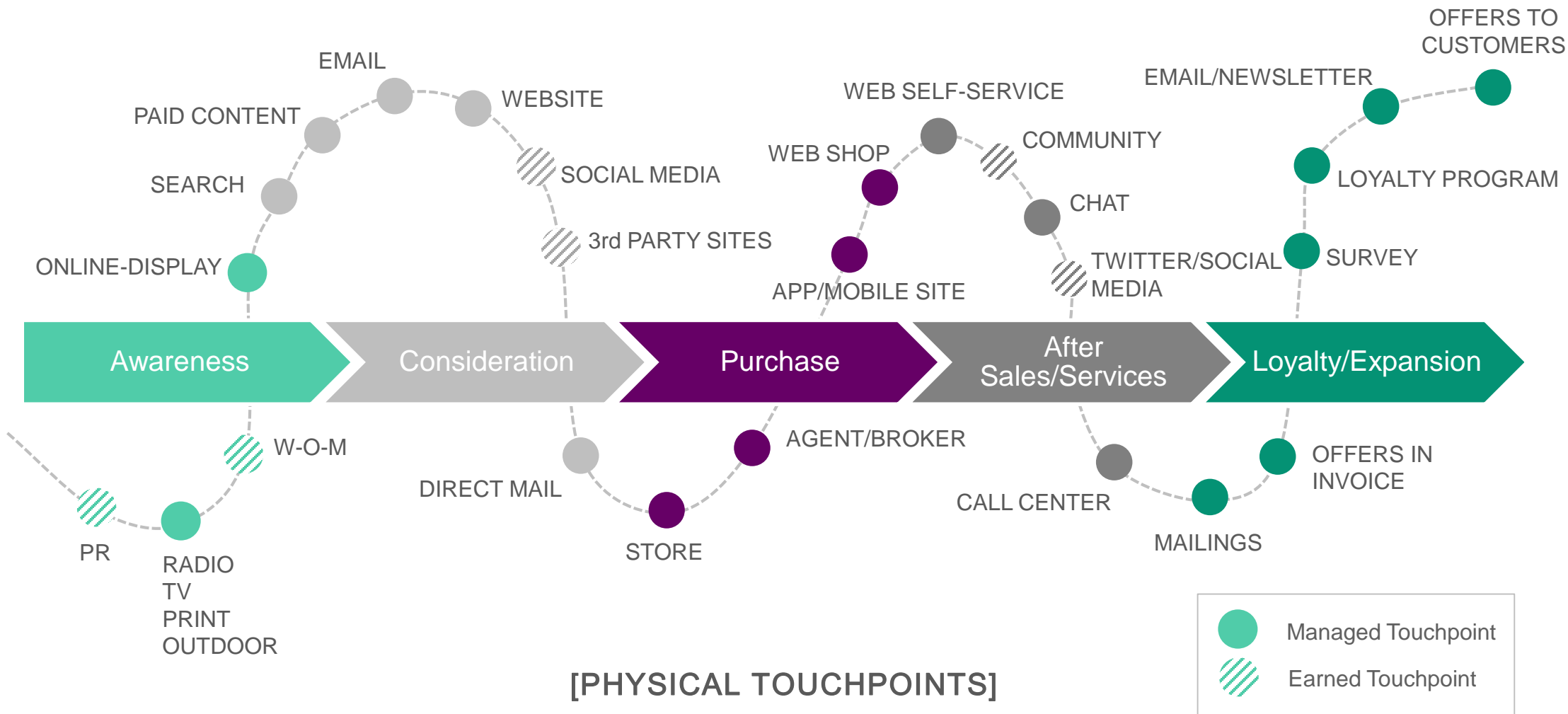
Purchasing committee & conflicts of interest



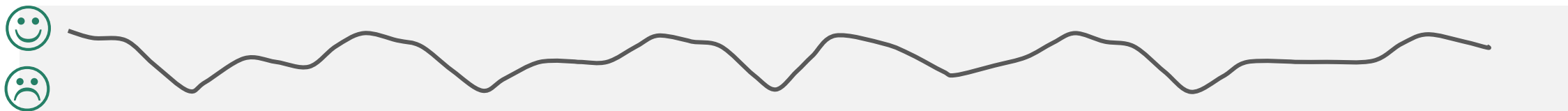
*In today's complex sales environment
it's no longer about **what** you sell
but rather **how** you sell!*

The Customer Journey & Experience CAN BE very diverse

[DIGITAL TOUCHPOINTS]



[PHYSICAL TOUCHPOINTS]



