


BOP DESIGN[®]



WHAT EVERY B2B MARKETER
NEEDS TO KNOW



A large yellow shape on the left side of the page, consisting of a vertical rectangle at the bottom and a triangle on top that tapers to the right, meeting the text area.

The news is out: B2B marketing isn't boring. In fact, traditional consumer-driven tactics are being adopted to create inspiring campaigns that help attract new prospects, nurture leads and acquire long-term clients.

So your firm has a website, social media accounts, an email newsletter—but it's not enough anymore. In today's world, new tactics mean new opportunities to build brand awareness and generate leads. In this guide, we outline new trends and developments in B2B marketing that every marketer should be integrating into their current strategy.



68%

OF B2B BUSINESSES
USE LANDING
PAGES TO GARNER
A NEW SALES
LEAD FOR FUTURE
CONVERSION

MarketingSherpa

YOUR WEBSITE STARTS THE FOUNDATION

Many B2B marketers want to immediately jump into lead generation tactics before they have a solid marketing foundation. Reality is, tactics are futile until your firm has a compelling identity, brand message and web presence.

For most B2B firms, their website is the centerpiece of their marketing strategy. Investing in a professional, well designed and easy-to-update website is critical in today's digital world. Not only are your prospective clients going to the web to find you, they may visit your website multiple times before ever picking up the phone. That's why creating a compelling website to explain your unique value proposition will help your company stand out above the noise.

Benefits of a professional website:

- 24/7 sales staff
- Clients can "touch" before they buy
- Capture otherwise lost leads
- Support client retention and word of mouth

EVERY MARKETER SHOULD KNOW THEIR WEBSITE ANALYTICS

Do you know where most of your referral traffic is coming from? What your most popular site pages are? Or how about the average time a visitor spends on your website? Every marketer and business owner should have a general understanding of their website's performance in order to improve existing pages and create new ones.

PRO TIP

After the initial launch, it's important to remember your firm's website needs to serve as a living resource center for current and prospective clients. A static website doesn't serve you or your customers. As you continue to add more content relevant to your target market, you will generate more leads from your website.



63%

OF
ALL CELL

PHONE
OWNERS
USE THEIR
PHONE TO
ACCESS
THE
INTERNET

Pew Internet

B2B WEBSITES NEED TO GO RESPONSIVE

As more customers use tablets and smartphones to browse the web, how is your website changing for smaller screen sizes? Responsive web design is the answer to creating a stress-free, simplified online experience for all visitors regardless of device used. Shifting from standard desktop layouts, responsive design includes mobile and tablet layouts in both landscape and portrait. While responsive design by definition addresses adjustable screen resolutions, it also greatly impacts the visuals, content and overall design of the website.

WHEN SHOULD MY FIRM GO “RESPONSIVE”?

If Google Analytics shows your website is experiencing 25% or more of visitor traffic via a mobile device, it's time to seriously invest in responsive design. That means at least a quarter of your prospective customers experience slower load times, difficult to read text and not-to-scale images. Failure to update your website not only disrupts the customer experience,

it fails to maintain your website investment as a viable credibility piece and lead generation tool.

RESPONSIVE & SEO

Google strongly recommends responsive design. This way Google can crawl one single website and index for all content rather than crawling multiple versions of your site. Using a single URL for a piece of content also makes it easier for your website users to interact with, share, and link to your content. Responsive design will help your firm's website be more prominent on Google—generating more brand awareness and leads for your firm.

PRO TIP

When purchasing or creating original visuals, think about how they will be viewed in smaller formats. Images such as a panoramic shots or very detailed photos may not translate as well when viewed with a smartphone.



93%
OF B2B
MARKETERS
USE CONTENT
MARKETING

Content Marketing Institute

CONTENT MARKETING CAN EXCITE BORING INDUSTRIES

You've heard the importance of blogging time and time again, but perhaps you use the excuse that your firm is too "boring" to explore this tactic. Mistake number one. Ignoring content marketing gives your competition the first mover advantage. Failure to share insights, advice, solutions and general industry knowledge tells prospective clients you are not a thought leader.

