



# 50 QUICK TIPS FOR B2B MARKETING SUCCESS

**There's no shortcut to B2B marketing success (as with anything in life). But there are proven tips that can improve your marketing effectiveness. Marketri has culled these 50 tips from our extensive experience helping B2B companies develop and execute strategic marketing plans that drive strong business results. We've organized them by category for an easy-to-use, at-a-glance resource.**

# STRATEGIC MARKETING PLANNING TIPS

*Developing a strategic marketing plan is an essential first step in the marketing journey. These tips will set your planning on the right path.*





## 1. ESTABLISH REVENUE GOALS

Before you get too far with your planning, think about what kind of return you can expect from the marketing investment. How much new revenue do you believe you can generate? Consider all the factors that impact your ability to bring in new business, including the strength of your products/-services, the competitive landscape, the level of brand awareness, and your ability to close deals.

## 2. DEFINE ROLES & RESPONSIBILITIES

The marketing team will take the lead on executing the plan, but others should contribute, too. Subject matter experts can develop content, participate in media interviews, and speak at conferences (live or virtual). Product managers should help create a new product's value proposition and messaging. Be sure your marketing plan spells out the roles and responsibilities of everyone who'll have a hand in executing it.

## 3. IDENTIFY KEY PERFORMANCE INDICATORS (KPIs)

Thanks to the continued evolution of marketing analytics, most marketing activities can now be measured. Start by establishing the KPIs or metrics that are most relevant to your business, then set up a system to measure and monitor them. The data you gather will tell you what's working, what's not, and how to adjust to improve your results. (For more on marketing analytics, see tips #41-45.)

## 4. DEVELOP A MARKETING INFRASTRUCTURE

Marketing infrastructure includes all the foundational elements you need in place to execute a marketing plan effectively. It's a combination of systems, like a customer relationship management (CRM) system, and baseline marketing components, including a website, social media presence, blog, and marketing collateral. Take stock of what you have vs. what you need to build out in the early stages of the plan.

## 5. IDENTIFY TARGET MARKETS & IDEAL BUYERS

B2B marketing success demands that you focus on specific markets and buyers and identify how to solve their problems. Define the best target markets for your product/service, then articulate what the ideal buyer in each market "looks" like. For B2B marketing, start with typical criteria like industry, geography, company size, and job title, then add others specific to your industry or product/service.

## 6. SET A REALISTIC BUDGET

What's the magic number for your marketing investment? No one likes to hear the answer "it depends"...but it does. While 2-5% of top-line revenue is a good guide for middle market B2B companies, the right number for your organization will depend on the level of competition in your industry, how much marketing infrastructure you have in place already, and how aggressive your growth goals are.

## 7. SECURE BUY-IN

Don't fall into the common trap of developing a strategic marketing plan in isolation. For the plan to take hold and drive results, you need buy-in from senior leadership and others in the organization who can support (rather than hinder) the plan's execution.

# BRAND AWARENESS TIPS

*To stand out from the competition, you need to build awareness of your brand. Here are some tips for doing it right.*



## 8. MAINTAIN BRAND CONSISTENCY

No matter where your current and prospective clients see your brand, the experience should be the same every time. And the impression they walk away with should be consistent. At a minimum, develop standards for the proper use of every element of your brand identity, including logo, colors, fonts, and taglines. Then take it a step further by developing consistent messaging that defines your brand and apply that messaging every time you develop content.

