




# EXPERIENCE MAKERS<sup>LIVE</sup>

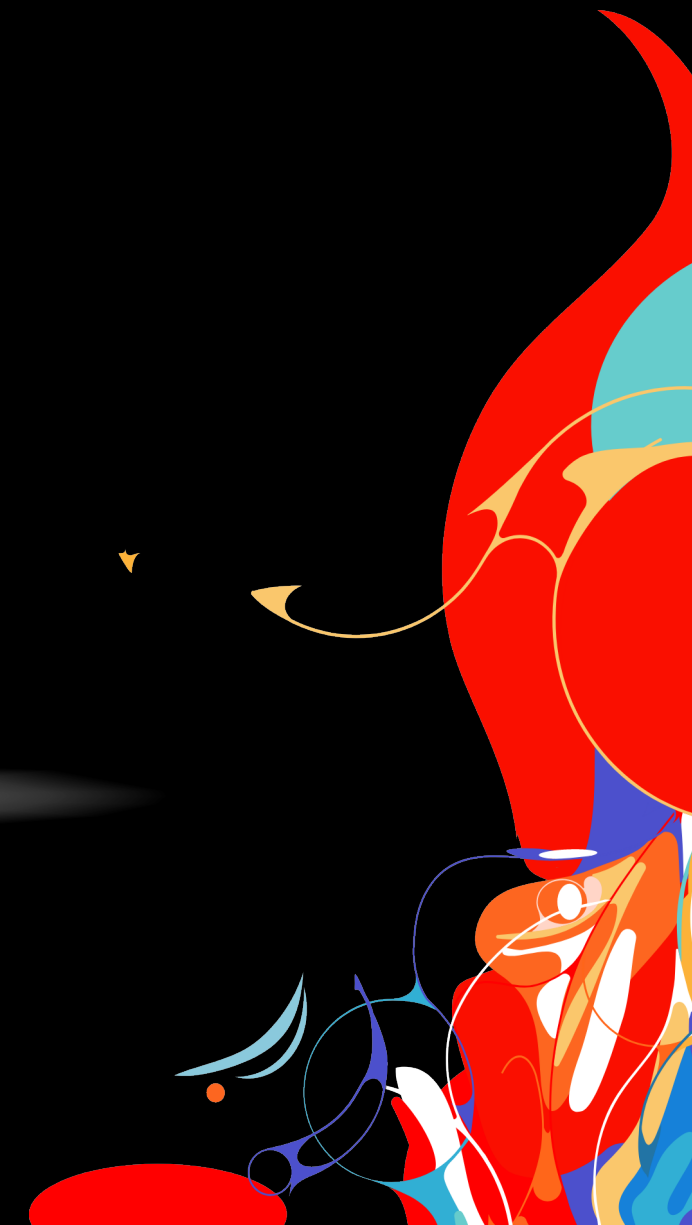
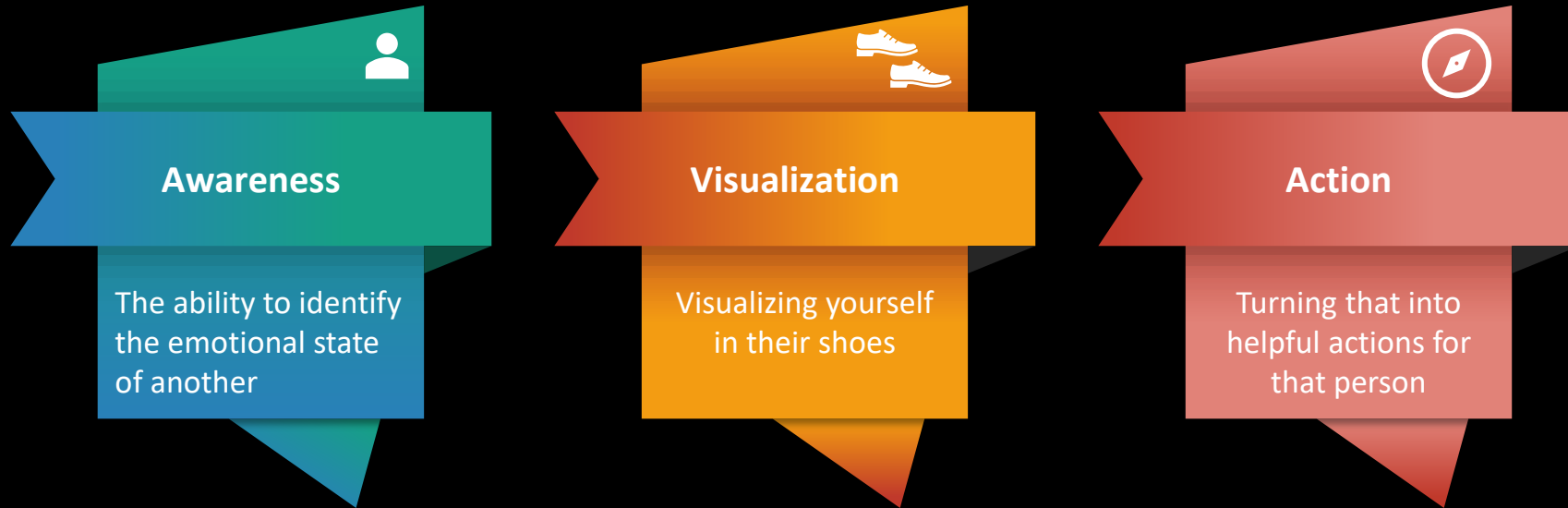




