



# B2B Marketing Plan



**A B2B marketing plan helps you define success for your small business.**

**A professional B2B marketing strategy and plan will help you to analyze your current business situation and establish performance criteria to achieve your profit goals.**





# The 6 – Step Marketing Plan



# Key Business Plan & Marketing Plan Elements



# Strategic Plan Process 1



## Gather Inputs

- From all Stakeholders
- Customer analysis
- Competitor analysis
- Industry analysis
- Environmental
- Company performance
- Company strategies

## SWOT Analysis

- External Analysis
- Opportunities
- Threats
- Internal Analysis
- Strengths
- Weaknesses
- Strategic Questions
- Strategic Issues

## Review Inputs

- All Stakeholders
- Review Inputs
- Review SWOT Analysis
- Define 3-4 key statements

## Strategic Matrix

- All stakeholders
- Define Strategies to address SWOT combinations:
- Opportunities vs Strengths
- Opportunities vs Weaknesses
- Threats vs Strengths
- Threats vs Weaknesses

## Define Strategies

- Objectives
- Key Strategies
- Short and Long Term Goals
- Operational Plans

## Final Reviews

- All Stakeholders
- Review Goals
- Review Plans
- Adjust as necessary

# Creating a B2B Digital Marketing Plan for 2016

Dave Chaffey

Many Business-to-business (B2B) companies are already successfully getting great results using digital marketing tactics like SEO, PPC, landing page creation, social media and email marketing linked to a CRM marketing automation or a simple email autoresponse system.





# 7 STEPS TO BRILLIANT B2B MARKETING

Dave Chaffey

1 2 3 4 5 6 7

## STEP 1: DEVELOP A B2B STRATEGY

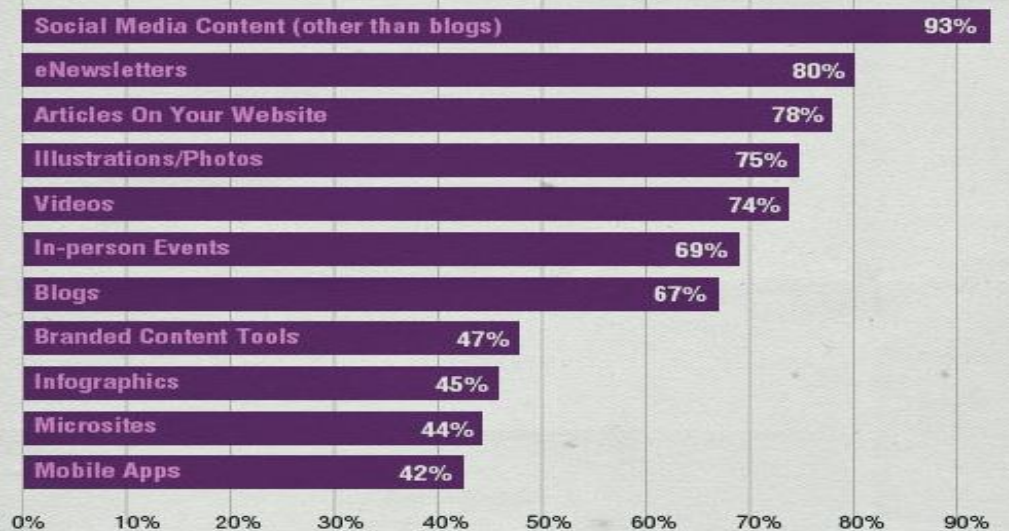
51% of businesses don't have a strategy\*, do you?

\*source: [www.ana.net/content/show/id/556](http://www.ana.net/content/show/id/556)

Developing a strategy will offer serious competitive advantage, to get started:

- 1.1 Clear target audience: only 51% of marketers align content company characteristics
- 1.2 Prioritise: Develop a detailed SWOT analysis of your marketing so far
- 1.3 Get buy-in: Develop a business case using sales funnel and LTV models
- 1.4 Plan: Use frameworks like RACE, the 5Ss or 5Ps to structure your thinking

### B2B CONTENT MARKETING TACTIC USAGE



## STEP 2: EFFECTIVE WEBSITES

When was your site last updated, do you regularly refine it?

