



**Man
Bites
Dog**

No idea?



**The Marketer's Guide to
Generating Ideas that Sell**

This guide is designed to provide B2B marketers with a strategic framework to address this challenge: how to turn the true value of their business into big campaign ideas that sell.



**B2B marketers
are struggling
to market the
true value of
their business...**



**THE BIGGEST CHALLENGE THEY
FACE IS HOW TO WIN ATTENTION,
AND BUSINESS, FROM SENIOR
DECISION MAKERS**

**From intangible
business services to the
expertise behind high
value technology and
manufacturing...**

...the value of what these
businesses do is locked up in the
collective minds of their experts.



IT'S INVISIBLE.

**B2B marketers are struggling
to market and sell this IP,
expertise and insight.**

**The
residue**

EVERYONE LOOKS ALIKE



**From the outside,
B2B businesses
look and sound
the same...**



MARKETERS MAKE SIMILAR

SUPERIOR CLAIMS ABOUT THEIR

BUSINESSES

STAND

So, how can B2B brands

OUT?

STAND

How do they win their audiences'

attention and, ultimately, their business?

OUT?

Stop kidding yourself...

**B2B businesses can't
differentiate on the quality
of their people, products,
services, or geographic
footprints alone.**

**But there is one playing
field they can win on...**

Their

thinking!

Great thinking is in demand...

**From the
inside, B2B
businesses
actually look
and sound
very different.**

It is the collective thinking of their experts – a combination of IP, expertise and insight – that makes the business distinctive.

**And great thinking is
what senior decision
makers want.**



WANTED

The good news is,
marketers are in agreement...

90%


of B2B marketers
believe their company
needs to differentiate
from competitors
based on thinking
and ideas.*

**Ideas-led
marketing
and sales is
all that's left...**



Senior business audiences
are only willing to trade
their time and
attention
for new

thinking and insight.

The image features a solid blue background with four white hands reaching out from dark, possibly black, sleeves. The hands are positioned at the corners: top-left, top-right, bottom-left, and bottom-right. Each hand is open, with fingers slightly spread, as if reaching towards the center. The central text is a bold, dark grey or black sans-serif font.

**They want original ideas
that grab them, not self-
promoting sales messages
or 'me too' thinking.**

90%

of B2B marketers believe that creative content based on a compelling idea is their most effective sales tool.*

**In a crowded
space, those
businesses that
best articulate
their thinking
will win...**

**THE ROLE OF
MARKETING HAS
NEVER BEEN SO
IMPORTANT.**

Marketing's ability to...

Man Bites Dog

PACKAGE THIS THINKING INTO BIG

...compelling ideas will determine whether a business truly engages with senior business audiences, short on time and short on patience for uninspiring marketing content.

**Only marketing has
the tools, expertise,
and time to generate
ideas in a scalable
and repeatable way.**

**But here's the
rub, we're not
very good at
generating ideas...**

When the business is
looking to marketing
for ideas, over

75%


of B2B marketers
told us that they
are not adept at
generating them.*

A compelling idea
is what makes...

OR

BREAKS

...a great sales and
marketing campaign.



But in practice, most ideas rarely combine the key ingredients needed to be commercially effective.

So, what does
a great idea
look like?



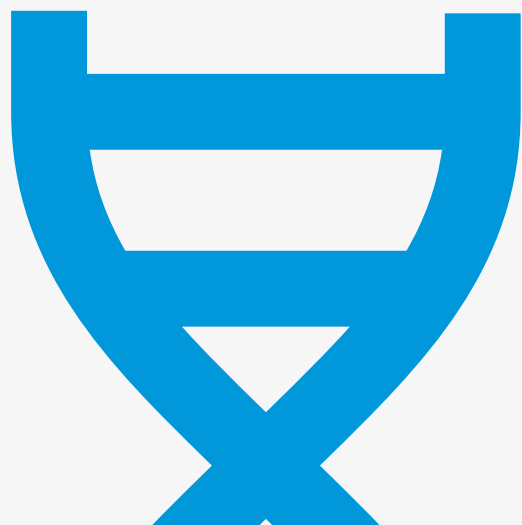
**The DNA of a
commercially effective
idea has three strands...**





Feel

Think



Do



Think

Do your ideas
offer a fresh
perspective?