LISTEN AND EDUCATE, DON'T SELL

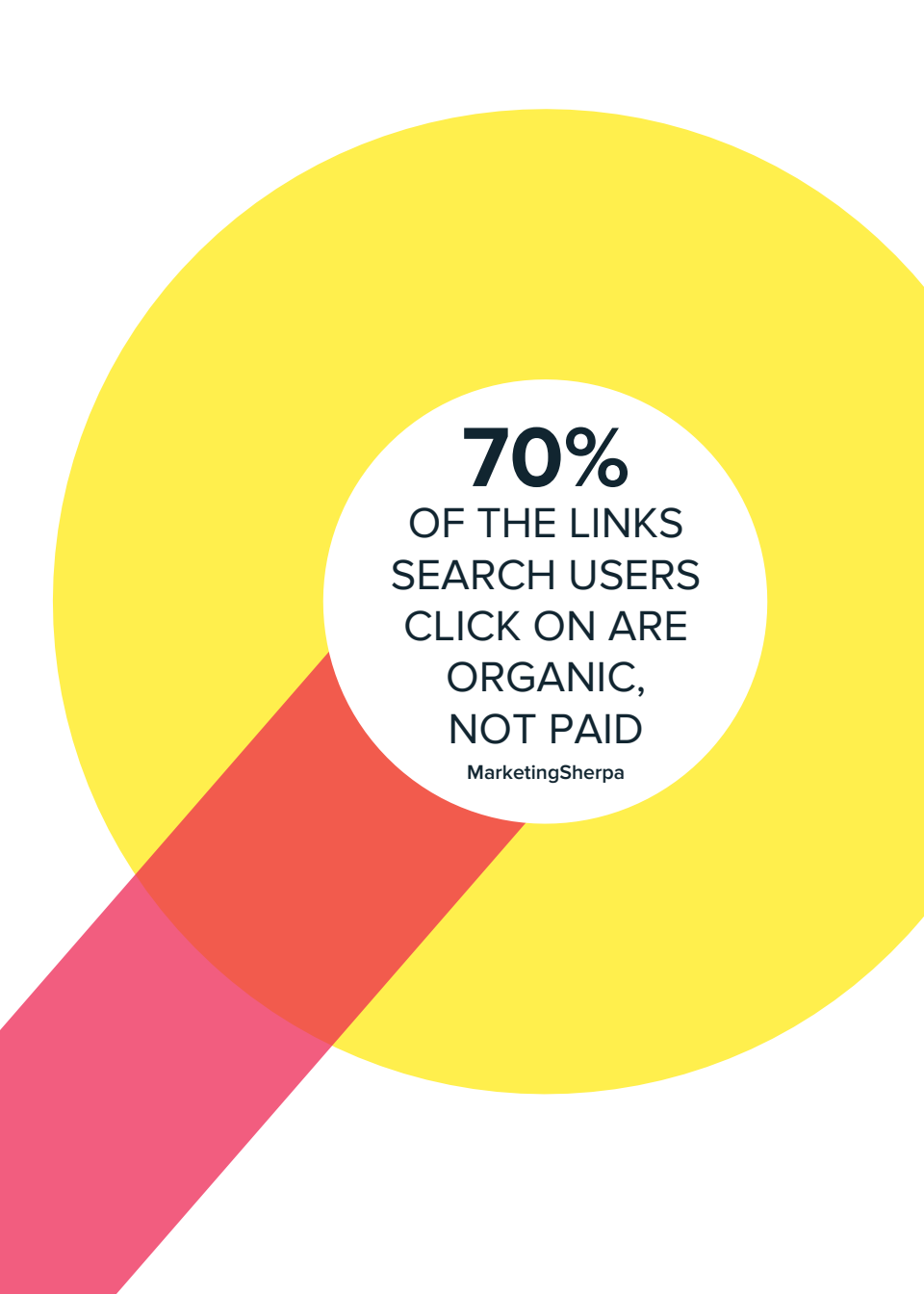
Remember, content marketing isn't about advertising or promoting your products or services (at least, not overtly). The key is to produce and distribute content that offers value to your B2B customers. They're not interested in hearing about all the features you have to offer, only how those features can benefit them and solve problems they face.

CONTENT IS EVERYWHERE

When most people think of content marketing, they immediately think of social media and PR. There are many other underutilized marketing platforms where content marketing can be effective. Platforms such as podcasts, webinars, direct mail, video, infographics and guest blogs are viable ways to attract new clients.

PRO TIP

Your firm has a unique voice and finding the right audience (e.g. your customers) doesn't usually mean being published on BuzzFeed or New York Times. While those outlets have high value, find influencers and blogs that fit your niche.



70%
OF THE LINKS
SEARCH USERS
CLICK ON ARE
ORGANIC,
NOT PAID

MarketingSherpa

SEO AS A LEAD QUALIFIER

Your website isn't worth much if no one can find you. But instead of thinking of SEO as strictly a search result-ranking tool, consider it as a lead qualifier tool. There's no value in ranking in unwanted industries, services or every search result under the sun. Curating a list of 20 to 50 keyword searches ensures your firm's website is showing up when it matters most.

WHAT SHOULD MY FIRM RANK FOR?

Establishing your keyword list is a daunting task and best done with an SEO partner. Here are some critical components to help brainstorm your search keywords:

- Location based keywords (e.g. "San Diego accounting firm")
- Industry specific (e.g. "Engineering business consultant")
- Variations of your business (e.g. "agency," "firm," "company")
- Service and/or product areas (e.g. "planning," "strategy," "training," "audit")

- Leadership team (e.g. your Founder, CEO, directors)
- Customer related queries (e.g. "how to plan for retirement," "when to hire a business consultant")

SEO is an ongoing process and requires regular monitoring. SEO is not an overnight achievement, but the results are lasting. On average, it will take 3 to 4 months after implementation to see any improvement in your website ranking, and not every website or industry can expect the same results.

