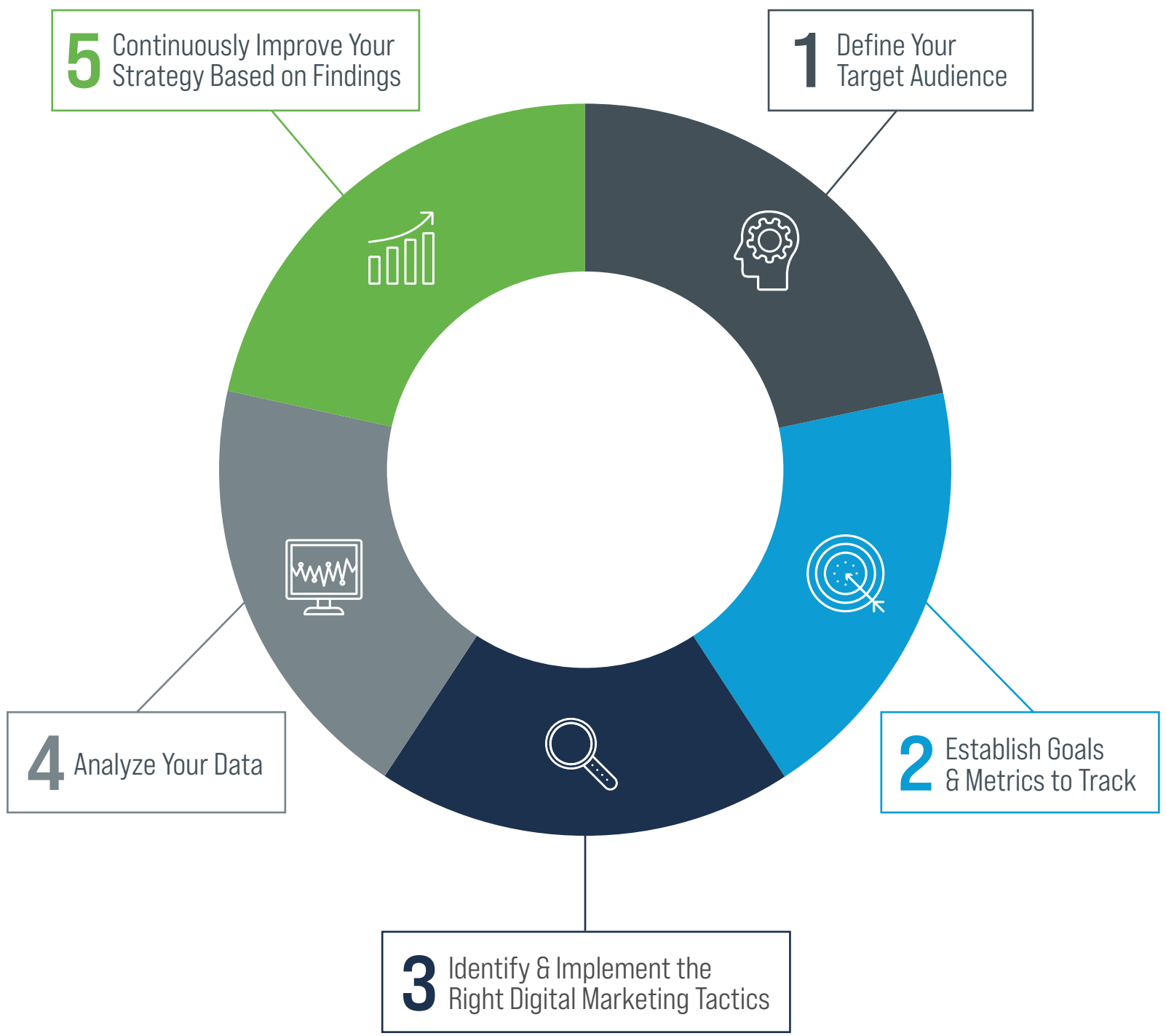


5 STEPS TO FOLLOW WHEN DEFINING B2B DIGITAL MARKETING STRATEGIES

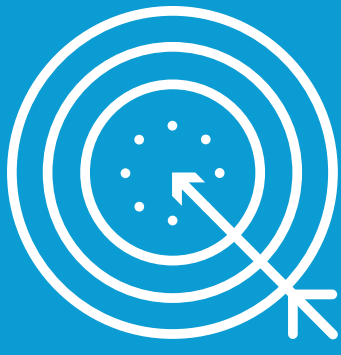


1. Define Your Target Audience

Successful B2B digital marketing strategies all start with one thing: the identification of your company's target audience or buyer. Ask yourself these questions:

- Of my existing customers, who would I like to get more of?
 - Industry
 - Size of company
 - Services offered
 - Geographic reach
- What is our main point of contact's job title?
- What are their pain points?
- How is my company uniquely positioned to help them overcome these challenges?

Once you've answered these questions, you'll be able to build out example target audiences to tailor your digital marketing strategy to.



2. Establish Goals & Metrics to Track

Next, you need to determine what exactly it is that you're trying to achieve with your marketing strategy. Is it to simply drive more traffic to your website? Is it to generate more sales-ready leads by improving your website conversion rate? Is it to become a thought leader in your industry?

After you've determined your overarching goal, you can then establish the metrics you'd like to track against over time to hit that goal. Some sample metrics might include:

- Conversion Rate
- Sessions
- Bounce Rate
- Average Time on Site



3. Identify & Implement the Right Digital Marketing Tactics

Now that you have your target audience defined and goals established, you can begin to identify the right digital marketing tactics to implement to start working toward your goal. Common tactics include:

- Content Marketing
- Conversion Rate Optimization
- Email Marketing
- Social Media Marketing
- Search Engine Optimization
- Pay-Per-Click (PPC)

Another must-have is a website built to convert website traffic into leads—without this, all of your hard work to drive potential buyers to your site will be for naught.



4. Analyze Your Data

Making data-driven decisions is high on the list of digital marketing best practices to follow post-implementation for any strategy. Without this crucial step, you could wind up spending marketing dollars in all the wrong places and get 3 feet away from your goals.

Reassess the performance of your marketing strategy every 30–90 days; is it performing the way you want it to? What is the data telling you about user behavior on your website?



5. Continuously Improve Your Strategy Based on Findings

Once you've assessed your current performance, you're ready to make changes to your digital marketing strategy to accommodate what the data is telling you. Create a plan for the next quarter to determine what tactics you're going to use, put on hold or update as well as the metrics you're going to track based on your findings.

In some cases, you might need to go back to step one to ensure that you're still targeting the proper audience.