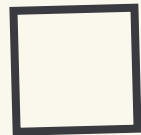
The first rule of a commercially effective idea is that you must have an interesting thought in the first place. You need to make your audience think.

How does your idea score on the originality scale?



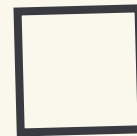
Level 1

At a basic level, does it articulate a non-original thought really well?



Level 2

At a higher level, does it look at an issue which is well worn from a new dimension – are you contributing to, or furthering, a debate?



Level 3

At the top level, is it a truly original idea? Or can you combine existing ideas in a new way and create meaning where others see chaos? What can you take from other fields to make new combinations?

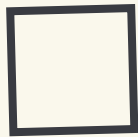


Feel

**Are your ideas
relevant enough
to make a personal
connection?**

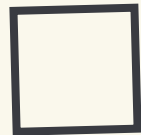
Great ideas are relevant. They speak to the person behind the organisation and job role. B2B buyers are not as rational as you would like to think. Don't underestimate the power of an emotional and personal connection.

How do your ideas score on the relevance scale?



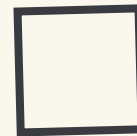
Level 1

Firstly, is your idea outward looking? Does it start with the big picture economic, social and technology trends shaping the business future?



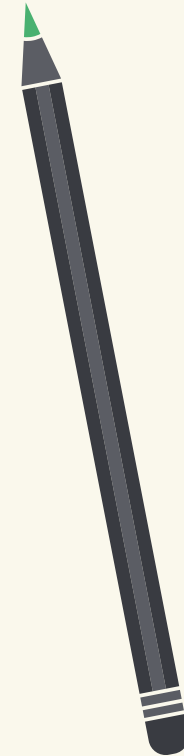
Level 2

Better yet, can you "zoom in" on your idea to make it relevant to your audience's sector, business demographics and individual company?



Level 3

Ideally, is your idea hyper-relevant? Does it relate to the individual? To their hopes and fears? How can it play a role in realising their career and personal ambitions?

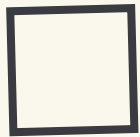


Do

**Do your ideas
have a commercial
imperative that
provokes a response?**

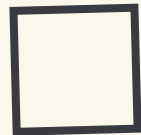
Commercially engaging ideas provoke a response. There must be a compelling call to action for the audience.

How does your idea score on the audience response scale?



Level 1

Zzzzzzzzzzzzzzzzzzzzz.



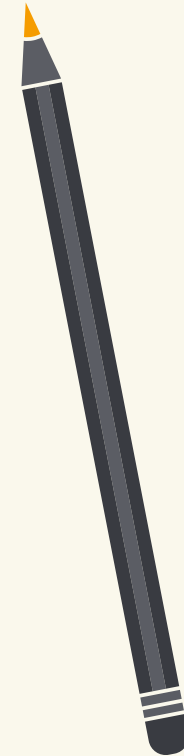
Level 2

That's nice to know,
but so what?



Level 3

My career / business /
life depends on this...
tell me more. Now!

