

ADVICE FROM THE TRENCHES:

**MARKETING TACTICS
TO CONSIDER
FOR YOUR
B2B TECH
FIRM**



magnetude
consulting

Being big believers in the concept of the whole being greater than the sum of its parts, our team at Magnetude values collaboration—particularly given the vast expertise in different areas of marketing across the team. We recently went around the team and asked a few folks to share education or advice they've recently relayed to a client, and we'd like to share a few of these with you.

TARGET MARKET PRIORITIZATION



THE TASK: PROVIDING GUIDANCE ON WHICH MARKET SEGMENTS TO PRIORITIZE FOR A STRATEGIC PLANNING INITIATIVE

Target market prioritization starts at a very high level with industry or vertical analysis and can then become increasingly more specific as you work through to the exact 'persona' that will have the highest likelihood of engaging (and eventually buying) what you have to offer. It's complex, but when approached with a disciplined and scientific approach, it will pay dividends. Identifying the best strategy for targeting should be based on both qualitative and quantitative factors. Developing a framework of these factors can help standardize and systematize the way you evaluate best fit. In some instances, you can even weight/score the qualitative factors to further enhance your ability to discern the best targets. Once you go through this comprehensive analysis, it should drive every facet of your marketing (and sales) plan – messaging, content, social, events etc. — it's truly the first step you should be taking. So don't rely on gut feel – study and analyze – and then act.

— **Cyndy**, VP Client Strategy & Delivery

"Target market prioritization is complex, but when approached with a disciplined and scientific approach, it will pay dividends."

PUBLIC RELATIONS



THE TASK: HELPING A CLIENT UNDERSTAND THE CHANGING ROLE OF PR (AND THE RIGHT WAY TO PRIORITIZE ACTIVITY)

Public relations is commonly equated with press releases and people tend to place the writing and dissemination of releases at the top of their PR wish list. What's a PR strategy without press releases, right? There are certainly still good reasons to write releases, such as supporting SEO goals or investor-related activities. But we should be selective in their use and keep them short and to the point. Not every piece of company news warrants a release. Keep in mind that very few journalists – if any – want to receive your releases. If you're seeking valuable media coverage, you should focus on targeted story ideas instead. The effort should be focused on the pitch and building relationships with your company's target list of media and influencers. We can work with a senior executive to write a straight-forward blog post around a piece of news and drive media to that instead. Or create a thought-provoking piece of content and pitch it to a relevant media outlet as a contributed article. Let's take a harder look and ask ourselves if we really need that next press release and instead, see if there are more creative and succinct ways to get our message to those that will help amplify it.

— **Erica**, Account Management & Communications Strategy

*"If you are seeking valuable media coverage,
you should focus on targeted story ideas instead."*

CONTENT MARKETING



THE TASK: ANSWERING THE QUESTION, “HOW SHOULD I THINK ABOUT CONTENT MARKETING?”

A well-executed B2B content marketing approach provides meaningful and relevant information and insights that helps to engage and reinforce passage through the critical stages of the customer’s buying journey. The content can take many forms that are well-suited to help customers one - understand and consider ways of solving problems or meeting their business needs, two - consider and evaluate your solutions leading to a sale, and three - maintain satisfaction with the solution post-sale or gain information leading to the next purchase decision. The content engages customers on their own terms and in channels that fit their preferences. Content types can range from eBooks to case studies to videos and infographics.

— **Anne**, *Account Management, Marketing Strategy & Messaging and Positioning*

*“Targeted content engages customers on their own terms
and in channels that fit their preferences.”*

SEARCH ENGINE OPTIMIZATION (SEO)



THE TASK: PROVIDING AN OVERVIEW OF SEO PROGRAM COMPONENTS

SEO is comprised of a series of strategies and tactics used to help companies achieve better placement in organic search engine results. While the basics of SEO start with researching, selecting and using keywords on your company's website, it requires a much broader strategy to be successful. Companies need an integrated approach that focuses on using keywords in social media, public relations and thought leadership content, as well as high quality linking from industry sources and partners. Successful SEO programs require time and a strategic plan for integrating a variety of communications components to yield better search engine results and drive inbound traffic to your site.

— *Leslie, High Tech Communications & Public Relations*

" Successful SEO programs require time and a strategic plan for integrating a variety of communications components."

INBOUND MARKETING



THE TASK: EXPLAINING WHAT TO EXPECT FROM INBOUND MARKETING

Inbound marketing is a bit of a double-edged sword. It holds a lot of promise, but it also requires an ongoing time investment to truly reap the benefits. Because inbound marketing focuses on infusing your content into your target market's digital ecosystem and letting them engage and self-identify as an interested target, it generally drives a smaller volume of more qualified leads than outbound tactics. Inbound marketing brings together marketing disciplines including content marketing, search engine optimization, and social media to engage the right audiences. Before getting started with inbound, take a step back and dive deeper into your buyers' persona. Know who they are, what they like, what networks they are on, etc. Then, build compelling, value-based content plan targeting the intersection of the prospect's interests and your solution. The content plan should be supported with a regular distribution plan that treats each content piece as a mini campaign launch. A regular commitment to content creation and distribution and a close eye on the metrics for ongoing feedback and optimization will help build momentum and scale up qualified lead flow.

— **Gillian**, *Marketing & Sales Operations*

"Inbound marketing brings together marketing disciplines including content marketing, search engine optimization, and social media to engage the right audiences."

PAID SEARCH



THE TASK: PROVIDING GUIDANCE AROUND WHEN TO CONSIDER PAID SEARCH

Paid search is particularly useful when your target market has a pain point where they're actively seeking out solutions to help address it. For companies in highly competitive spaces, it's important to assess your paid search opportunity with a strategic keyword analysis before going full throttle, as if you don't have the budget to allocate and will quickly be outspent by competitors, you might find alternate channels with better ROI. But for companies who fit the bill, paid search can be a highly scalable way to generate a steady stream of quality leads.

— **Natalie**, President, Marketing Strategy & Planning

"For companies in highly competitive spaces, it's important to assess your paid search opportunity with a strategic keyword analysis before going full throttle."

EMAIL MARKETING



THE TASK: COVERING THE BASICS OF EMAIL MARKETING

Email marketing is a cornerstone of almost every modern business. Done correctly, it will engage your prospects, make them more likely to use your product or service and enhance brand loyalty. Done incorrectly, it is a time sink with low ROI, and may leave your customers with a poor impression of your company. Keep your messages brief and presented in a format that looks good on mobile devices, with several obvious calls to action. Commit to a regular schedule to nurture and engage contacts over time and ensure you have the right sales resources in place to follow up and qualify relevant targets. Deploy your email campaigns via whitelisted services like MailChimp maximizes message delivery, and allows your marketing team to refine your campaign based on the message-open and click-through rates.

— **David**, *Technical Marketing Consultant and Developer*

"In email marketing, keep your messages brief and presented in a format that looks good on mobile devices, with several obvious calls to action."

MARKETING FOR THE ENTREPRENEURIAL ECOSYSTEM

Magnetude is a marketing agency that works with tech-oriented startups and small businesses to provide a one-stop-shop for the marketing functions our clients need to be successful with services ranging from market research to go to market-planning, messaging and content development, to lead generation.

Magnetude Consulting understands that to be successful, you must toggle between 'get it perfect' and 'good enough'. We bring quality and rigor to everything we do, but also recognize that we're working with finite (and oftentimes limited) time and resources. Magnetude's creative, business-oriented innovators understand the start-up and tech industry ecosystems and couple it with deep and ever-evolving marketing acumen.

Want some receive advice customized to your own business environment?

[Contact us](#) to learn more.

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