

HOW TO MAKE YOUR B2B MARKETING NOT SUCK

A cut to the chase, get it done and get results e-book with handy worksheets brought to you by a team of female B2B marketing dynamos who know what it takes to move the needle in today's competitive business world.



www.pomagency.com

Greetings from B2B Marketing Land

Thank you for choosing to spend your valuable time reading our e-book!

If you're like most of the marketers we come across in B2B Marketing Land today, chances are you're perpetually overwhelmed. We get it. It's hard to find your focus with so many competing goals, needs, deadlines, demands, marketing channels, etc. Our mission with this e-book is to help you focus and be more strategic.

In the spirit of paying it forward to frustrated B2B marketers like yourself who aren't currently lucky enough to have an agency to help with the heavy lifting, we've decided to put together a streamlined version of our proven, step-by-step plan for making sure your B2B marketing doesn't suck. We've explained each step in simple, straightforward terms and have provided handy worksheets to help you put the information into action.

We hope our e-book makes your journey in B2B Marketing Land a little easier.

Here's to your success!



Kathy Floam-Greenspan

President and Strategy Director

P.S. In today's day and age, most companies have a marketing person in-house and then an outsourced marketing partner like us. It's almost impossible for one marketing person to survive (not to mention thrive) in B2B Marketing Land all alone.

**REACH OUT TO LEARN MORE ABOUT OUR
OUTSOURCED MARKETING SERVICES**

STEP 1: DEFINE AND PRIORITIZE YOUR MARKETING GOALS

Defining and prioritizing your marketing goals can seem daunting — after all, there are so many marketing channels, tons of tools available and countless people to answer to. Plus, things are constantly changing. Where do you start?

Here's what we recommend:

BE SPECIFIC

It's not enough to just say, "I want MORE leads" or "I want BETTER brand awareness." Sure, that may capture the general idea of what you want, but it's not an achievable target. Put a number to it.

LOOK TO THE PAST

When it comes to defining goals, one of the best ways to start is to look to your past performance. If you've been getting two leads a month for the past year, it's not realistic to think you can immediately jump to 100 a month. Back that number down a bit. What number seems realistic?

MAKE IT CHALLENGING BUT ACHIEVABLE

Still want to reach 100 leads a month? Think about how you can incrementally, realistically get there. Maybe state that you want to be getting 100 a month by the end of the year (and make sure you have the budget to back it up!) or by next year.

FIGURE OUT WHAT COMES FIRST

If you only set one big goal for the year and create smaller, supporting goals, prioritizing shouldn't be too difficult. But if you have two, three or even four big goals, it can be challenging to know where to start.

Look at your whole list — does one jump out and scream, "Me first?" Maybe you recognize that it will give you the greatest return in the least amount of time, or maybe it's the one your company is counting on the most. It could just be the goal that gets your wheels turning — the one you immediately have the most ideas and excitement for.

If your goals are already overwhelming you, it's time to go back to the beginning and refine that list.

Or, just hire more help!

MARKETING GOAL SETTING WORKSHEET

MY GOALS ARE TO:

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

GOAL SETTING TIPS:

- ✓ Brainstorm
- ✓ Be specific

- ✓ Look to the past
- ✓ Think in increments

- ✓ Be realistic
- ✓ Prioritize your top 5

STEP 2: DEVELOP TARGET AUDIENCE PERSONAS

Defining your target audience is not just about a list of companies; instead, you need to be specific about who the decision-makers are. By creating detailed B2B target market personas, you'll allow yourself to speak directly to the wants and needs of those in charge.

SO, WHAT EXACTLY IS A TARGET MARKET PERSONA, AND WHY IS IT ESPECIALLY IMPORTANT IN B2B MARKETING?

Basically, a persona is a representation of a **typical person within your target market** or audience. It's a detailed description of an example contact's **background, job responsibilities, likes, goals, challenges** and more that makes them who they are and factors into how they make decisions.

Looking at these specifics can really help you understand your potential customers' needs and enable you to **speak to how you can solve their problems**.

HOW DO YOU BEGIN TO DEVELOP B2B TARGET MARKET PERSONAS, THEN?

The **best way to start is by using your current customers for the initial framework**. Think about your clients and pick a few that are pretty different from each other. Maybe they differ based on size, structure or even who your main point of contact is. The key here is to **develop a solid group of three to four individuals who are generally representative of your client base**.

Check out the worksheet on the next page, and use it for developing your target market personas.