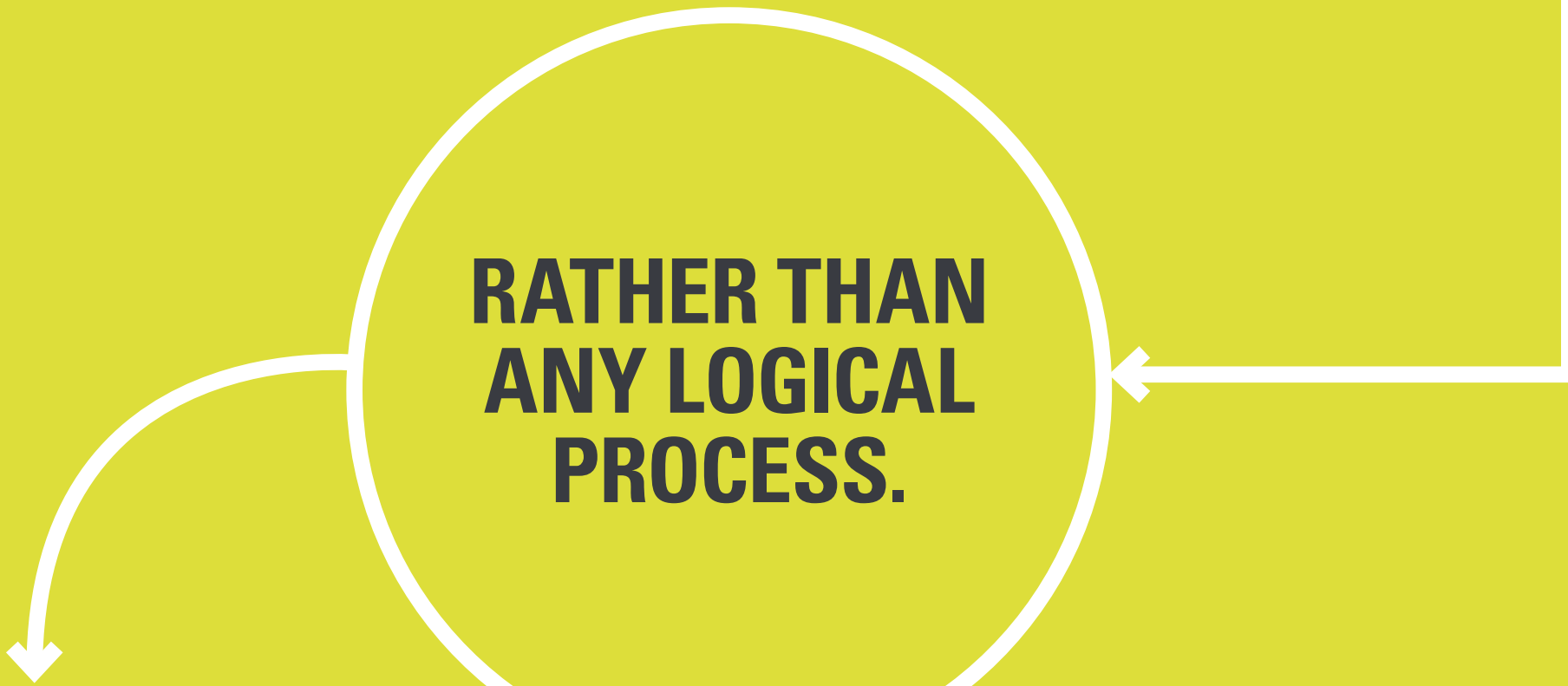


**But coming up
with a great idea
is hard...**

...When you
don't know
where to start.

You end
up selecting
ideas based
on intuition...

**RATHER THAN
ANY LOGICAL
PROCESS.**

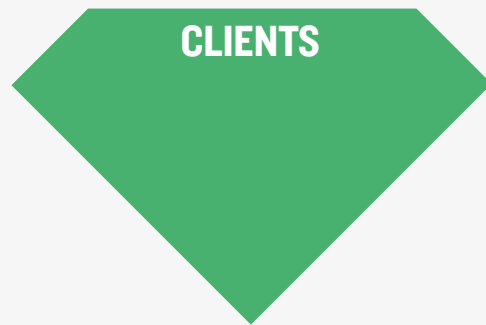


And this is where the problem lies; many marketing initiatives lack any strategic...

