



**B2B IS SEXY**

**the business  
of story telling**

# Ursula Ringham

**Head of Global Influencer Marketing, SAP**  
[@ursularingham](#)

Storyteller, author, creator, influencer marketer, digital innovator, social media maven, champion of girls education, outdoor sports freak

## Career

- **Apple & Adobe** — Developer Relations
- **Stay-at-home mom**
- **SAP** — Customers Stories, Social Media for SMB, Digital Marketing, Influencer Marketing



# What is SAP

- Systems, Applications, Products
- Market Leader in enterprise application software
- € 24.75 billion revenue, 440K customers, 101K employees, 48 years old
- 77% of the world's transaction revenue touches an SAP system
- The “S” in SAP doesn't stand for SEXY

**Or does it...**



# B2B Marketing

**B2B businesses sell products and services directly to other businesses**

- Think Supply Chain, ERP, Expense Reports, Human Resource Management **Can't see it! It's not sexy**
- B2B customers take longer time for consideration, conducting more research before purchasing. They review, compare, contrast.
- SAP makes innovative products that help business run at their best. Need to create innovative content to tell our story...and cut through the noise.

# What makes a brand sexy?

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## Good Storytelling – what are ingredients?

- Authentic, relatable storytellers
  - Celebrities, digital hosts, thought leaders, influencers
- Content – innovative and different
  - Video, live streams, podcasts, blogs, virtual events
- Vehicle to distribute
  - Virtual event platforms, social channels, websites

# WHY STORYTELLERS?



# Validation

Patricia Espinosa

Executive Secretary of UN Climate Change



# Why We Need Storytellers

Each voice tells a unique story



## Expertise

Prof. Dr. Wolfgang Wahlster

German Artificial Intelligence Researcher



# Why We Need Storytellers

Each voice tells a unique story

## Influence

Marques Brownlee

YouTuber, Tech Geek



# Why We Need Storytellers

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## Empathy

Loraine Pascale

The Anxiety Coach

# Why We Need Storytellers

Each voice tells a unique story



## Inspirational

Mindy Scheier

Runway of Dreams Founder

# Why We Need Storytellers

Each voice tells a unique story

## Entertainment

Ronny Chieng

Actor, Comedian



**Intent**



# STORYTELLER TYPES

Celebrities, Digital Hosts,  
Thought Leaders, Influencers

# celebrities



# digital hosts







**thought  
leadership**



**influencers**



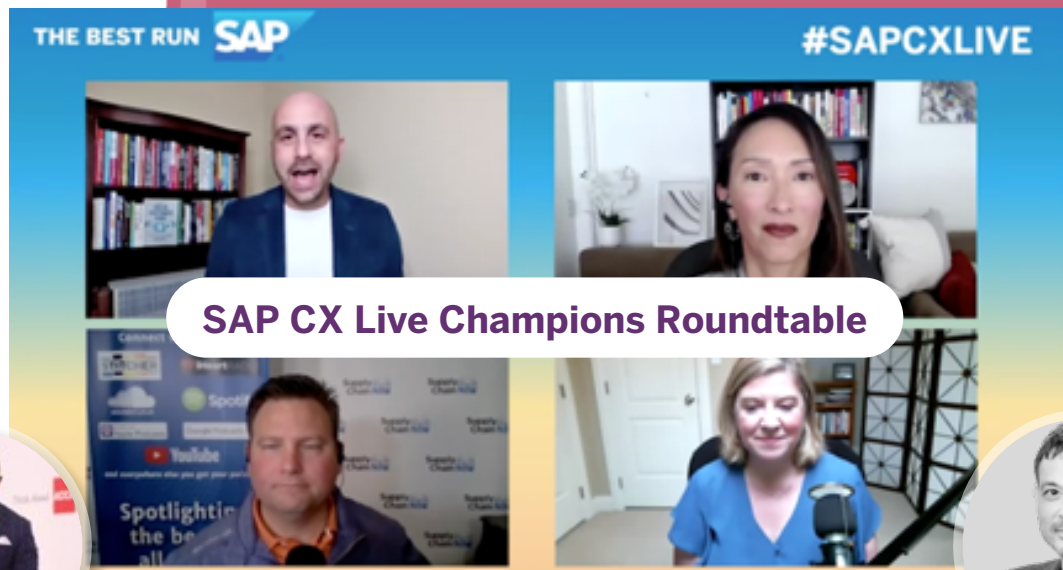
# TYPE OF CONTENT

Stories of how technology helps the world run better and improve people's lives.



