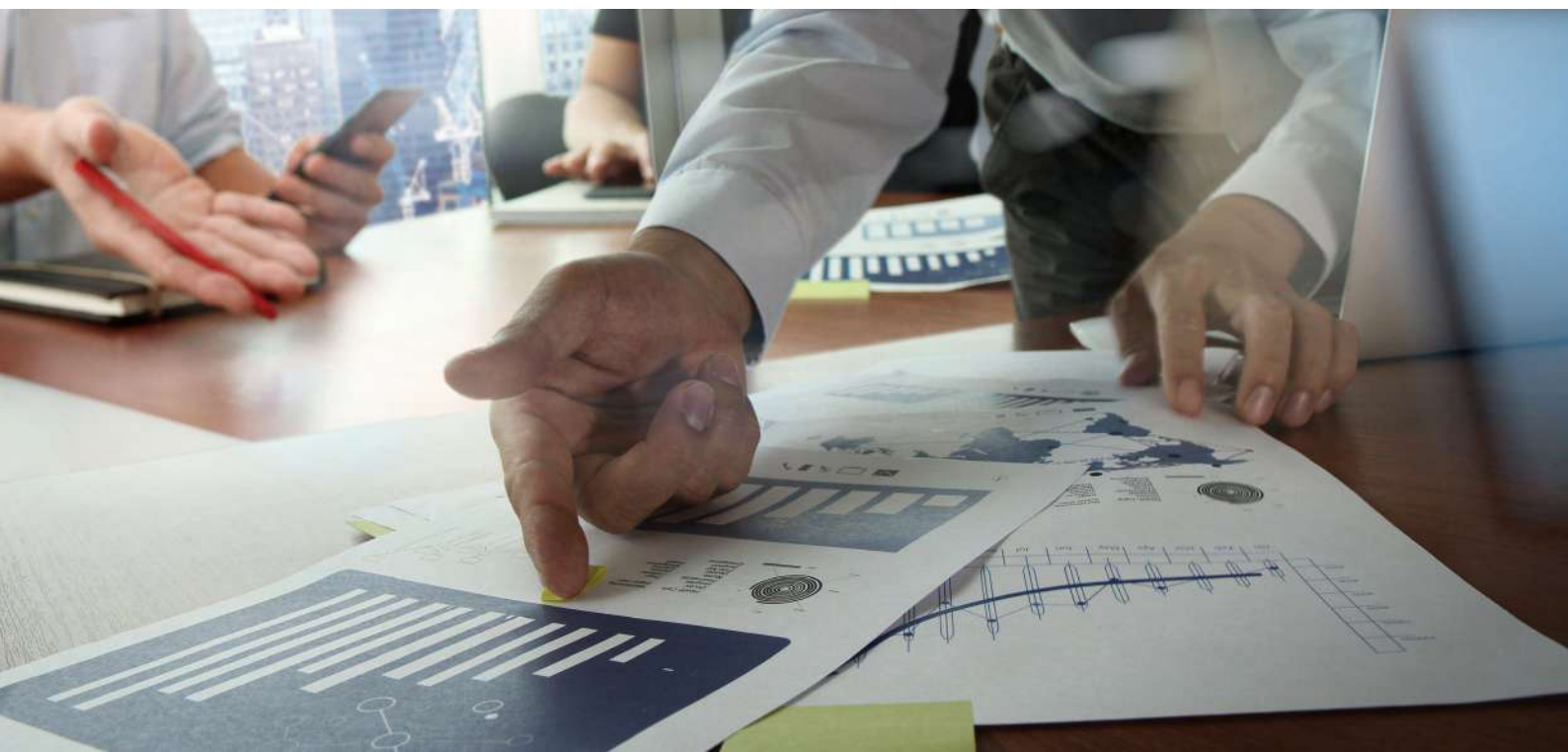


KEO Marketing **MARKETER'S** **GUIDE**



Key Considerations for Developing a Standout B2B Marketing Strategy



SEARCH



MARKETING



SOCIAL



MOBILE



ADVERTISING



Key Considerations for Developing a Standout B2B Marketing Strategy

A standout B2B marketing strategy has the power to generate leads, convert potential customers, drive sales, and propel your business forward. If your business is leveraging best practices with your marketing campaigns, you will see exponential returns on your investment.

To be successful, you must learn what will make your business appealing to your prospects and customers and persuade them to purchase from you.

The following are key considerations to take into account for developing a B2B marketing strategy that will stand out and captivate prospective clients.

A group of business professionals in a modern office setting. A man in a dark suit stands in the center, clapping his hands, while others are seated around a table, looking towards him. Large windows in the background show a city skyline.

KNOW YOUR PROSPECTS INSIDE AND OUT

B2B marketing is all about lead generation. To be successful in B2B marketing, you have to know the answers to the following questions;

- Who are your target prospects?
- What kind of content do your prospects resonate with the most?
- What do your prospects need?
- What do your prospects want?
- What will help your prospects' business run more smoothly?
- What will increase your prospects' productivity while reducing their costs?
- What can you do in general to make your prospects' lives easier?

Learn who your prospects are, where they work, what their business goals are, and how you can help them accomplish their goals. Then, nurture them from the beginning to the end of the buying cycle.



DEVELOP A STRATEGY AND CAMPAIGNS TO MEET THOSE NEEDS WHERE YOUR PROSPECTS LIVE

Once you know how to fulfill the needs of your target market, it is important to create a messaging framework and content that communicates why and how your company does excels at serving those needs.

