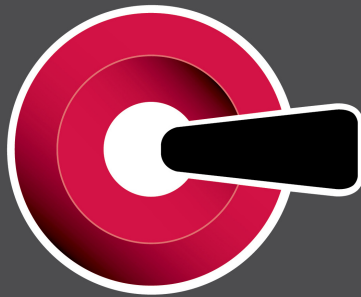


B2B Insights for your 2021 Media Marketing Plan



COMMUNICATIONS GROUP
Marketing | Public Relations
POWERING INSIGHT

About The Communications Group

The Communications Group is an independent full-service marketing and public relations agency with 30+ years of experience specializing in B2B Manufacturing, Agriculture, and Government Outreach and Education.

[Read more about us here.](#)



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Digital technology has changed the face of B2B manufacturing. ComGroup helps clients see what's possible, identify what's valuable, and deliver on it by combining creative and digital capabilities with deep business advertising strategies. [Read more about our award winning service offerings.](#)

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As we start the 2021 media planning season, we recently finished what we refer to as “Media Week”.

Typically done in-person, COVID-19 allowed us to flex our digital muscles and conduct 26 one-hour virtual meetings using various virtual platforms over the course of four days. In total representation, there were 33 different B2B media publishers that focused on our customers’ marketing priorities for 2021.

Quite a challenge, but it allowed us to glean important information about various B2B industries encompassing everything from Food & Beverage to MRO to machine designers to consulting/specifying engineers. In addition, we also discovered new opportunities for effective digital advertising as well as what emerging technologies are available to B2B advertisers.

This year-over-year knowledge is what allows our team to develop custom, comprehensive B2B media plans and provide the right solutions to answer the challenges of our customers.

Research continues to show that print remains a foundational part of any B2B advertising campaign. However, as new technologies emerge and B2B buyers become more sophisticated in how they engage content advertisers have a myriad of digital options at their disposal.

With seemingly unlimited digital options available, below are some of the more creative (think out-of-the-box) ideas on how to deliver your message to potential customers, along with a few staple digital offerings that typically realize high engagement numbers.

Sponsored Content

Working with specific trade outlets, promote your client within the media outlets' channels. That can be done via articles on the website, social channels and newsletter placements.

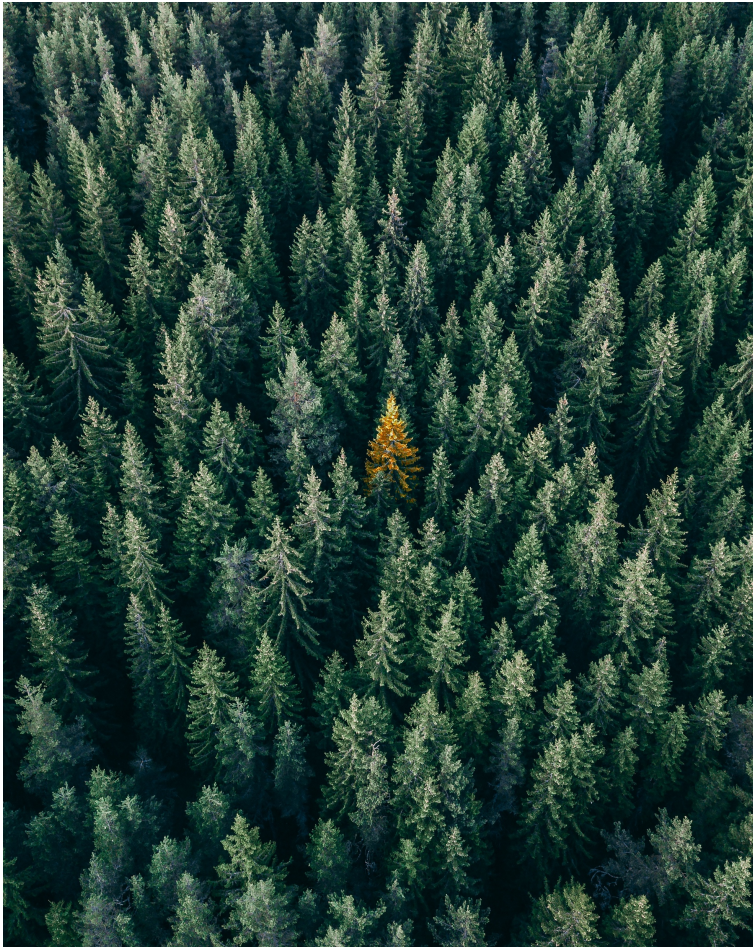


In-Article Video Advertising

Working with specific trade outlets, this tactic provides an opportunity for your video ad to be placed within video article summaries on specific media outlet websites. To take it up a notch, make sure you work with the trade outlet to include your video within articles that would be relevant to your target markets.