## 9. TAKE A TARGETED APPROACH

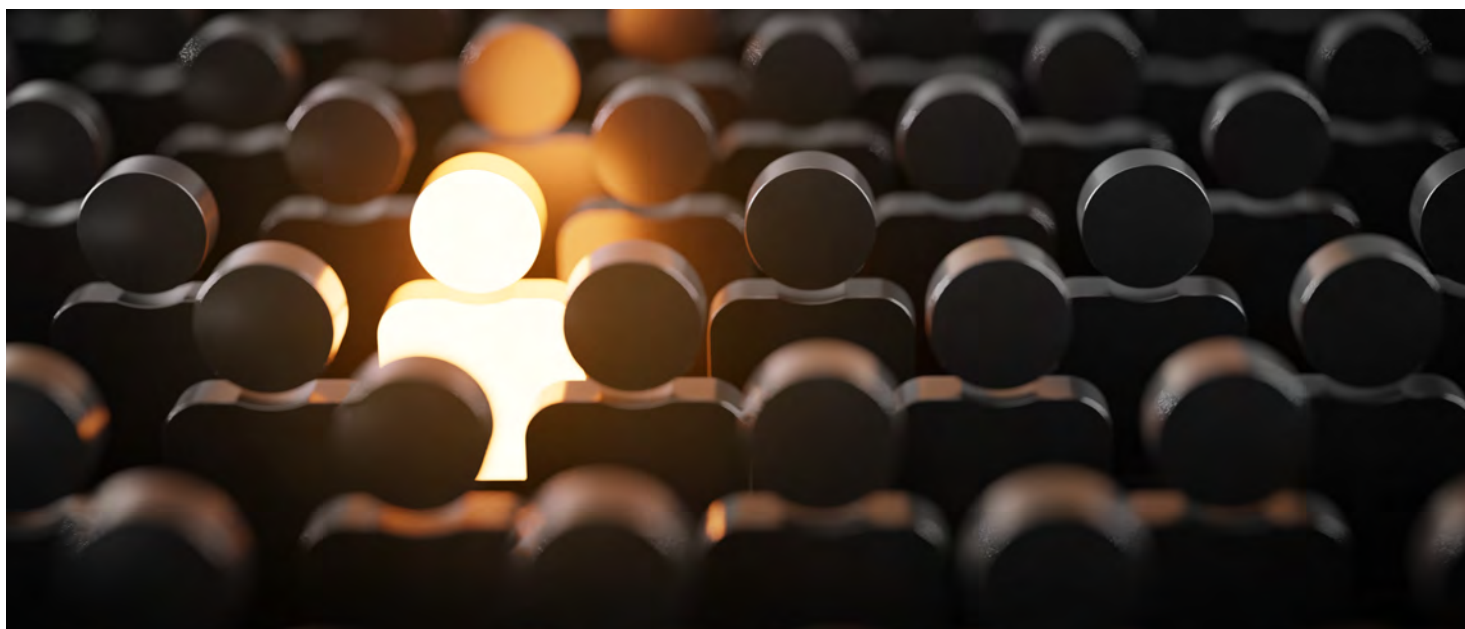
Segmenting the market and targeting specific segments is critical, especially for middle market B2B companies with limited resources. Your brand awareness efforts will be more effective if you identify where you can compete best and who your ideal buyers are, then target your marketing accordingly.

## 10. COMMUNICATE OFTEN AND STRATEGICALLY

Marketing isn't a single activity; it's a core function that requires a continuous, strategically focused effort. To build brand awareness, your marketing needs to keep your brand visible on an ongoing basis. Sharing genuinely useful information with prospective buyers on a regular cadence is one way to keep your brand visible and relevant.

## 11. STAND OUT

There are times when you want to fit into the crowd. (Think back to high school.) But not when it comes to branding. Your marketing should reinforce your brand's distinctness, to differentiate it from competitors. Be clear about what makes your brand different, and don't be shy about touting it.





A high-angle, top-down view of three business professionals in a meeting. A man in a light blue shirt is at the top, a woman in a grey blazer is on the right, and a man in a white shirt is at the bottom. They are gathered around a white desk. A silver laptop is open in the center, with its screen dark. The woman is pointing at the laptop screen. In the bottom left, there is a blue folder containing documents with bar and line charts. The background is a solid dark teal color.

# WEBSITE OPTIMIZATION TIPS

*With much of the buying journey happening digitally, your website should be the central hub of your marketing plan. Tips like these can turn your website into a productive workhorse.*

## 12. STAY GROUNDED IN YOUR STRATEGY

Whether you're launching a new website or revamping an existing site, let your marketing strategy be your guide. Consider what differentiates your brand, the persona of your ideal buyers, what's most important to those buyers, and the journey they'll take on the way to purchasing your product/service.

