



HUMAN TO HUMAN

THE NEW
B2B & B2C?

H2H binnen Graydon

PVKO - 28/11/2017

Jeroen Donkers

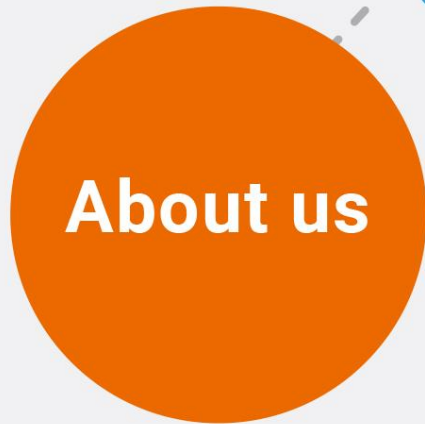
GRAYDON
open in business

Content

- About Graydon
- Kort interactief onderzoek
- 2013: uitdaging
- 2016: mooi, maar...
- 2017: Customer Success & Video
- Results
- Next step

About Graydon

Our company, Keyfacts



330 Employees



- 15.000 clients
- Revenue 2016: 51 million Euro



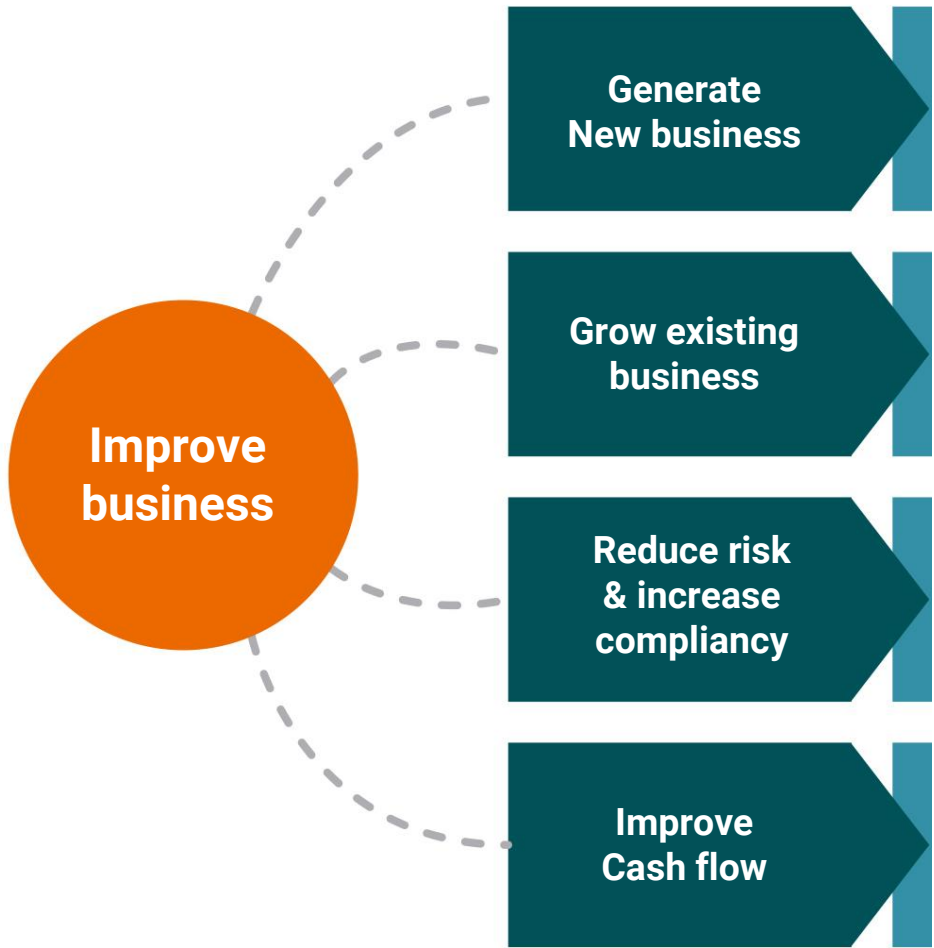
**Offices in:
Amsterdam, London,
Antwerp and Cardiff**



