

B2B Marketing Strategies - Checklist

This checklist by Clement Lim of limwriter.com will help you plan your B2B marketing strategies to grow your business.

Buyer personas

- Who are your buyers?
- Where can they be found?
- What are they searching for?

Your brand persona

- What is your company culture?
- What language and imagery conveys your values?
- What products and services do you offer?

Marketing goals

- Define separate goals for each stage of the buyer journey.
- Have call to actions for each goal.

Content strategy

- Content should be relevant and useful to your audience.
- Content should be consistent with your brand values.
- Document your content strategy.
- Create content for each stage of the sales cycle.
- Go for high quality, long form content.
- Publish regularly and consistently.
- Ensure your website is mobile responsive.

Content promotion

- Guest blogging.
- Social media posting.
- Publish on LinkedIn

Tracking metrics

- Track your conversions according to content type, length, frequency.
- For the stuff that's working, do more.
- For the stuff that's not, tweak and try again.
- Check out predictive analytics.

Scaling content

- Repurpose, repackage and recycle.
- Use marketing automation software.