A website and online catalogue was rated #1 decision marketing touchpoint by B2B customers.

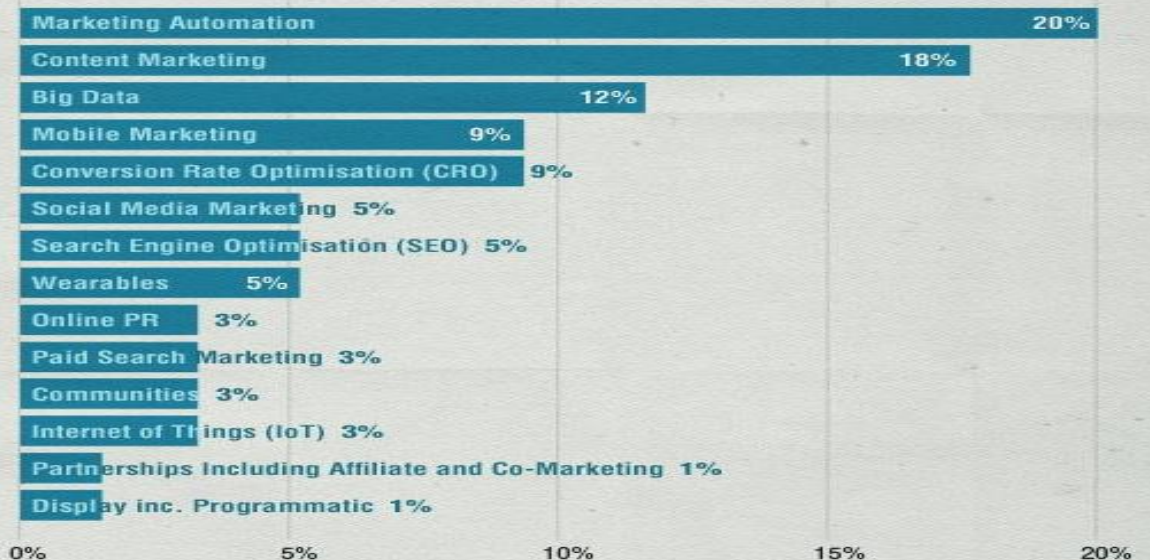
Create a customer-centric website which you use to test, learn and refine your approaches:

- 2.1 Use B2B personas, review intent-satisfaction with a feedback tool: <http://bit.ly/smartfeedback>
- 2.2 Review lead generation devices, on average marketers use 8 different content marketing tactics to achieve their goals
- 2.3 Optimise customer journeys
- 2.4 Get the sell-inform-entertain balance right
- 2.5 Setup Google Analytics Goals, Funnels and event tracking

