

PICK YOUR PATH

HOW TO ACHIEVE YOUR 2020 TOP MARKETING OBJECTIVE

The 2020 B2B Marketing Mix Report surveyed B2B marketers across a variety of industries from healthcare to technology to manufacturing and supply chain. With in-depth questions on marketing investments, objectives, and tactics, the report concluded that B2B companies have many similar objectives going into 2020.

The top marketing objectives chosen for 2020 by B2B marketers are converting leads to customers, increasing sales leads, increasing brand awareness, and producing thought leadership. What's your top objective?

START HERE

Choose your top marketing objective and discover which tactics you should use to achieve it.

01 INCREASING BRAND AWARENESS

STEP 1: CREATE A PR PRESENCE

Share company milestones, news, and expert opinions through social media, blogs, and news media outlets.

STEP 2: PUBLISH CONTENT THAT'S SHAREABLE

Long-form content is great, but to grow readership you need short, compelling snippets like eye-catching infographics or short, text-based videos.

STEP 3: FEATURE MORE FACES

Showcase team members in blogs, eBooks and other content assets and encourage employees to maximize the reach of company content on social.

39% and 50% of marketers surveyed report using public relations and tradeshow and events respectively as part of their marketing efforts. **Both marketing tactics boost brand awareness by introducing prospects who are familiar with your industry to your brand.**¹

02 PRODUCING THOUGHT LEADERSHIP

STEP 1: CONNECT WITH CUSTOMERS

Find out where your audience gets their information from and find ways to answer their questions in informative, entertaining, and relevant ways. What are your customers talking about that other companies aren't addressing?

STEP 2: BRAINSTORM IDEAS AND FORMATS

Brainstorm topics and ideas for what your audience wants to see and how they want to see it: in video? Blogs? eBooks?

STEP 3: CREATE AND SHARE CONTENT

Make content that's shareable and fun to read and watch. Expand your reach to industry blogs, business publications, and local papers.

About 63% of marketers surveyed report using blogging and content marketing, but only 32.81% report using video marketing tactics. Stand out by sharing your content in video form and establish your company as a thought leader.¹

03 INCREASING SALES LEADS

STEP 1: EARN AND INCENTIVIZE REFERRALS

Year after year, referrals are deemed the top source of marketing and sales leads by B2B marketers. A referral marketing program that rewards your happy customers for spreading the word can help you get more referral activity.

STEP 2: OPTIMIZE AND USE FORMS

Forms help capture meaningful data. Make sure the forms you use for gated content are asking the right questions for the stage of the buyer's journey that your prospects are at. Include less fields in the beginning of their journey and more at the end.

STEP 3: FOLLOW UP PROMPTLY

Lead follow-up time is a crucial factor to optimizing the success rate of leads. Get in touch shortly after leads are captured to keep the conversation going while their interest is piqued.

About 33% of marketers report that inbound and content marketing is one of their top three sources of marketing and sales leads. That's **one third of leads** coming from content! Use forms effectively and follow-up promptly to keep your company from missing out on the benefits.¹

04 CONVERTING LEADS TO CUSTOMERS

STEP 1: USE YOUR NETWORK

Develop case studies and testimonials that reveal your top clientele and use the positive relationships your brand has built to look for referrals that might be hiding in plain sight.

STEP 2: GIVE A STRONG DECISION-STAGE PERFORMANCE

When freemium pricing strategies, 30-day risk-free trials, and in-person free consultations are the norm, your company needs to offer a strong incentive near the end of the buyer's journey to convert leads.

STEP 3: COLLABORATE WITH YOUR SALES TEAM

Working with your sales team helps with personalization — they can send individually tailored content and messages to draw leads in.

Approximately 47% of B2B marketers are interested in exploring personalization in their marketing. Empowering your sales team to reach out to leads with specific content may be the exact personal touch you're looking for.

WORK WITH THE EXPERTS TO MEET AND EXCEED YOUR 2020 MARKETING OBJECTIVES.

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