TARGET AUDIENCE PERSONA WORKSHEET

BACKGROUND

Job title: _____

Industry: _____

Experience level: _____

Reports to: _____

SOURCES FOR INFO

Favorite blogs/publications: _____

Social networks/associations: _____

How do they like to receive info? _____

JOB ROLE

Responsibilities: _____

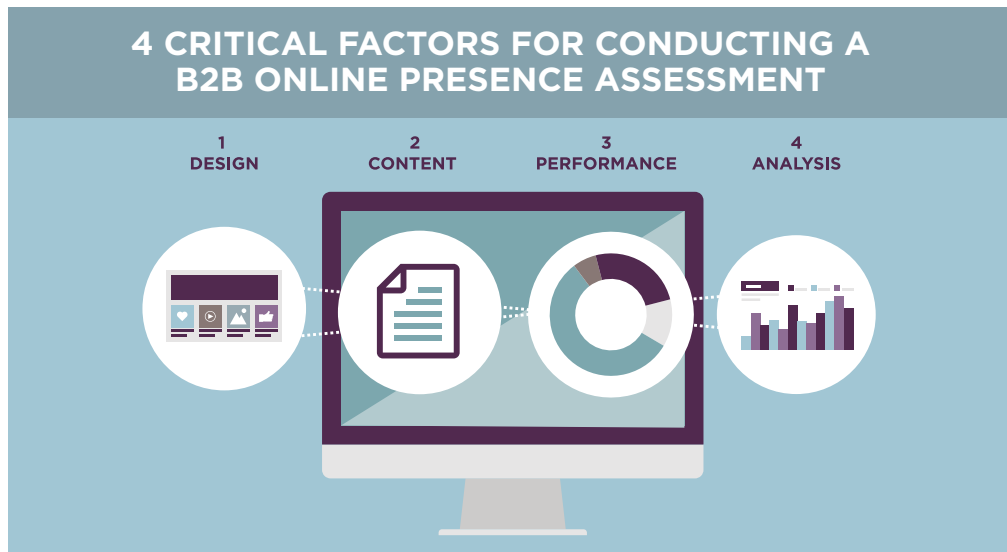
Tools/resources needed: _____

Sources of pain/frustration: _____

How is their success measured? _____

STEP 3: ASSESS THE PERFORMANCE OF YOUR CURRENT ONLINE PRESENCE

Now it's time to take stock of your online presence. There are four main areas to think about when doing an online audit of your website and social media channels: design, content, performance and analysis.



DESIGN

Review your site design to make sure it's engaging, customer-centric and modern. Take note of how your site looks on all devices. A responsive website is no longer just nice to have; it's mission-critical. Also, your social media presence should complement your website, providing your company with a consistent, unified front.

CONTENT

Is your web, blog and social content conversational, skimmable and supported by a well-researched keyword strategy? If not, Google is likely giving them the cold shoulder. Defining and staying consistent with a keyword strategy makes Google happy. Plus, it helps bring business to you instead of you having to chase it down.

PERFORMANCE

Enlist the help of someone not close to your website to give it a thorough audit. Have them evaluate their experience with your site and identify any trouble spots. Additionally, have a professional web developer run your site through diagnostic tools to see if there are any issues that may be preventing the site from performing well for visitors and search engines.

ANALYSIS

Make sure you have Google Analytics running on your website so you can see where your site traffic is coming from, what pages are most visited, links clicked, keywords used, demographics and more. Compare information in an apples-to-apples way (be it period vs. period or year over year) so you can see gains or losses.

ONLINE PRESENCE ASSESSMENT WORKSHEET

Answer the below questions with Y (yes) or N (no) to get a sense of the state of your company's online presence. If you have seven or more nos, your online presence needs some love.

DESIGN

- Is your site engaging and customer-centric?
- Is your site design modern and up-to-date?
- Does your site work on all platforms (responsive on desktop, mobile, tablet)?
- Are your social graphics and imagery unified across channels?
- Do they complement the look and feel of your site?

CONTENT

- Is your site, blog and social media content conversational and skimmable?
- Does your tone of voice reflect who you are?
- Is your content based on a well-researched keyword strategy?
- Are site pages and blog posts optimized for those keywords?
- Do you have a handle on any reviews or articles about your business?

PERFORMANCE

- Is your site easy to use?
- Can a visitor easily find what they're looking for?
- Does your site pass performance diagnostic tests?
- Are all of the forms on your site working?
- Are all of the links on your site working?
- Are all of the images on your site compressed?

ANALYSIS

- Is Google Analytics set up and working properly on your site?
- Do you know where your traffic is coming from?
- Do you know what pages are most visited?
- Do you know how current performance compares to past performance?
- Do you know if calls-to-action are converting?
- Do you know if digital ads are performing well?

STEP 4: CONDUCT AN ONLINE COMPETITIVE ANALYSIS

When you're trying to get your own marketing in order, performing an audit of your competitors' online presence can be really helpful. Especially if you're still trying to fine-tune your own voice and place in the market, knowing what others are doing and saying is key.