**Our clients are usually
Corporates and
larger SME's**

About Graydon: Our purpose

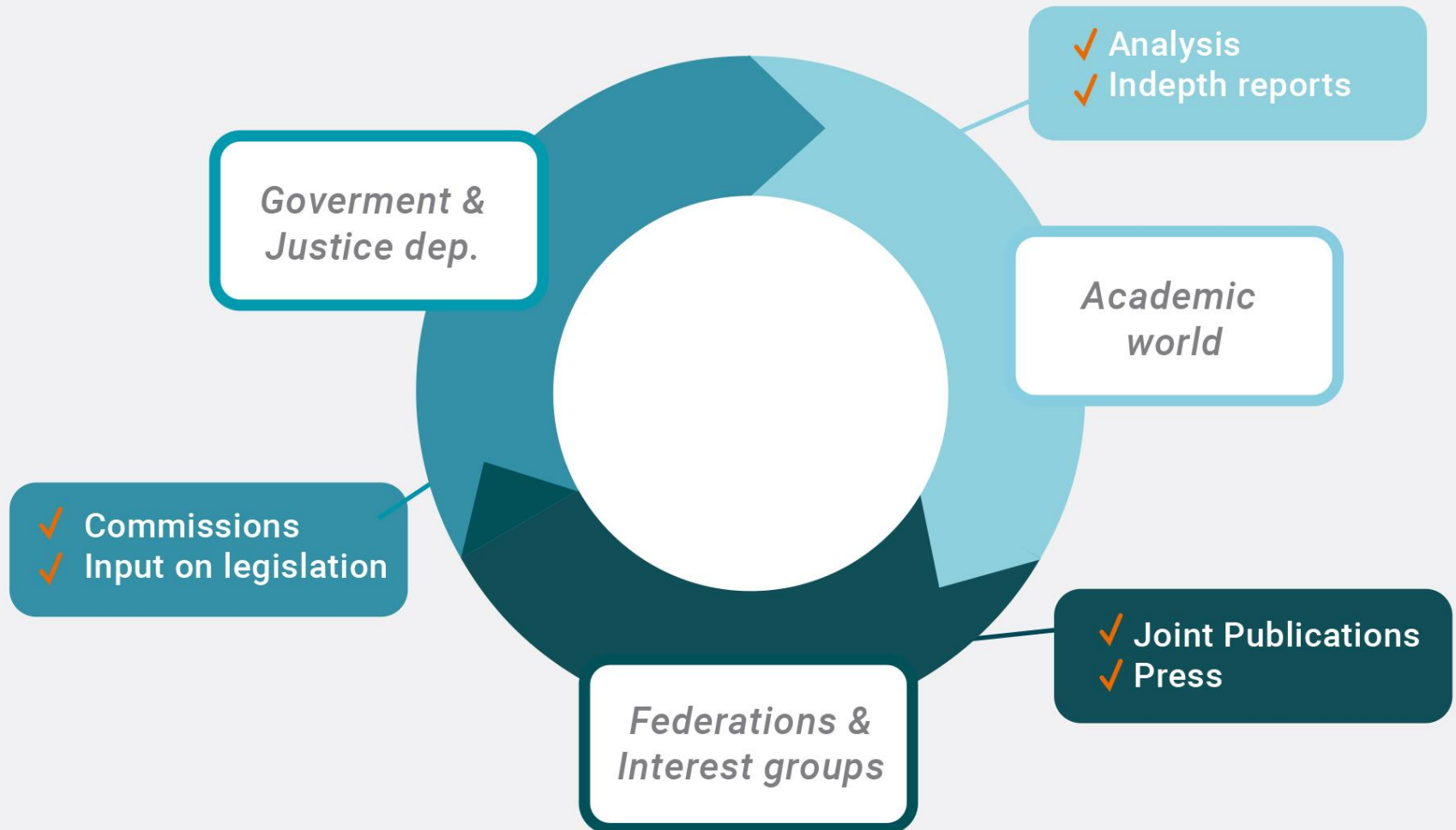
Helping companies grow



Customer Benefit



Research & Development: Institutional partnerships





Graydon DNA
Our people, Our strength...

passionate
about
customers

teamwork
& fun

knowledge
driven

#wearegraydon

inspiring
for
customers

collaborative
with
customers

entrepre-
neurial
spirit



Rijksdienst voor Sociale Zekerheid



Kort onderzoek

WiFi: 'BleuPoint'

Ga naar www.kahoot.it

Voer game pin in en druk enter

Volg de instructies



2013

GRAYDON

Kwaliteit en expertise

Kennisniveau Graydonars

Beleving/gevoel bij Graydon

MARKETING STRATEGY MAP

Business strategy

Graydon offers inventive, reliable and easy to use intelligence that enables businesses to make better decisions that lead to improved competitive advantage

Strategic marketing goals

Segmenting

By segmenting markets precisely and tailor solutions to exactly match the customer demands, Graydon creates partnerships that engender tremendous customer loyalty.