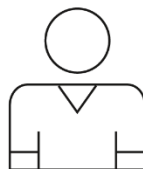
Brand

CLEAR SIGNALS

Customer



Patient



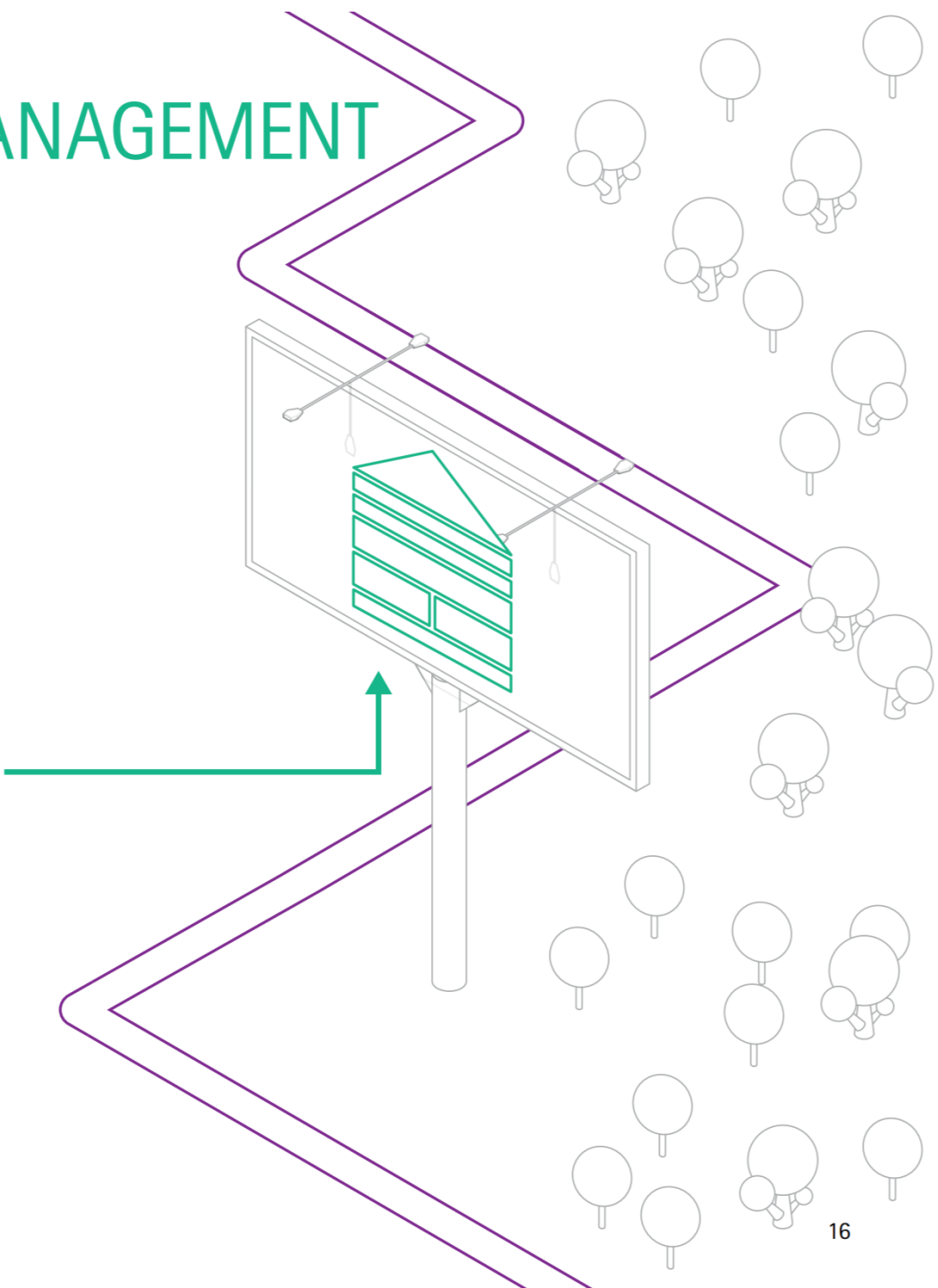
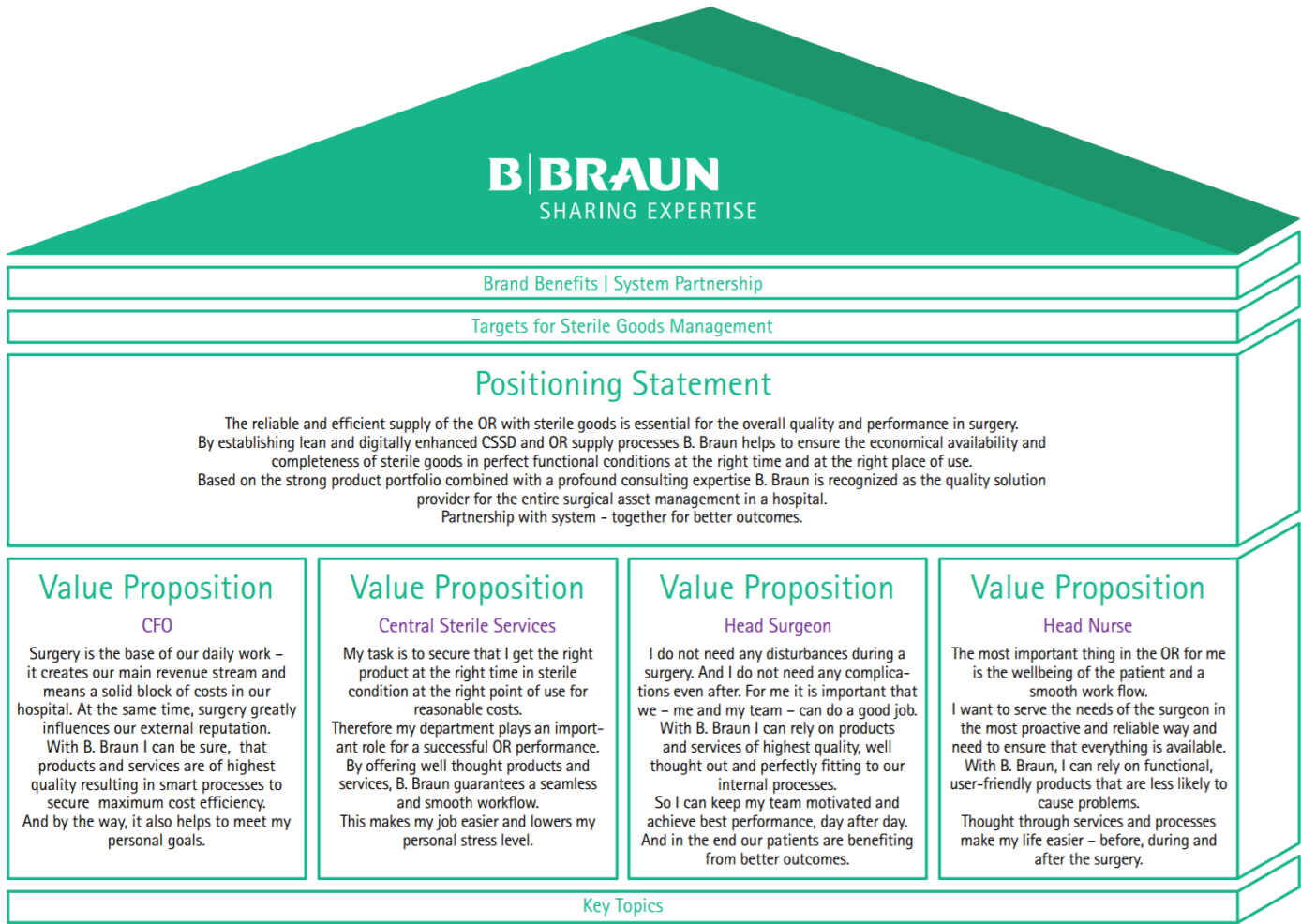
Employee



