



Best Kept B2B Marketing Secrets



A group of hands holding a rope in a circle, symbolizing teamwork. The hands are of various skin tones and are wearing different types of sleeves, including business suits and casual shirts. The rope is thick and braided. The background is a light, warm color with a bokeh effect of yellow and orange lights.

INTRODUCTION

Together the Magnetude team has decades of experience working with hundreds of B2B companies of all kinds. Over the years we each have learned some well-kept and “open” secrets about how to be successful in B2B marketing. So we put our heads together and came up with some collective wisdom to share with you.

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CROSS-CHANNEL INTEGRATED MARKETING PROGRAMS

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You Don't need to be Big to Run Cross-Channel Integrated Marketing Programs

Large companies don't just have a marketing department—they have multiple marketing departments. They have people dedicated specifically to managing tradeshow, creating content, running email marketing programs and even entire teams focused on social media. Smaller companies—who may or may not even *have* a marketing department—may think that because they don't have the same amount of resources (manpower or money) they can't invest in multiple programs. So often they decide, “We'll just do an email marketing program” or “We'll just focus on PR.”

Take a step out of marketing and think about how a small company runs. Small companies don't say, “We'll *just* manage operations,” or “We'll *just* focus on acquiring new customers. Instead, they juggle several different types of activities, all designed to meet a specific goal—grow the business, expand the customer base, beat the competition.

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CROSS-CHANNEL INTEGRATED MARKETING PROGRAMS

Now apply that idea to marketing: you can run one or two email campaigns a quarter, and supplement that with one thought leadership piece every six months. Tradeshows may be effective for you, but expensive. Do you have partners you can work with on tradeshows? Would a smaller, focused influencer relations program generate better results than a full-blown media relations effort?





CONTENT PLANNING IS KEY

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Content Planning is the Key to Efficient Content Development

Companies of all sizes miss an opportunity when they just jump into generating content without having a plan or a map. Often companies just decide they need a whitepaper on a specific topic, write the whitepaper, post it on the website and move on to the next piece of content. That approach is akin to deciding to eat healthy, but only focusing on having fruit and oatmeal tomorrow for breakfast. If you really want to eat healthy, you need to think about your meals for the entire day, week, month--balancing nutrients, convenience and calories.



CONTENT PLANNING IS KEY

For content, before just writing that whitepaper, you want to think about *who, why, how, when* and *where*:

- *Who* will be interested in this piece of content?
- *Why* this topic?
- *How* will this topic be best presented? As a whitepaper? Or a blog post or an infographic?
- *When* will this information be best used? In conjunction with an internal event (i.e., a product launch)? An external event (tradeshow)? To dovetail with a seasonal or timely topic?
- *Where* will this content be used? Just as a download on the website? Or can it be used in email campaigns, as part of tradeshow promotions and other marketing activities?

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CONTENT PLANNING IS KEY

Answering these basic questions can help determine what you really need and how you are going to use it. The next step is to come up with a list of content ideas (subjects). Then you apply these questions to each content idea. Now you have the components of a content map. Simply put a schedule together of what content you'll create and when and how you'll create and promote it.





OPTIMIZING YOUR CMS-BASED WEBSITE

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Optimizing your CMS-based Website can be done Cheaply

I'm still surprised when I hear stories of massive corporate website projects that require tens of thousands of dollars of investment and months' worth of time. For some companies, embarking on a nine month website project means their market will have changed dramatically from when they started to when they actually launched the website.

I'm equally surprised—or really, dismayed—at the digital agencies that steer their clients towards proprietary, expensive or even custom-built content management systems (CMS). Why invest in something that will be expensive to maintain or replace, when WordPress offers an easy-to-use, flexible and affordable CMS platform? WordPress is no longer just a simple platform for blogs—it's used for real business, from the ability to conduct transactions to being scalable enough to serve up dynamic data to hundreds of thousands of users and integrate with a multitude marketing and sales technologies. Just some of the name brands that use WordPress include *The New Yorker*, BBC America, Sony Music, Best Buy, Xerox, Ford Social, ExpressJet Airlines and the Dallas Mavericks. Look at that list again—it includes worldwide media companies, retailers, manufacturers, transportation, and sports organizations. If they run their business on WordPress, why wouldn't you?

