

# EXPERT TALK.

## Meet our Nectees



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Corporate Communications  
Manager



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Junior Social Media &  
Communications Specialist

In today's Expert Talk, our Marketing and Communications Department, Louisa Wölke and Ava Schnormeier, talk about what working in marketing means, among other things, and what challenges companies have to face.

Louisa Wölke, Corporate Communication Manager, has been with Nect for almost two years and has started to build up the Marketing Department.

Ava Schnormeier, Junior Social Media and Communications Specialist, has been with Nect for more than a year and is working with Louisa to expand the department.

### What inspired you to pursue a career in marketing?

**Ava:** To be honest, I didn't really know what I wanted to do. After my time abroad, I knew it had to be something with language and that's how I ended up studying linguistics and communication with economics. But it was only through internships and part-time jobs that I realized how much fun this business can be, but also how challenging it is.

For me, it's the mix of creativity, communication and strategy that makes the work enjoyable and that's what I like the most.

**Louisa:** I am actually a qualified event manager. Since events are also one of the many marketing tools, I quickly became interested in the broader field of marketing and communication. The marketing studies provided me with deeper insights into how we can impact human perception and support the achievement of visions with the right strategy, words and advertising.

The interaction of human thinking and creative design is what fascinates me.

### What do you think are the three essential skills for a career in marketing?

**Ava:** Creativity, communicative, strategic + love what you do.

Marketing is a multi-faceted field that offers many different ways to drive a business forward and is the interface between different departments.

Communicating something technological to the market in a sexy way is often a challenge, unlike a beauty or food product. Here, the collaboration between product management, development and marketing is important to make the product attractive through exciting storytelling and an appealing design. On the other hand, a company's website, for example, must be designed in such a way that users want to stay and learn more.

Here, too, creativity, communication and strategy intertwine in order to win a customer in the best case. Here, the intersection then with the sales department is very important.

It has to be emotional and has to reach the customer. If that works, you've done something right and used your skills well.

### What do you think are the three essential skills for a career in marketing?

**Louisa:** It is always exciting and a great opportunity to start on a greenfield site and build up a department from scratch. You have a lot of creative freedom and can participate in how the department and the entire company develops. Which personalities will shape the team, what should the journey we take together look like? You can first explore your possibilities and then find the right individual way for your company.

As many opportunities as an

extensive field like marketing involves, building a team in this area also brings many challenges. When a company is growing fast, there are often rapidly changing requirements – for example, in the tool stack or in staff. It is important to be able to keep up with the speed and never lose sight of the goal. In addition, there is the responsibility that you carry for the team and the success of the department. It's a great honor and at the same time a huge challenge, which I think can make you grow a lot personally.

### What are the most important goals for marketing in a startup?

*Louisa:* For a start-up, it is certainly important to generate attention and awareness in the first step. The target group needs to know that the company exists and, of course, what its benefits are and what problems it is solving. Make your brand a name in the public eye. Brand building should always be accompanied by image building. Who are we and what do we stand for? Write your story and spread it to the world. Also building thought leadership, whether by one or more of the company's experts, should be one of the goals of emerging companies.

As soon as this basic framework has been built, the generation of potentially interested customers, so-called leads and prospects, can begin. For this, significant customer journeys and content must be developed that provide the target group with the right solutions for their needs at the appropriate touchpoints. In this way, marketing and sales also work hand in hand in the long term to reach the company's goals.

### What measures do you use to achieve these goals?

*Ava:* Especially in online marketing, we rely on platforms like LinkedIn, which are very important for us in the B2B market. A platform like LinkedIn is not only suitable for lead generation, but also for thought leader placement.

In order not to focus on just one channel here, content should be extended across different media to be able to tell an overarching story. One of our strategies is to place our CEO Benny Bennet Jürgens as a thought leader, and one way we do this is through our podcast What's Nect?

Once a month, Benny talks about topics such as digitalization, cybersecurity and technical transformation, and explains the challenges that young companies like Nect have to face in this industry.

### What is the difference between B2B and B2C?

*Ava:* It is important to determine the target group on the market first. Based on the personas established, the respective marketing strategies for B2B and B2C can be set up to reach users. These strategies differ more in the approach, placement of the respective products as well as the customer relationship.

B2C communication is more emotional and there are more options for media placement, as many media are not always suitable for B2B marketing. Particularly in B2C marketing, the need to satisfy the end user is significantly higher, and the product must be convincing. In B2B marketing, the brand must be convincing in order to win companies as partners for a collaboration.

*Louisa:* Marketing for B2C is quite different from marketing for a B2B target group. The B2B customer has completely different needs than the B2C customer. B2B is about solving a

problem or a need within a business process. As Ava has already mentioned, the approach here is less emotional and more based on data and facts. The B2C customer has personal needs that he wants to satisfy. In our case, for example, these are time savings in everyday life and the security of personal data. Here, it is important to build trust and identification with the product or service.

B2C usually includes a much broader group of addressees and thus also a potentially higher reach. However, this also means a potentially higher scattering loss. The B2B target group can often be reached more specifically via certain media and must therefore be addressed in a very selective manner.