

# TOP B2B INBOUND MARKETING TACTICS FOR STARTUPS AND SMALL BUSINESSES

Leaders at B2B firms are often faced with the task of deciding which marketing programs to put in place that will provide more sales opportunities, increase brand awareness, and ultimately maximize revenue growth for their companies. While outbound marketing, such as email marketing may be fueling your sales funnel, an integrated, multi-touch marketing approach that also incorporates inbound marketing, such as SEO and social media has been found to be the most effective way to create highly targeted engagement.

## WHY IS INBOUND MARKETING SO IMPORTANT FOR B2B COMPANIES?

While the volume of leads generated via inbound is generally smaller than outbound marketing, website leads have on average



## GETTING STARTED WITH INBOUND MARKETING IS MORE IMPORTANT THAN EVER BEFORE, AND IT ALL STARTS WITH CONTENT.



**OF BUSINESS DECISION-MAKERS** prefer to get company information in a series of articles versus in an advertisement.



**B2B COMPANIES** that blog regularly generate



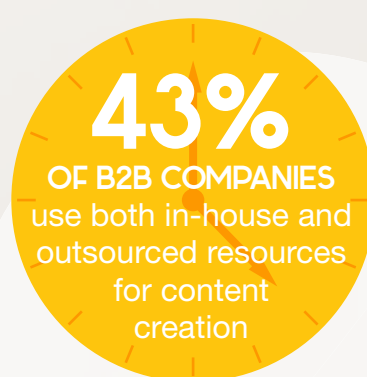
than those that don't.

The most effective marketers report spending



But content isn't limited to written content such as blog posts and whitepapers. Rich media, such as images or videos, is also an effective form of content to engage with your target market.

Many marketers and business owners have the expertise but not the time to create content.



## TO GET THE MOST LEVERAGE OUT OF YOUR CONTENT, ENSURE YOU ARE INVESTING IN CREATING AND PROMOTING YOUR CONTENT VIA LANDING PAGES.



Companies with **30+ LANDING PAGES** GENERATE **7X MORE LEADS** than those with fewer than 10.



**OF B2B BUSINESSES** use landing pages to garner a new sales lead for future conversion.

## CREATING LANDING PAGES IS A KEY PIECE TO YOUR INBOUND MARKETING EFFORTS.

Optimizing those landing pages, and even your entire website, is critical to enabling your target market to find you online.



**SEO IS THE #2 LEAD GENERATION FOCUS** for B2B marketers after email marketing

## ONCE YOUR CONTENT IS OPTIMIZED ON LANDING PAGES FOR SEARCH AND LEAD GENERATION, SOCIAL MEDIA IS A GREAT CHANNEL FOR PROMOTING IT.

For B2B companies, Twitter and LinkedIn are often the most effective networks for content promotion.



On average, B2B marketers who use Twitter generate **TWICE AS MANY LEADS** as those who don't.

**40% OF B2B BUYERS** say LinkedIn is important when making a purchasing decision.



## READY TO GET STARTED WITH YOUR INBOUND MARKETING STRATEGY?

## CONTACT MAGNETUDE CONSULTING FOR A COMPLIMENTARY ASSESSMENT OF YOUR ONLINE PRESENCE.


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