## KEY QUESTIONS FOR A B2B SITE



## DIGITAL MARKETING ACTIVITIES WITH THE GREATEST COMMERCIAL IMPACT IN 2016?



## STEP 3:

# SEARCH MARKETING

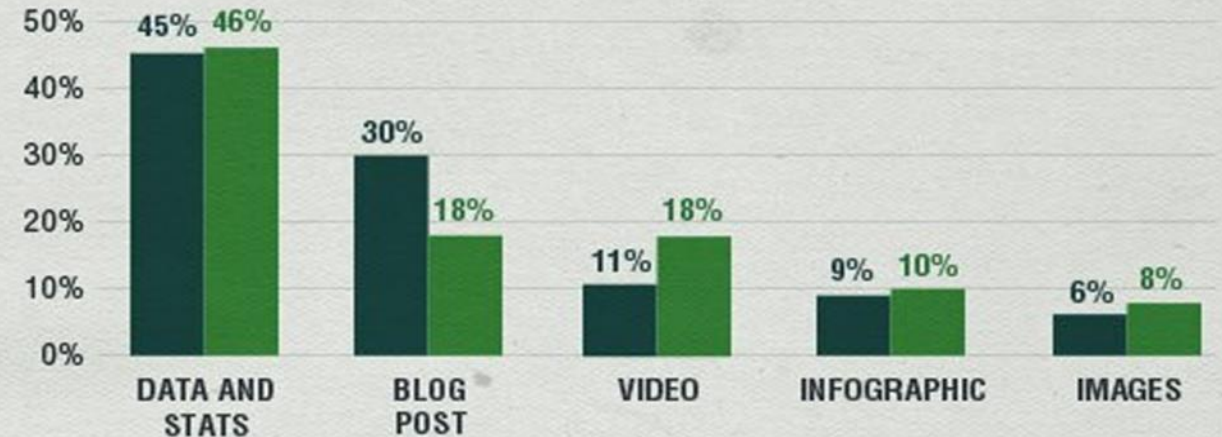
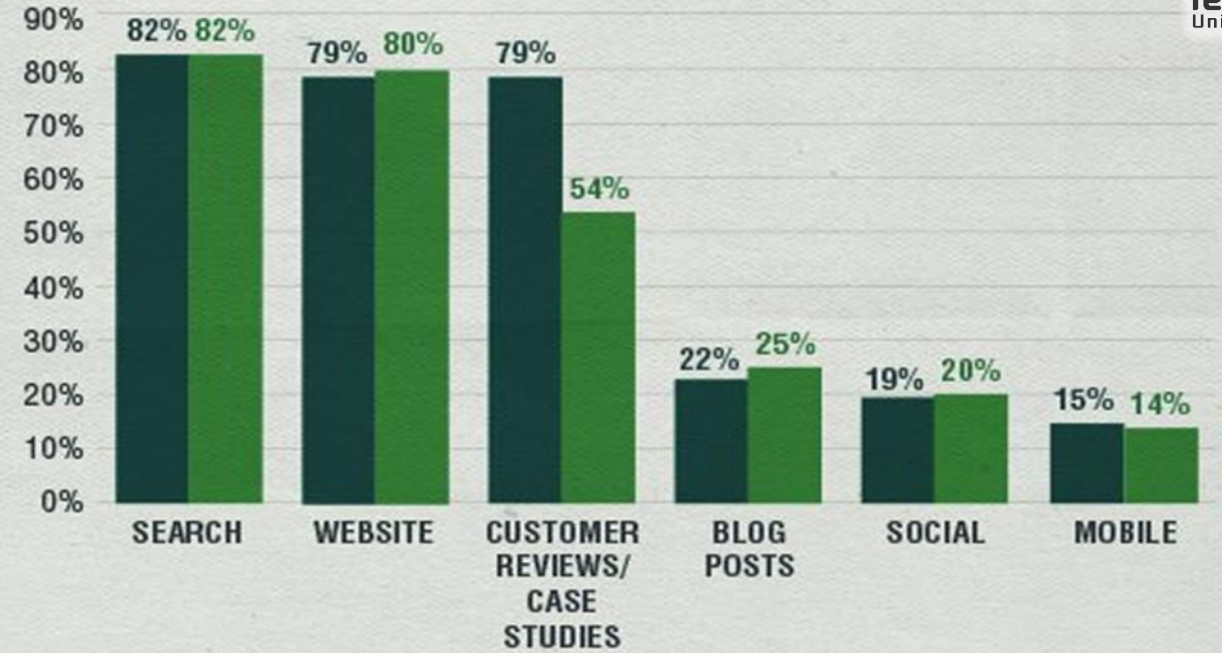
Search volumes are lower in B2B, but using long tail strategies can help you tightly target.

30% of B2B marketers spend NO time on SEO each week while 55% spend NO time on Pay-per-click\*

Don't miss out on the potential of search marketing for B2B:

- 3.1 Group target keyphrases by decision maker
- 3.2 Define key brand messages for SERPs
- 3.3 Use PR and outreach to build quality backlinks
- 3.4 Set geographic target and use localised meta data for international marketing

## TOP CHANNELS FOR RESEARCHING PURCHASE



B2C  
B2B

SOURCE: BLUE NILE RESEARCH

[www.bluenileresearch.com](http://www.bluenileresearch.com)