Partner

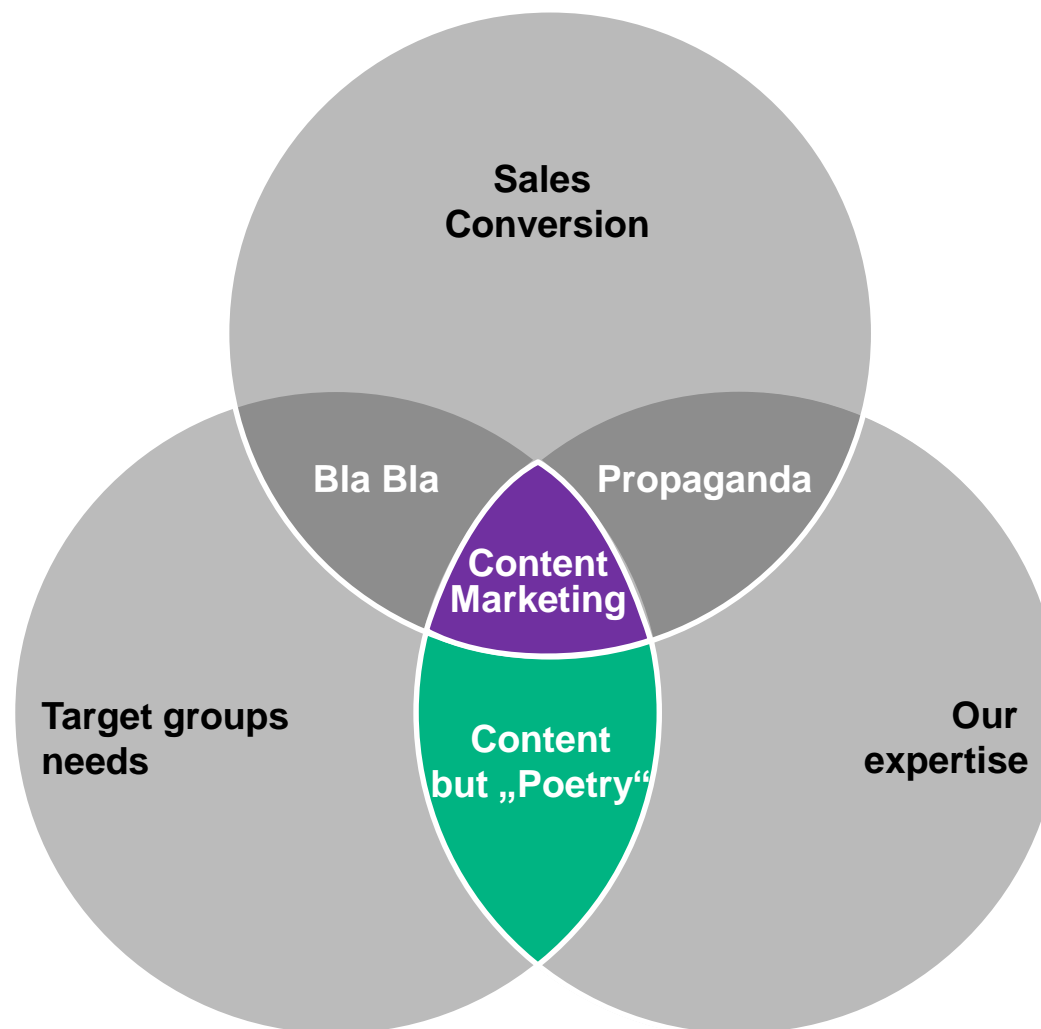


MESSAGING HOUSE STERILE GOODS MANAGEMENT



The basic idea of "content"