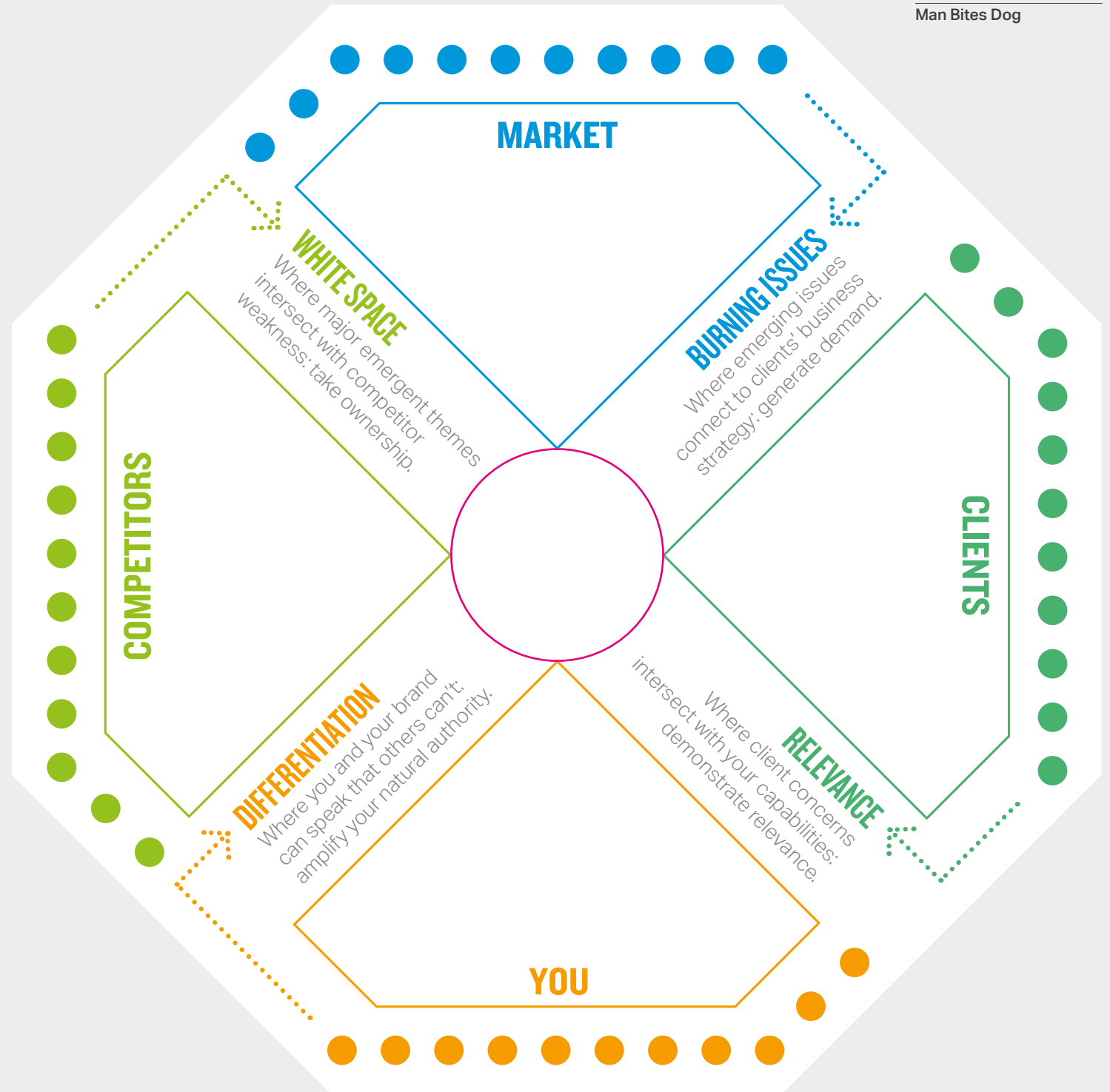
FOCUS

**So, how do
you generate
commercially
effective ideas?**

To generate a commercially effective idea, you need to base your thinking on real knowledge and an understanding of four key areas:



The 4D Thought Leadership Model is Man Bites Dog's tried and tested method for generating game-changing ideas.



MARKET

WHITE SPACE
Where major emergent themes intersect with competitor weakness: take ownership.

BURNING ISSUES
Where emerging issues connect to clients' business strategy: generate demand.

COMPETITORS

CLIENTS

DIFFERENTIATION
Where you and your brand can speak that others can't; amplify your natural authority.

RELEVANCE
Where client concerns intersect with your capabilities: demonstrate relevance.

YOU

Market

To generate a big idea, you need to start outside-in.

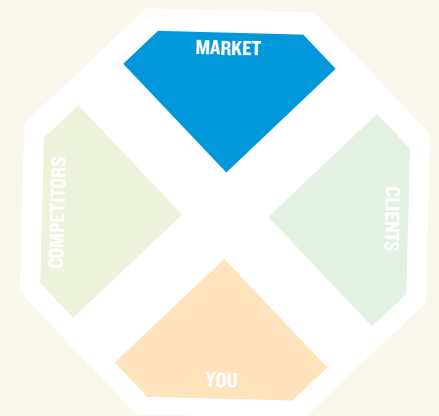
What's happening in the wider market?

This is the time for a big picture PESTLE* analysis of the context in which your clients and their customers operate.

What are the megatrends driving change today and the emerging trends which will shape the future?

What are the issues and challenges affecting the macro environment?

What are the most significant issues impacting your clients and their customers?



