



MANUFACTURING LOYALTY:

OVERCOMING CHALLENGES
IN B2B MARKETING



A photograph of two men in an industrial setting, likely a factory or construction site. The man on the left is wearing a dark suit, a blue shirt, and a yellow hard hat. He is pointing upwards with his right hand and looking in the same direction. The man on the right is wearing a light-colored work shirt, a yellow safety vest, and a yellow hard hat. He is looking up and to the right with a slight smile. The background is filled with industrial structures, pipes, and scaffolding, with a blue and purple color cast over the scene.

YOU CAN BUILD LOYALTY IN A B2B FRAMEWORK.

Brand loyalty is traditionally defined as consumers' tendency to buy the same brand rather than competitive products or services. Modern definitions expand the idea to consider the *relationship* between customers and companies.

Maritz Motivation's loyalty programs combine these concepts.

They build relationships – often through points, rewards or experiences – that give a business the competitive edge within the market. Managing this kind of customer relationship through a loyalty program is tricky, but managing it as a B2B brand can be an even bigger challenge.

TURN CHALLENGES INTO CONNECTIONS.

As a marketer in the manufacturing industry, you've probably faced issues like these:



Limited insight into who your best partners are and what they want



A desire to differentiate your brand in a competitive, price-driven market



A sea of rebate programs flooding your industry



Limited opportunities to personally connect with partners

We created this guide to help you address the challenges facing your industry and create strong relationships with channel partners and customers.

CHALLENGE 1: LIMITED PARTNER INSIGHTS

Many B2B manufacturers want to know their partners but don't have the resources or experience to gather meaningful information. That's where our services come in.

Our strategic loyalty programs help your company gather partner details, understand their preferences and monitor their purchase patterns. We'll go beyond basic demographic information, using behavioral and data science to understand buyer decisions and the factors that drive them. All so you can connect with your partners in a timely and meaningful way.

🔗 HOW WE CAN HELP

BEHAVIORAL SEGMENTATION

Not all partners are the same. With advanced analytics, we'll help you determine the unique needs of your partner segments and find the best ways to communicate with each one.

LOOK-ALIKE MODELING

Using data analytics and behavioral science, we can identify the most valuable partner traits and behaviors, so you can focus on the right audience and maximize the results of your loyalty program.



CHALLENGE 2:

CREATING DIFFERENTIATION IN A COMPETITIVE MARKET

How can you set your brand apart when traditional marketing lacks impact, sales force resources are limited and digital audiences are prone to distraction?

You do something different.

We delivered value for an industrial manufacturing company by creating a gamified experience for channel partners. First, we identified the habits of top performing representatives and used them to inspire program goals. Then, we applied behavioral science to spark the competitive spirit and encourage growth at every distributor sales level. The results our clients saw were undeniable:



When your channel loyalty program makes this kind of impact, your business can break through the clutter and competition to make real connections.

? HOW WE CAN HELP

3-PHASE DESIGN PROCESS

Work with our experts to form the foundation for your loyalty strategy. We'll use stakeholder interviews, partner data analysis, segmentation analysis, financial modeling and industry best practices to design an effective program – and an exceptional experience.

LOYALTY OPTIMIZER

With this tool, you'll know exactly what program elements will appeal to your partners. Test multiple "What if?" scenarios to identify opportunities for growth, added value and greater engagement.

A TAILORED APPROACH

Loyalty programs are not one size fits all, and the tactics that work for B2C loyalty programs might not work for B2B manufacturers. That's why we use our consumer program knowledge and channel expertise to tailor a program that addresses your unique business challenges.

CHALLENGE 3:

REBATE PROGRAMS ARE FLOODING YOUR INDUSTRY

Vendor rebates are a great way to incentivize your buyers. However, everyone else is onto this idea. In a market where these offers are common, how can you capture your partners' attention?

Rebate programs often reward small businesses instead of individuals, so your business should consider the following questions:

Who earns rewards, and how do they earn them?

Who redeems rewards, and how does that work?

A strategic rules structure can help you find the right answers for your business.

? HOW WE CAN HELP

RULES STRUCTURE MODELING

By analyzing your transactional data history at the participant level and applying our knowledge of past programs, we can model a tailored structure that includes payout levels and projected ROI.

PROGRAM AUDIT

What could you be doing better? We'll use stakeholder interviews, best practices and science-based principles to identify areas for improvement. The results can help you boost participant engagement and drive desired behaviors.



CHALLENGE 4:

LIMITED OPPORTUNITIES TO PERSONALLY CONNECT WITH PARTNERS

Your sales team is busy. They're expected to maintain client relationships, win new business and stay up to date on the latest training – all while mastering social selling. So how does your business make a personal connection with partners outside of a standard sales call?

You use *our* resources to support *yours*.

Our internal creative agency develops communications that make your loyalty program feel more personal.

Working together, we can develop messages that spark an emotional response and create behavioral change.

