

FOOD FOR THOUGHT

ABM FOR B2B INGREDIENTS COMPANIES

The consumer trend toward “clean ingredients” means product reformulations for food processors, which can translate to recipe overhauls and costly downtime. In response, smart ingredients manufacturers are creating clean substitutes that can be easily substituted into existing recipes with minimal disruption. But how can these companies best educate their customers?

The market for food ingredients is growing at an unprecedented clip, in step with the world’s swelling population and ballooning urbanization. As food manufacturers rush to meet rising consumer demand for “clean” labels, they must alter their production methods—a lengthy and costly process. At the same time, traditional B2B buying processes are shifting alongside technology. Ingredients companies must adapt to new, longer buying cycles led by anonymous purchasing influencers with whom they may never directly interact.

Currently estimated at \$41 billion, the international food processing ingredients market is projected to

grow at a CAGR of 6.2%, reaching \$55.99 billion by 2023. Busier consumer lifestyles are driving rapid demand growth for processed foods¹.

But the overarching trend in food ingredients is the ambiguous clean label, sought by consumers who want to eat healthier foods with familiar, more-natural ingredients, but lack a clear definition of what they consider “healthy.” Nonetheless, despite the cost and time of reformulating recipes and redesigning their processing lines, food manufacturers must respond to consumer demand. If they don’t keep up with the trends, then the competition will.

Food manufacturers are always

searching for ways to substitute clean-label ingredients into their food recipes without sacrificing shelf life, visual appeal, taste, mouthfeel, and nutritional quality. Ingredients with “chemical-sounding” names are on the chopping block—often sweeteners, colorants, and artificial flavors and preservatives². These ingredients are key in food manufacturing, leaving processors in a quandary.

At this critical juncture, changes in buying habits make it crucial for ingredients companies to inform these buyers as soon as possible to increase the likelihood of leads and sales. While research shows that buying cycles start an average of 16 months before a deal is made, sellers are introduced into the cycle around the 9-month mark. In the 7 months prior, influencers at food manufacturing firms are conducting research anonymously online. Up to 67 percent of the buying process is conducted digitally³. These unknown decision-makers then pass along their recommendations to ever-growing buying committees made up with

¹Reportlinker. “The food processing ingredients market is projected to grow at a CAGR of 6.2%.” Cision PR Newswire. <https://www.prnewswire.com/news-releases/the-food-processing-ingredients-market-is-projected-to-grow-at-a-cagr-of-6-2-300654591.html>. May 24, 2018.

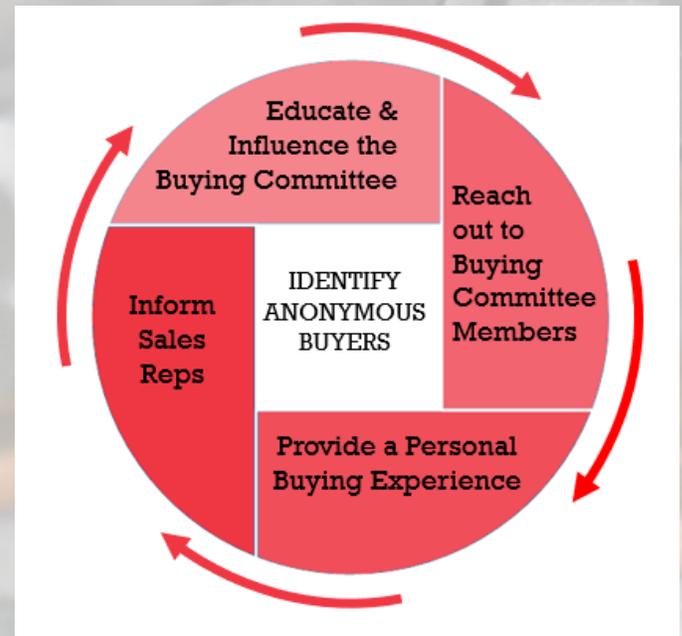
²Chen, Wei and Hart, Heather. “Consumers Turn an Eye to Clean Labels.” Food Safety Magazine, October/November 2016. <https://www.foodsafetymagazine.com/magazine-archives/octobernovember-2016/consumers-turn-an-eye-to-clean-labels/>.

³Craig More. “Maybe You Already Have Enough Data for Analytics: Part III: Marketing Mix Analysis.” Sirius Decisions. <https://www.siriusdecisions.com/blog/maybe-you-already-have-enough-data-for-analytics-part-iii-marketing-mix-analysis>. June 6, 2013.

individuals with their own perspectives and agendas. How can food ingredient companies make an impression on these anonymous buyers during the vital research phase and through the sales process?

Traditional B2B marketing often relies on mass emails, lead generation, and cold calling. But these messages may arrive late in the buying process or, worse yet, be overlooked in so many overflowing inboxes, SEO-driven web searches, and bland voicemails. Similarly to consumers, B2B buyers prefer to conduct initial research individually rather than hearing pitches from sellers.

Taking these aspects of buying behavior into consideration, account-based marketing (ABM) provides the timely, effective solutions that food ingredients manufacturers need to reach past and potential customers. ABM transmits marketing messages directly to key accounts through IP targeting, utilizing the support of a database of IP addresses associated with customers' accounts. ABM as a message-delivery method provides custom-tailored content to both past and potential customers. This feature enables ingredients companies the opportunity to present their information to anonymous buyers and influencers—particularly information about specific ingredient formulations relevant to those accounts. Distributed through ABM, messages can educate on how, for example, specific ingredients lessen the challenges of reformulation, as they require less equipment retooling and complicated changeovers. By reaching these individuals early in the buying cycle, ingredients



companies are primed for faster pipeline velocity, bigger deal sizes, and increased win rates.

The food ingredients manufacturing industry has the same mission as ever before—to provide quality, in-demand ingredients to food processors. As these customers respond to changing consumer tastes, ingredients manufacturers are wise to adapt to the demand of the modern buying cycle. Reaching buyers early through ABM can teach a wide swathe of decision makers at food-processing companies about the features of the specific food ingredients that benefit their products—and their sellers.

The Jabmo solution provides digital, sequenced, personalized communications to anonymous & known buyers at your target accounts.

Global companies such as Sealed Air, Fives, and Schneider Electric have chosen Jabmo to manage their ABM programs, increasing win rates, deal size, and pipeline velocity.



www.jabmo.com
@JabmoABM

Americas

100 S. Baldwin, Suite 200
Madison WI 53703
United States
+1 (608) 316-6182

Southern Europe

10 Rue la Boétie
75008 Paris,
France
+33 1 82 28 89 50

Nordics

Sergels Torg 12,
111 57 Stockholm,
Sweden
+46 (0)8 410 05 310