But content that is not sold is poetry

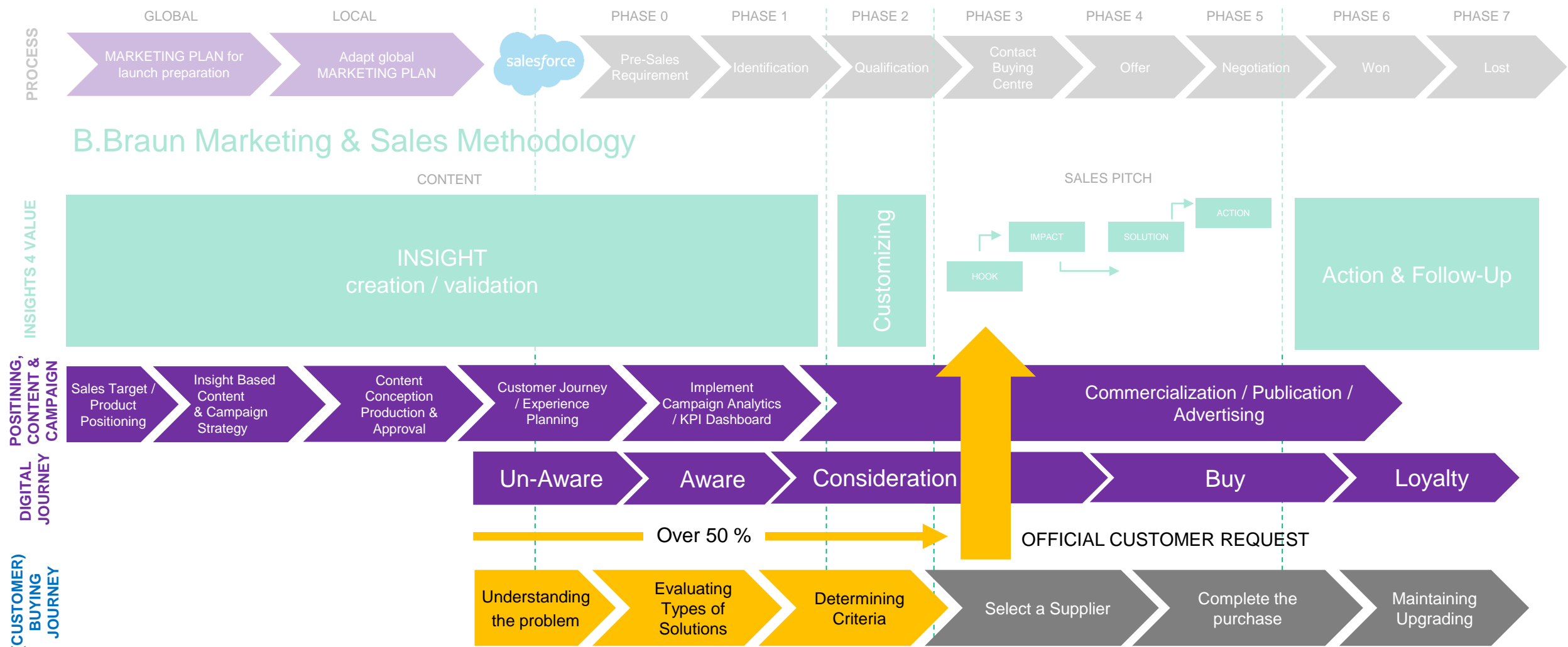


MARKETING & SALES PROCESS

Alignment Across the Organization

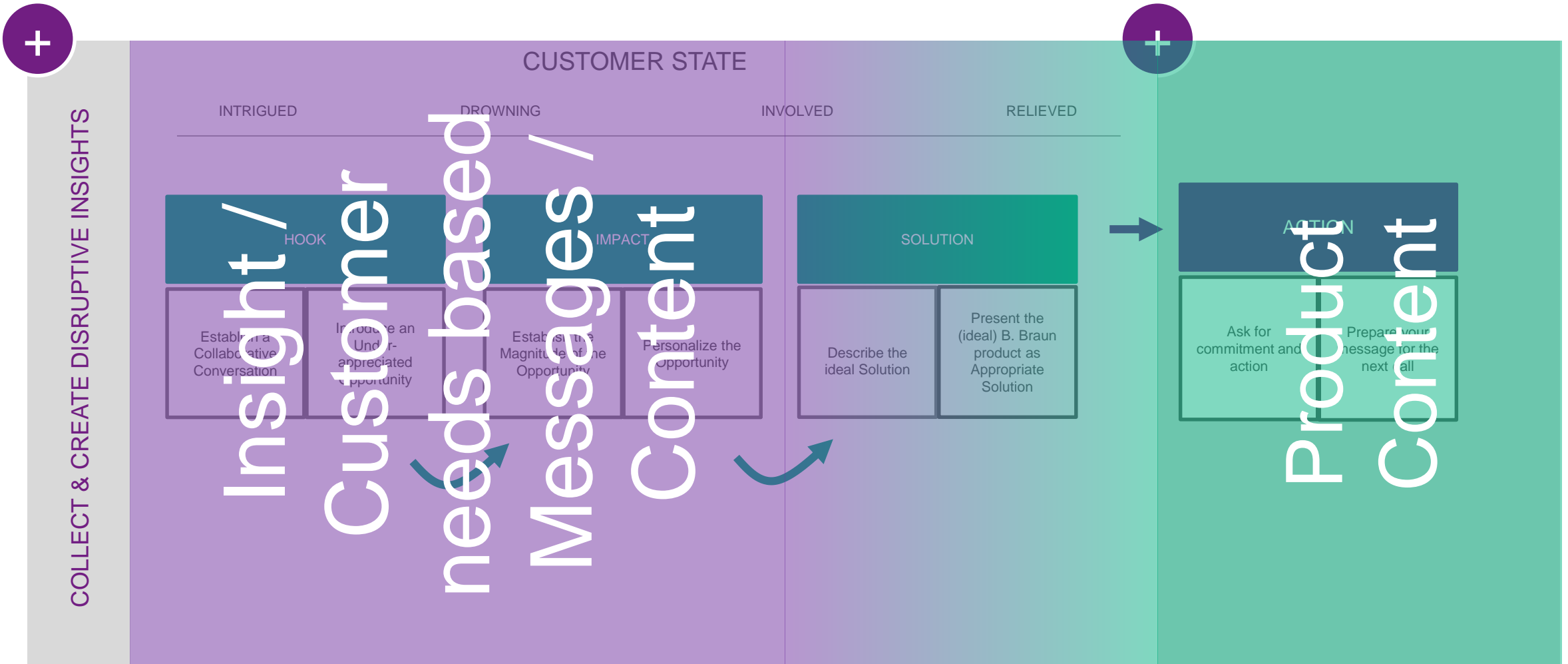
B.Braun Launch Process

B.Braun Standard Sales Process (from salesforce.com)



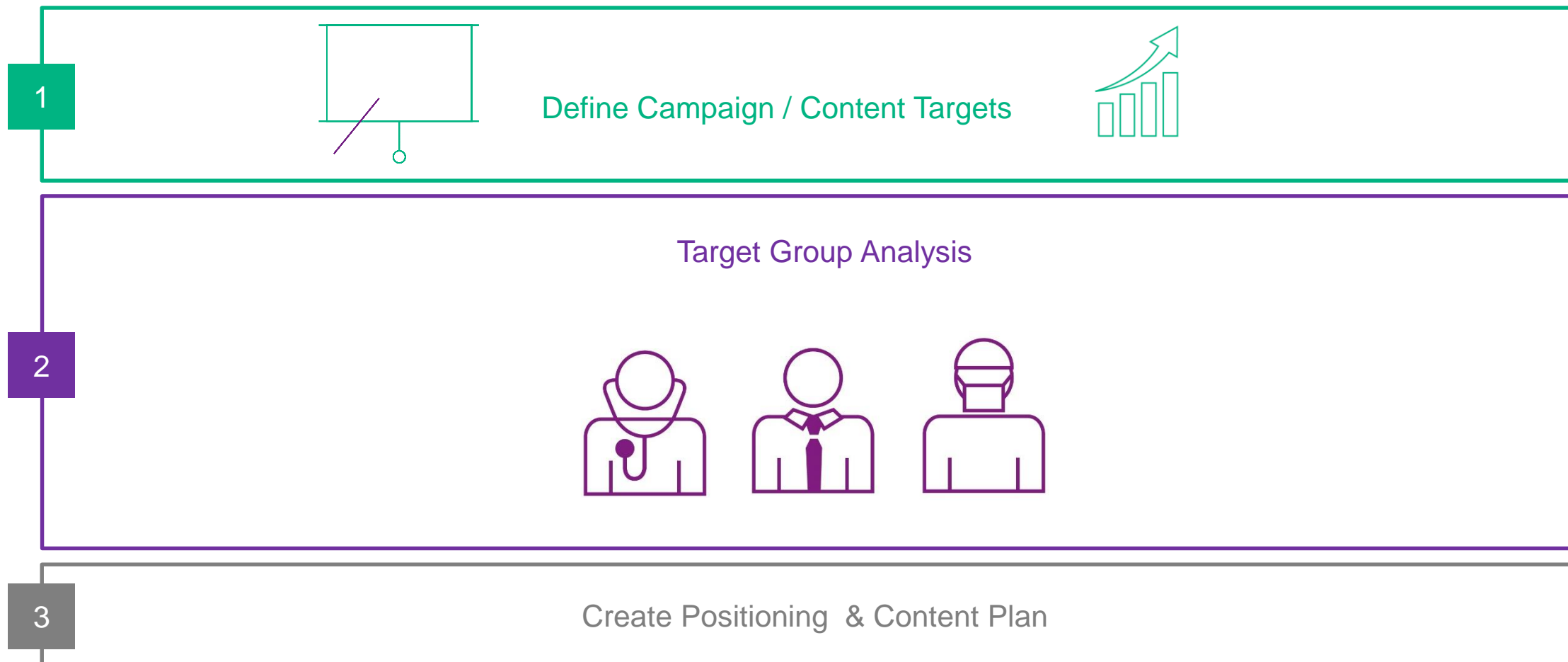
INSIGHTS 4 VALUE & CONTENT

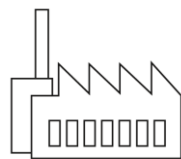
The evolution of a Sales Pitch



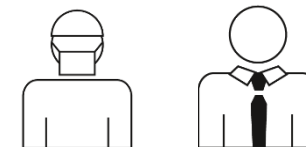
Content

From Targets and Target Groups to the Content Plan.





Sales Funnel



Buyers Journey

AWARENESS

- The buyer is made aware that he has a need. Attention must be created by the company as well as the first touchpoints.

- Awareness of his need becomes clear. Attention increases and searches specifically for information.

UNDERSTANDING THE PROBLEM

CONSIDERATION

- Here the solution is communicated in combination with possible products. B. Braun, brand and solution must be present.

- The buyer actively searches for a solution and compares it. First products, solutions are considered.

