

# ASSESSING YOUR B2B FIRM'S DIGITAL MARKETING EFFORTS



# DIGITAL MARKETING HAS CHANGED. DRASTICALLY.

Digital & Social Behaviors are Changing the Face of SMB B2B Marketing.



Marketing is undergoing rapid change at a seemingly ever-accelerating pace, driven by evolving social media behaviors and marketing technology advances. These shifts have created a marketing culture that necessitates cycles of data-driven testing, measurement and optimization. The digital marketing skills of the past—or even of a few years ago—are now largely viewed as inefficient or ineffective.

Strategic challenges for SMBs abound:

- Data-driven “test & learn” marketing skills are lacking in many SMB environments
- The diverse skills and expertise needed to market effectively are near-impossible to find in a single hire
- Integrated marketing approaches are now essential to effective execution

Business leaders who understand the important role of digital marketing should ensure they are doing the right things to keep their organization competitive. Companies who don't yet understand this are in for a challenging ride ahead.

SAY THEY LACK THE TIME OR KNOWLEDGE TO MANAGE DIGITAL MARKETING EFFECTIVELY.

(Source)

# B2B LEADERS SHOULD BE DRIVING THEIR BUSINESS TO 'DO MARKETING RIGHT'

When it comes to marketing, many business leaders fall into one of the following traps:

- “Checking the box” on digital marketing because they do the basics, e.g. perhaps their website is decent and they post to social media on occasion
- Assuming digital marketing isn’t important for them because they have a relationship-driven sales model
- Presuming their marketing team is fully current on the trends and best practices—and not realizing how difficult it is for small in-house teams to stay relevant in today’s environment

Unfortunately, falling into these traps causes companies missed opportunity at best, and lost revenue and market share over time, at its worst.

**1/3 OF FIRMS DO NOT UNDERSTAND WHICH DIGITAL MARKETING TACTICS HAVE THE BIGGEST IMPACT ON REVENUE, EXECUTIVES LACK THE VISIBILITY THEY NEED TO MAKE SMART MARKETING DECISIONS.**

(Source)

Whether there’s already marketing staff in-house, business execs should be taking it upon themselves to step outside of their comfort zone and take a hard look at their digital presence to determine whether outside support is needed.

# PITFALLS: MISSING OUT ON REAL SALES OPPORTUNITIES

Companies who lack visibility into their prospect's digital activities often don't realize the opportunities they are leaving behind.

With **70%** of a prospect's purchase research completed online on their own before picking up the phone to talk to a sales person, companies who don't have a strong presence are likely missing sales opportunities altogether.

(Source)

Companies should ensure an active and polished presence across the digital ecosystem in each of the channels where their prospects, customers and influencers are present, including:



A COMPANY'S OWN WEBSITE



SEARCH ENGINE RESULTS



RELEVANT SOCIAL MEDIA CHANNELS



RELEVANT ONLINE DIRECTORIES



EXTERNAL CONTENT SOURCES (INDUSTRY OR BUSINESS PUBLICATIONS)

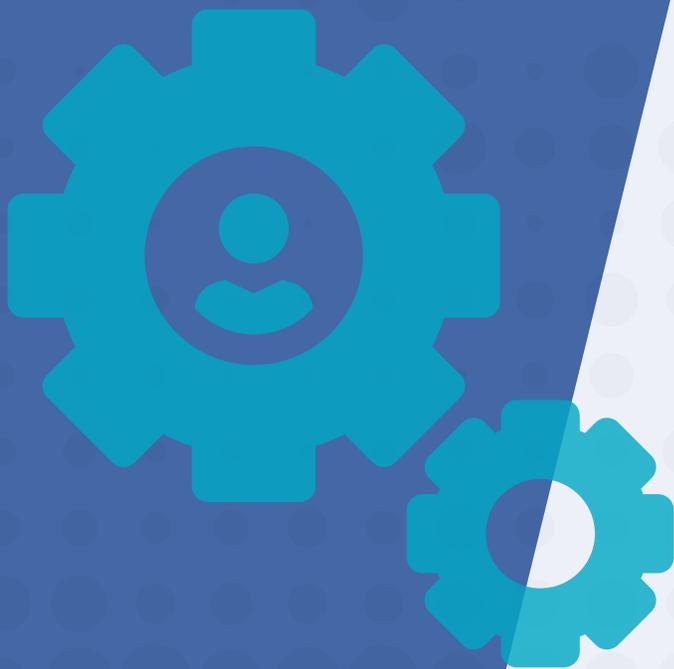
## WHY IS IT IMPORTANT TO INVEST IN YOUR ONLINE PRESENCE?