# Pivotal Steps to More Empathetic B2B Marketing

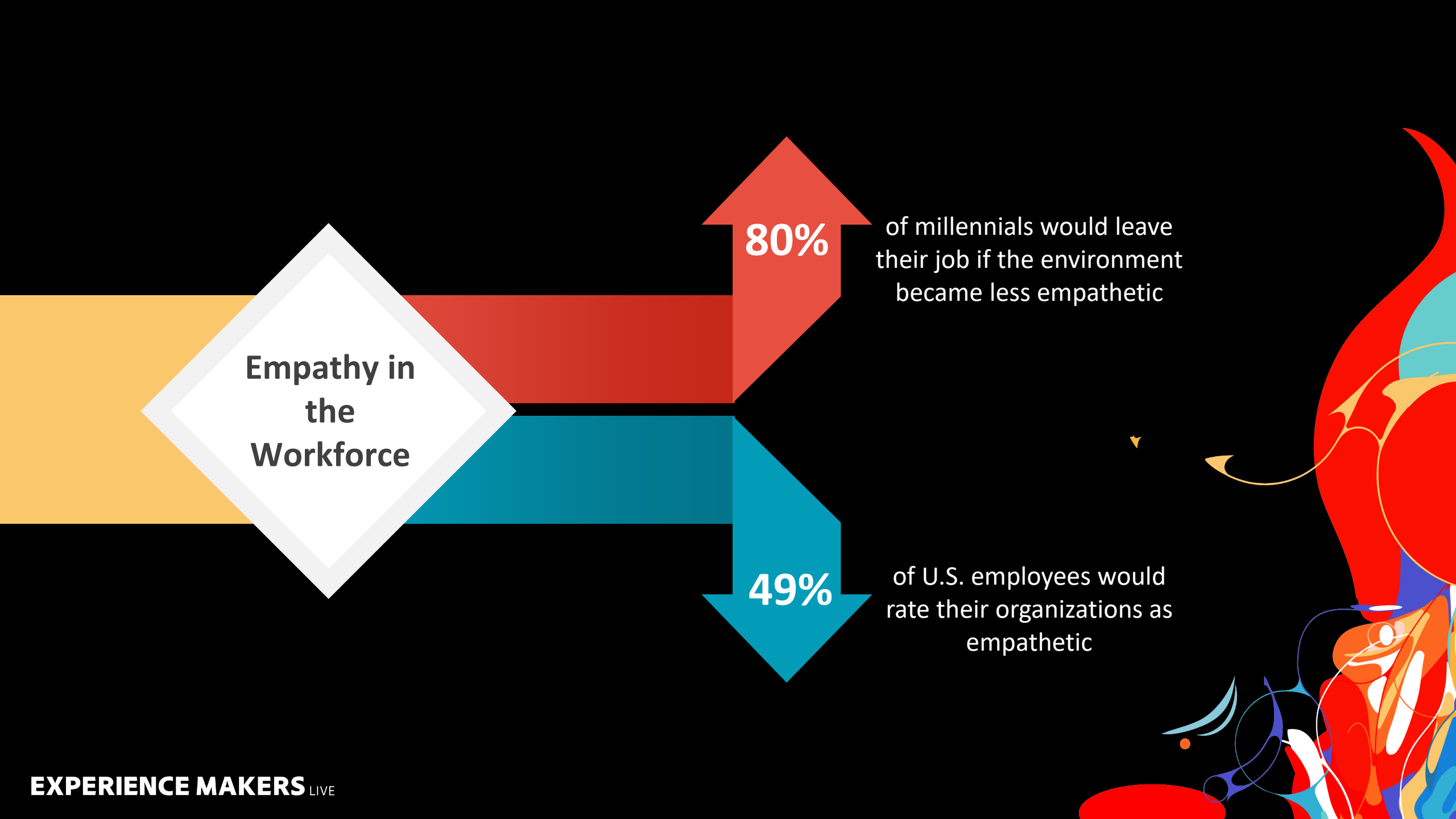
Gurdeep Dhillon

# What is Empathy?



Have You  
Filled a  
Bucket  
Today?





