

# B2B MARKETING SURVIVAL TIPS

5 ESSENTIAL TOPICS, CONQUERED

ESTD 2016



Modern marketers are part guides, part adventurers and part seasoned explorers. Marketing campaigns are made up of more moving parts than ever before, and navigating these wilds is a B2B marketers first priority. Marketers need to manage their customer relationships on a variety of platforms, while keeping their message uniform, yet personalized. Original, yet on-target and on-brand. To keep up with the increased demands of lead generation, marketers need to be agile and creative to offer their buyers what they need at each stage of the buying cycle. Building customer relationships is taking center stage as the best way to drive leads and engage your target audience.



# What's Inside



We've compiled some handy survival tips and tricks for managing five of the most important tools in a B2B Marketer's toolkit:

## 04 CONTENT

Use your content to fuel your marketing campaigns. Identify your target audience to create content that resonates.

## 06 LEAD NURTURING

Lead nurturing increases the quality of the leads your marketing team passes to sales. Choose the right campaigns for the right prospects at the right time to maximize lead generation.

## 08 EMAIL

Email marketing is a favorite tool of B2B marketers because of its power to build personalized relationships with buyers.

## 10 SOCIAL MEDIA

Social media is here to stay, and leveraging its ability to connect with buyers and humanize your brand can draw buyers in and highlight your business' unique value proposition.

## 12 SALES ENABLEMENT

B2B marketers have two target audiences: their buyers, and their sales teams. Sales teams are your expert lead hunters, so making sure that they have the tools they need should be a part of your marketing strategy.



# Content Survival Kit:



**Turn your blog into an eBook.** Got a series of posts on the same theme? Tie them together into an eBook that takes a deep dive into the topic.

**Share everything.** Well, not everything, but if you have a solid library of older content, use it to inform your social media posts so that you always have something to share.

**Laser focus on your target audience.** What are they talking about? Are they asking questions? What's trending?

**Make Lists.** Lists are easy to read, easy to share, and easy to refer back to, so creating some list-style content is a simple way to create something actionable.

**Work together.** Ask your partners to collaborate with you. It gives your content a wider view and if you host it on both sites, you'll have access to a wider audience as well.

**Sponsor research.** Research is time consuming, but sponsoring surveys, studies and research efforts can yield useful statistical data that that you can turn into content.

**Don't reinvent the wheel.** Chances are, no one's going to read every piece of content you've ever created, so borrowing here and there from your own work will save you time.

**Be timely.** If there's big industry news or a major holiday coming up, it's okay to create a piece of content around it. It won't be as evergreen, but timeliness can really pay off.



When we launch a new campaign topic, we map assets across the customer lifecycle. Then we create and release our assets in that order. That way we can start driving interest with a high-level piece, and then nurture those leads with our mid-stage and late-stage content as it becomes available.

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One useful tip I've learned is to dig through company folders to check out past presentations, product training material, or product brainstorm sessions. As long as you avoid confidential material, you can repurpose these items to create blog posts, slideshares, and more!

# Mapping the Wilds of Content Marketing



Drafting your way through the uncharted wilds of content creation isn't easy, but it's possible to find your way through and turn your content into one of your strongest resources. How you approach your content creation and what you want your audience to take away will have the biggest impact on its effectiveness, so keep these two things at the front of you mind when planning new pieces.

## TRAIL TIP #1: REDUCE, REUSE AND RECYCLE YOUR CONTENT

Repurpose your best-performing content by refreshing and updating older pieces that still drive traffic and engagement.

## TRAIL TIP #2: GET ALL OF YOUR MESSAGING ONTO THE SAME BOAT

Take a look at your brand's overall messaging to gain insight into what angle to take when creating content, and what takeaways you want for your customers.

## TRAIL TIP #3: RUN WITH YOUR THEMES

Think about how a buyer would interpret your theme – what questions, concerns, or conversations would they have around it? Use this to inform your interpretation

## TRAIL TIP #4: CAMOUFLAGE YOUR IMAGES AND UNIFY FONTS AND COLOR

Make sure that all of your images, fonts, and color palettes are consistent in look and feel across all of your content. This gives a much more polished, professional appearance, and makes it easier for clients and prospects identify your branded content.