## STEP 4:

# CONTENT AND INBOUND MARKETING

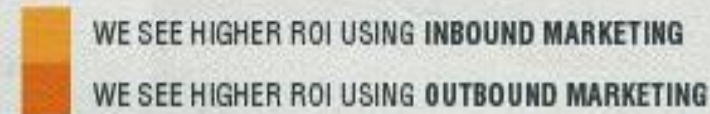
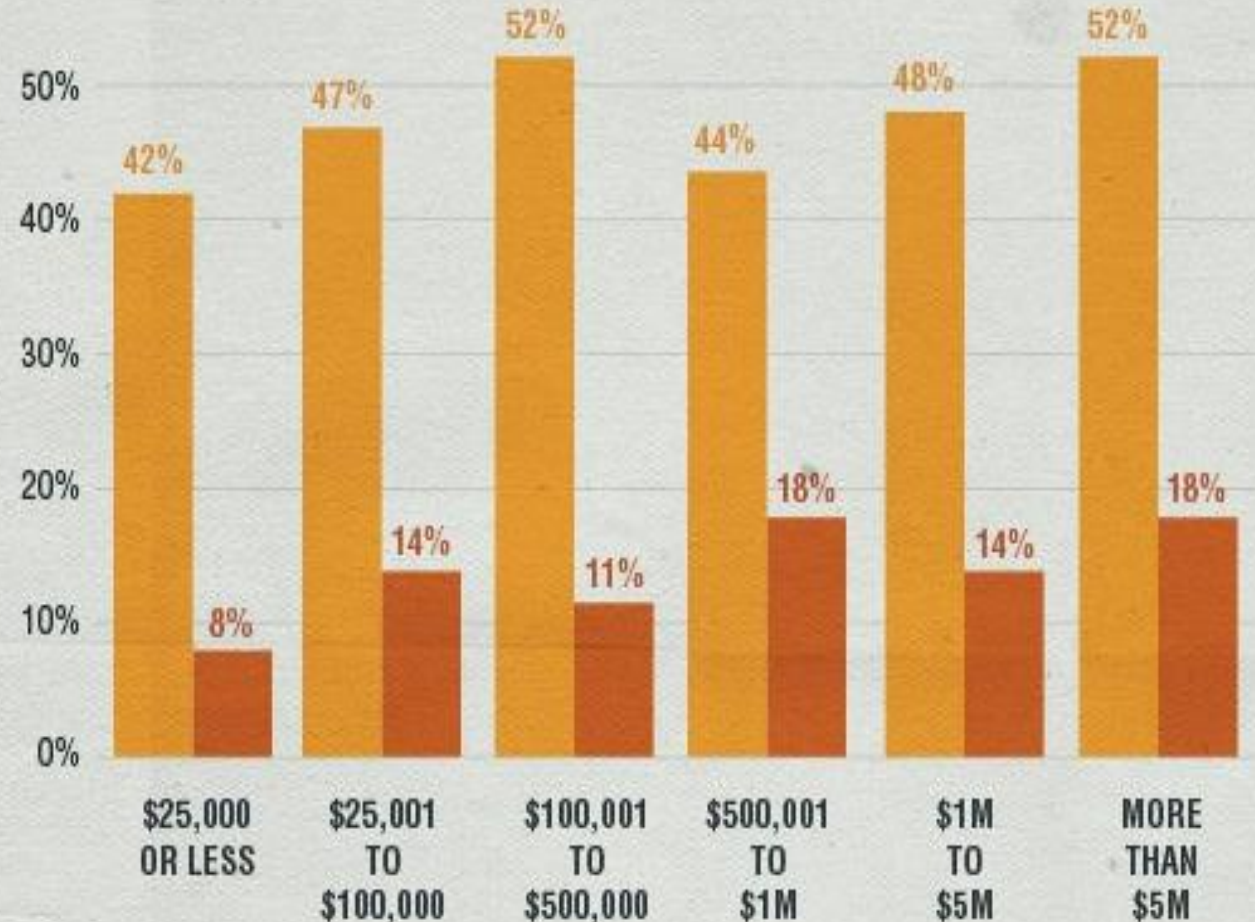
49% of companies are increasing content marketing spend in the next year. Are you investing smartly?