# Live-stream

- LinkedIn Live
- Twitter
- Facebook



SAP CX Live Champions Roundtable



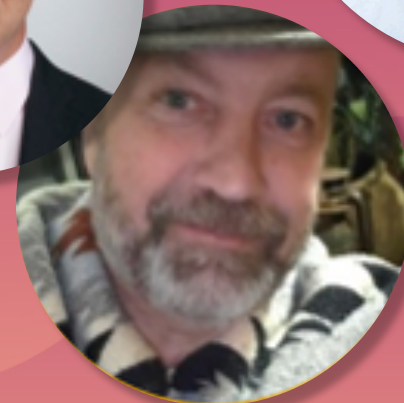
The Rise of HXM



Hana Champions Roundtable



# Podcast



HOST



# Blogs



Mark Schaefer

One of the world's leading marketing authorities and keynote speakers.

**Mark Schaefer**  
Marketing. Strategy. Humanity.

**The "new community" – Creating true connection through a massive virtual experience**

**Mark Schaefer**  
Marketing. Strategy. Humanity.

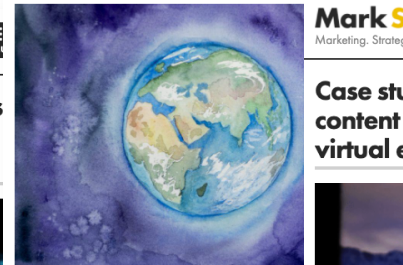
**Engineer-turned-marketer thinks Netflix is the future of content marketing**



Historically, corporate content marketing has been a one way proposition. The company publishes. Customers consume it.

Maybe.

But if you think about content on Netflix, there's much more to it than mere movies. It suggests that people can have a much deeper relationship with content.



Over the past few years, I've thought a lot about "community."

In one respect, it's become a punch-less term; its meaning in the social media world. Marketing professionals often casually talk about their customers when it's really a [disjointed social media fold](#) of customer connections.

But another aspect of community – true community – collectively stands for something – is one of the most powerful and overlooked business connections.

[I've written in my books](#) that this idea of community – "belonging" – is an enduring human need and a rallying point for companies and brands.

**Mark Schaefer**  
Marketing. Strategy. Humanity.

**Case study: Building a streaming content strategy for a global virtual event**



This week I'm bringing you an inside view of a fascinating digital marketing case study built from a massive, global virtual event.

SAP – among the largest companies in the world – launched one of the biggest online networking events in history, opening up its exclusive annual SAPPHERE NOW event to the world ([click here to obtain your all-access pass for all the free content!](#)).

This week-long digital conference represents an extraordinarily ambitious virtual event in the pandemic era – or any time – and today we'll peel back the curtain

**Mark Schaefer**  
Marketing. Strategy. Humanity.

**Personal content picks for the world's biggest networking event**



*Note: This post was written in anticipation of SAP's annual conference, which took place in 2020 as one of the biggest virtual events attracting more than 100,000 participants.*

You can see all of the content from this [SAPPHERE NOW VIRTUAL EVENT](#).

This week, I've provided inside information on the biggest companies in the world is organizing a week-long virtual event.

**Mark Schaefer**  
Marketing. Strategy. Humanity.

**Observing this event unfold was a content marketing masterclass**



This month, I had an opportunity to have an insider's view of one of the most audacious digital experiments in marketing history. It became a content marketing masterclass ... warts and all.

In March, marketing professionals at software titan SAP were tasked with moving their annual SAPPHERE NOW

# Virtual Events

The image features a central white rectangular box with a purple border containing the text "Virtual Events" in a bold, purple, sans-serif font. This central element is surrounded by four diagonal lines that intersect at the center. The lines are colored in a gradient from purple to red, with the top-left and bottom-right lines being purple and the top-right and bottom-left lines being red.

# celebrities

the draw for people to attend.



**Ashton Kutcher**  
Actor, Investor, Entrepreneur, Producer & Philanthropist

# thought leaders

provide insights on a specific topics.