## TRAIL TIP #5: ADAPT TO YOUR TARGET AUDIENCE

Pay attention to what your clients and prospects are talking about and use that information to inform your content creation strategies and ideas. Keep the focus of your content on educating, informing, or entertaining your customers.

## TRAIL TIP #6: EXPLORE NEW TYPES OF CONTENT

Don't be afraid to try new types of content that you may not have produced before. If targeted well and closely aligned with themes and messaging, it can lend credibility and open up opportunities to reach a new audience.

# Lead Nurturing Tips and Checklist



Use these field tips and checklists from fellow B2B Marketers to give your nurture campaigns a boost.

## PERSONALIZING YOUR LIST

- Ask questions in your emails to find out why a prospect has chosen to be part of your list.
- Pay attention to timeliness. Regional events and personal milestones are good opportunities to humanize your communications.
- Send a good balance of content - look for ways to interact with your list without pitching a product or service. Pose a tip or question of the day, or industry news articles to add variety.



## MANAGING YOUR FREQUENCY

- Use the type of campaign you're running to determine how often to send your emails. Time sensitive information such as registrations, training, or special offers will be more frequent.
- Maintain your touches without spamming: don't send more than one email in one week, or less than one per month.
- Remember to respect those who have unsubscribed. They should be added to a 'do not email' list or a 'cold leads' list. Consider a preference center that allows them to unsubscribe to a specific topic, while keeping them on other tracks.

## MEASURING ENGAGEMENT

- Which metrics you track depend on what actions your list must take to be added to a nurturing campaign. Do they need to download an asset, click on a CTA, or take no action on an email?
- Drive to gated content from your CTAs. Form-fills give you more information about your list to work with, and an indication of how interested they are that can be measured conclusively.
- Keep an eye on your lead conversion rate. The goal of nurturing campaigns is to produce leads that will convert. If this percentage is low, then you'll need to adjust your campaign.



Think about who your prospects are. What's something that someone in that role might find funny, or helpful, or pressing? Create at least one email around a topic like this each week.

You can send out one trigger email that has several sections that correspond to different nurturing tracks. When a prospect clicks a section, it will add them to that track allowing prospects to effectively assign themselves to a nurture based on their interests.



Using a marketing automation platform, you can tag prospects by industry, customer size, or location. From there you can craft personal emails with dynamic content and variable tags.

**Paul Fischer - Tata Consultancy Services**

# Guiding Leads Down the Sales Trail with Lead Nurturing



When it comes to prospect relationships, a good nurturing campaign is one of the most effective strategies for marketing to elusive leads that might otherwise escape from your sales funnel.

## TRAIL TIP #1 SET A GOAL FOR YOUR NURTURING CAMPAIGN

You'll have a better chance of success with goal-oriented nurtures because the ask is small. Align each nurture with a stage of the sales funnel for best results.

## TRAIL TIP #2 IDENTIFY AUDIENCE SEGMENTS

Who is your ideal buyer? What is their role, their location, their industry? Make each unique identifier into it's own list segment.

## TRAIL TIP #3 MOVE PROSPECTS THROUGH THE SALES FUNNEL

Are you getting opens on your welcome email? Send those prospects into a drip campaign to educate them. Move prospects to the next stage based on their level of engagement.

## TRAIL TIP #4 UTILIZE SCORING AND GRADING

Giving prospect interactions a score and a grade helps marketers identify when leads are at their most sales-ready.

## TRAIL TIP #5 AUTOMATE YOUR LEAD NURTURING

Automatically move prospects to the right nurtures based on their engagement activities, then notify sales as soon as they become warm leads.

## TRAIL TIP #6 TRANSFER WARM LEADS TO SALES QUICKLY

Make sure that warm leads get transferred to sales as soon as they demonstrate their readiness to buy. Following up with warm leads quickly means a higher chance of closing the deal.