Marketing strategy

By sharing valuable knowledge and intelligence with the decision makers in our segmented markets, the obtained authority will lead to an higher perceived value and price of services will become less relevant.

Positioning

From: being perceived as a fragmented data / information provider.

To: being perceived as an international business intelligence provider.

SUSTAINABLE COMPETITIVE ADVANTAGE

Financial

COST PER ACQUISITION

EBIT AND REVENUE

AVERAGE ORDER VALUE

Outcomes

Market and customer



- Transaction
- Portfolio
- Business Process
- Business Tactics

Credit

- Credit Check
- Portfolio Management / Monitoring
- Software / Partners
- x

Risk & Compliance

- KYC Check
- Portfolio Analyses
- x
- x

Marketing

- Prospect Data
- Database Management
- x
- x

Tactics / Metrics

News, information

Inspiration, education

Intelligence, knowledge

Traffic

Capture

Nurture

Convert

Customer

Partner

Ambassador

Activate

Develop

Retention

Promote

Outcomes

System / Processes

Inbound marketing

Company profiling

Quality content publishing

Client driven operations

Customer management

Customer intelligence

Sources

Learn and grow

Understanding the market

Hyper-relevant topics

Customer touch points

Relation marketing

Multilevel marketing

Wow service

Drivers

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x

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Convert

+73%

+54%

+33%

+9%

2016

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Credit Check	KYC Check	Prospect Data
Portfolio Management / Monitoring	Portfolio Analyses	Database Management
Software / Partners	x	x
x	x	x

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Multilevel marketing

Wow service





2016

GRAYDON

- Klantbeleving: van **grijs** naar **groen**
- Aandacht voor **Customer Success**



Customer Success

**Customer Experience
Management**

Waarde van Graydon voor de klant



**Customer Value
Management**

Waarde van de klant voor Graydon



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Software / Partners	x	x
x	x	x

Tactics / Metrics



Outcomes

System / Processes



Sources

Learn and grow



Drivers



2017

GRAYDON

Waarom video?

- Moeilijke materie makkelijker uit te leggen
- Verhoogt vertrouwen bij klanten en prospecten
- Wakkert enthousiasme (en dus sales) aan
- Zorgt voor differentiatie
- Creëert emotie, fun en WOW moment



Waarom video?

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Human to Human



Some video trends for 2018

- It's all about authenticity
- Videos are easier than ever to make
- Change the way you think about distribution: now it's "channel first"
- Develop your content inhouse, then look for the expert
- Video in every single touchpoint
- Video has highest engagement and conversion rates
- Integrations with video will explode

Bron: Lorenzo Bown, CEO StoryMe (www.storyme.com)



Video project @Graydon BE

- Email signatures
- Content promotion
- Explanation video
- GoVideo
- Testimonials
- 'Why Graydon' video
- Aftermovie
- 'Werken bij Graydon' video



Email signatures

2013

The screenshot shows the Outlook 'Message' ribbon with various toolbars. The email composition area includes fields for 'To...' (Paul Teutscher), 'Cc...', and 'Subject' (Compliment). The main body of the email contains the following text:

Hi Paul

Wat ben je toch een topper!

Met vriendelijke groeten,

Jeroen Donkers
Marketing Manager

T +32 3 280 88 00
M +32 497 05 96 94

Graydon Belgium
Uitbreidingstraat 84 - b1
2600 Antwerpen (Berchem)

The signature block, including the name, title, and contact information, is enclosed in an orange rectangular box.

Email signatures

2014

Compliment - Message (HTML) Table Tools

File Message Insert Options Format Text Review Vidyard GoVideo Design Layout Tell me what you want to do...

Cut Copy Paste Format Painter Clipboard

Calibri (Box) 10 A⁺ A⁻ [List Icons] [Color Icons] [Text Icons]

Address Book Check Names Attach File Attach Item Signature

Follow Up High Importance Low Importance Tags

To... Paul Teutscher;

Cc...

Send

Subject Compliment

Hi Paul,

Wat ben je toch een topper!

