

Improving B2B effectiveness

Dan Giacomini & Mandy Bly

martini



Hello! 🖐️



B2B = Back to Basics

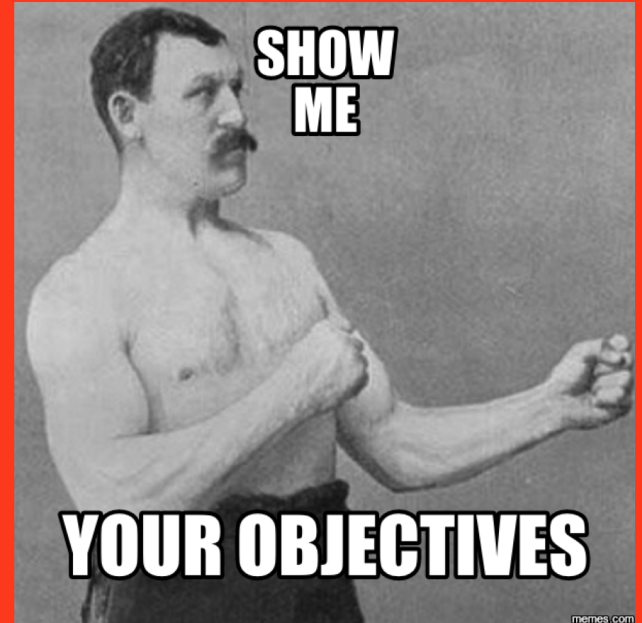
1. Define objectives
2. Identify target audiences
3. Articulate key messages

Define Objectives

What do you want to have happen?

- Grow online sales?
- Increase RSVPs to an event?
- Increase requests for a free consultation?

Without clearly-defined objectives, measuring success becomes impossible.



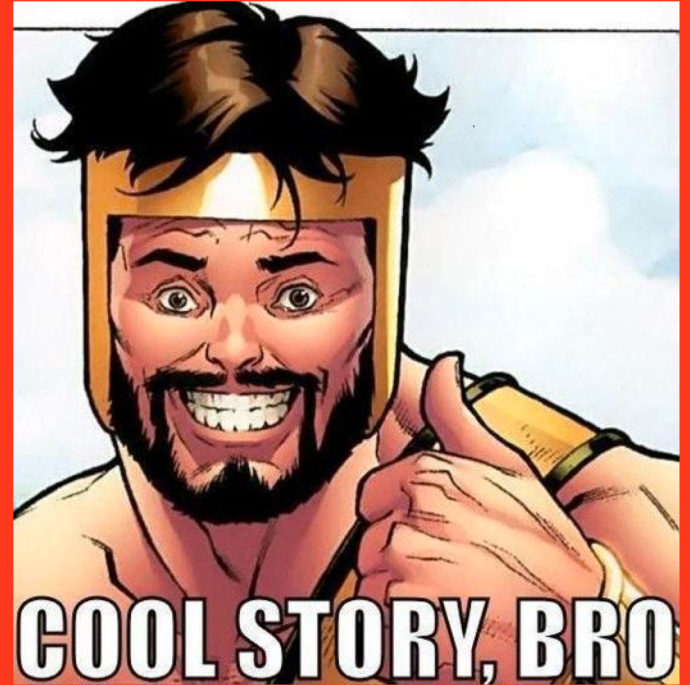
Identify Your Target Audiences

- Who are your customers?
- Who are the decision-makers?
- What do they value?
- Where can you reach them?
- What motivates them?



Articulate Key Messages

- Knowing how to pitch your product/service to prospects is only the beginning.
- Tell your story in a way that tells your customers "we relate to you, we understand you, we are like you."
- Use personality and authenticity to create a connection with your audience and build trust.