The first step in performing a competitor audit is to identify your major competitors. You want to choose enough to get a broad view of your market, but not too many that the task will overwhelm you. We've found five to seven to be the sweet spot. Make sure to pick a few companies that you actually compete with that are similar in size and geography to you. It's also helpful to include a few "reach" competitors — the leaders of your industry or those performing at the top of the game.

Once you have your list, it's time to start auditing. Where to begin?

The main areas to include in your competitive analysis are:

1. WEBSITE MESSAGING STRATEGY

Review competitors' websites and social media channels. See how they are positioning themselves and driving action. Take note of any promises and claims. How active are they on social media? What kinds of content are they putting out?

2. TARGET AUDIENCES AND SEGMENTS

When you're reading through competitor sites, see if it's easy to identify who they're targeting. Are there industries or verticals that they call out specifically? Do they appear to have especially good credibility or business with one segment more than others?

3. PRODUCT AND SERVICE OFFERINGS

List the offerings they give the most importance on their site. Note their strengths, weaknesses and unique offerings. Do you think they're doing everything well or spreading themselves too thin?

4. AREAS FOR DIFFERENTIATION

Identify areas for differentiation as you're analyzing their online presence. Write up some notes on overall takeaways or generalities that have come through during your audit. Use all of this information to perform a SWOT analysis. Mapping all of the strengths, weaknesses, opportunities and threats for each competitor will really highlight differentiation opportunities.

When you look at all of your competitor audits together, you should find some gaps that leave openings for your business to shine!

ONLINE COMPETITIVE ANALYSIS WORKSHEET

AUDIT OF _____ ONLINE PRESENCE
(Competitor's Name)

<u>WEBSITE MESSAGING</u>	<u>TARGET AUDIENCES</u>	<u>SERVICE OFFERINGS</u>	<u>SOCIAL MEDIA ACTIVITY</u>

SWOT ANALYSIS

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<u>OPPORTUNITIES</u>	<u>THREATS</u>

STEP 5: GATHER INSIGHTS FROM YOUR SALES TEAM

You can find out a lot about how your marketing efforts are (and aren't) working by talking to your sales team. They'll also provide valuable insight into your current and prospective clients as well as your competitors.

CONDUCT INTERVIEWS

How do you go about organizing all of these opinions? We've found the most efficient method is via individual interviews with sales team members. It can also be helpful to have an outsider perform these interviews so everyone can speak freely and honestly.

ASK SPECIFIC QUESTIONS

Want to give it a shot yourself? Spend some time thinking about what areas you really want to cover, and then customize a question list to match your needs. Be sure to note who you're speaking with and what their specific role in sales is when you're documenting these interviews.

HIGHLIGHT KEY FINDINGS

Once you've completed interviews from enough team members, pull out the highlights and comments that really stood out to you. You should come away with clear direction on where you need to make some changes to your marketing program or where you may need to refocus your energy.

To help get this process going, we've provided you with a sales interview checklist on the next page.

Want someone from the outside to look in?

[REACH OUT TO US FOR HELP](#)

SALES TEAM MARKET INSIGHT CHECKLIST

Following is a checklist of potential questions for you to utilize when interviewing your sales team. Select the questions that are most appropriate for your company and add any others you see fit.

BACKGROUND INFO

- What is your elevator speech?
- Who are your top competitors?
- What do you feel is the current perception of your company in the marketplace?

SALES & MARKETING CHALLENGES

- What are your top sales and marketing challenges?
- How do you think these challenges need to be addressed?

CLIENTS & PROSPECTS

- Who are your current clients?
- What are their typical pain points?
- How were most acquired?
- Who are you typically communicating with within an organization?

SALES PROCESS

- Who are your ideal prospective clients?
- What is your typical sales process?
- What tools are you using to sell?
- Do you feel you have the sales tools you need?
- How do you nurture sales that are in the pipeline?
- What is your most difficult weakness or obstacle(s) to overcome in closing the sale?

WEBSITE OBJECTIVES

- Do you feel the website effectively communicates your company's brand and offerings?
- What actions do we want people to take when they go to your website?

STEP 6: DEFINE YOUR VALUE PROPOSITION

Now that you've identified what you want to accomplish, who you should be talking to, how your past efforts are working, what your competition is up to and how your internal teams think you're doing, it's time to bring all of your findings and insights together by defining your value proposition.

YOUR VALUE PROPOSITION IS YOUR WHY

It tells your prospective customers why they should choose your business over your competitors and what makes your offerings unique and better than other options. And you use it everywhere — on your website, collateral materials, displays, etc.

Once you define your overarching value proposition, you may have versions that work for different audiences, such as vertical markets, prospective employees, strategic partners, etc.

For example:

Our primary value proposition for Pomerantz Marketing is:

We are the business-to-business marketing agency that cuts to the chase, gets it done and gets results.