## TRAIL TIP #7 REVIVE COLD LEADS

Have sales send cold leads back to marketing to be nurtured back into the sales cycle. Not all of them will be warmed up, but you'll can make sure none fall through the cracks.



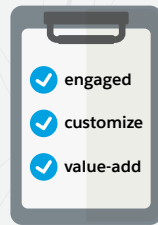
# Scaling the Email Marketing Mountain



Email marketing is one of the backbones of a successful marketing campaign. Ensuring that you reach your target audience and deliver the right content for each stage of the buying cycle starts with setting up a plan for your email marketing efforts.

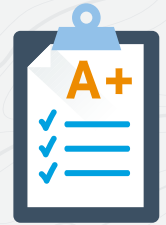
## ✓ ANCHOR ON YOUR AUDIENCE

- Focus on keeping your list engaged not enormous.
- Use dynamic content to customize your message based on what you learn about each prospect, and let them choose, too!
- Make value-add your priority.



## ✓ ROPE IN TIME FOR TESTING

- Test different email subject lines, templates, and body copy to find out what resonates.
- Measure each stage of your campaign and check for areas that are underperforming.
- Use data to find out where you can improve the quality and content of your campaigns.



## ✓ HANG ON TO LINES OF COMMUNICATION

- Encourage your subscribers to ask questions, and treat your emails like a conversation.
- Talk about recent industry news, and share applicable articles.
- Keep track of prospects responses and interactions and referring back to them to show that you're listening.



## ✓ BLAZE A TRAIL THROUGH YOUR UNSUBSCRIBERS

- Instead of a single unsubscribe option, try using a preference center that allows people to tailor their communications.
- Build trust through transparency: don't email prospects who've unsubscribed.
- Send out a 'break-up' email to give unengaged prospects one last chance to stay signed up or be unsubscribed.





# Reaching the Summit: A Fully Engaged List



B2B marketers rely on email marketing because it's one of the most personal ways to communicate with their clients and prospects. Every marketer should aim to have a fully engaged list, and knowing these surprising facts can help you connect with your target audience.

## 5 SURPRISING THINGS ABOUT EMAIL MARKETING

**1. 55% of email opens occur on a mobile device** (*Litmus*)

**SURVIVAL TIP:** Optimize your emails for viewing on-the-go. Use responsive templates to make it easy to read them on any device.

**2. Email is the top source of data analytics for marketers** (*Forbes*)

**SURVIVAL TIP:** Stay on top of your email metrics - measure specific goals as well as overall performance and use this data to further customize and personalize your campaigns.

**3. 90% of high-performing marketing teams include content in transactional emails.** (*2016 State of Marketing Report*)