Custom Blasts



Working with specific trade outlets or utilizing your own database, target your messaging to a specific audience or industry. Most trade outlets allow you to select specific job functions or titles, industries and even purchasing authority within specific product categories.

FAQs

Answer common questions about a particular topic, issue or trend and convey your industry expertise. You can promote this on your own social channels, or work with a trade outlet to promote the content.



Webchats

Rethink traditional hour-long webinars and engage busy decision-makers with 30 minutes of topic-based conversation and interactivity. This new, video-based format features your subject matter expert providing powerful thought leadership while generating leads.



Quickchat Videos

Four to six minute editorially driven video interviews that help to deliver broader context to the issues being covered. You will want to work with a trade outlet on this, to both create the content (think third party credibility) and to increase exposure.

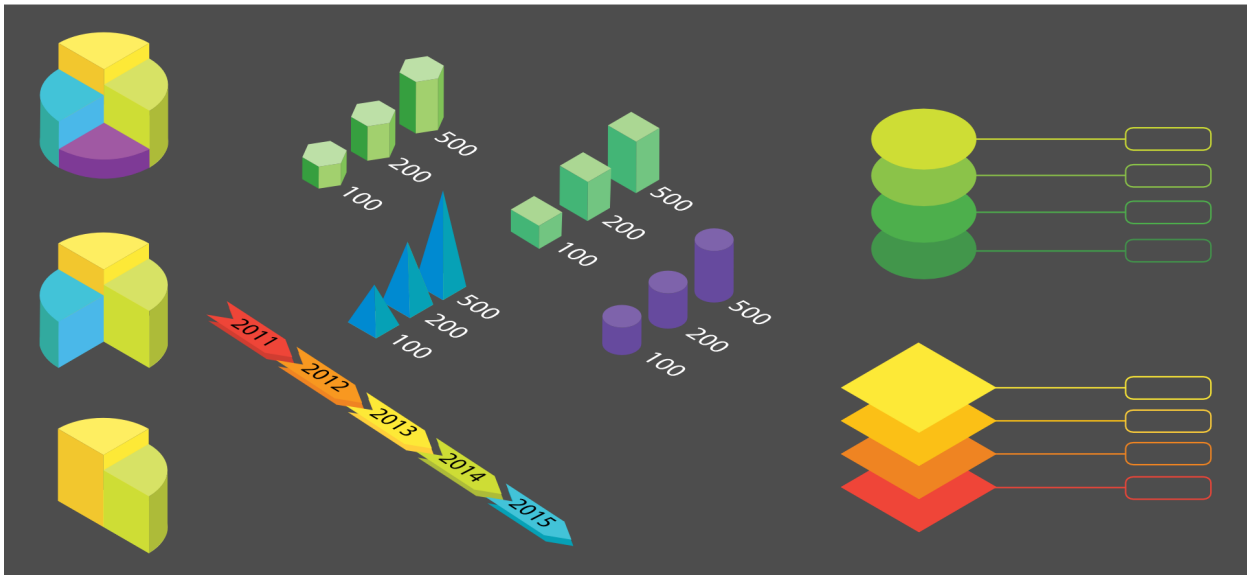


Geo-Targeting

Increase your exposure at large industry events or around potential customer locations. This tactics allows you to target specific geographic areas, which provides for very niched marketing efforts.



Infographics



Helpful for visual learners, this graphic translates data into graphically appealing insight. Similar to FAQs, you can promote this on your own social channels, or work with a trade outlet to promote the content.

Virtual Round Table

Assemble your team of topic experts and give users the opportunity to connect through a live streaming experience. Perfect for delivering industry know-how from a variety of perspectives and helping professionals understand the impact of industry trends. Ideally done with a trade outlet, to help with experts, technology and promotion.



Contact Us

Our mission is to provide our customers with solutions that work. We are a strategic public relations, marketing, and communications firm, serving clients globally. We provide value to our customers through innovation, expertise and commitment to service.

New Business

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