



OM PERFORMANCE
MARKETING

The Guide to Digital Adaptation: **B2B's Competitive Advantage in 2021**

How today's fast changing world has created big opportunities for innovative and adaptive companies.

Executive Outlook

In 2021, we can't say the way we do business is changing. It's already changed. We live in a digital-first economy where, for most of us, communication, research, meetings and more begin and end online.

Many businesses didn't survive 2020 and the challenges that came with it. For the businesses that did survive, it's likely because they adapted. Fast. They may have even thrived. **But last year's challenges aren't over yet, so embracing change is vital.** Embracing change in B2B demand generation means having a "digital-first mentality". Going digital-first is no longer an option. The question is no longer "Would investing in digitizing or modernizing pay off?" rather "Without investing in digital, can we survive?"

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2020... What Happened?

What a crazy start to a new decade. 2020 began with a thriving economy, fueled by excitement and ambition. Businesses were investing heavily in growth and looking to technology for future success.

Then everything shut down. The way we work completely changed. Government lockdowns came in and have since been extended, and many local businesses still haven't re-opened or returned to "normal". **The challenges of a locked down economy and inherent limitations for so many local businesses (like not having the technical know-how or capital to invest in technology) can't be overlooked.** In contrast, some companies were at an advantage. B2B SaaS companies today are heavy users of software technologies so, even if their sales and marketing systems aren't digital-first, their organizations were better positioned to capitalize on the quickly changing consumer behavior that amplified in 2020. The same cannot be said for more traditional industries and sectors like healthcare that rely heavily on in-person relationship sales, networking, and events.

Of course, a global pandemic is a major disruption for everyone. But it can be a massive opportunity for your business if you're willing and able to adapt.

Disruption creates gaps, gaps create opportunities, and capitalizing on those opportunities is today's biggest competitive advantage.

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and right now adaptation
has become today's biggest
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Adapting to Digital-First

What does “adapting to digital” mean?

There is a lot of nuance across industries but what we are referring to is how businesses find and attract customers, marketing and sales, and how a digital strategy needs to be at the core of how you guide your prospects through the buyer's journey.

Read next: [The Rise of Revenue Marketing: How Marketing and Sales Alignment is the Future of B2B Growth](#)

You may operate a business that relies on more traditional marketing and sales tactics like outside door-to-door sales. Although this isn't necessarily a “bad” way to have grown your business, and absolutely has its place in the market, it's likely that relying too heavily on non-digital sales can expose the costs and inefficiencies that will limit your future growth. This is especially true now in a digital-first economy.

Example: A restaurant that's registered with Google My Business to be listed on Google Maps when people in the area are searching for a place to eat. Additionally, their listing on Google can funnel potential customers to their website where they have a menu and online ordering portal (for pickup or delivery or link to UberEats). Contrast that with a restaurant which has no digital presence. It's clear which restaurant did better during government lockdowns.

Example: A more complex B2B example is a thriving healthcare technology company that has solely relied on the tried-and-true approach of regional sales and trade shows. During government lockdowns, access to healthcare facilities is limited to strictly necessary functions, and trade events are gone for the foreseeable future. This could be extremely damaging for this organization. But if they can adapt quickly, shift their strategy and budget to digital, and restructure their focus to inside sales, they can greatly benefit from the reach and efficiency of digital and the **widespread adoption of digital communication in healthcare**. This can be challenging, but extremely rewarding in a world where most organizations aren't capable of adapting quickly. It gives your business an unprecedented level of access to the market.

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Read next: [Healthcare's Digital Transformation: Modernizing Your Sales Process in a Changing World](#)

The Risk of Not Adapting

The seismic shift to a digital-first economy has exposed many companies who are behind in their digital transformation, and their pipeline has likely dried up. We understand you may be hesitant to adapt to unfamiliar technologies and systems. **But, as a business leader, you must be willing to explore your options and modernize parts of your business** that otherwise might restrict opportunities for success. Until recently, the question was whether an investment in digital would pay off. Now we're asking if a business can survive without investing in digital. Even the most traditional business leaders are starting to consider how they can adapt to a digital-first economy.