You need to create a content marketing machine that helps your audience learn and work smarter

- 4.1 Make the business case
- 4.2 Define your Nuclear and Primary fuel
- 4.3 Create a blog as your content hub
- 4.4 Reach out to target the right influencers

## ACHIEVING ROI

THE 2015 STATE OF INBOUND VS. OUTBOUND MARKETING ROI



SOURCE: HubSpot  
[www.hubspot.com/SOI2015](http://www.hubspot.com/SOI2015)

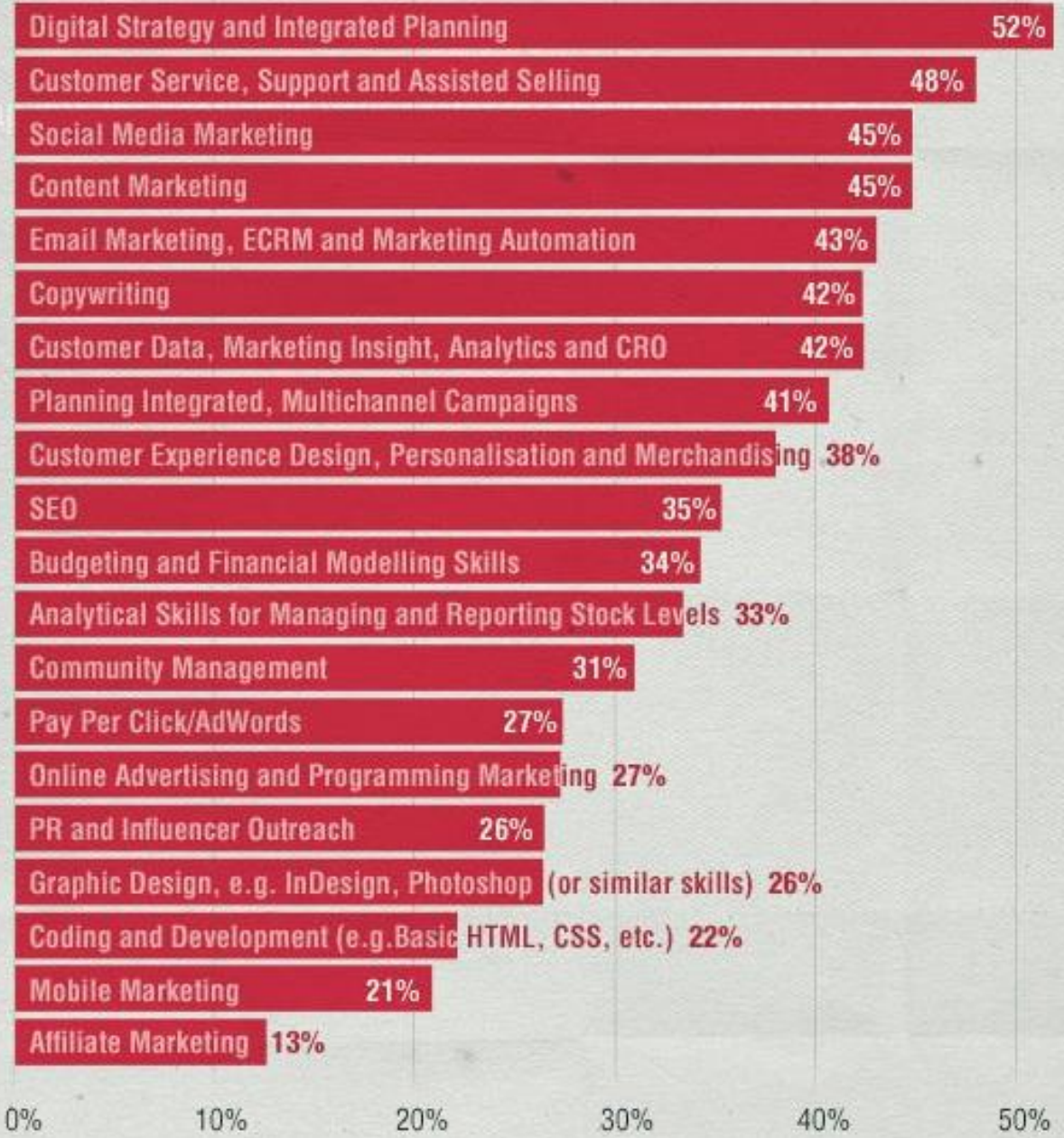
# STEP 5: SOCIAL MEDIA FOR B2B MARKETING



57% of inbound marketers have obtained leads from LinkedIn, 52% from Facebook and 44% from Twitter. Have you?

