Mapping a successful B2B marketing strategy

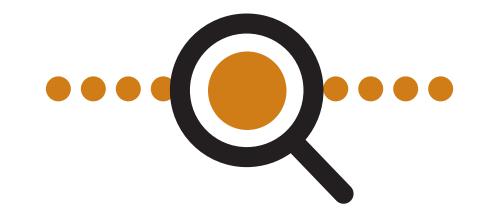
Awareness-

content that introduces your brand, depth of thought and expertise, and fresh ideas



Consideration—

content that differentiates you from your competitors in more specific ways and speaks to direct pain points



Purchase—

content that pushes the conversation forward to a partnership, arming marketing and sales with the right messages



Content



Blog posts

Strategy guides

Brand video

Interviews with subject matter experts

White papers

Event-based content

Case studies

Product videos

In-depth interviews

Webinars

Data-driven infographics

Competitor comparisons

ROI-driven infographics

Product and service use cases

Milestones and success metrics

Consultations

Presentations

Channels



LinkedIn, including SlideShare

Company website

Twitter promotion

Industry publications

Website

Email newsletters

Search—paid and organic

LinkedIn

Direct: email, in-person

Audience



Widest audience: everyone from new employees to the C-suite

Managers and specialists seeking solutions to their challenges and ways to enable stronger performance

C-suite, final decision-makers