The good news for B2B companies is they are inherently close to technology and have relied

on data, software and automations for years. If you think about it logically, a business that sells B2B has been forced to adapt how they outreach to prospective clients and therefore has sought out software solutions more proactively than businesses in other industry segments. With the exception of engineering technology, business leaders have dedicated increasingly more budget to sales software than any other function within their business. **That familiarity with technology puts B2B companies at an advantage** when adaptation becomes increasingly important for the survival of a business.

If adapting to the digital-first economy makes sense then why are so many B2B companies failing at it (or not even attempting to adapt)?

SaaS Spends by Department

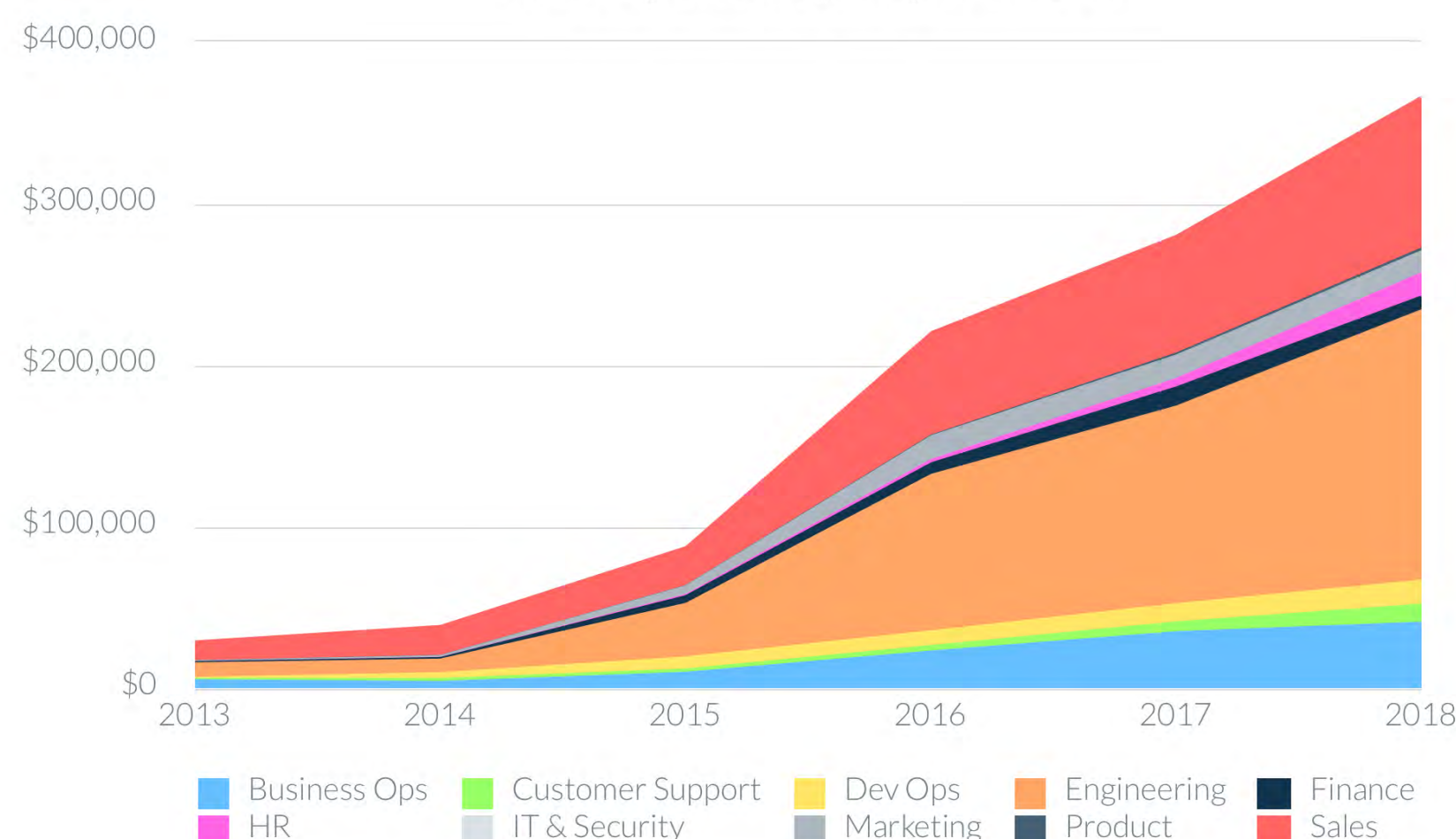


Image Courtesy of Blissfully.com/saas-trends