PRO TIP

Weave SEO into all of your marketing tactics, including web design, content marketing and social media. SEO should act as a unifier for all your outlets—ensuring every tactic relates back to core branding goals.



INBOUND MARKETING HAS A
100% HIGHER
LEAD-TO-CLOSE RATE THAN
OUTBOUND MARKETING

State of Inbound Marketing

SOCIAL MEDIA ADVERTISING ISN'T JUST FOR B2C

Think social media isn't appropriate for B2B? Think again. Many social media platforms offer hyper-targeted advertising—allowing you to better allocate marketing dollars and reach decision makers who are most likely interested in your products or services.

YOU NEED TO PAY FOR IT

Over the past year, many marketers have seen the organic reach of their social media posts drop off. If you want your content to be seen by your network and prospective clients, you need to pay to promote your posts to your target audience.

SHOULD I PAY-PER-IMPRESSION OR PAY-PER-CLICK?

Both payment methods achieve separate goals and also dictate the kind of inbound marketing tactic you should be using. Advertising assets such as a blog post, product video, company achievement or a photo is best served by pay-per-impression. Therefore, the advertisement is utilized as a branding tool and you're paying to have the most eyes on your ad.

Pay-per-click ads are best used when you're linking to a landing page focused on conversion, such as a newsletter sign up, an eBook download or a contact us form. Pay-per-click is typically preferred over pay-per-impressions because you can guarantee you're paying for potential conversions.

PRO TIP

With content promotion tools such as LinkedIn Sponsored Updates, B2B firms can pay to push their post onto an individual's LinkedIn feed. This feature offers hyper-targeting options so you're only paying to speak to your specific customer base. You can target by location, age or birthday, gender, education, groups, company name, company industry and size, and job title, function and seniority.

The background features abstract, overlapping shapes in teal, yellow, and green. A large teal shape on the left contains the main text. A yellow shape is at the bottom left, and a green shape overlaps the bottom of the teal one. A horizontal teal bar extends from the teal shape to the right edge of the page.

46%

OF TWITTER
USERS
ARE DAILY
VISITORS
WITH 29%
VISITING
MULTIPLE
TIMES PER
DAY

Pew Internet

BE A TWITTER LEADER IN YOUR NICHE

Twitter isn't the immediate network when B2B companies think of social media marketing. We get it. It's crowded, full of celebrities and you have a short time span to connect with other users. Instead, think of Twitter not in the grand consumer scope, rather the small niche of bloggers, influencers and customers who are missing your voice.

OK! LET'S CREATE AN ACCOUNT!

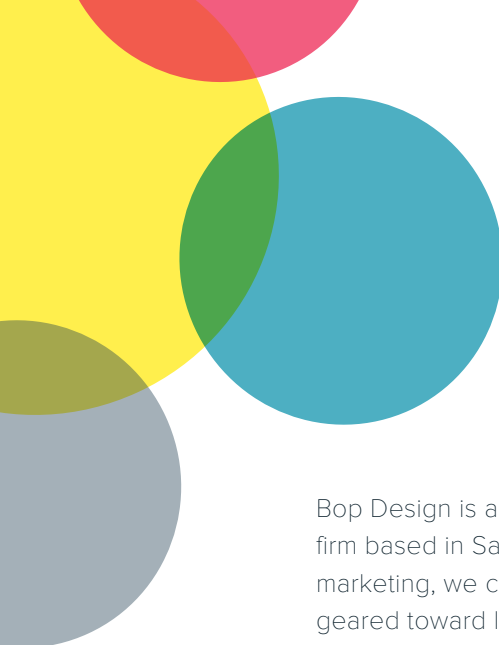
Whoa. Slow down there. Before jumping into the Twitter scene, investigate your industry using a simple keyword search within the platform. Some questions to ask include:

- What are my customers tweeting about?
- Are my competitors on Twitter? What are they saying?
- What are my thought leaders tweeting about?
- Are there industry-specific Twitter events (e.g. Twitter chats)?

After gathering these answers, start to build a following/follower base. It also helps to segment those users into "Lists" to better follow their topic expertise. List ideas can include influencers, media, current and potential customers, employees, competitors and strategic partners. Organizing your followers into small lists makes managing the home stream easier, increasing opportunities for engagement and conversations.

PRO TIP

When participating in online or offline events (e.g. webinars, conferences, networking events), find the event hashtag and participate live on Twitter by sharing opinions, insights, blog posts and conversion tools.



Bop Design is a marketing and web design firm based in San Diego. Specializing in B2B marketing, we create holistic marketing plans geared toward lead generation and business development. Bop Design offers services in branding, logo design, website design and development, responsive web design, SEO, PPC, social media, and content marketing.

To read more B2B marketing news and trends, visit our blog at:
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