## Empathy in the Workforce

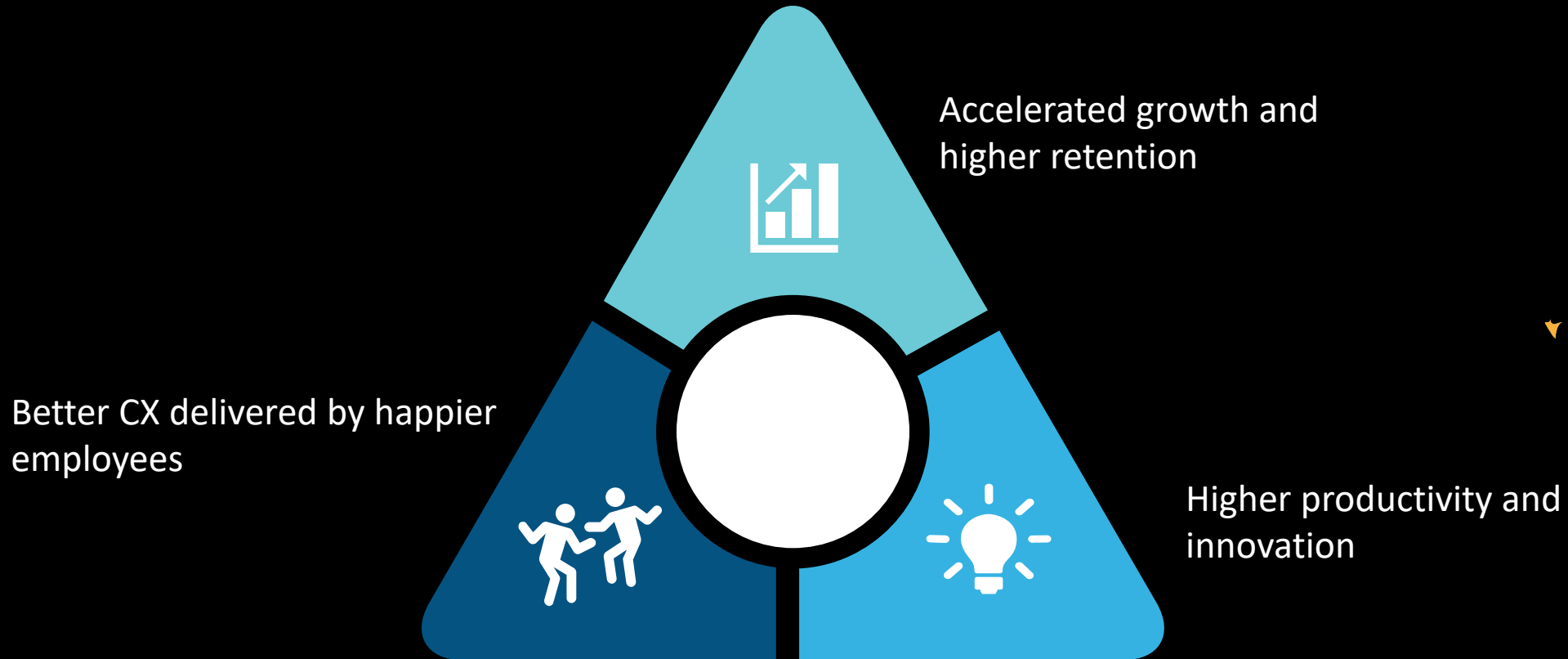
80%

of millennials would leave  
their job if the environment  
became less empathetic

49%

of U.S. employees would  
rate their organizations as  
empathetic

# Why Does Empathy Matter in B2B?





The infographic features a central white diamond with a grey border containing the text 'Massive Deficit'. To the left of the diamond is a solid yellow horizontal bar. From the right side of the diamond, two arrows emerge: a red arrow pointing upwards and a blue arrow pointing downwards. The red arrow is labeled '70%' and points to the text 'of companies believe they are customer-centric in their engagement'. The blue arrow is labeled '30%' and points to the text 'of customers agree'. On the right side of the image, there is a colorful, abstract graphic with red, blue, and yellow shapes, including a stylized face and swirling lines.