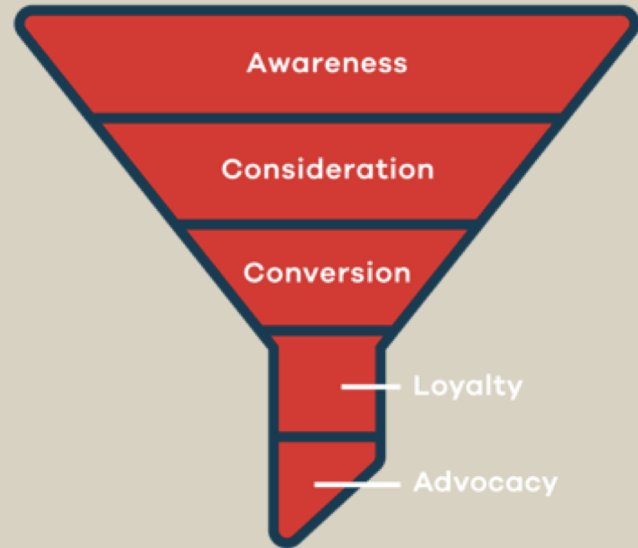


Align Content With Your Sales Funnel



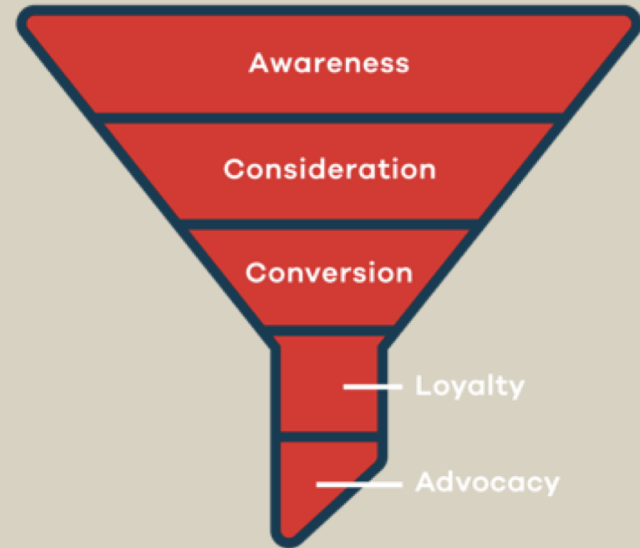
Top Content B2B Marketers Use

- 94% Social media posts (excluding video)
- **73% Case studies**
- 72% Videos
- **71% Ebooks/whitepapers**
- 65% Infographics
- 56% Illustrations/photos



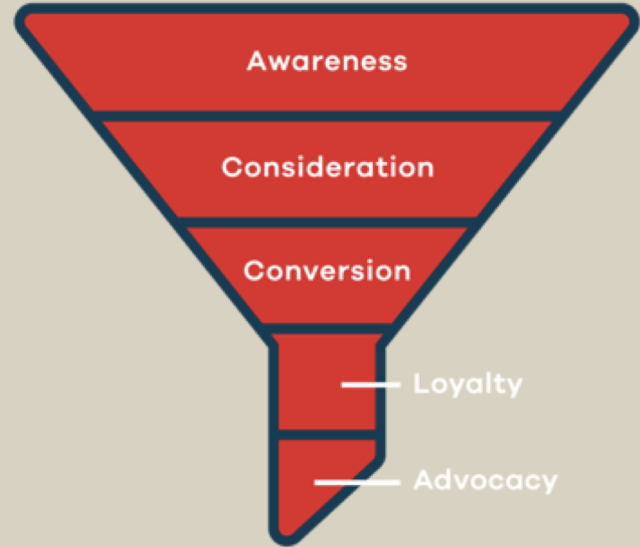
Awareness

- Company culture
- Shareable employee content
- Inspirational quotes
- News and events
- Collaboration with other brands



Consideration

- Product/service information
- Industry-related trends, topics, challenges
- Real customer stories, testimonials, reviews
- Employee careers, awards, promotions, stories



Conversion

- Lead generating content
- Event promotions
- Including contact information in your profile by being a business profile



Loyalty

- Giveaways
- Thanking consumers or employees via comments, likes, direct message
- Shareable employee content
- Real customer stories / testimonials



Advocacy

- Produce shareable consumer content
- Re-post shareable consumer content when mentioned



Examples



linkedin

Follow



617 posts

324k followers

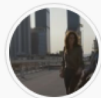
6 following

LinkedIn

Whatever motivates and inspires you, we're a community that can help you realize your definition of success. #InItTogether

lnkd.in/InItTogetherIN

Followed by [tmgbrandfuel](#)



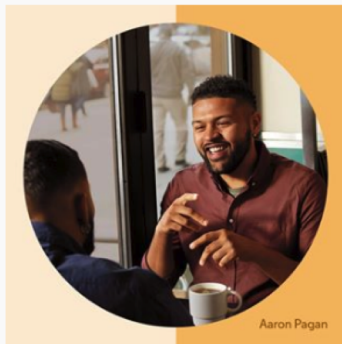
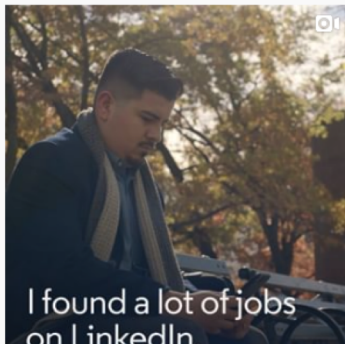
#inittog...



NationalB...

POSTS

TAGGED





puremichigan

Follow



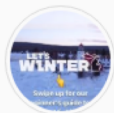
2,500 posts 629k followers 490 following

Pure Michigan

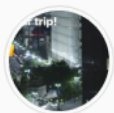
Whether you're sledding down a snowy hill or hitting the slopes, winter in #PureMichigan has something for every age & skill level!

#LetsWinter

www.michigan.org/winter



Winter



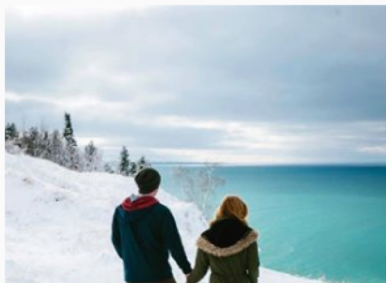
Cities



Trails

POSTS

TAGGED





quickbooks

Follow



175 posts

26.1k followers

87 following

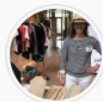
Intuit QuickBooks

The world's largest workforce works for themselves. We work for them. QuickBooks is backing you. US sales 844-344-3068

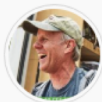
intuit.me/2BHWeV2



Learn



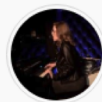
POP UP S...



SMB WEEK



QB@GIRL...



QB@SXSW

POSTS

TAGGED



thank you.

martin.