Met vriendelijke groeten, Sincères salutations, Kind regards,



Jeroen Donkers
Marketing Manager

T +32 3 280 88 00
M +32 497 05 96 94

Graydon Belgium
Uitbreidingstraat 84 - b1
2600 Antwerpen (Berchem)



Email signatures

2017

25 sales & marketing profiles use video email signature on a daily basis

The screenshot shows an email client window titled "Compliment - Message (HTML)". The interface includes a ribbon with tabs for File, Message, Insert, Options, Format Text, Review, and Vidyard GoVideo. The Message tab is active, displaying a rich text editor with various formatting options like font face (Arial), size (10), bold, italic, underline, and text color. Below the editor, the email header shows the recipient as "Paul Teutscher", the subject as "Compliment", and the sender as "Hi Paul". The main body of the email contains the text "Wat ben je toch een topper!" followed by a video signature for Jeroen Donkers, Marketing Manager. The signature includes contact information: phone numbers (+32 3 280 88 00 and +32 497 05 96 94), location (Graydon Belgium, Uitbreidingstraat 84 - b1, 2600 Antwerpen (Berchem)), and a video thumbnail of Jeroen Donkers holding a fork.



Content promotion

Short video's to promote content items (e-book, e-paper)

Graydon Belgium nv

Een eigen zaak opstarten vraagt een grondige voorbereiding. Lees in deze blog wat er zo allemaal bij komt kijken. <http://ow.ly/90i630fJzn1>

Een eigen zaak: blijft het bij een droom?
graydon.be

Graydon Belgium nv

3w

Denkt u dat #data in de toekomst belangrijk zullen zijn? <https://lnkd.in/erTUaNX?>



Het handboek voor Data Driven Marketing

embed.vidyard.com

Explanation video



GoVideo

Screen capturing tool die gebruikt kan worden voor:

- Onboarding
- Demo
- Voorbereiding gesprek
- Opvolging gesprek
- Toelichting offerte
- Kennisdeling
- ...



The screenshot shows the Graydon website homepage. At the top, there is a dark blue navigation bar with the Graydon logo and links for 'Oplossingen', 'Blog', 'Downloads', 'Over Graydon', and 'Zoeken'. Below the navigation bar, the main content area features a large banner with the text 'Vind direct kredietwaardige bedrijven en ideale prospects' and a search bar containing the text 'Zoek bedrijven in de grootste database van België'. At the bottom of the banner, there is a circular video player showing a man's face, with the text 'Weet u met wie u zaken doet? Vraag een gratis rapport op.' and a 'Check uw klant' button. A video player control bar is visible at the bottom right of the video player, showing a play button, a progress bar, and a timestamp of 00:02.

Testimonials



'Why Graydon' video



Aftermovie events



Marc Brems
Credit Manager/Team Leader BELUX
BASF Antwerpen

'Werken bij Graydon' video

Bij Graydon krijg je veel mogelijkheden om jezelf te ontwikkelen in je vak en nieuwe ideeën te realiseren. Graydon biedt haar werknemers de mogelijkheid om naast hun werk een studie of leertraject te volgen. Daarnaast zijn er binnen Graydon veel doorgroei mogelijkheden.

Annick Vangramberen vertelt over haar loopbaan bij Graydon.



[Bekijk onze vacatures](#)