**Massive  
Deficit**

**70%**

of companies believe they  
are customer-centric in  
their engagement

**30%**

of customers agree

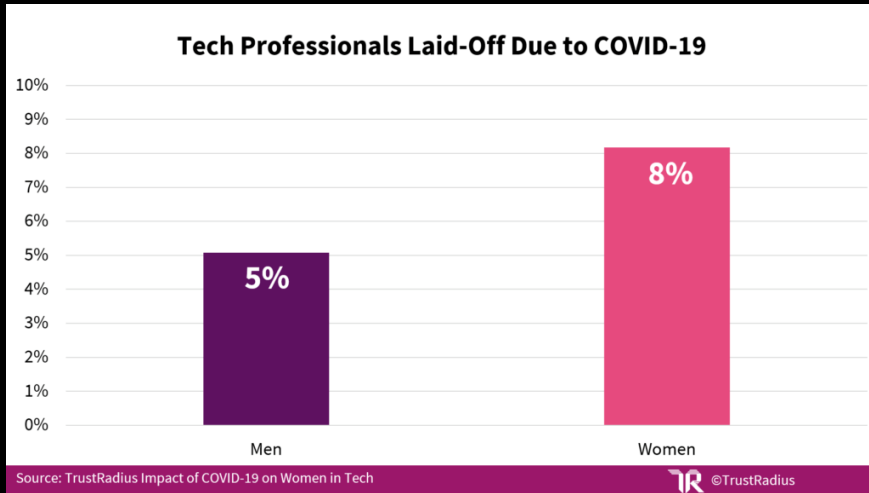
In “normal” times, this deficit isn't OK.

In challenging times, it can devastate your brand





# Who's Doing it Well?



**THE BEST OF BOTH WORLDS**

*LET'S GET*  
**PHYGITAL**

Getting phygital is all about marrying the physical and digital worlds of gifting to create personal bonds with prospects, partners and customers in a relevant, relatable and respectful manner. Below we share our tips and tricks for keeping it personal during the current circumstances.

# Shout Out to My Team

WEBINAR

From In-Person to Digital:  
Tips for Shifting Your Event Strategy

April 2, 10am PT | 1pm ET

Marketo

An Adobe Company

Event Marketing

5 Lessons Learned After One Month of Virtual Events | Field Marketing

Megan, I got you something I think you'll love!

Marketo

An Adobe Company


Hi Megan,

I am sending you \$20 to donate to a charity of your choice. I am proud to be working for a company like Adobe that is allowing us to give back to the community right now.

Please use this to donate to any cause of your choice. I know things may be crazy right now but I would also like to learn about your marketing plans for the year to see if Marketo can help in any way.

If you are open to having a call the gift is yours. Just put some time on my calendar or send me some times you are free.

What do you think??



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Magento Commerce

Products Solutions Partners Community Resources Blog

Get a Free Demo


Adapting for business acceleration during challenging times

During these challenging times, Adobe is here to help support your business. We care about the well-being of our customers and are committed to giving you the support and resources you need.

Overview Managing your business Program changes FAQs Partner Community Insights


We're here to support you.

Whether you're collaborating with colleagues from home or reaching your customers digitally, we've put together some resources and special programs to help you be successful.




Managing your commerce business  
The global landscape has transformed rapidly before our eyes. Being proactive and adaptable can help you maintain your business today.

Read more




Program changes  
As the COVID-19 situation develops, we are immediately implementing a number of customer-friendly programs intended to provide continued access to our products and help you get up and running quickly.

Read more



Frequently asked questions  
We've collected some of the top questions and answers for accessing services and support to help you stay connected and productive.

Read more



Partner Community Insights  
The Adobe partner community shares their insights and perspectives for merchants today to create personal experiences for customers and make every experience shoppable.

Read more

EXPERIENCE MAKERSLIVE

Five  
Immediate  
Actions To  
Become More  
Empathetic

The infographic features a central white circle with a red and orange gradient border. A white line with small red dots at each branch point extends from the circle to the right, connecting to five numbered white circles. Each numbered circle is followed by a horizontal rounded rectangle with a red-to-orange gradient. The background is black. On the right side, there is a large, abstract, colorful graphic with red, orange, yellow, and blue swirling shapes and lines.

1

Develop helpful, relevant content

2

Listen to your customers and employees

3

Communicate clearly and consistently

4

Practice inclusivity

5

Be authentic in your voice and in your actions

# THANK YOU



