



# 10 Tips for Building B2B Marketing Strategies

PLAN DESIGN AND EXECUTION BROKEN  
DOWN FOR THE B2B MARKETER

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# Introduction

This guide is for B2B companies that want to get started in building proactive marketing strategies—strategies that push them to attract new leads and grow their businesses.

As strategic marketing consultants, we know that marketing plans can be difficult to design and execute. That's why this book takes an introductory approach. We hope it helps you better understand the process of building B2B marketing strategies.

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## Getting Started



*The early stages of building a B2B marketing strategy center on finding your footing and setting goals and expectations.*

### Tip #1: Audit the Marketing Infrastructure

#### Nice toolbox. Anything in it?

Marketers need a solid infrastructure in place to do effective work. For any B2B marketing strategy to succeed, you'll need the following:

- A clean email database
- A responsive website with an engaging user experience
- A blog (or multiple blogs)
- A growing social media presence
- A brand that reflects your company
- Messaging that clearly differentiates you from your competitors

A marketing program missing any of these elements will be less effective and have a lower potential for a high return on investment (ROI). But you can start with what you have on hand and add the rest as you go.

### Tip #2: Understand the Goals

#### First things first.

Before you can determine how you're getting to your destination, you must be able to answer this question: Where does this company want to go?

Depending on your company and its needs, your goals at the onset of your B2B marketing strategy could include:

- Finding new customers
- Securing new business from existing customers
- Top-line revenue growth
- Product or service growth
- Industry segment penetration or growth

Don't start a strategy with tactics. Start with the destination, and then apply the tactics that will help you get there.

### **Tip #3: Gauge Your Climb.**

Consider the progress you need to make. Where is your company today? How high does it need to climb?

Generally, a higher climb will necessitate a larger marketing budget.

### **Tip #4: Decide How to Measure Progress.**

Take time to identify key performance indicators (KPIs), such as subscribers, conversions, web traffic, open rates, click-through rates, and press mentions. The goal is to choose KPIs that will collectively signal if you are moving quickly enough in the right direction. You'll also want to choose KPIs that can be easily adopted by your team.

### **Tip #5: Clean Up Your Contacts.**

#### **Cleanup on aisle five.**

You'll need a central, up-to-date database of business contacts to be successful. Work to combine disparate lists (whether they're in Outlook, CRMs, or spreadsheets), and then concentrate on making sure your data is current and correct. Bad data—like incorrect email addresses, out-of-date job titles, and misspelled names—can do wonders to submarine your marketing outreach.

You can't be everything to everyone. So after you have a solid database, the next step is segmenting it.

In the competitive, resource-starved mid-market, target marketing is critical. That means channeling your resources into one (or more) of your most promising market segments. One of the most important roles that strategic marketing consultants can play is to assist with this targeting.

### **Tip #6: Define Your Targets.**

#### **Ready... Aim...**

You'll need to identify your company's ideal client in each market segment. Attributes of an ideal client firm might include its:

- Size
- Organizational Structure
- Openness to Long-term Relationships
- Purchase Habits and Payment Terms
- Geographic Location
- Decision-Making Speed

With ideal clients in mind, the next step is defining the B2B buyer in the organization—or the “buyer persona.” Persona attributes can include:

- Title
- Demographics
- Challenges and Opportunities
- Reporting Relationships
- Communication Preferences

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## Building and Executing Your Plan



*The later stages of building B2B marketing strategies are centered on measurement, focused action, and execution.*

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### **Tip #7: Get a Marketing Plan, Fast.**

#### **Target acquired. Directions required.**

No marketer can prioritize tasks without a firm strategy and an expertly crafted marketing plan. A solid plan is a roadmap—one with a rundown of all the right roads and turns to achieve your company’s goals.

Without a roadmap, your marketing team will be stuck at a standstill, or spinning their tires without a clear direction. And that’s a waste of time and money for everyone involved.

Consider your B2B marketing strategy a custom-built GPS. You plug in the destination, then follow the directions to get there. Even if you take a short-term detour (which is likely), the plan should keep you moving to your long-term goals.

## **Tip #8: Develop a Clear Timeline.**

To make your B2B marketing plan actionable, you'll need to create a timeline that specifies two things: who is going to do what, and when they're going to do it.

We suggest working on a rolling three-month basis and updating the timeline as progress is made.

## **Tip #9: Measure and Adjust.**

As you gain traction, you may find certain actions have greater effects on KPIs, which could warrant focus on similar actions.

Or you may not like your KPIs in practice. If so, swap them with KPIs that more accurately reflect your goals.

## **Tip #10: Ask for Help If You Need It.**

### **In case of emergency, break glass.**

In the competitive landscape of mid-sized B2B companies, proactive marketing can be a difficult proposition. Resources aren't always available to hire full-time professionals, or to develop the younger marketing staff that companies have on hand.

If you're in a similar place, consider asking for help.

Strategic marketing consulting firms like ours offer a range of services to help focus your marketing budget for the biggest return. And they can help you define and refine strategies that work for your industry and unique circumstance.

But if you're not ready yet, that's fine too. We hope this book was helpful to you, and we wish you the best of luck on your marketing strategy.



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## About Marketri

Marketri is a modern-method B2B strategic marketing consulting and fractional CMO firm that helps clients obtain and retain customers to reach growth goals. We offer a range of services that cater to B2B middle-market and fast-growing startup businesses more effectively than traditional models.

Marketri leads clients' strategic marketing efforts through start-to-finish, integrated marketing solutions that support long-term relevance and success. We develop cost-effective, scalable marketing strategies and measurable programs that consistently drive qualified leads and lower the cost of new customer acquisition. Our model, our network, and our experience provide our clients unsurpassed value for the marketing dollar.