Results

Results

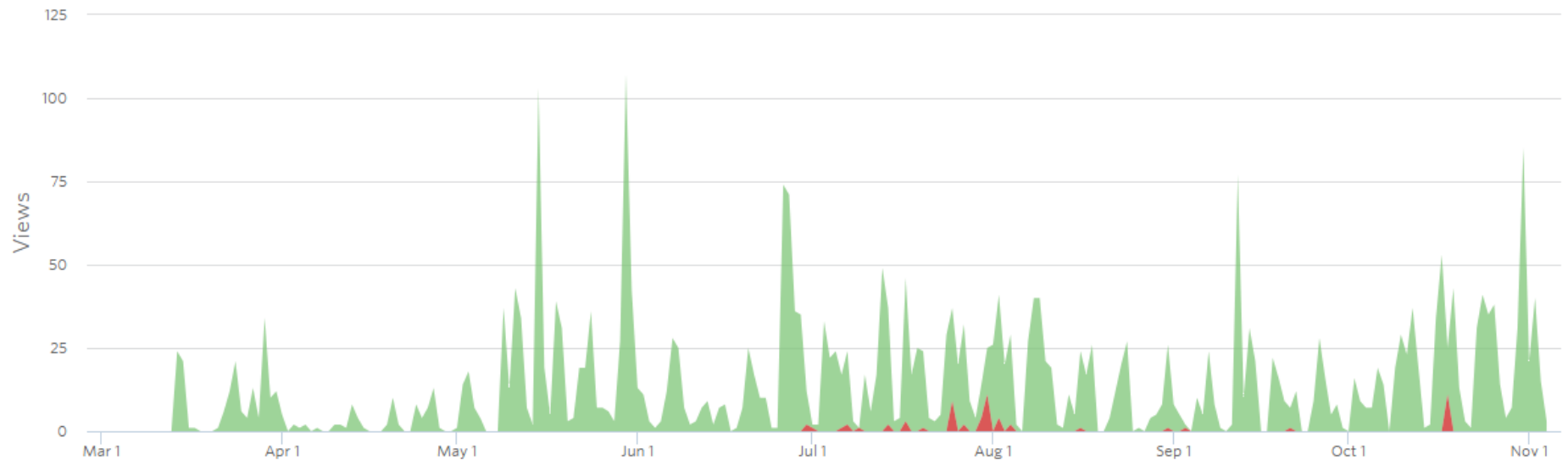
VIEWS
3,433

UNIQUE VIEWS
2,644

MINUTES WATCHED
2,691

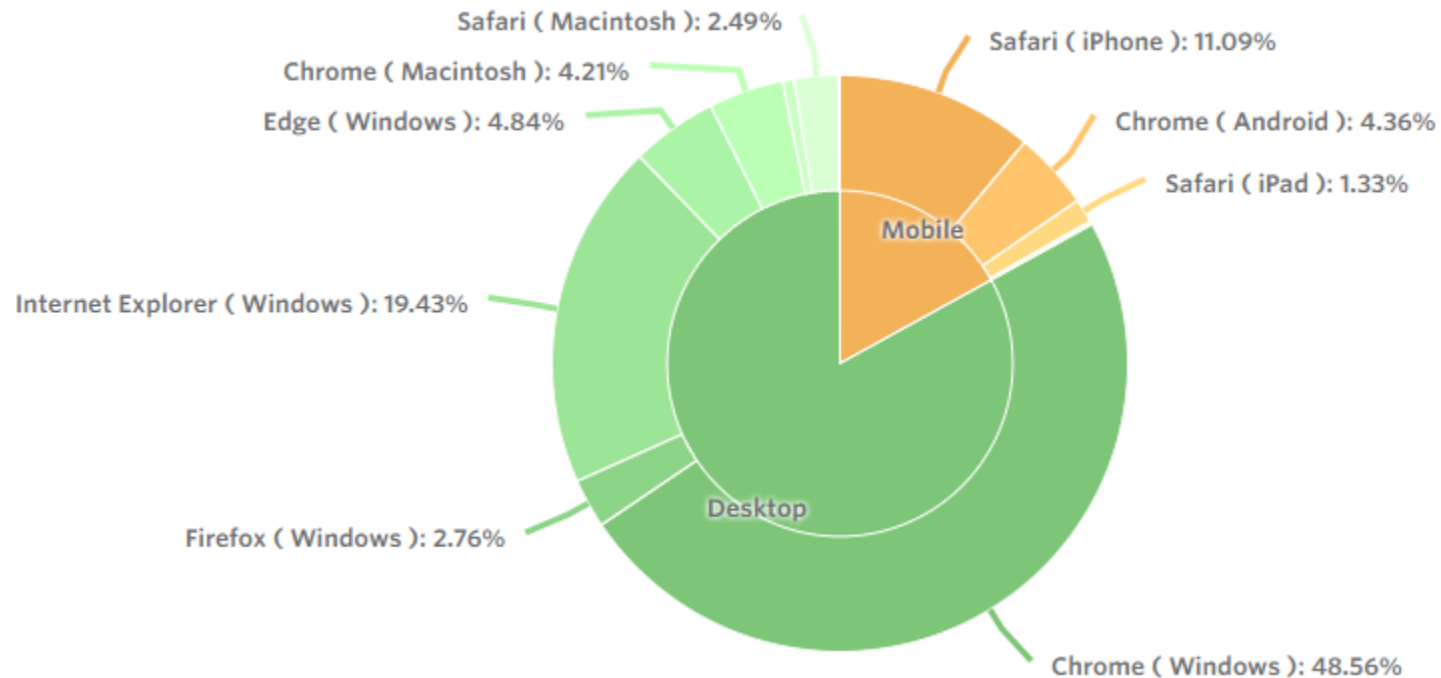
POPULAR REGION
Belgium

Visitors



- More than 2600 people watched our video's for almost 2700 minutes
- Significant increase of views when new video has been released

