

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