OPTIMIZING YOUR CMS-BASED WEBSITE

The “cheapest” WordPress sites do require some investment. You want to invest in a designer to build your own WordPress site (not just working off of a template), and you may need to invest in some plugins. You should also be wary of developers who are not power WordPress developers, as saving a few dollars for cheaper development resources will cost you significantly in site updates and maintenance down the road. A well-developed WordPress site allows for efficient and intuitive content updates that any business user can master. And it’s a small investment compared to building a site from scratch or licensing a proprietary CMS.





SOCIAL MEDIA SERVES DIFFERENT GOALS

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Social Media Serves Different Goals and Looks Different

If you think of social media as just one of your many marketing channels, you're probably doing it wrong. Compare it to email marketing. Email marketing is interruption-based and is really about you the vendor/service provider communicating *to* your audience. Social (regardless of which social channel) should be about you communicating *with* your audience. They opt in to follow you or interact with you. Take advantage of this interest by providing them with valuable information, not just your marketing and selling messages.

But before you look at *how* you do social, you need to decide *if* you should participate in social media. On one hand, it may be easy to base the decision entirely on your customers. Are your customers on Facebook, Twitter or LinkedIn – if yes, then go for social, if no, then don't bother. Unfortunately, that's a limited view on why a company should be involved in social media. Your customers may not be involved in social at all. Or maybe they are just concentrated on one particular social channel. But how about the influencers in your industry? Often industry analysts are very engaged (and engaging) on Twitter. What about your competition? If they are active with social media, you may want to be too.



REPURPOSING CONTENT IS A GOLDMINE

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What's old to you is likely not old to your prospects. Think about how many marketing emails you receive daily and how much time they take up. Just a few years ago, a report came out that email takes up 28% of a worker's time. Today, the average business person gets 121 emails each day. What are the chances that you'll remember receiving a specific email three months later?

For marketers that means your webinar, infographic, or eBook can be remarketed to new lists, and to people who did not respond to the CTA the first time around. This means you can run the same program (with varying email content and subject lines) over several quarters, rather than just once. This can significantly extend the investment you made in creating each and every piece.

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Sources:

<http://mashable.com/2012/08/01/email-workers-time/>

<http://www.news.com.au/finance/work/emails-expected-to-rise-to-140-a-day-in-2018/story-e6frfm9r-1226904239876>

REPURPOSING CONTENT IS A GOLDMINE

Repurposing does not need to stop there. Think about how you consume media and information today. Do you still subscribe to a newspaper, or do you do all your reading online? Do you listen to podcasts at the gym or in the car? Do you read physical books or do you use an eReader? Your audience will consume content differently. Some will prefer video tips to a whitepaper. Some will want the instant gratification of an infographic over the investment of time in reading an eBook. This presents a great opportunity to repurpose your content into different formats. It also presents a great market research opportunity to begin to understand the specific preferences of your audience. You may just be surprised.



CONCLUSION

Do you have any marketing “secrets” you’d like to share? We’d love to swap notes.

Ready to enhance your marketing programs to generate more leads and get greater brand awareness?

[Contact us](#) for a complimentary marketing programs assessment.

About Magnetude Consulting

Marketing for the Entrepreneurial Ecosystem

Magnetude supports client's sales and marketing efforts in a number of ways depending on your needs.

- Managing demand generation programs—email marketing, inbound marketing, and more
- Developing marketing content and sales tools to drive the sales process forward
- Conducting lead follow up, qualification, and appointment setting (particularly for clients with small or non-existent sales teams)
- Consulting clients on strategies and tactics for enhancing marketing and sales collaboration and other process optimization

Interested in getting more qualified prospects into your sales pipeline?

[Contact us today](#) for a preliminary discussion.

ABOUT MAGNETUDE

Magnetude was founded in early 2012 with a simple goal: to even the marketing playing field. We wanted to give companies with small (or non-existent) marketing and sales teams the ability to reap the same benefits as the big guys. [Learn more about our services >>](#)



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