*Political, Economic, Social, Technological, Legal and Environmental

Clients

Your ideas
need to matter
to your clients.

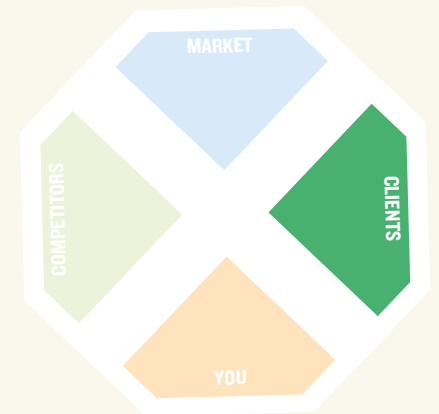
What are your clients concerned about?

What is – or more interestingly, what should be – keeping your clients awake at night?

What are the boiling frog factors – emerging changes in the external environment – which your clients may not have noticed?

Where are the pots of gold – opportunities to generate significant revenue – that clients are aware and unaware of?

What are the ticking time bombs – the significant issues which threaten your clients' future?



You

Your ideas must be aligned to what you do as a business.

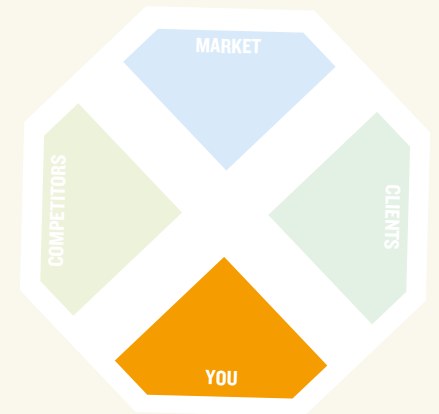
What do you offer? Where can you win?

To be credible, where do you have the authority to speak?

What are your strengths?

What problems or opportunities can you highlight that are relevant to what you do as a business?

What problems are you uniquely placed to solve?



Competitors

Your ideas must
lead, not follow.

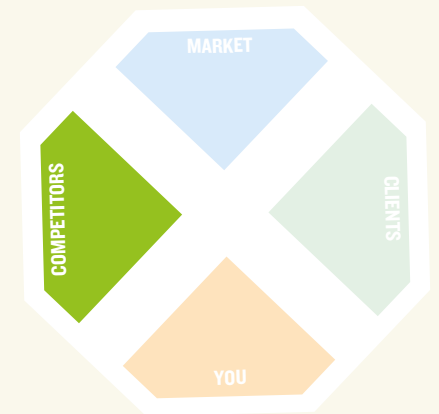
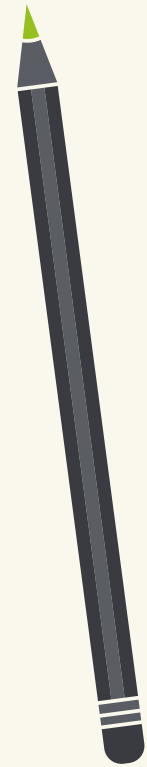
What are your competitors saying? What are their weaknesses?

What are your competitors talking about?

Where are their weaknesses?

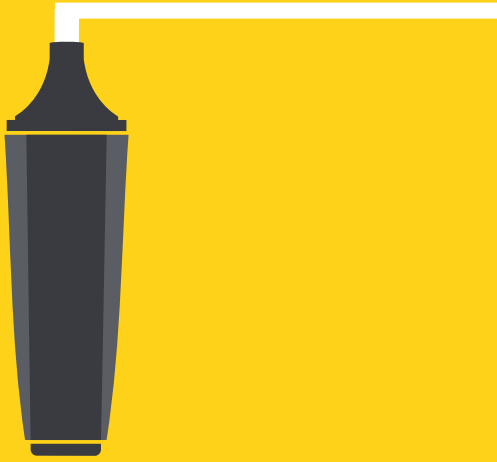
What are your competitors not talking about?

Where is the white space opportunity – the market or issue where competitors are absent, or an entirely new market of your own creation?