- Ensuring your firm is part of the consideration set when a prospect is actively seeking a solution
- Showing customers and prospects you have a healthy and active company
- Ensuring your target market sees you the way you want to be seen (keeping yourself in control of your company's public image)
- Being viewed as a credible player in your space—ideally as a thought leader—in cases where your online presence includes content marketing efforts
- Making sure this is where your prospects go for information

**For SMBs in particular, having a well-thought out presence (even if it's a small-scale one) can go a long way towards getting in front of prospective clients and competing effectively against much larger firms.**

# PITFALLS: ASSUMING GOOD ENOUGH IS GOOD ENOUGH



The digital landscape has changed dramatically, and unfortunately many digital marketers think their skills are sufficient, when in fact their knowledge only skims the surface of what's possible today. This rapid pace of digital change presents challenges across many internal functions, and is by no means exclusive to marketing. But because of this, it becomes extremely hard for any one marketer to effectively keep pace.

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## DIGITAL MARKETERS CAN EASILY FALL BEHIND AND MISS OPPORTUNITIES TO MARKET EFFECTIVELY FOR SEVERAL REASONS:

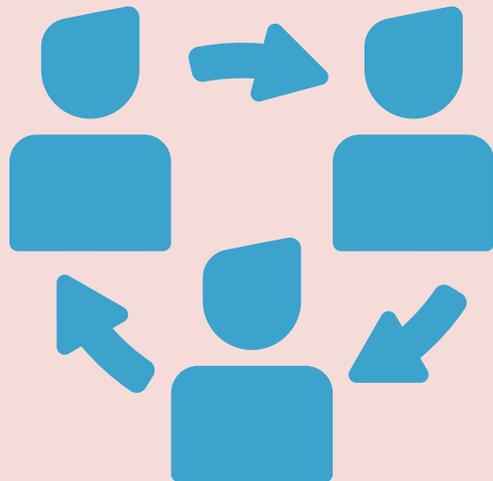
- It's hard to keep pace with the plethora of tools available to make marketers smarter and more efficient—such as tools that analyze competitor online marketing behaviors, social activity, content performance
- Social media and other digital advertising platforms are rolling out new advertising solutions on a frequent basis—adding complexity and opportunity simultaneously
- There's much more nuance in the technical aspects of digital marketing—technical SEO, conversion optimization, and the intricacies of marketing automation systems, to name a few

# WHY IT'S ESPECIALLY HARD FOR B2B SMBS

While most companies are doing digital marketing in some form, many aren't really taking the time to ensure they're doing the right things. In some cases this is driven simply by a skills or seniority gap. In other cases, it's driven by a lack of resources (insufficient investments in marketing), or even a lack of understanding of the opportunity at hand.

**The bottom line:** It is really hard to find marketers who have expertise in all the areas a company needs to be successful—and this is exacerbated by the hiring manager often not knowing the skills to look for or how to gauge digital marketing acumen across the broad spectrum of what constitutes 'digital marketing savvy'.

Even the firms that *do* outsource specific marketing functions to domain experts tend to outsource just a piece (like SEO or public relations) and then don't understand why it doesn't work.