- 5.1 Create and curate useful, shareable content
- 5.2 Interact using the social media platforms that work best for you
- 5.3 Use all the relevant features in LinkedIn
- 5.4 Use Assisted conversion in Google Analytics to show what works

## DIGITAL TACTICS MARKETERS MOST LIKELY TO REPORT HAVING SKILLS IN



## STEP 6:

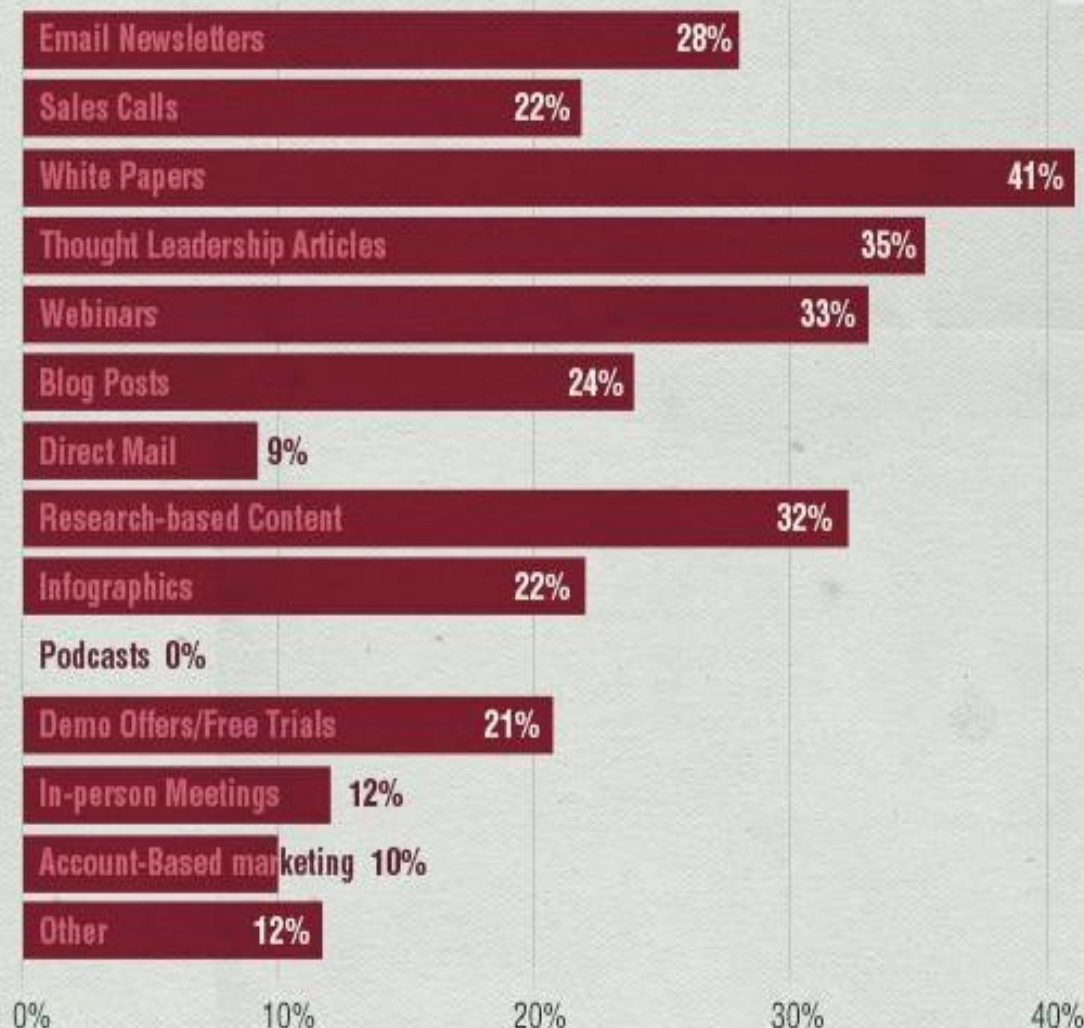
# LEAD GENERATION AND E-CRM

Make it easy for your audience to engage and interact

Only 27% of B2B leads are sales-ready when first generated, so lead nurturing essential, but only 35% of B2B marketers have lead nurturing campaigns and of these only 45% have effective ones