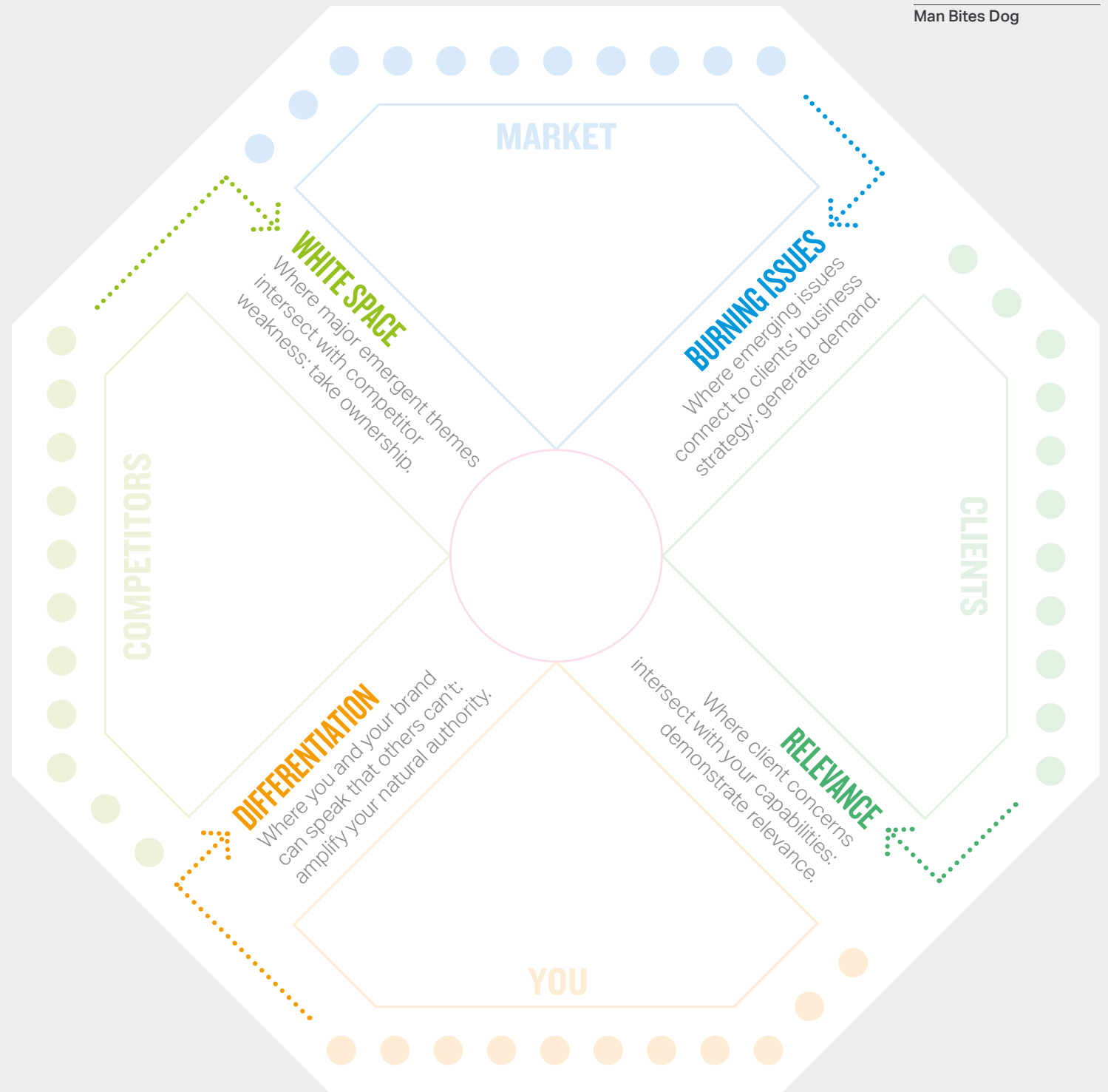


**So, how do
you pull it
all together?**

Knowledge and understanding is where you start, and where most people stop.



But, you must start to make the connections for a truly commercial idea to emerge.

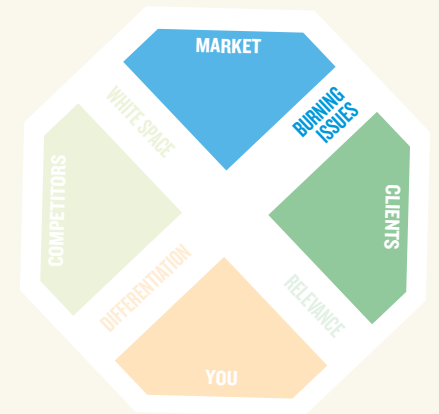


Find the burning issues.