## 13. CHOOSE YOUR VENDOR WISELY

Lots of vendors offer website development services—from full-service agencies to specialty web companies to freelancers. Some handle every function themselves, while others outsource portions of the project. Some offer customized designs, while others use templates. Those differences can make it tough to compare vendors accurately. A strategic B2B marketing consultant can help by developing an RFP, reaching out to qualified vendors from their network, and evaluating vendors during the selection process.

## 14. MAKE THE MOST OF SEO

Search engine optimization (SEO) is key to getting your site to rank higher on Google and other search engines—which is key to driving more organic traffic and generating more leads. But SEO is a fast-changing field, and the term can mean different things to different vendors. A strategic marketing partner can make sense of it all, keep you current on SEO best practices, and ensure your site makes the most of SEO tools and approaches.

## 15. INCLUDE GATED CONTENT

It's important to provide informative content on your site in many forms. But don't give away the store! For lead generation purposes, some of your content should be gated—only accessible after the person visiting your site inputs his/her contact information. Just be sure to make any gated content substantive enough to warrant taking that step (think white papers and in-depth guides).

## 16. DON'T GO IT ALONE

Website development projects are rarely straightforward. It helps to lean on an experienced strategic marketing professional as the primary liaison with the vendor. They know the process, the typical mine fields, and best practices for keeping the project on track (like getting all the content and visuals developed early on, to avoid delays).

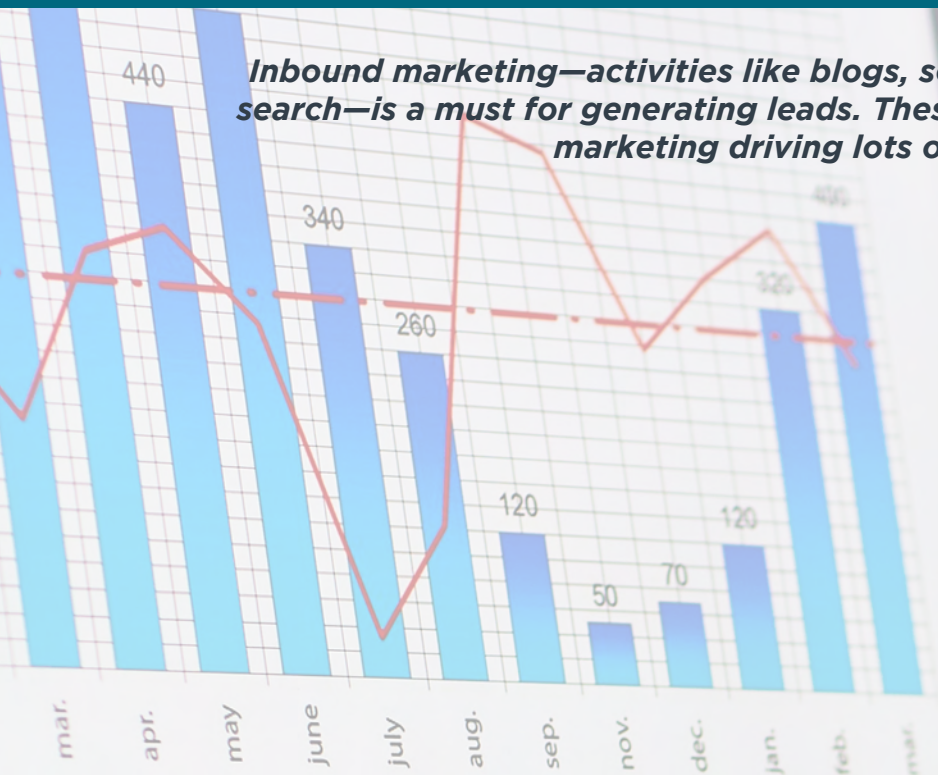
## 17. MAKE YOUR SITE A LEAD GENERATING MACHINE

Modern marketers know that a B2B website can be a tremendous lead generator...if the site leverages the right technologies. For example, integrating marketing automation tools and CRM software sets you up to draw leads into the revenue funnel and nurture them until they convert to sales. A strategic marketing consultant can help identify which technologies will best serve your specific needs.



