

Our Guide to B2B Marketing Strategy: A Framework You Can Implement

Business-to-business marketing continues to evolve with the digital landscape, and marketers are busier than ever.

To run effective B2B campaigns, what does it take?



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The Basics

The foundational element of any strategy is **knowing your audiences**, or your ideal client profiles (ICP).

If you're not sure who you're speaking to, even the most creative campaigns will fall short. It's important to understand that B2B marketing is about understanding how to target organizations as a whole, as well as the decision makers within them who are most influential to the buying process.

You'll also need to consider other company metrics, like industry, revenue, location, or other relevant areas.

Another essential element in B2B strategy is **lead generation and nurturing**.

Approaches to lead gen and nurturing vary widely because there are so many options for how to gain leads and keep them in the know about your products or services. To discover what's best, look back at where your audiences spend the most time, and put more effort into those areas.

Choose channels and tactics that make sense based upon your audience's needs and find the most efficient ways to reach them at every angle so that you stay top of mind.

The final important piece to B2B marketing is **content creation**.

Content comes in a variety of forms, including blogs, infographics, whitepapers, guides, sales or tech sheets, and more. The channels to distribute content are widespread as well, from email to social platforms to specific landing pages.

Keep in mind that content is all about educating your prospects to see you as a thought leader in the space so that they will find value and trust you to solve their problems when the time is right.

CONTENT WILL PLAY A KEY ROLE IN THE NURTURING PROCESS NO MATTER WHAT TACTICS YOU CHOOSE, SO PLANNING IT OUT IN ADVANCE FOR CONSISTENCY IS A GREAT WAY TO STAY AHEAD OF THE GAME.

B2B Marketing Planning

Know Your Audiences / ICP

What industries do you sell into?

What size companies do you sell into? (revenue, # of employees, etc.)

Who are the decision makers and influencers in the buying process?

What other identifying metrics matter in your sales process?

Generate Leads and Nurture Them

Where do your prospects spend their time? (best channels to reach them)

What tech tools are most valuable to efficiently operate?

Are you aligning marketing and sales processes to effectively nurture leads?

How do you bring solutions for your prospects' challenges?

Create Relevant Content

What types of content will be the most impactful for your audiences?

What resonates most with your ideal prospects (voice and tone)?

How can you become a thought leader in the industry to build trust with prospects?

How can you effectively tell your story to bring value to audiences?

The Tactics

After you lay the foundation, you need to know where to turn to gather prospects and reach them where they are.

This process typically takes a good bit of research and strategy in the planning stages, but will be worth it to gain higher quality leads.

Account-Based Marketing (ABM)

ABM has become an increasingly popular tactic to B2B marketing. Many people talk about it, but few really know how to implement it effectively.



Account-based marketing is a way to flip the typical sales funnel by going after very specific, targeted accounts in order to align sales and marketing processes. By targeting specific accounts, B2B companies can be very picky in who they want to work with and gain contacts within accounts who are key decision makers.

ABM HAS MANY KEY BENEFITS, INCLUDING:

- Aligns marketing and sales
- Bigger wins: larger deal sizes from team buy-in
- Close rates increase due to accelerated buying cycles
- Delivers consistency and personalization for key accounts
- Efficiency and expansion by expanding through trusted relationships

ABM requires an organizational shift due to the need for alignment among multiple teams.

In order to do that, you'll need to work on what we call an "Account-Based Mindset," which will create momentum for internal teams because they will see all the benefits of ABM as you scale the program and collaborate effectively.

Need more in-depth insight to understand how ABM works?

DOWNLOAD OUR EBOOK:

Demystifying Account-Based Marketing

Geotargeting

Geotargeting falls under the umbrella of location-based marketing, and it can be ideal if you sell to specific regions that will resonate with your message.

Geotargeting works by presenting ads and content to audiences using the location information of places they have visited in the past using historical data. Prospects can be qualified based upon proximity, events happening nearby, or physical location.