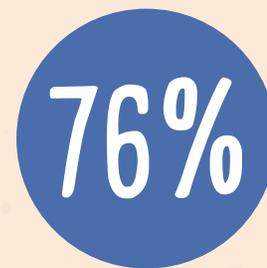


THE REALITY OF TODAY'S ENVIRONMENT OFTEN NECESSITATES WORKING WITH OUTSIDE MARKETING PARTNERS WHO CAN UNDERSTAND AND EXECUTE AGAINST YOUR MARKETING PRIORITIES HOLISTICALLY, RATHER THAN AS ISOLATED MARKETING SILOS.

# THE GOOD NEWS FOR SMBS

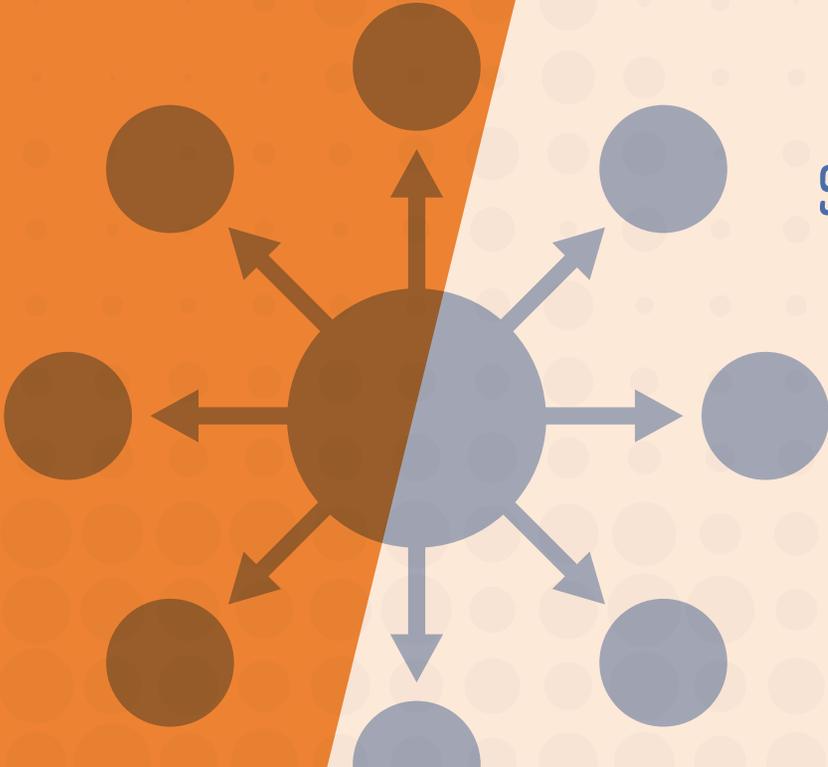
Despite the challenges, the good news is that digital marketing has the potential to really level the playing field between the industry heavyweights and the up-and-comers. Companies who learn how to market smarter and more creatively can quickly catch up (and even surpass) their much larger competitors—and digital marketing is often a critical element in executing against this goal.

Companies have an openness to think differently about their team's skills, structures and resources needed to execute. What used to be feasible for a single smart marketer to handle on their own, now often requires a team of marketing domain experts.



OF THOSE USING AGENCIES FEEL POSITIVELY ABOUT THE PERFORMANCE AND 18% OF SMBS ARE RELYING ON MARKETING CONSULTANTS OR AGENCIES FOR SUPPORT.

(Source 1, Source 2)



SMBS ARE OUTSOURCING TO MARKETING AGENCIES MORE OFTEN IN ORDER TO ACCESS THE SKILLS, PROCESSES, AND TOOLS NEEDED TO STAY COMPETITIVE, AND IT'S PAYING OFF.

## CASE STUDY

# DIGITAL MARKETING ASSESSMENT FOR A COMPANY WITH NO PRIOR MARKETING

## THE NEED

A SaaS company looking to launch its first product into the market wanted to ensure its launch plans would support the rapid scale they were seeking.