# INBOUND MARKETING TIPS

*Inbound marketing—activities like blogs, social media posts, and paid search—is a must for generating leads. These tips can get your inbound marketing driving lots of traffic.*





## 18. OPTIMIZE YOUR WEBSITE

With inbound marketing, all roads lead through your website. It's the central hub you want to drive your leads through, no matter where they originate. Before moving forward with an inbound marketing campaign, take time to build out a robust, content-rich website that's search engine-optimized and mobile friendly.

## 19. BLOG TO ATTRACT LEADS

A blog is a great vehicle for demonstrating thought leadership and subject matter expertise—and that can draw in new leads. As you build out your website, consider adding a blog. But be ready and willing to maintain it! Unless you commit to adding new content often, your blog will become stale and it won't generate much traffic. (Check out tips #28-32 for blogging best practices.)

## 20. DEVELOP KEYWORD-RICH CONTENT

In B2B marketing, content is king. But your content needs to include the keywords your ideal buyers are likely to search on when they look for the types of products/services you offer. How do you decide what keywords to focus on? See tip #21!

## 21. USE SEO TO DRIVE TRAFFIC

As explained earlier, SEO can encompass many things. But one of the best ways to optimize your site for better search engine results is to focus on keywords. Use technology tools like SEMrush or Moz to identify the keywords your buyers are searching for, find out how your site ranks on those keywords, and see how your competitors rank by comparison. Then use that insight to create content that's relevant to your audience and likely to draw them in.

## 22. LEVERAGE SOCIAL MEDIA

Marketing via social media platforms like LinkedIn, Facebook, Twitter, and Instagram can expand your reach, get useful content into your buyers' hands, and drive traffic back to your central hub, aka your website. To avoid becoming intrusive, keep your social content non-promotional and informative. Turn to social media marketing tools to help manage campaigns, track results, and refine your approach for the best results.



# MARKETING ROI TIPS

*Improving your marketing ROI starts with creating leverage—investing time and resources in marketing assets you can put to work again and again. These tips will help you develop marketing leverage.*

## 23. CREATE EVERGREEN CONTENT

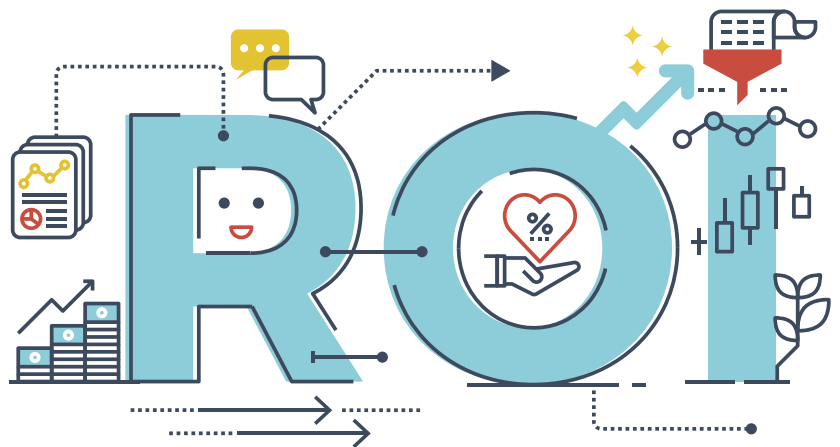
Developing content that will always be relevant and important to buyers—what marketers call “evergreen content”— is a great way to maximize resources and gain leverage. Content that doesn’t become dated can stay active on your website, blog, or social media platforms for a long time, continually attracting organic traffic and potential leads.

## 24. MAKE YOUR WEBSITE MOBILE-FRIENDLY

If your website doesn’t render well on a mobile device, Google will penalize you in your search rankings. Ouch! To keep the traffic (and leads) coming, be sure your site is mobile-friendly. In fact, it’s best to take a mobile-first approach—building your website with mobile in mind from the outset, to improve your search rankings and avoid frustrating site visitors.

## 25. INVEST IN MARKETING AUTOMATION

Marketing automation solutions like HubSpot are key to creating marketing workflows—a must-have for guiding and nurturing leads. Each time the lead takes an action (clicking on a link or downloading content, for example), the workflow automatically guides the contact to the next logical step in the buying journey, without costly and error-prone manual intervention. Set up high-performing workflows that move leads through the revenue funnel and



## 26. DEVELOP A CONTACT DATABASE

If e-mail marketing is part of your strategic plan, you need a solid e-mail database. It can be time consuming to create a clean, opt-in list of relevant contacts, but the reward is a tremendous amount of leverage. You own the list, so you can use it over and over, touching your contacts regularly with content that aligns with the phase of the revenue funnel they’re currently in.

