

# YOUR MARKETING BLIND SPOTS:

Adding  
Specialized  
Marketing  
Skills to the  
Mix





# MARKETING'S CHANGING LANDSCAPE

Marketing is changing at a more rapid pace than ever before, thanks in large part to technology. Because of this, what you think your customers expect from you based on what succeeded in the past may now be out of date. These days, your audience is picky. Some of them will diligently read your updates on social media. Others prefer to watch videos of customer testimonials on your website. And others won't even begin to trust you until you position your firm as a thought leader in the market with relevant insights to share about your industry. So what does this mean for your company?

# AN INTEGRATED MARKETING APPROACH

Now more than ever before, your company's marketing strategy must take an integrated approach and include more specialized marketing. In fact, 86% of marketing professionals agree that successfully integrating multiple channels under a single integrated marketing strategy is crucial to their long-term success. In order to do this, it boils down to building the right marketing capabilities for your firm. With so many facets to marketing and areas to campaign, it can feel overwhelming to know where to focus and how to grow your marketing capacity. This is where bringing in a full-service marketing agency can be extremely valuable to your business. Whether you've never done marketing before or you have an in-house team, there are a few specialized areas of marketing to consider including in your overall strategy to help you differentiate your firm from your competitors and ultimately grow your business.



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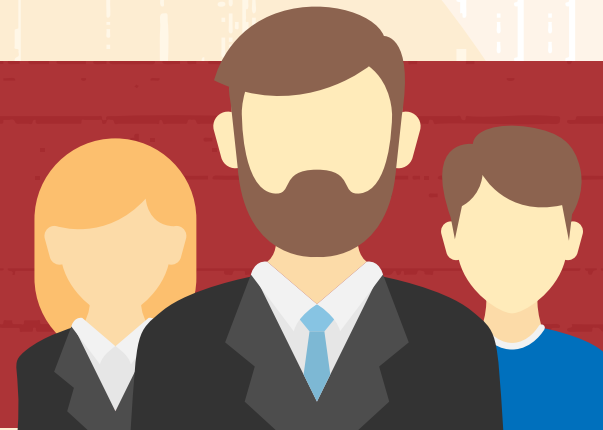
Source: <http://brickstreetsoftware.com/content/posts/7-multichannel-marketing-stats/>

# PUBLIC RELATIONS: WHAT YOU NEED

Having at least one public relations person supporting your marketing team is crucial to building up your brand awareness and ensuring that prospects are taking you seriously. But public relations isn't just about pitching to news outlets. It spans across all the ways you put your firm's message out into the market and in front of your future customers, whether that's through growing partnerships with industry analysts, speaking at the right events, or building relationships with influencers. It's important to have someone strategic on the team, who can put a plan in place that will help you meet your goals, and this can be a difficult hire to find in-house.



# MEDIA RELATIONS: WHO YOU NEED



Many B2B SMBs outsource this function. While that might seem like an expensive undertaking, it has been found that companies who outsource PR can save up to 20% of their total costs. Having flexibility in this role to scale up or down is an important factor to consider for small businesses.

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Source: <http://blog.tomorrow-people.com/bid/182863/5-Good-Reasons-to-Outsource-Your-PR>

# SEO: WHAT YOU NEED



Search Engine Optimization (SEO) is one of those terms that people hear a lot, but few can actually do well. Because having a strong online presence is required for all businesses these days, being found by your prospects when they're searching online is very important to your company's bottom line. In fact, 93% of online experiences begin with a search engine. When you can attract prospects who are already searching for your solution or a problem that you solve, you decrease the work of your sales' team and ultimately leverage your website as a lead generating engine that does some of the work for you.

**93%**

**OF ONLINE EXPERIENCES  
BEGIN WITH A SEARCH ENGINE**

Source: <https://www.imforza.com/blog/8-seo-stats-that-are-hard-to-ignore/>

# SEO: WHO YOU NEED

No two SEO strategies look alike, so hiring a savvy digital marketing team with advanced SEO expertise and a strong understanding of your business is key. Working with an agency as opposed to a solo consultant can be even more advantageous, as agencies are more likely to keep up with the latest trends, technologies, and understand what can work for you based on the experience of having a broader base of clients.



# DIGITAL ADVERTISING: WHAT YOU NEED



Total spending on digital advertising is expected to increase by 13% this year. Contrary to what some professionals believe, digital advertising is no longer just a B2C play. B2B advertisers are heavily involved in this space, as it's a very quick way to get in front of a targeted audience who you may not be able to reach from any other channel. Almost all of the major social media networks offer advertising, with LinkedIn and Facebook being the most popular for B2B companies. Budget permitting, Google AdWords can also be a great way to appear on the first page of Google while some of the behind the scenes SEO work is being done or to accelerate lead generation.

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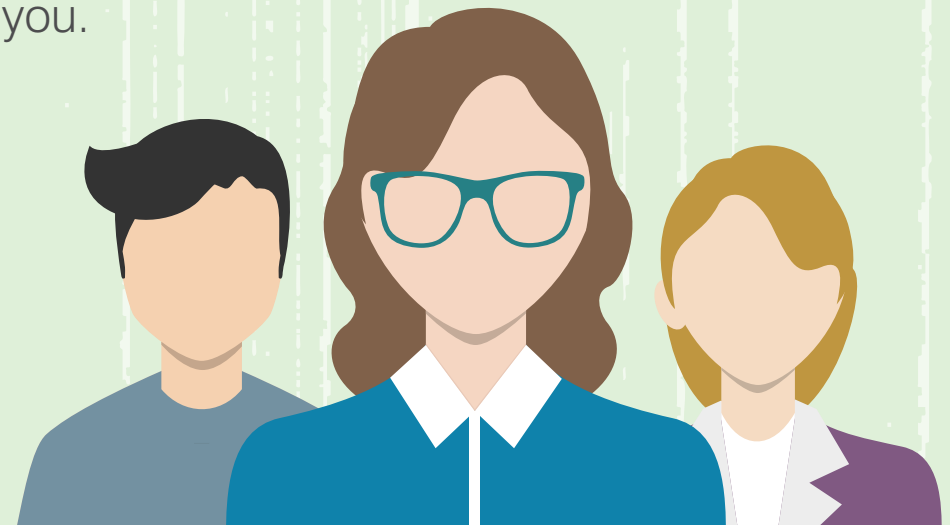
**13%**

**THIS YEAR.**



# DIGITAL ADVERTISING: WHO YOU NEED

While advertising is easy to set up, it's important to find the right team for the job. There are many details and intricacies associated with each platform. Based on the channel where you're advertising, your target audience will behave differently. Outsourcing digital advertising to an agency means finding a team who is both creative and analytical as well as being familiar with a number of ad, search and social networks to help you choose where you want to be within a budget that works for you.



Finding the balance between marketing generalists who can do great work across multiple functions and hiring specialists for more focused work can be challenging. At Magnetude Consulting, we work with B2B SMBs and startup companies who often have a strong small team of generalists in-house and bring us in as an extension of their marketing department for the strategy and execution of specialized marketing services such as those listed in this eBook. This gives companies the flexibility to scale up or down based on what's working while having the confidence that the right expertise is in place to maximize the outcome of these programs.

If you have questions about any of these specialized areas of marketing or are interested in hearing more about our skills, **[contact us today for a complimentary consultation.](#)**



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