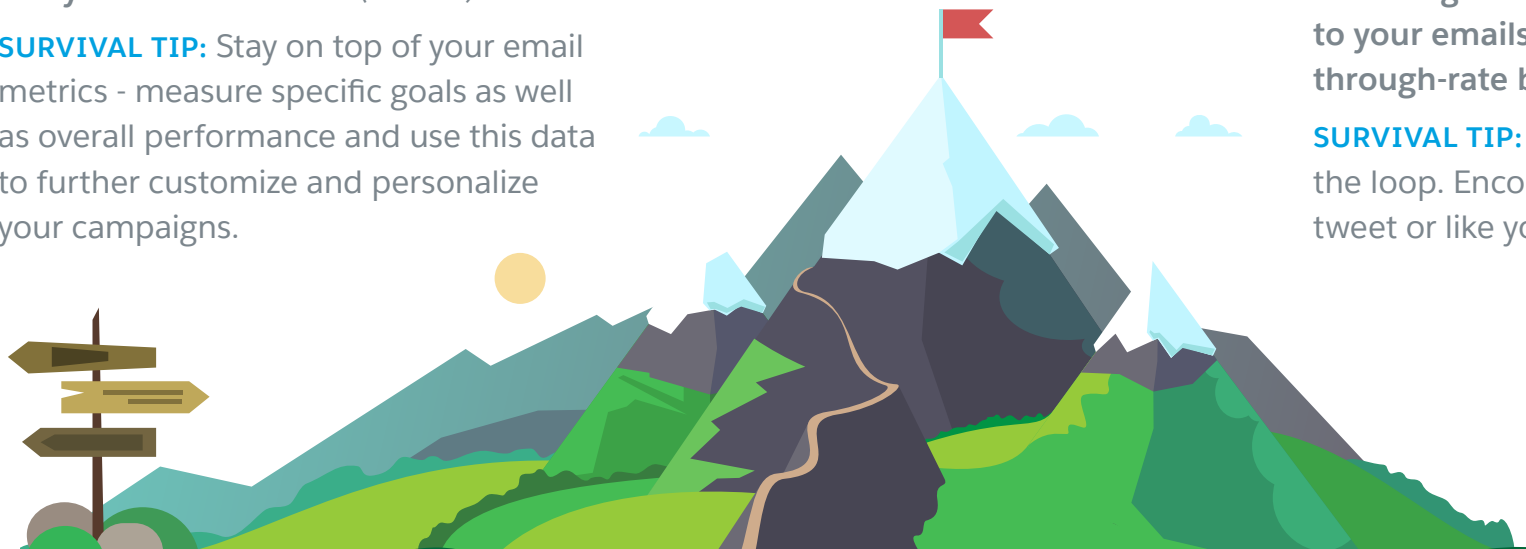
**SURVIVAL TIP:** Soften a sales pitch by including links to helpful content and resources.

**4. Email marketing is one of the most effective ways to build relationships** (*Gigaom Research*)

**SURVIVAL TIP:** It's worth spending the time to really personalize your emails. You'll build trust with your recipients and trust leads to stronger relationships.

**5. Adding social sharing buttons to your emails increases the click-through-rate by 158%.** (*WebDam*)

**SURVIVAL TIP:** Keep your social media in the loop. Encourage recipients to share, tweet or like your content and profiles.



# Social Media Secrets: Revealing Stats to Boost Your Presence



## LINKEDIN

- LinkedIn is used by 94% of B2B Marketers (*Content Marketing Institute*)
- Long form content does well on LinkedIn - over 30,000 long-form posts are made each week (*SensibleMarketing*)
- “Career Management” is the most popular topic for a long-form post (*LinkedIn*)



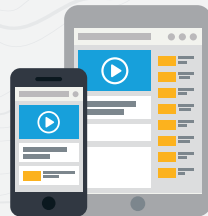
## FACEBOOK

- Schedule your posts between Thursday and Sunday, at 9am and between 1 and 3pm to capture peak engagement times (*CoSchedule*)
- Facebook drives 23% of all website traffic (*Social Pilot*)
- Video posts receive 135% more organic reach compared to photo posts (*SocialMediaToday*)



## YOUTUBE

- More than half of YouTube Video views come from mobile devices (*YouTube*)
- The most viewed brand videos are usually 31-60 seconds long (*Socialbackers*)
- How-To video searches are growing by 70% year-on-year (*ThinkWithGoogle*)



## TWITTER

- 77% of users feel more positive about a brand if the company replies to their tweet (*Twitter*)
- The average Twitter user follows five businesses (*LoriTaylor*)
- 77% of users who have a personalized interaction are more likely to recommend the brand (*Twitter*)



# Navigating the Social Media Jungle



It's a jungle out there - particularly when it comes to social media. Leads wander through the trees, but focusing on them to the exclusion of everything else can be damaging. To keep from getting lost, focus on your target audience and customize your content around each unique platform. No two profiles are alike, but the more you do the more you'll learn. Use these tips and field notes from Pardot's own Social Media maverick Jason Dominy to get started.

## CREATING THE RIGHT POSTS

Social media posts should be short, clever, and engaging. Sum up a sentence with a .gif, or celebrate milestones with a hashtag.