Daniel Pink



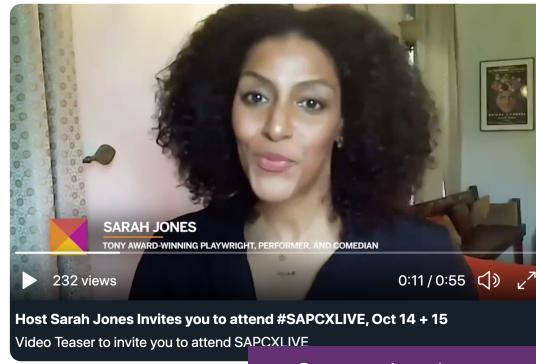
Malcolm Gladwell



**Laurie Segall**  
CEO, Dot Dot Dot Media

Laurie Segall

# Virtual Events

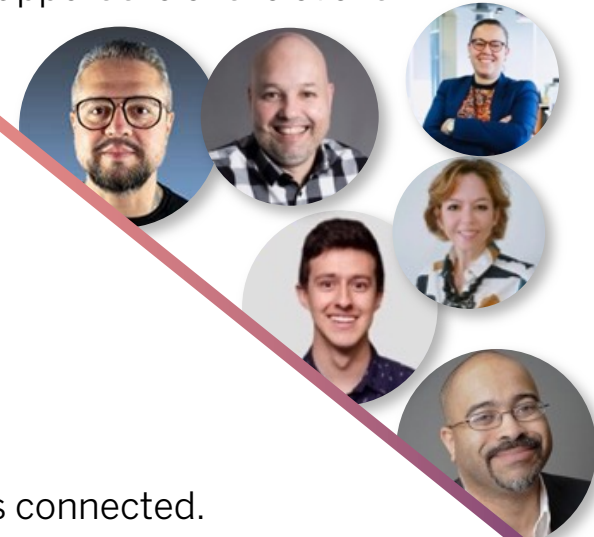


Sarah Jones



# influencers

support the entire event.



# digital hosts

keep the conversations connected.





# VEHICLE

How do you reach your audience?

# Platforms

ON24

DATA  
DEFINED  
SAP HANA INNOVATIONS



rainfocus



Spend Optimization: How Do We Fund Our Future?

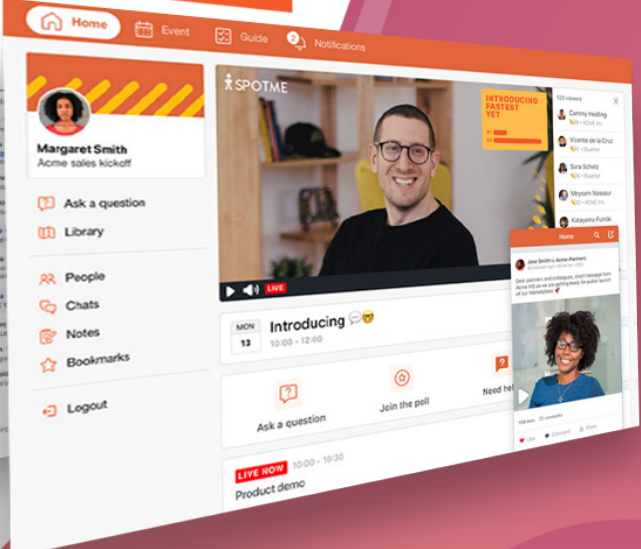
FINANCE ANALYTICS CRM

Watch Now

hopin



SPOTME



# FCEE Site

## Thought Leadership

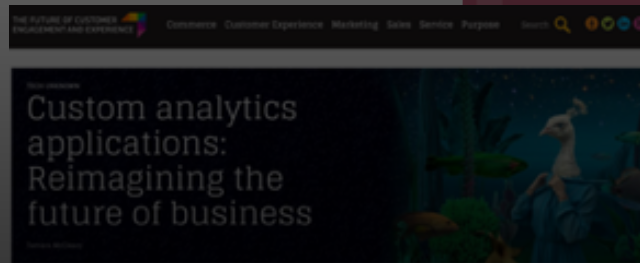


# 100% ORGANIC

### Powerful content, real business results

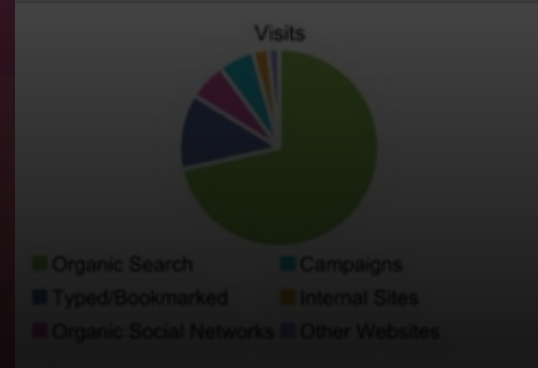
- **SEO** optimized: over 850 page one Google search results, over 50 Google answer boxes
- **Partner, customer, industry experts, influencers**
- **Evergreen**, inclusive, visually appealing
- **Non/lightly branded** thought leadership
- **The first step** of a customer journey
- **Highest engagement** across SAP employee syndication
- **100%** YOY organic growth
- **Regionalization**, easily scalable
- **Competitors** are investing big money in duplicating this exact strategy
- **Level up** content, campaigns, net-new, engagement

**Offer** targeted microsites comprised of thought leadership, podcasts, video, GIFs, etc. CTAs lead to SAP campaigns or assets.