- 6.1 Use prominent calls-to-action across the site
- 6.2 Use landing pages to maximize your inbound campaigns
- 6.3 Use welcome emails and profiles to build a relationship
- 6.4 Use “sense and respond” to qualify and follow-up

## MOST EFFECTIVE FORMS OF LEAD NURTURING CONTENT



# STEP 7: ANALYTICS AND IMPROVEMENT

Use your analytics to regularly test and improve

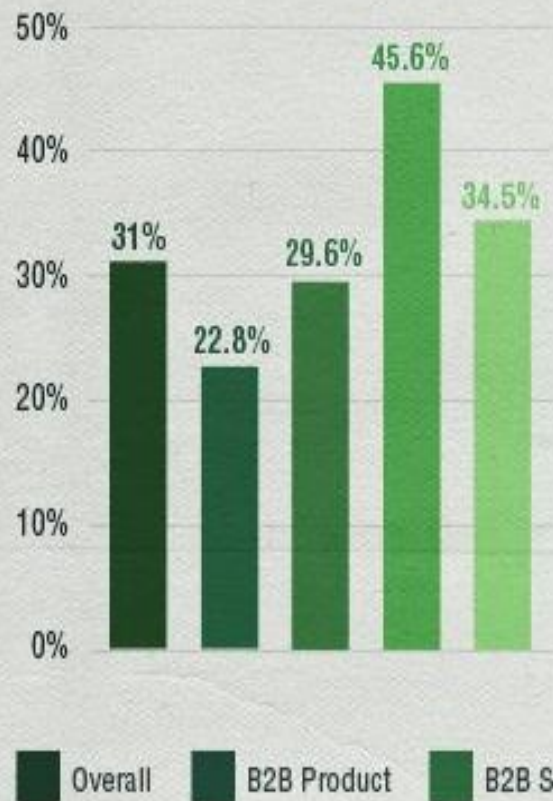


Less than half of B2B marketers use analytics effectively according to the Digital Analytics Association. Tap into the power of Analytics to get an edge.

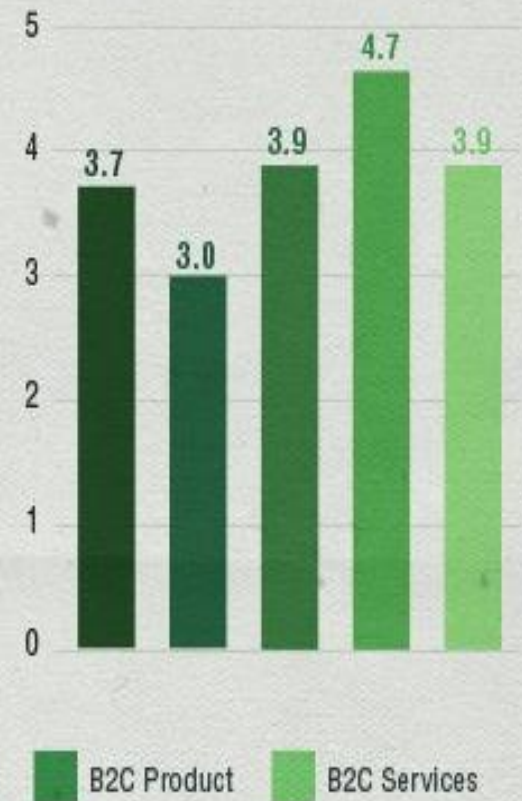
- 7.1 Setup Goals and Funnels with value assigned
- 7.2 Use forward and reverse path analysis to show most effective content
- 7.3 Setup event tracking to see which calls-to-action and content work best
- 7.4 Use Content Experiments to increase conversion on key pages

## B2B BUSINESSES STILL FAILING TO FULLY UTILISE ANALYTICS

PERCENTAGE OF PROJECTS USING AVAILABLE OR REQUESTED MARKETING ANALYTICS



CONTRIBUTION OF MARKETING ANALYTICS TO COMPANY PERFORMANCE (1 = NOT AT ALL; 7 = VERY HIGHLY)



SOURCE:  
[www.marketingcharts.co.uk](http://www.marketingcharts.co.uk)



# How to Create a B2B Marketing Plan that Drives Results