B2B COMPANIES CAN BENEFIT FROM GEOTARGETING BY:

- Highly personalizing design and messaging
- Building authority in the area as a thought leader
- Improving user experience by sending relevant ads
- Boosting traffic to your specific landing page or offer to educate prospects

By keeping content highly relevant and personalized to your audiences, geotargeting helps you gain authority, whether you're hoping to raise awareness in your campaign or gather data about your leads in order to nurture them down the funnel.

Contextual Advertising

Contextual advertising is just what it sounds like: it's delivering ad content that relates directly to the information that the reader is viewing on the web.

It allows you to showcase your products or services exactly where your audience already spends time, in places that are the most relevant to their interests and preferences. It creates a seamless experience for viewers when ads relate to the topic they're already browsing for.

BENEFITS OF CONTEXTUAL ADVERTISING:

- Simplifies the targeting process
- Allows targeting based on first-party data
- Enables highly personalized experience for prospects

Contextual advertising is important in today's digital landscape because it doesn't usually rely on third-party data. Therefore, you are protected against changes in cookies, GDPR, or other privacy concerns.

Retargeting

Retargeting is a helpful tactic after leads have already visited your website.

It's an ad tactic that presents ads to prospects who have left your site in order to keep you top of mind as they visit other places on the web.

BENEFITS OF RETARGETING INCLUDE:

- Reminding prospects about your value proposition after they've left your site
- Enabling a relevant user experience because they're already familiar with you
- Allowing prospects to purchase when they're ready rather than feeling pressure

Since prospects rarely talk to sales or make a purchasing decision on their first website visit, retargeting helps B2B companies stay top of mind as they continue to research solutions to solve their problem. Just be sure to segment your retargeting audiences so that your messages are truly relevant to your prospects.

B2B Marketing Checklist

Account-Based Marketing

- ☐ Identify top accounts to targets
- ☐ Determine roles of decision makers and influencers
- ☐ Align teams to have an account-based mindset
- ☐ Choose tech platforms to implement effectively

Geotargeting

- ☐ Identify regions to target
- ☐ Present relevant creative and messaging
- ☐ Personalize to resonate with audiences
- ☐ Map a specific conversion path and gather data

Contextual Advertising

- ☐ Choose industries where your solutions resonate
- ☐ Build effective creative and copy that aligns with existing web content
- ☐ Take audiences to a specific landing page that educates and converts
- ☐ Gather data along the way to build your own first-party audiences

Retargeting

- ☐ Redirect leads by adding value
- ☐ Provide an offer (like a piece of content) to encourage another site visit
- ☐ Segment audiences and create relevant messaging
- ☐ Implement effective platforms to present ads and gather data

How to Make it Happen

You might be thinking: “This all sounds great, but how do I actually put this into practice?”

Well, there are tools for that!

With the ever-changing digital landscape, you have more tools at your fingertips than ever before, and they’re more accessible and easier to use than ever.

Ideally, a digital advertising platform should be easy to use, cost-effective, future proof (especially when it comes to third-party targeting), and provide options for integration with your other marketing tools to streamline efficiency.

B2B marketing can feel overwhelming, but if you lay the foundation with inbound strategies and weave in outbound tactics, you’ll be well on your way to boosting your lead generation efforts and filling the pipeline with ideal accounts for further nurturing.



About BrandGen

BrandGen.io is a self-service digital ABM advertising platform that enables B2B firms and their marketing partners to accelerate sales and drive revenue growth through targeted, cost-effective advertising campaigns.



BrandGen.io builds your brand over the length of your sales cycle while helping you to generate demand at targeted accounts. BrandGen.io is future-proof in that we anticipated the demise of the 3rd party cookie and have developed solutions that enable you to directly reach the buying group at companies that should be your next customers even as 3rd party cookies are deprecated. The tool is designed to make setting up advertising campaigns a breeze, and it's deeply integrated with the HubSpot marketing PaaS to help you to create your leading-edge ABM technology stack.

We get it: ad targeting is complicated, but you can make it happen with BrandGen. Book a demo to learn more:

