

B-TO-B

Zammo.ai Bets Heavy on Facebook for Its B-to-B Campaign

The lines are blurring between business-to-business and business-to-consumer marketing

Zammo.ai wanted to educate enterprises and agencies about conversational AI. Zammo.ai



By [David Cohen](#)

53 MINS AGO

Zammo.ai, a provider of conversational artificial intelligence technology for businesses that build for platforms like smart speakers, kicked off a major business-to-business marketing campaign to raise awareness about conversational AI. But what's different about this campaign is that in addition to the usual b-to-b suspects, like Google and LinkedIn, Facebook is a major part of the mix.

"Conversational AI has reached a tipping point where a b-to-b brand like ours should be creating awareness not just via Google and LinkedIn—which are great marketing platforms, of course—but also on Facebook," Zammo.ai founder and CEO Alex Farr told Adweek. "It's our largest ad spend to date on the platform, which we plan to continue to invest in."

And that tipping point has been spurred by numerous factors. A [study by Verizon](#) found that usage of voice technology has risen since the beginning of the [pandemic](#), and [Strategy Analytics](#) reported that global sales of smart speakers reached an all-time high of 150 million units in 2020.

"Our approach to educating enterprises and agencies about conversational AI is simple: Reach the decision-makers in our target industries where they already are—on social media," Zammo.ai vice president of marketing Randy Noxon told Adweek. "Further, we aim to spread the word about the incredible evolution that voice-enabled technology has on interactions."

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The trend of b-to-b marketing converging more and more with business-to-customer marketing is growing. A recent campaign by online graphic design platform Canva and its media agency of record, OMD, used Facebook, Instagram, TikTok, Twitter and YouTube, as well as national television spots, to tout Canva's offerings for small businesses. Brands like GE, IBM and Salesforce are also broadening their audience scope.

"Whereas few b-to-b businesses are leveraging Facebook, we have found success with its almost frictionless interface which allows our audience to enter their email address into a pop-up ad and get a free educational guide or similar piece of collateral content without ever leaving Facebook," Noxon said.

The social network's extensive ad targeting capabilities are equally effective in b-to-b and b-to-c efforts, as are its measurement capabilities, and tools created specifically for b-to-b, such as lead-generation ads, can be mixed with other offerings on its platform.

Facebook's lead-generation ads let people click on the ad to bring up a form that is already pre-populated with their Facebook contact information, making the process seamless for potential customers and giving brands qualified leads who have expressed interest in their products or services.

Newly generated leads can be synced directly with brands' customer relationship management platforms.

Facebook does not break out b-to-b as a portion of its overall advertising mix but estimated that more than 200 million businesses globally use its services every month, and it has more than 10 million active advertisers.

"Zammo.ai's Facebook campaign underscores how b-to-b and b-to-c advertising are converging," David Deal, a marketing consultant based in Chicago, told Adweek. "B-to-b buyers behave online similarly to how consumers do. So, it makes sense for a b-to-b campaign to capitalize on the same platform as a b-to-c campaign does. I predict that you will see more and more b-to-b ad spend on Facebook to drive lead generation as this convergence continues."



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