EVALUATE TYPES OF SOLUTIONS

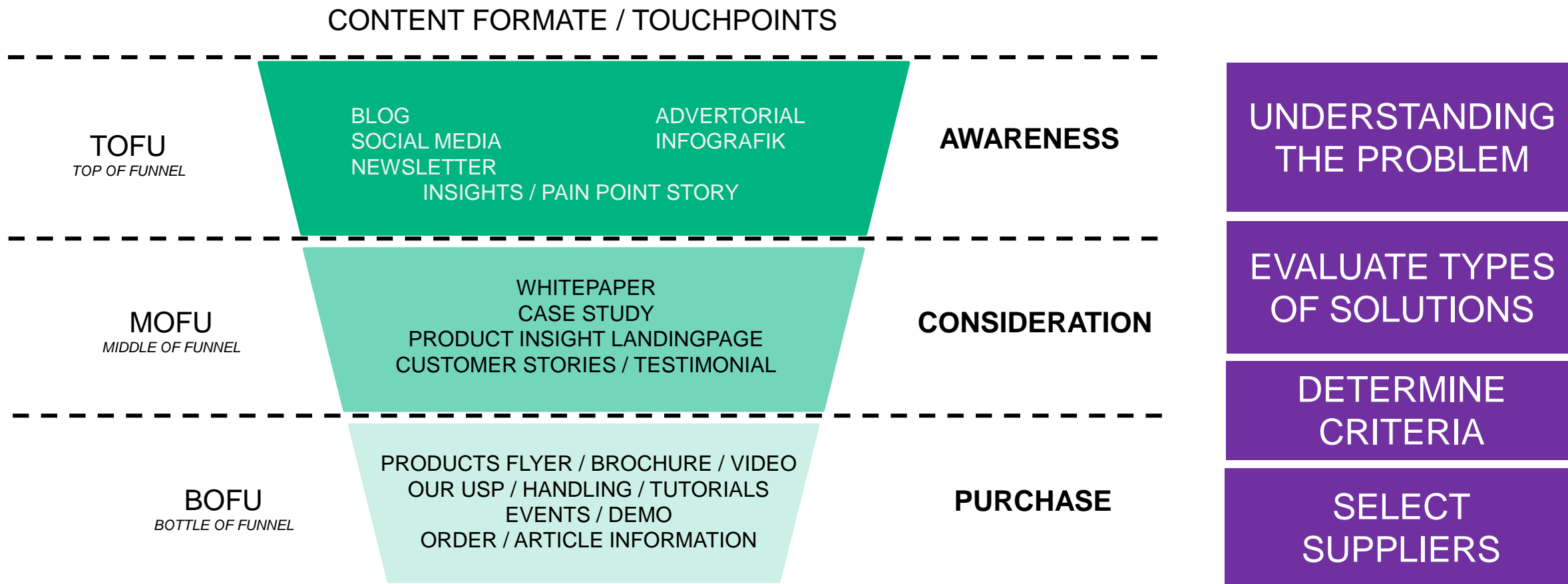
PURCHASE

- B. Braun product must establish itself as the best solution to the problem. Making purchasing uncomplicated.

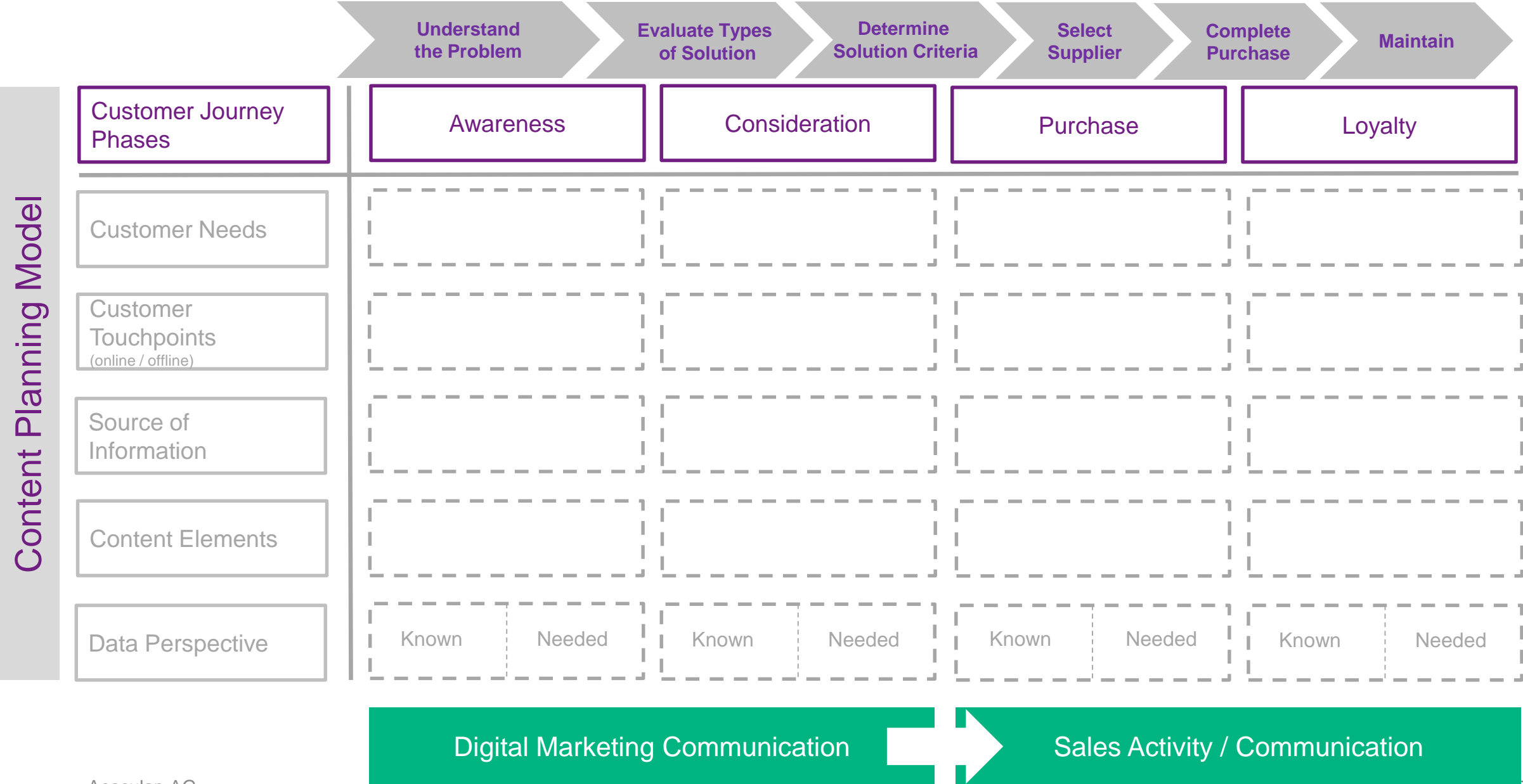
- The buyer has found a suitable solution. Decision for product is made and he buys.