That content is paired with an inbound and/or outbound marketing channels and a sequence for contacting prospects should be developed.

The next step in your B2B marketing strategy is to nurture your prospects through every single step of the sales cycle. You have to figure out what marketing and communication tactics work for each of the steps and then deploy these tactics. For instance, at the beginning of the sales funnel, you may:

- Send an introductory email to a prospect explaining who you are and how you can help solve his or her business problem.
- Reach out to a prospect on LinkedIn and set up a face-to-face appointment.
- Provide a helpful and relevant whitepaper for your prospect. After all, when you nurture leads with targeted content, you will see an improvement in sales opportunities of more than 20%, according to HubSpot.



In the middle of the sales funnel, you may:

- Send a product demo video to your prospect, who has already requested more information about your business.
- Reach out to your prospect with follow-up questions and ask how it is going with your product demo.
- Send a case study to prove that you are worthy of your lead's business.
- Send a final email offering a free demo or trial. Include value statements and eliminate risk.
- Follow-up with your prospect to ensure that the product or service is what he or she expected, and resolve any issues that may have occurred with it.



At the bottom of the sales funnel, you may:

- Offer an introductory rate for your product if your prospect decides to sign up for a month or a year.
- Send a final email asking your prospect if he or she would like to give your product or service a try.
- Follow-up to ensure that the product or service is what he or she expected and resolve any issues. The personal touch often makes all the difference.



YOU ACKNOWLEDGE THE VALUE OF CONTENT AND CREATE YOUR OWN

When you are still in the first stage of the sales funnel, you are utilizing content marketing and producing a wide variety of multi-channel content for your leads.

Content marketing is an extremely valuable B2B marketing strategy. According to a 2017 study by the Content Marketing Institute:

- 89% of the B2B companies they surveyed reported that they use content marketing, up from 88% in 2016.
- Out of the companies that use this B2B marketing strategy, 63% said they are very committed to content marketing.
- Twenty-two percent said they are extremely or very successful with their approach to content marketing.
- Sixty-two percent are much more or somewhat more successful with their content marketing initiatives now than they were one year ago.

The types of content that work well in the world of B2B marketing are:



eBooks



Case Studies



Social Media



Videos



Blogs



Whitepapers



Podcasts



E-Newsletter



Infographics



Webinars



ESTABLISH YOURSELF AS A GROUP OF THOUGHT LEADERS

Your B2B marketing strategy should include methods for establishing your company's key team members as thought leaders in your industry. By doing the following, you will be able to fulfill this goal.

- Create content that demonstrates your knowledge of your business as well as your proven successes. For instance, you could release a white paper on a specific industry pain point and show that your product or service can solve it, or post a case study to your website about how you resolved an issue for one of your clients.
- Participate in LinkedIn groups and post helpful comments and posts to them.
- Demonstrate your expertise with a long-form blog that details steps for solving a challenging business problem.
- Become an active member on forums within your industry and repost your content on there.
- Make explainer videos for topics surrounding your niche.
- Release podcasts that dive deep into industry issues.
- Mingle online with other thought leaders in your industry and do cross promotion with them.





NURTURE YOUR LEADS AND AUTOMATE YOUR MARKETING STRATEGY

It takes between 7 and 16 touches to help a prospect move to the next stage of the buying cycle. It is important to keep in touch with additional relevant content that will educate and help the prospect with their own online research before contacting sales.

By delivering the right content to your prospects at the right stage of their journey, you will be more likely to convert them.

Marketing automation can save you time, energy, and resources that are needed for other crucial aspects of your business. By utilizing the correct technology for your B2B marketing strategy, you can automate various processes and focus on more important tasks instead.

Automating will ensure that you stay on top of your leads, send out the right marketing messages at the correct time, eliminate the human error element, improve your conversion rates, increase the number of touchpoints with leads throughout the sales cycle, and generate more leads for your business.

To automate your marketing strategy, you should:

- Use tools that will allow you to cross post on your social media accounts and online platforms all at once.
- Utilize an email marketing provider that will send out your campaigns and automatically contact customers when they take certain actions.
- Find tools for internal processes and projects to ensure that you and your team are staying on track with lead generation and lead nurturing.

THE KEO MARKETING PLAN FOR B2B MARKETING SUCCESS

The award-winning KEO Marketing team is here to help you build your B2B marketing strategy. We are proven industry leaders who have taken B2B businesses to the next level in consistent streams of leads and sales.

Global Data Center Provider CyrusOne turned to KEO Marketing when they needed assistance with rapid lead generation and brand visibility. By using an integrated marketing plan that was comprised of pay-per-click (PPC), content marketing and development, display advertising management, and web development and design, CyrusOne experienced:

- A 320% increase in average monthly visits from natural search.
- A 171% increase in total lead contacts.
- A 58% reduction in cost per lead.



If you are in need of a new or improved B2B marketing strategy to move your business in the right direction, contact KEO Marketing today at KEOMarketing.com



About KEO Marketing

KEO Marketing Inc., a leading business to business (B2B) marketing agency based in Phoenix, Arizona, develops and implements strategies to help clients significantly increase leads and sales.

The company's solutions include marketing strategy, brand positioning and messaging, inbound marketing, search engine marketing and optimization, website development, social media, pay per click and display advertising, local and mobile marketing and more. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

For more information and to request a complimentary marketing audit visit keomarketing.com

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