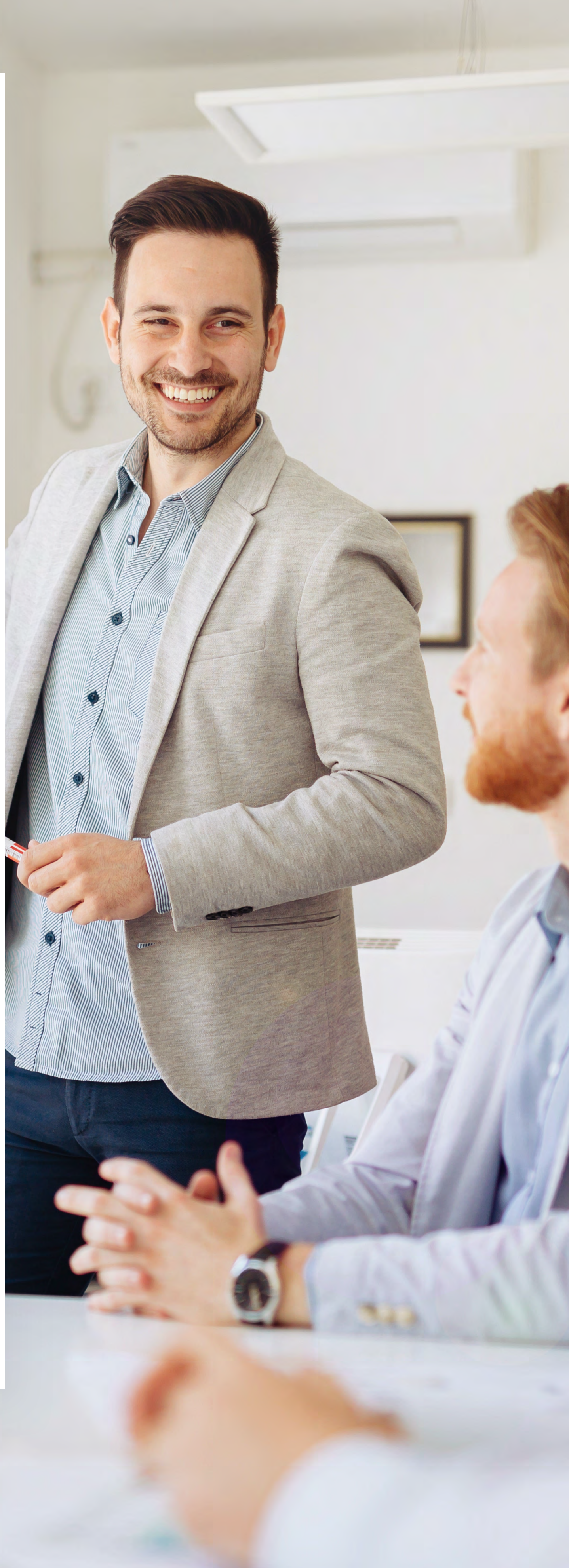
The Opportunity

The way we work, learn, and engage has changed. The market has opened up, your competition is scrambling to adapt, and you need to decide what side of the curve your business will be on. Your digital transformation starts today...

Digital operations such as digital marketing and inside sales have the potential to remove 70% of outside sales inefficiencies and decrease customer acquisition costs by as much as 20%. There's an opportunity to decrease your acquisition costs while increasing your reach... Did I mention less competition? **Yes, adaptation is today's biggest competitive advantage.**

Flawless digital execution is no longer an option, there is no "getting your feet wet". You need to understand the fundamentals and bring in **experts** who know what it takes to build and manage digital demand from the ground up. Your company needs a strong foundation that enables execution of a digital strategy.