## 27. BUILD A LINKEDIN NETWORK

Encourage each of your employees to develop a LinkedIn profile and build a wide-reaching (but relevant) network of LinkedIn connections. How does this create leverage? By easily expanding your reach in a meaningful way. Companies with strong social networks can share informative content and company news widely.



A woman with blonde hair, wearing a white blazer and a gold necklace, is sitting at a white desk. She is holding a blue pen over a tablet that displays a colorful geometric pattern. A laptop is open in front of her, and a light green mug with a spoon is on the desk. The background is a soft-focus office setting.

# BLOGGING TIPS

*A blog is a great vehicle for sharing your company's expertise and drawing leads into the revenue funnel. These tips can make your blogging efforts fruitful.*

## 28. COMMIT TO POSTING OFTEN

Many a blog has been launched with the greatest intentions, only to fall to the bottom of the priority list. Without a steady stream of new content, your blog won't keep potential buyers coming back. Instead, it will frustrate them and turn them away. Be ready to commit to developing and posting fresh content often.

## 29. USE THE RIGHT TONE

Like an article or white paper, a blog post should be informative—not promotional. But unlike an article or white paper, it should have personality. Merging an informative approach with an informal writing style is often a stumbling block for B2B subject matter experts. Keep your blog content conversational and approachable, and try integrating photos, videos, or humor to break up the content and keep it lively.

## 30. SPEAK TO YOUR AUDIENCE

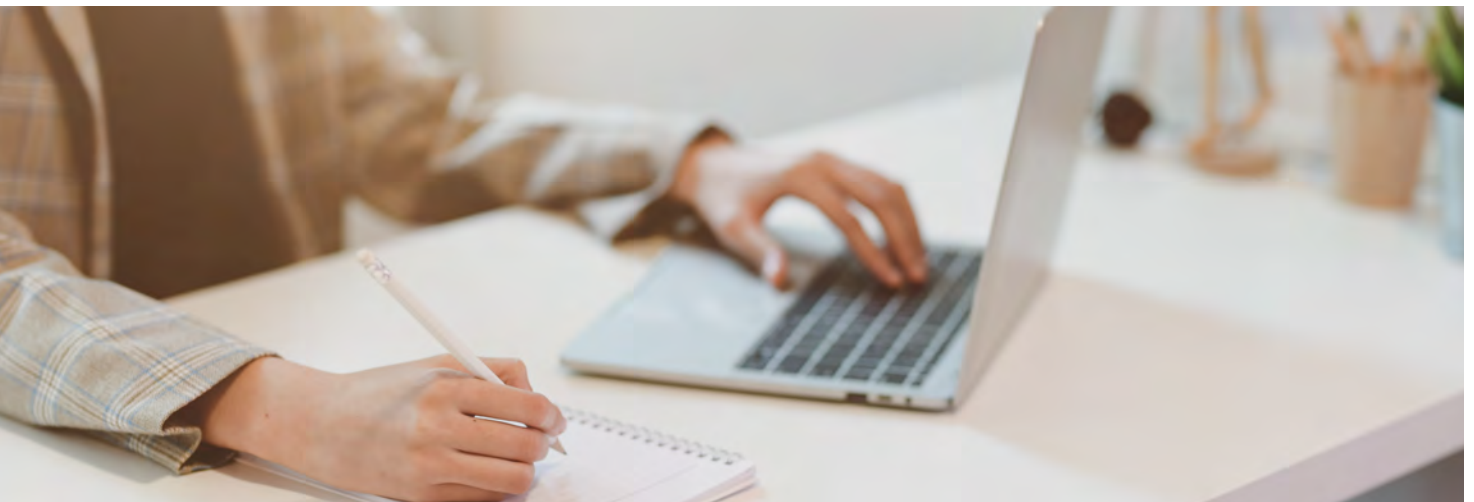
Don't blog about what's on your mind; blog about what's on your target audience's mind. Think about the pain points and problems they face. Then demonstrate that you understand their challenges and can offer relevant solutions they can put to use.