Where do emerging issues align with your clients' concerns?

Burning platforms exist where market issues intersect with your clients' concerns. This is where you will generate demand.

Lined writing area for notes.



Be relevant.
Always.

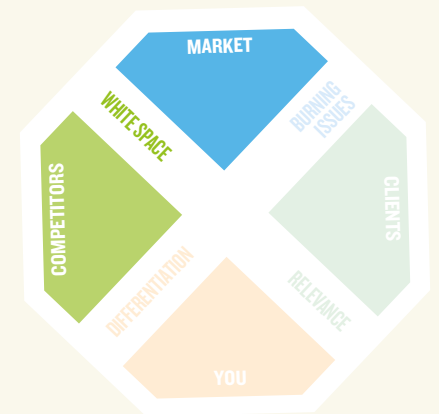
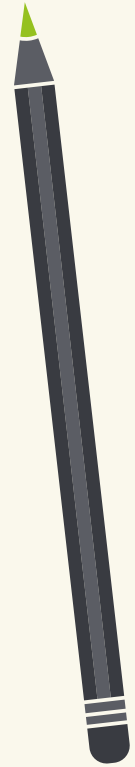
Be different.

Own the
white space.

What is your zone of competitive advantage – where can you win?

To take ownership of the white space, you must identify where major emergent themes intersect with your competitors' weaknesses.

Lined writing area for notes.



Now, how do
you best articulate
your thinking into
a **big idea**?

How do you turn your thinking into a commercially effective idea that makes senior audiences think, feel and do?



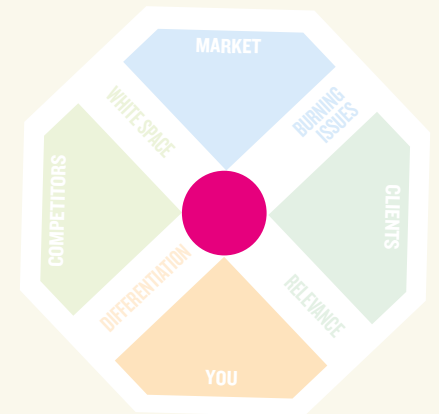
What important themes have emerged?
Highlight these.

Shortlist the most promising themes and stress test them – how does each theme relate to market, clients, competitors and you?

Where can you draw connections between the four sections of the model. Can you see any patterns emerging?

How can you articulate your chosen theme in a sentence or creative theme – what is the issue, problem or opportunity?

Chances are, a great idea is starting to emerge. Now think about how to use it to make your audience think, feel and do.



Win...

The only way your
business can win is
by being the best at
articulating your thinking.

Armed with this guide,
you can start to turn your
IP, expertise and insight
into big ideas that sell.



The true value of your
business will become

VISIBLE

**You will win the attention –
and ultimately the business –
of senior decision makers.**

**Serious
about generating
commercially
effective ideas?**

What next?

Even with a logical framework,
the process of generating big
ideas is challenging.

But we're here to help.



Get in touch if...



You would like a toolkit (and real life example) to help you work through this process with your team.



You want to up-skill your team and would like us to come in and talk about ideas-led marketing and sales, including how to generate commercially effective ideas.



You're planning your next marketing and PR campaign and would like to talk to us about doing the hard work for you.



thoughtleadership@manbitesdog.com



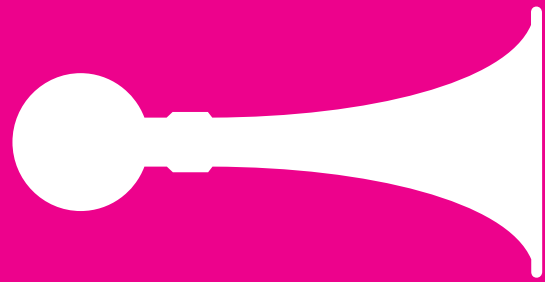
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www.manbitesdog.com



We are the specialist B2B marketing communications consultancy.

We unleash marketing, public relations and business development to take your brand from ideas to leads.

We build business brands with bite:

Brand: Differentiated brand positioning

Ideas: Commercially effective ideas

Tools: Content assets to make ideas travel

Engagement: Seamless cross-channel activation

Sales: Effective commercial conversations