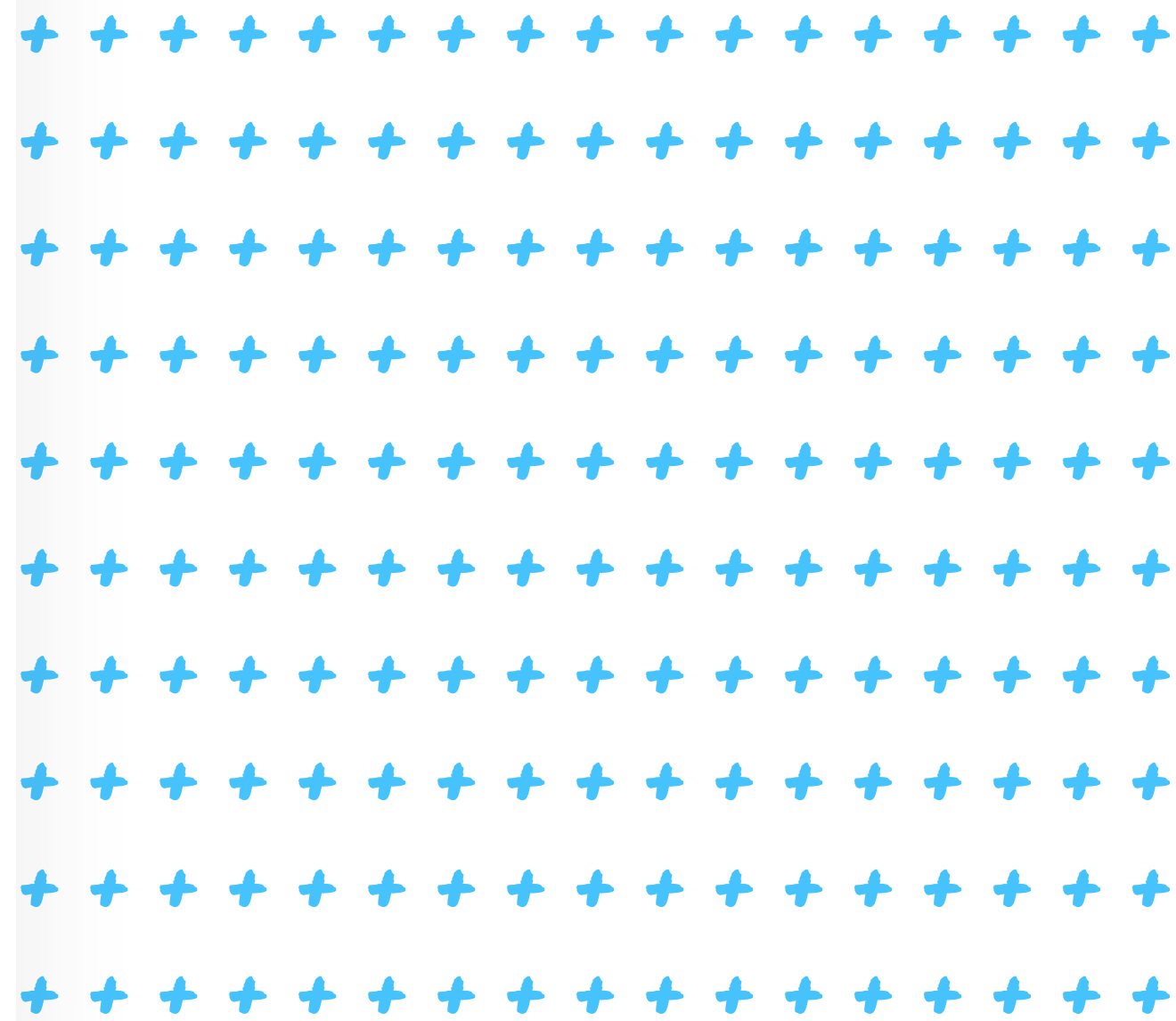
Charles Darwin once said "it's not the strongest species that survives, nor the most intelligent that survives, it is the one that is most adaptable to change." The deep pockets of large organizations won't solve this problem. The solution is in your ability to make a plan to adapt to the new world, commit, and execute



Our Strategy

At OM, our expertise is building digital marketing systems for B2B sales-led organizations. We have a proven process and an execution-focused team of strategists that can roll out an effective inbound foundation tailored to your organization. We step in as your partner to guide you through the process of adapting to the digital-first economy.

For organizations that are committed to winning in the new digital-first reality, we encourage you to set up a discovery consultation. See for yourself how we help high-performing organizations achieve measurable growth.



Your Digital Demand Partner

Book an Audit + Discovery Call with our founder & CEO.

[BOOK AN AUDIT](#)

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