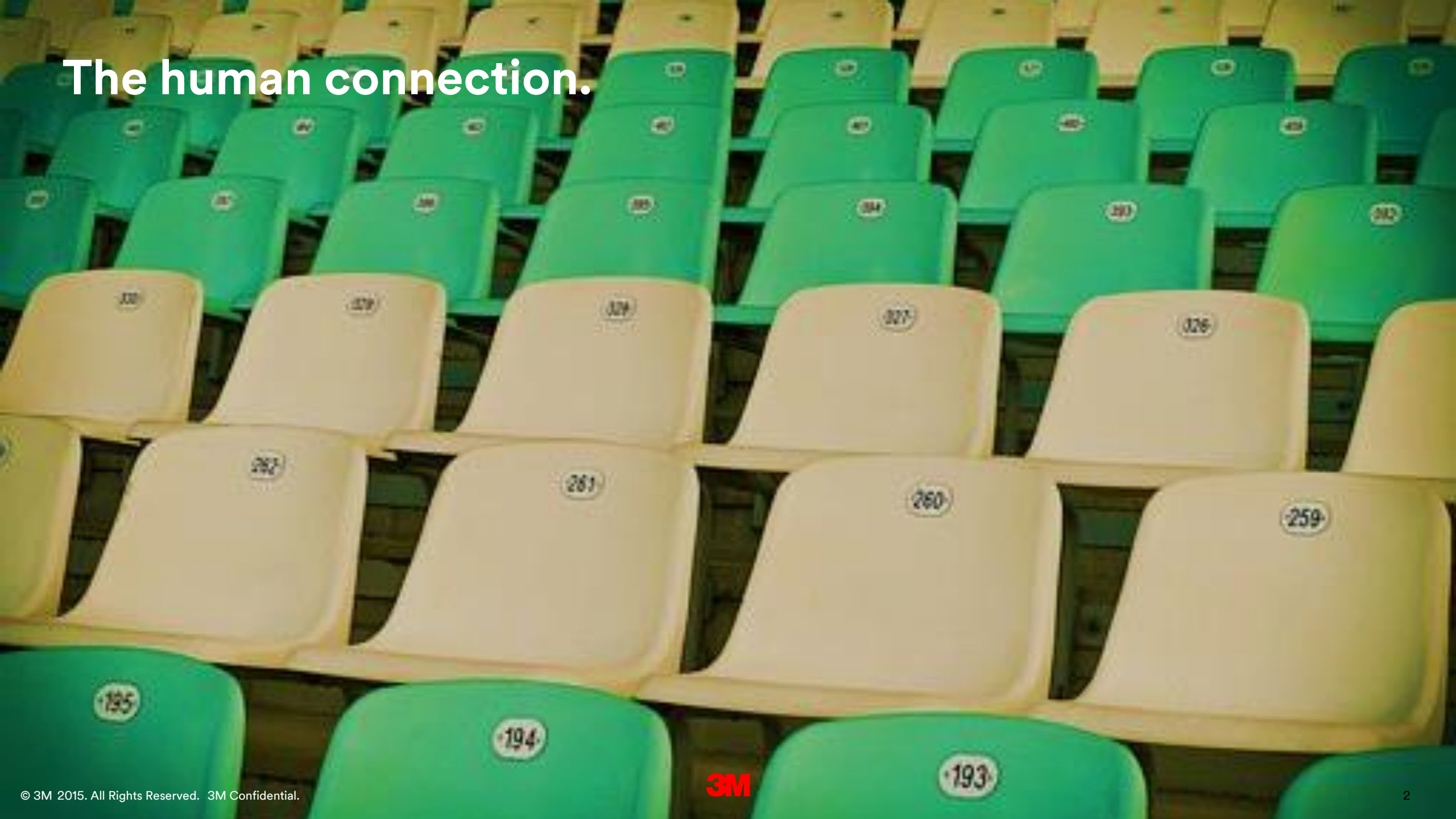


# Marketing in a modern world

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The human connection.



**More than a stripe.**



**3M**



Today's customers.



# The world we live in.

66%

of B2B consumers expect all of their interactions with brands to be personalized

#1

reason B2B consumers don't engage more often with brands is because the content is irrelevant

82%

of B2B consumers have less time for reading and research (=binge)

94%

of B2B buyers conduct online research before deciding

64%

of B2B consumers engage primarily to request service or support

40%

of B2B buyers second-guess the decision after the purchase is completed

*Harvard Business Review, 2016 & 2017; Marketo, 2017, Demand Gen 2016*



**Growth happens when the landscape changes.**



# Who are we hollering at?

At key or national accounts:

Occupational health and safety professionals

Industrial hygienists

Health and safety committees

**What do I use this Information for?**

- Educate myself
- Educate workers
- Product information
- Regulatory purposes
- Industry standards

**Where do I look for health & safety info?**

- Online
- Professional journals
- Industry publications
- Manufacturers
- Trade shows

**What tools do I need?**

- Safety requirements
- Product needs assessment
- Product user guides
- Health, safety & environmental specialist tools





**Experience leaders outperform in the market.**





**The party is only as good as the invitation.**



**Stay relevant with key opinion leadership.**





**Disrupters = online + belly-to-belly**



A close-up photograph of two hands, one larger and one smaller, reaching towards each other in a field of tall, dry grass. The hands are positioned as if about to clasp or support each other. The background is a soft-focus landscape with a clear sky.

**Harnessing the power  
of digital, together.**



**3M** Science.  
Applied to Life.™

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Thank You