🔗 HOW WE CAN HELP

BRANDING INNOVATION LAB

This interactive brainstorm experience reframes the way you look at your current marketing messages and execution. Evolve your approach and generate new ideas with a cross-functional team.

COMPLETE BRAND SERVICES

Maritz also provides rewards strategy and services that build your business.

- Website design
- Digital marketing services
- Office merchandise
- Branded products
- Pre-packaged travel

CASE STUDY: BUILDING MATERIALS MANUFACTURER



A building materials manufacturing company knew they could support sales volume and build relationships through accurate market share predictions, but their internal information wasn't providing the clarity they needed.

Our behavioral and data science experts helped the roofing manufacturer take a more creative approach.

First, we gathered information from the manufacturer's existing contractor programs and promotions, channel relationships and market experience. Then, we took a step further. We were able to overlay published market details – such as weather reports – with existing data points to create an accurate calculation tool and predict the brand's market share.

OUR TOOL:



Modeled **over 3 million** possible market share scenarios



Identified the **7** most impactful drivers of market share



Predicted market share nationwide within **11% points** on average

With accurate data, behavioral science insights and targeted promotional strategies, Owens Corning was able to create relevant messages and differentiate their brand in a competitive marketplace.

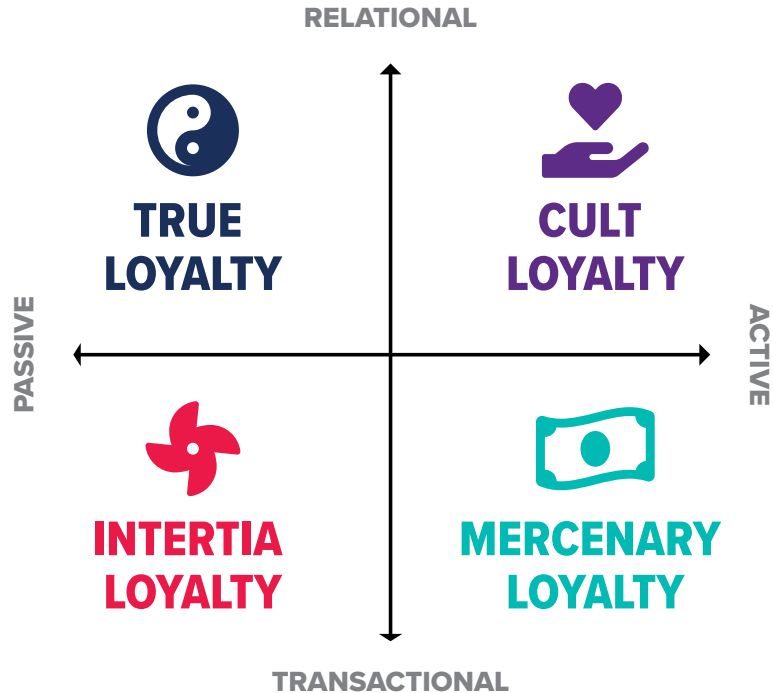
A close-up photograph of a woman with long brown hair, smiling warmly while looking down at a smartphone. She is wearing a light-colored blazer over a pink top. The background is a blurred clothing store with racks of garments.

WE KNOW LOYALTY.

While all loyalty programs are designed to drive revenue, the best ones help your business build a relationship with partners. Maritz uses a proprietary Multi-Loyalty Framework that outlines four types of loyalty based on the behavior and engagement of program members *and* program brands.

It considers whether your program is transactional or relational, and evaluates the level of member engagement – all to help your business identify opportunities for growth.

WE KNOW LOYALTY.



The most effective programs draw strategies and tactics from multiple loyalty types, integrating them wisely to maximize program benefits. Our experts can help you find the approach that aligns with your business goals and fosters a meaningful connection with your partners.



TRUE LOYALTY

This strategy focuses on the entire loyalty experience, integrating personalized engagement through a predicted member lifecycle.



CULT LOYALTY

Members personally identify with the purpose and values of the brand and actively seek to connect socially with fellow brand loyalists.



INERTIA LOYALTY

Brands develop loyalty by trapping customers into ongoing interaction, often through subscriptions or contracts.



MERCENARY LOYALTY

Participants enjoy monetary rewards and potential program status elevation in exchange for purchase behaviors.



WE PUT IT ALL TOGETHER.

Understanding consumer loyalty helps us design a program that stands out in a commercial space. In fact, we've been doing it for 125 years. With proven results in the automotive industry, financial services market, healthcare, hospitality and manufacturing, we can apply deep expertise to create the most effective loyalty strategy for your business.

LET US HELP YOU BUILD YOUR BUSINESS.

Competitive advantage within commercial markets is built upon customer relationships. Maritz can help you identify – and capitalize on – business opportunities with a strategic B2B loyalty approach.

Whether you want to increase transaction volume, drive cross-product adoption, encourage referrals or support customer retention, reach out. We can apply thought leadership, proven science and professional services to build your success.

➤ For more information or to meet with one of our experts, visit maritzmotivation.com.