## 31. NIX THE JARGON

In B2B marketing, overusing industry-specific terminology and jargon is a common culprit. And it's no way to connect with a buyer. Review your current content and scrub any jargon that could confuse the reader. Instead, use language they'll readily understand, that makes a connection, and that demonstrates you get their pain points.

## 32. AVOID BLATANT SELF-PROMOTION

It can be tempting to use your blog as a platform to sell your product/service directly. Avoid this temptation at all costs! Readers expect a blog to offer valuable information, insights, and solutions to their problems. Meet that expectation by demonstrating your expertise in a way that proves useful to addressing their issues, without a hard sell.



A background image showing two business professionals in a meeting. One person, wearing a blue suit and a gold watch, is seated at a desk with a laptop, looking down at a document. Another person, wearing a grey suit, is leaning over the desk, pointing at the laptop screen. On the desk, there are two white coffee cups on saucers, a pen, and some papers. The background is a blurred view of a modern building with many windows.

# NICHE MARKETING TIPS

*Targeting a specific niche demands a strategic focus. Otherwise, those niches won't necessarily translate into riches. Follow these tips for effective niche marketing.*



### 33. ASSESS THE INDUSTRY OUTLOOK

When choosing a niche to focus on, do your homework. Research industry forecasts, then use that data to find a niche that's growing or projected to grow. A stagnant market can limit your prospects, while an emerging niche may offer more business development opportunities.

### 34. LOOK FOR LOW COMPETITION

An overcrowded niche can be tough to compete in. Instead, look for relevant market segments that haven't been tapped extensively yet. It can be much more fruitful to be one of just a few fish in a smaller pond vs. one of many fish in a bigger pond.

### 35. FOCUS ON YOUR STRENGTHS

While it's important to choose a niche with growth potential and limited competition, that's not enough. Select a niche market that aligns well with your strengths and capabilities—one where you're better than your competitors. If you choose a segment at random and you're not equipped to be a top provider, savvy buyers will see through the veneer. Be prepared to demonstrate your credentials with content that highlights your subject matter expertise.



# CONTENT MARKETING TIPS

*B2B marketing demands relevant content. Use these tips to begin building and merchandising a solid inventory of content.*





## 36. SHOW OFF YOUR THOUGHT LEADERSHIP

The term “thought leadership” means being recognized as an expert or authority on a subject. In B2B marketing, thought leadership creates an impression in your buyer’s mind that your company is the go-to source for information that’s useful in solving a problem or challenge. Use blogs, white papers, guides, e-books, infographics, webinars, and videos to share content that demonstrates

## 37. DEVELOP & LEVERAGE CASE STUDIES

The beauty of a case study is that it showcases your ability to solve business challenges—while letting the client do the talking for you. A case study should clearly describe the business problem your client faced, the solution you developed, and the results achieved. Once you’ve developed a case study, give it legs by promoting it on social media, turning it into a blog post, or sending it to a

## 38. TRY DIFFERENT FORMATS

B2B content can take many forms. Keep it interesting by using a variety of formats to tell your stories and share your expertise. Blogs and case studies are especially popular. But don’t overlook white papers and guides for explaining topics in-depth, infographics for summarizing key points at-a-glance, and brief videos for sharing how-to content.

## 39. ALIGN CONTENT TO THE BUYER’S JOURNEY

As leads are drawn in by your marketing, they’ll progress through a natural buying journey: what B2B marketers call “the revenue funnel.” At each stage of this journey, different types of content will be most appropriate.

- Early in the journey—at the top of the funnel—use content that builds awareness, like a blog post promoted on LinkedIn and linked to your website.
- In the middle of the funnel, when a prospect is considering your product/service, offer content that helps them through the consideration process, like webinars and case studies.
- At the bottom of the funnel, when a prospect is evaluating your offering, provide product demos and more detailed content that can help convert the lead to a sale.

## 40. REPURPOSE & REUSE

When it comes to content, think like an environmentalist: Instead of viewing a piece of content as once-and-done, aim to repurpose and reuse it, again and again. That doesn’t mean using it repeatedly in the identical format. It means finding ways to tweak and reformat the material in new and interesting ways, so it’s usable across different platforms.