## KPIS FOR TRACKING ROI

Determining which KPIs to track to accurately determine your ROI starts with finding the best configuration of tracking metrics for each site.

## IT'S ALL ABOUT VIDEO

Video works exceptionally well on almost every social media platform, and for B2B marketers, it's a quick, easy way to put more engaging posts into your timeline.

## ADAPTING TO YOUR PLATFORM

To keep your followers engaged, tailor your posts and content to the unique features of each platform.

## GETTING THE BEST PICTURES

Images that focus on people attract a higher level of engagement whether employees, happy or engaged customers, and crowds at events.



## FIELD TIPS

JASON DOMINY



There are people talking about your brand everyday, and you can either help shape those conversations, or they will shape you. Be responsive - whether the conversation is positive or negative.

Facebook Live is a great platform to get on right now. Facebook is awarding users incredible organic reach to encourage people to use the service.

For higher conversion rates, think about and create the types of content you like to consume on social media, that you'd be the most apt to engage with.

Reward loyalty to followers. Send out swag, hand-written cards, or other gestures of appreciation.

# Working with Expert Lead Hunters: Sales Enablement



Sales enablement is about more than just giving sales access to marketing content, it's about making sure that your sales team - your expert lead hunters - are ready to go when it comes to identifying opportunities to boost a sale and close the deal.

## LEAD HUNTING GEAR CHECKLIST:

- Design Templates**  
Save time for your sales reps by creating a series of email templates that they can use to follow up with clients and prospects.
- Make assets accessible**  
Collect assets into a single location for your sales teams to access and keep it up to date with the latest.
- Incentivize Campaign Goals**  
Generate buzz around the main goals of your campaigns by tying sales spiffs to them.
- Listen in on Sales Calls**  
Learn what common questions and conversations sound like in the field, and use them to create targeted content.
- Ideal Lead = Ideal Buyer**  
Make sure that your sales team's ideal lead matches up with your profile of the ideal buyer to ensure that the right types of leads are being passed to marketing.



Incentives can make a real impact on the business if you outline what the business needs, create a program that excites people and remind them of what is at stake regularly. I look at totals of new activity, pipeline created and revenue closed in the time periods of the spiff as well as tracking year over year growth and use this framework to plan all of our sales incentive strategies.

Through sales enablement, marketers directly provide sales reps with marketing approved content, talk-tracks, assets and other tools to close the deal. With different priorities and different metrics to measure, it's easy for a gap in communication between marketing and sales teams to derail everyone. Sales enablement redirects some of marketing's efforts towards supporting sales internally with content and education.

# 5 Things to Ask Your Lead Experts



## 1 HOW IS THE QUALITY OF THE LEADS YOU GET FROM MARKETING?

**WHY ASK?** In order to make sure your team is filling sales' pipeline with the right type of leads, you need to find out what makes a great lead in the first place.

## 2 WHAT ARE SOME COMMON QUESTIONS THAT YOU RUN INTO WITH CUSTOMERS?

**WHY ASK?** Beyond just content creation, offering your sales teams content that directly addresses the biggest questions and concerns their prospects have is going to help everyone.

## 3 WHAT ARE SOME OF YOUR BIGGEST PAIN POINTS?

**WHY ASK?** If your sales team is having trouble in one specific area - maybe they don't have enough access to marketing materials, or they're spending too much time with cold leads - then that's where you should start focusing your efforts.

## 4 WHAT DOES A TYPICAL SALES CYCLE LOOK LIKE?

**WHY ASK?** Knowing how sales moves warm leads through the sales cycle should inform your lead generation efforts and help with identifying when leads are ready to pass to sales.

## 5 HOW CAN WE HELP?

**WHY ASK?** Sometimes all it takes is opening the lines of communications, and once you've started talking, keep it up!





# Smarter Marketing. Better Results.

Your customers are smarter, more capable, and better-informed than ever before. This new breed of consumer demands a better breed of marketing, and the Pardot platform has the capabilities to get you there.

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