Results



- 17% of viewers watched our video's on mobile, 83% on desktop
- Safari & Chrome (mobile), & Chrome & IE (desktop) are most used browsers

Results on social



- Increase of impressions with video
- Slight increase of CTR or engagement, but still a lot to improve

Results

From: Jens Verboven
Sent: Wednesday, November 15, 2017 12:03
To: ALL BE SALES & MARKETING
Subject: FW: Contact - Beyers-Vanheule - Graydon

Ladies and gents,

Gewoon even delen dat ik van deze prospect, die mij terug opbelde na onderstaande mail met videohandtekening, een heel leuke reactie kreeg op het filmpje (kan ook aan de acteur van het filmje liggen uiteraard ;-)). Om het in zijn woorden uit te drukken "Super fijn en aangenaam om het gesprek mee te starten".

Gr

Jens

Hierbij nog een leuke reactie van een klant.

Met vriendelijke groeten,

Benitez Asakome
Senior Business Data advisor

T +32 3 280 88 73
M +32 484 82 01 00

Graydon Belgium
Uitbreidingstraat 84 - b1
2600 Antwerpen (Berchem)



GRAYDON
open in business



From:
Sent: maandag 2 oktober 2017 14:24
To: Benitez Asakome <Benitez.Asakome@graydon.be>
Subject: RE: Contactgegevens Graydon Belgium

Hallo,

Aangenaam, tof filmpje trouwens 😊

Weer een reactie op het filmpje 😊

Met vriendelijke groeten, Sincères salutations, Kind regards,

Katleen Mertens
Corporate Business Data advisor

T +32 3 280 88 32
M +32 485 86 02 08

Graydon Belgium
Uitbreidingstraat 84 - b1
2600 Antwerpen (Berchem)



GRAYDON
open in business

From:
Sent: maandag 23 oktober 2017 22:06
To: Katleen Mertens
Subject: Re: kick off BAM data hub

leuk filmpje trouwens in je signature!

Next step...

Personalized video

Need we say more?



GRAYDON

Kwaliteit en expertise

Kennisniveau Graydonars

Beleving/gevoel bij Graydon









HUMAN TO HUMAN

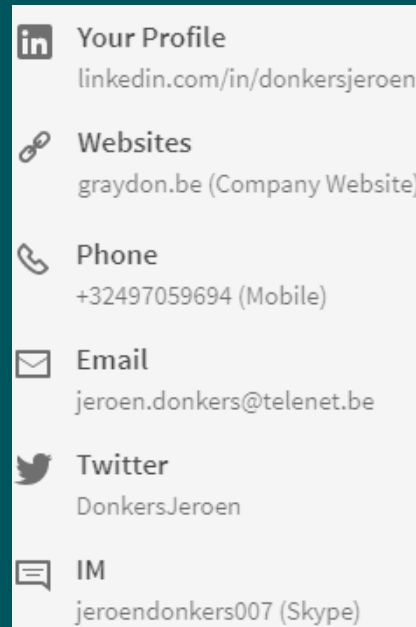
THE NEW
B2B & B2C?

YES!

Vragen of kennis en ervaring delen?

-  **Your Profile**
linkedin.com/in/donkersjeroen
-  **Websites**
graydon.be (Company Website)
-  **Phone**
+32497059694 (Mobile)
-  **Email**
jeroen.donkers@telenet.be
-  **Twitter**
DonkersJeroen
-  **IM**
jeroendonkers007 (Skype)

Vragen of kennis en ervaring delen?



in Your Profile
linkedin.com/in/donkersjeroen

🔗 Websites
graydon.be (Company Website)

☎ Phone
+32497059694 (Mobile)

✉ Email
jeroen.donkers@telenet.be

🐦 Twitter
DonkersJeroen

💬 IM
jeroendonkers007 (Skype)

Of stuur een video... 😊

GRAYDON