## THEY BROUGHT MAGNETUDE ON TO:

- Analyze the target market's online behaviors to isolate the critical online channels and spheres of influence
- Dissect competitive digital marketing presence to learn from others and prioritize where to have a presence
- Outline the must-do foundational marketing punchlist and the ongoing program efforts
- Identify the low hanging fruit marketing opportunity—competitive weaknesses and creative programming to fast-track growth
- Scope the budget, resources & timelines required for successful execution



## ACTIVITY & RESULT

The client's small in-house marketing team utilized the information to launch shortly afterwards with targeted execution support from Magnetude in areas outside of the in-house team's realm of expertise. The integrated launch plan spanned 5 critical channels: social influencer engagement, paid search, SEO, content distribution and (in person) events.

THE CLIENT USED THE INFORMATION IN THE ASSESSMENT AND PLAN TO SUCCESSFULLY LAUNCH ITS PRODUCT AND HIT ITS INITIAL GROWTH TARGETS.

## CASE STUDY

# DIGITAL MARKETING ASSESSMENT FOR A COMPANY WANTING TO OPTIMIZE THEIR PRESENCE

## THE NEED

A 20 person IT services firm serving a niche market was struggling to generate marketing leads to support its sales targets, despite having tried a number of marketing programs internally and hiring outside partners.



## THEY BROUGHT MAGNETUDE ON TO:

- Analyze their past and current marketing activity—using data and metrics from their website, CRM, marketing automation system and content performance
- Review setup and implementation of their back end sales and marketing systems
- Assess competitor marketing activities for missed opportunity
- Develop a plan to remedy immediate issues and gaps and implement an ongoing action plan

## ACTIVITY & RESULT

Magnetude partnered with the client's in-house junior marketer to tackle the execution plan. Within a month, all of the foundational fixes were addressed and the newly optimized programs were put in place.

## IN JUST A FEW SHORT MONTHS, THE JOINT TEAM WAS ABLE TO IMPACT THEIR MARKETING METRICS AS THEY HAD HOPED, INCLUDING:

- Increasing website visits by **68%** within a month and **144%** the following month
- Increasing average time spent on site from **1-10 minutes** over 3 months
- Generating an average of **10 leads** per email campaign in a highly targeted nurture program

# GETTING STARTED IS EASY

Regardless of budget size, there is almost always opportunity to drive results from **digital marketing optimization**. For most firms, there's simply so much to be done—and so many cost effective and time efficient programs to implement—that delays in getting started could be costing a company in the form of lost opportunities.

For example, Magnetude's client budgets range significantly in size from one to the next. The key is to **align resources with goals and expectations**, use resources effectively, leverage technology to drive efficiencies, and measure and optimize everything. This approach can enable virtually any B2B company to actualize business benefit from digital marketing.

# MAGNETUDE'S MARKETING ASSESSMENT & PLAN (MAP) OFFERING

NOW THAT YOU KNOW HOW VITAL DIGITAL MARKETING IS, YOU MAY BE WONDERING HOW TO ACTUALLY INCORPORATE IT INTO YOUR MARKETING EFFORTS.

Magnetude's MAP gives your B2B firm a rapid marketing assessment and plan, leveraging a number of tools and a proven process that helps ensure companies address digital marketing gaps and uncover and prioritize opportunities.

## WHO BENEFITS FROM THE MAP? SMALL AND MID-SIZED B2B FIRMS WHO:

Haven't done much marketing in the past and want to understand the strategies and programs that will help reach near or longer term goals, as well as how these efforts could/should be prioritized and implemented to align with objectives

— OR —

Are looking to assess their current marketing & sales efforts to uncover issues/gaps, identify areas for optimization, and receive strategic recommendations on potential new programs to meet goals

[LEARN MORE ABOUT THE ASSESSMENT](#)

OR SCHEDULE A 30 MINUTE CONSULTATION.

**MAGNETUDE CONSULTING** is a full service, marketing firm that specializes in working with small and mid-sized B2B tech companies, providing a fractional or outsourced marketing department spanning strategic and tactical support.

Interested in hearing more about our capabilities?  
Contact us.



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