## 41. MIX IN GATED CONTENT

As described in tip #15, gated content is an essential component of a lead-generating website. By gating some (but not all) of your content, you’ll begin to develop a list of leads you can continually reach out to and nurture through the buying journey. If you’re going to gate a piece of content, just be sure it’s substantive enough that a lead will be willing to provide their contact information in exchange for gaining access.



# MARKETING ANALYTICS TIPS

*Once you've set a strategic marketing plan in motion, marketing analytics can help you measure how well your efforts are working. Here are a few tips to get you started with analytics.*



## 42. DEFINE YOUR GOALS

An essential first step in using marketing analytics is to define what you want to accomplish. For most B2B companies, driving revenue growth is a common goal. Beyond that, drill down further into specific marketing goals that are relevant for your company based on what stage of the marketing journey you're in. Do you need to improve brand awareness? Is generating higher

## 43. DEVELOP KEY PERFORMANCE INDICATORS (KPIs)

Once you've defined your goals, you're ready to develop the metrics you'll use to assess if you're meeting them: key performance indicators (KPIs). Your KPIs should be specific and mea-

## 44. INVEST IN MARKETING ANALYTICS TOOLS

There are many marketing analytics tools out there, each with a specific purpose. At a minimum, invest in a CRM system to track and assess all your touchpoints with current and prospective clients. Then go broader – using Google Analytics or Adobe Analytics to assess how a buyer engages with your website; SEO tools like SEMrush or Moz to check your site's organic search performance; and social media tracking tools to track how many followers you have, how they're engaging with you, and whether their sentiments are positive or negative.

## 45. CREATE A LOOP OF CONTINUOUS IMPROVEMENT

The power of marketing analytics is in what it delivers: the insights to continuously refine your approach to achieve the best results. Use marketing analytics data to test different approaches to campaigns, measure the results, and apply what you've learned to continually adjust and improve.







# NETWORKING TIPS

*Live networking may be on hiatus for bit, but virtual networking is seeing a big surge. These networking tips can help your team maximize every business gathering.*



## **46. CREATE A “30-SECOND COMMERCIAL”**

How would your staff describe your company’s value proposition in 30 seconds? That’s about how long you typically have to answer when someone asks, “So, what does your company do?” Take the time to craft a 30-second commercial that clearly and succinctly presents your positioning. Equip each employee with this key messaging and emphasize that they should present it in their own voice, not like a canned script.

## **47. SET GOALS**

If events (live or virtual) play an important role in your strategic marketing plan, then set goals for what you expect to achieve from them. How many contacts do you want each team member to make at an event? How many leads do you hope to generate? Of those leads, how many can you expect to turn into sales? How many new referral sources do you want to develop? Quantifiable goals like these will help your team approach networking with more structure and motivation and ensure greater accountability.

## **48. VOLUNTEER**

If you belong to a professional association, maximize the value of your membership by getting involved beyond attending meetings and events. Look for opportunities to volunteer your time. Joining a committee is a great way to form new relationships and demonstrate your subject matter expertise. Over time, you might eventually seek a leadership position, whether it’s leading a committee or becoming a board member (a role that’s conducive to developing close bonds with others in your industry).

## **49. GO BEYOND ASSOCIATIONS**

Professional associations are a prime place to start with networking, but don’t stop there. Host your own virtual or live meet-and-greet for specific firms you want to target, such as potential referral sources. Keeping the group small will allow for forming closer connections and can help younger staff get their feet wet in a less-threatening networking environment.

## **50. CREATE A FOLLOW-UP PLAN**

When your plate is full, it can be easy to walk away from an event and fall right back into your daily tasks—making the time spent cultivating contacts fruitless. Creating a standard approach for follow-up can help everyone stay on track and accountable. For example, your plan might include adding any new contacts to your CRM system, connecting with them on LinkedIn, and sending them a personalized e-mail soon after meeting.



**The experienced B2B marketers at Marketri can help you put tips like these (and many more!) into action. Our veteran strategic marketers have helped countless B2B companies develop and execute marketing plans that drive revenue growth. Contact Marketri and get started putting our B2B experience to work!**

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