### Marketing Channel Report

Future of Commerce  
Wed. 1 Jan. 2020 - Fri. 2 Oct. 2020

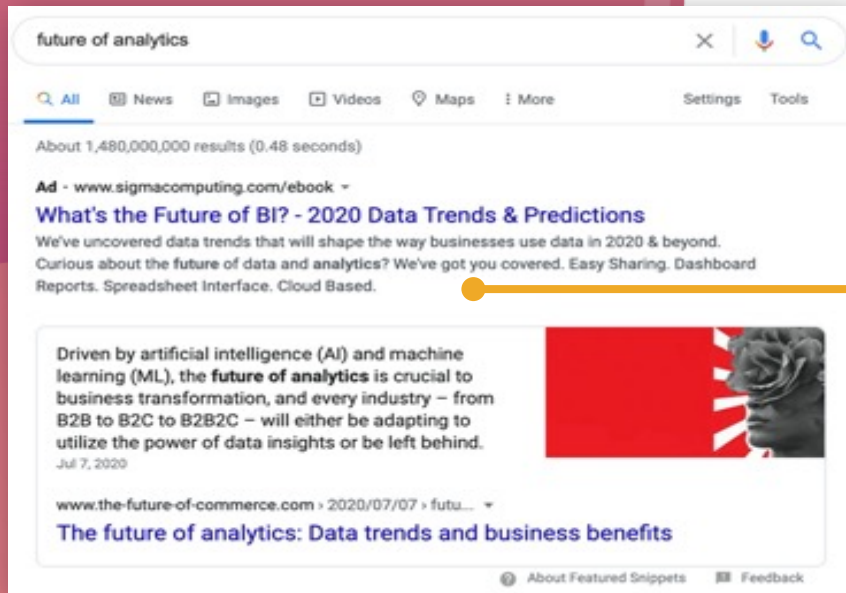


Alicia Tillman  
Congrats @jennvzande and the incredible team of contributors! So much passion and so well deserved ❤️

Jenn VandeZande  
Amazing news: @FutureOfCEC won the best multi-author site for 2020. So many have contributed to the success: writers, creatives, coworkers, SAP partners + customers...can't properly express my joy/gratitude, so simply: thank you, all, from the bottom of my overwhelmed heart.

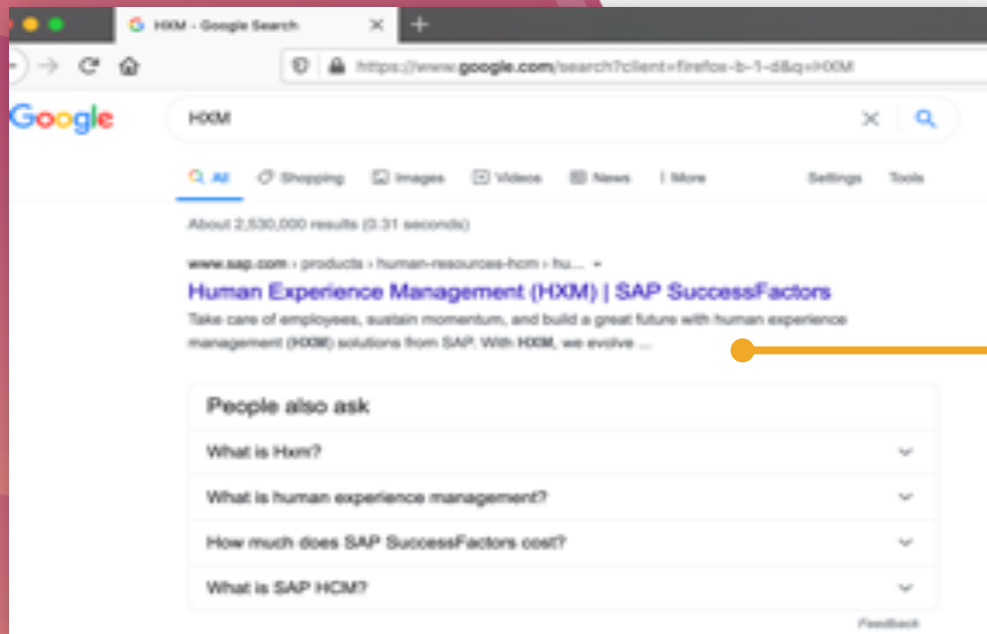


9:21 PM - Aug 29, 2020 - Twitter for iPhone



# Future of Analytics

Post on FCEE landed in the Google Answer Box for “future of analytics” – Out of 1,480,000,000 results **it’s been deemed the best!**



# HXM+FCEE

**Powering the future of net-new and awareness**

The first HXM post was published on FCEE September 16 of 2020. By the mid-October, if you googled “HXM” **it was on page one, and remains there.**



**THANK YOU**