GL BAJAJ
Institute of Management & Research, PGDM Institute
Greater Noida

FIND YOUR SPARK

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306
POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
MID TERM EXAMINATION (TERM -III)

Subject Name: **B2B Marketing**	Time: **01.00 hrs**
Sub. Code: **PGM33**	Max Marks: **20**

Note: All questions are compulsory.

Read the following case and answer the following questions: **10×2 = 20 Marks**

Case Study 1: Digital Transformation in B2B Marketing – The Journey of Tech Solutions Inc.   CO1

Introduction
TechSolutions Inc., a mid-sized IT services provider, struggled with traditional lead generation strategies. Their reliance on cold calling, trade shows, and referrals resulted in declining inbound leads, reduced brand awareness, and an inefficient sales funnel. In response, the company decided to embrace **digital transformation** in its marketing approach.

Challenges Faced
1. **Limited Online Presence:** The company had a basic website with minimal SEO optimization, leading to poor visibility in search engines.
2. **Ineffective Lead Generation:** The sales team depended heavily on cold outreach, which had low conversion rates.
3. **Lack of Content Strategy:** Tech Solutions had no thought leadership content to establish credibility in the industry.
4. **Inefficient Marketing Automation:** The absence of CRM and automated workflows led to high lead leakage.
5.

Solution Implemented
Tech Solutions Inc. adopted a **multi-channel digital marketing strategy**:
- **Website Revamp & SEO Optimization:** Enhanced UX/UI design, improved search rankings, and created targeted landing pages.
- **Content Marketing & Thought Leadership:** Developed case studies, blogs, and whitepapers to build industry authority.
- **Account-Based Marketing (ABM):** Focused marketing efforts on high-value clients with personalized campaigns.
- **Marketing Automation & CRM Integration:** Implemented HubSpot for automated lead nurturing and data-driven decision-making.
- **LinkedIn & Social Media Engagement:** Executed an aggressive LinkedIn strategy with weekly insights and engagement in industry discussions.

Results & Impact
- **60% increase** in organic traffic within six months.
- **45% rise** in inbound lead generation.
- Improved **email marketing open rates (35%)** and **lead-to-customer conversion rate (30%)**.
- **Enhanced brand credibility** through thought leadership content.

Questions
1. How can a B2B company balance inbound and outbound marketing efforts to maximize lead generation?
2. What role does content marketing play in influencing B2B buying decisions?

Case Study 2: Supply Chain Optimization through B2B Partnership – Global Manufacture & Logistics Pro   CO3

Introduction
Global Manufacture, a leading industrial equipment manufacturer, was facing supply chain inefficiencies, causing delayed deliveries, higher operational costs, and dissatisfied B2B clients. The company partnered with Logistics Pro, a supply chain technology firm, to streamline its operations.

Challenges Faced
1. Frequent delays in deliveries due to inefficient logistics.
2. High operational costs due to fragmented procurement and warehousing.
3. Lack of real-time tracking, creating uncertainty for customers.
4. Declining customer retention, as clients sought more reliable suppliers.

Solution Implemented
Global Manufacture collaborated with Logistics Pro to leverage AI and automation in supply chain management:
- AI-Powered Demand Forecasting: Reduced overstocking and stockouts by accurately predicting inventory needs.
- Real-Time Tracking System: Allowed both Global Manufacture and customers to track shipments in real time.
- Automated Vendor Management: Improved supplier relations through an integrated procurement system.
- Cost Optimization Strategies: Enhanced warehouse distribution and negotiated better shipping rates.

Results & Impact
- 35% reduction in supply chain costs within the first year.
- 50% improvement in on-time deliveries.
- Strengthened B2B client relationships, leading to increased long-term contracts.
- Logistics Pro became a strategic partner, helping Global Manufacture co-innovate new solutions.
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Questions
1. How can AI and automation enhance supply chain efficiency in B2B relationships?
2. What factors should businesses consider before entering a long-term B2B partnership?