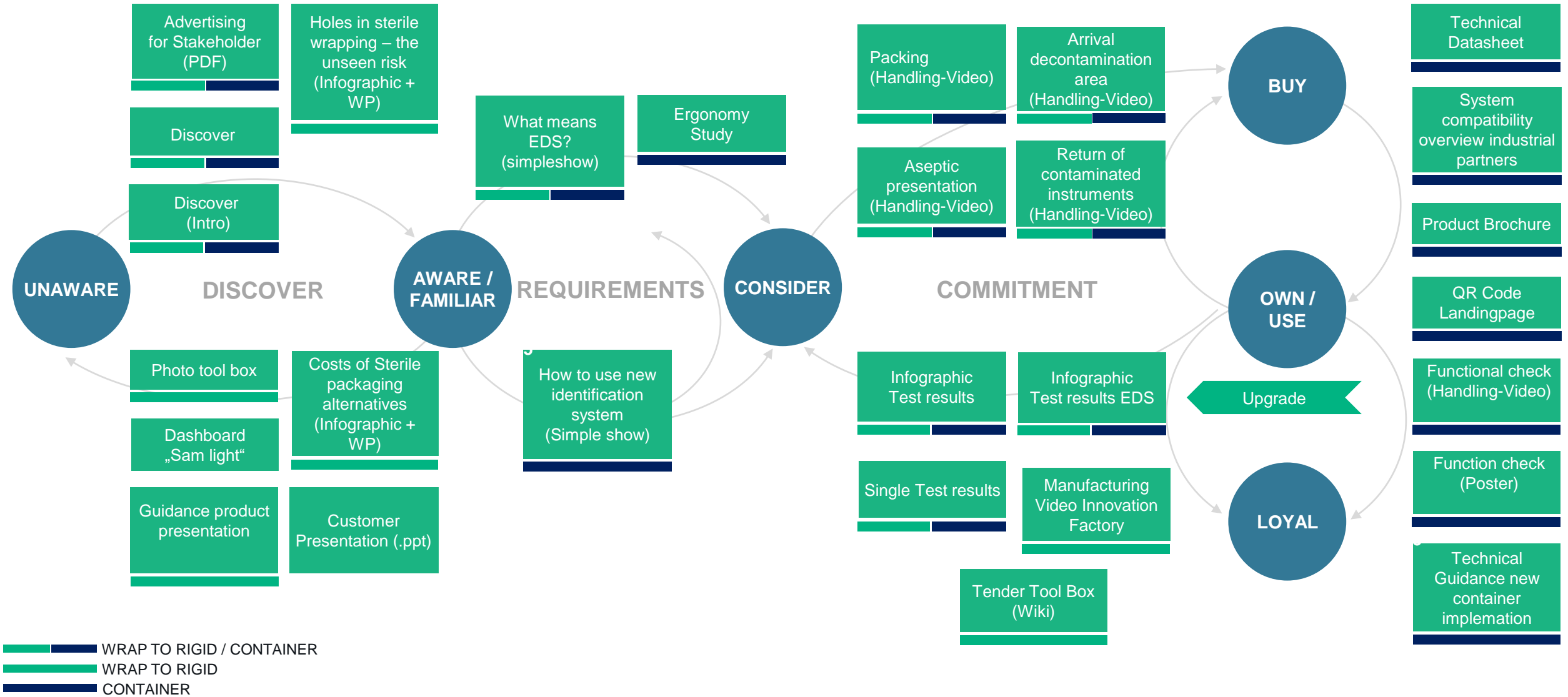
DETERMINE CRITERIA

SELECT SUPPLIERS



The Content Planing Model







WE ARE ALREADY ON THE ROAD ...
AND THE AICON CAMPAIGN IS ANOTHER
GREAT **JUMP AHEAD** ON THIS JOURNEY