




Bold B2B Summit

Recap

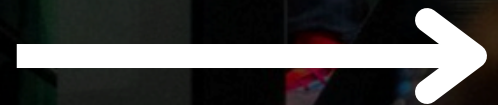
CORE
OPTIMISATION
THE RESULTS AGENCY

 **MONSOON CONSULTING**

Our Director of Marketing & Communications Kieran O'Brien spoke alongside the B2B eCommerce Association, eDesk and Hokodo as part of the Growth Strategies: Scaling B2B eCommerce through Innovation panel.

Our Business Development Manager Enterprise Ray Walsh was in attendance to collect his insights and key takeaways from the day.

Swipe to check out Ray's key takeaways



Ray Walsh

Business Development Manager Enterprise

CORE OPTIMISATION

"A best practice framework for Market Entry begins with a digital readiness assessment, invoking c-suite buy-in, localised content and persona mapping for procurement professionals. While KPI measurement and feedback loops help identify and reinforce what works best"



Ray Walsh

Business Development Manager Enterprise

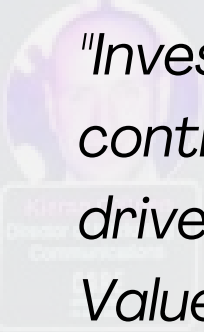
CORE OPTIMISATION

"Investing in top-tier B2B systems and continuously developing Google Analytics skills can drive meaningful increases in Average Order Value. Creativity counts! Tackling challenges with playfulness, bravery, and a sense of humour can foster innovative problem-solving."



ECOMM SUMMIT

Strategies:
ommerce Globally



Ray Walsh

Business Development Manager Enterprise
CORE OPTIMISATION

"B2B buyers today expect a seamless experience, just like the Direct-to-Consumer (D2C) experience. Meeting these expectations is key to success. With 90% of B2B buyers starting their journey with a search, a strong SEO and PPC strategy is essential for visibility at the top of search results."