Then, we have three areas of specialization that have their own specific value propositions that are relevant to each area:

1. Outsourced Marketing: We are the outsourced marketing engine for small to midsize companies that embrace marketing but don't want to staff up.

2. Technology Marketing: We are technology marketing specialists that make the complex clear and compelling.

3. Construction Marketing: We are construction marketing specialists that understand your world and your marketing challenges.

Use the worksheet on the next page to define your value proposition.

VALUE PROPOSITION WORKSHEET

Why should prospective customers choose your business over the competition?

Reasons:

TIP:

Think about everything you've learned on this journey.

Now, sum this up in one statement:

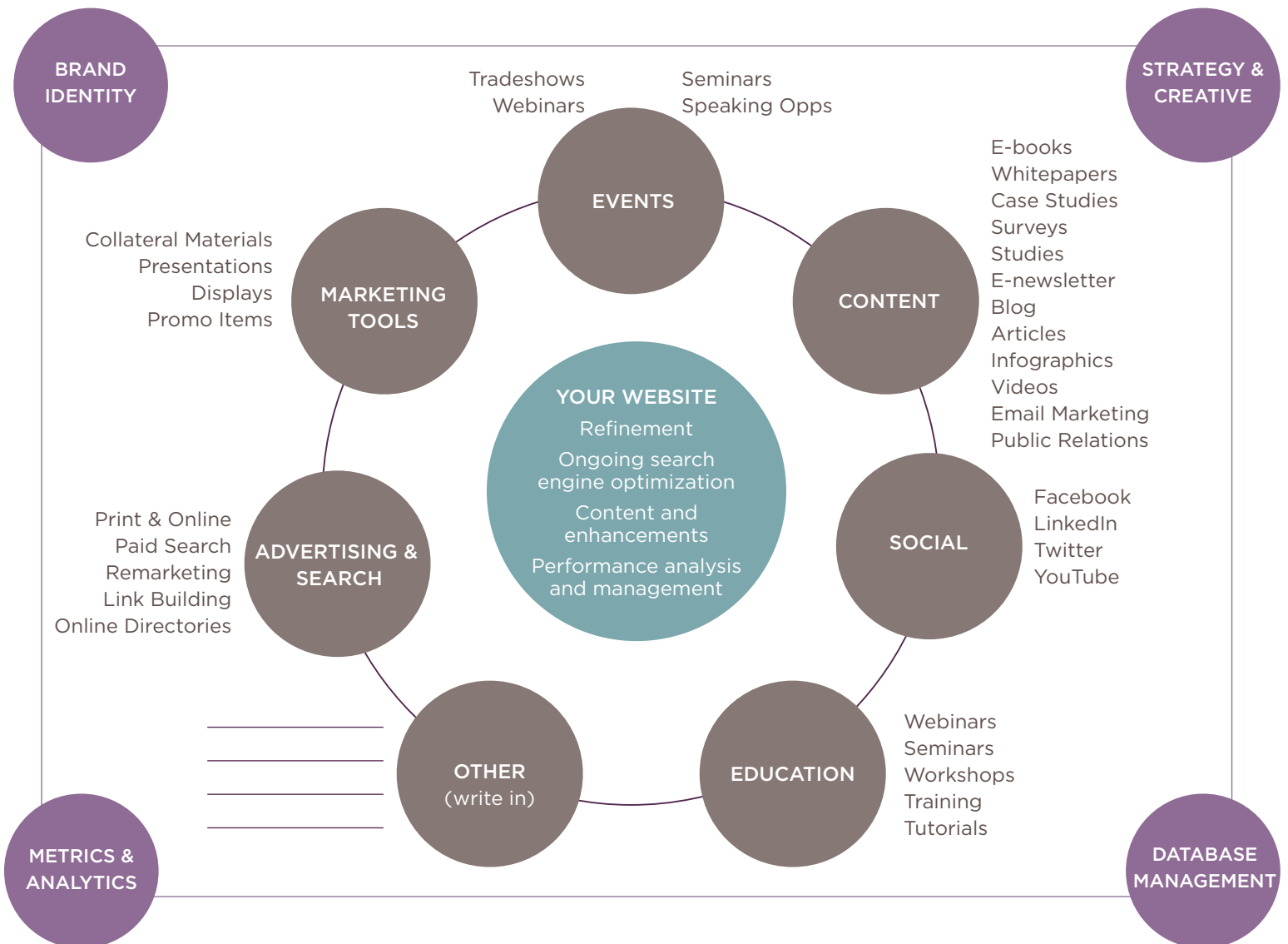
Need to speak more specifically to other audiences? If so, reuse this worksheet and replace "prospective customers" with your specific audience and repeat the exercise accordingly.

STEP 7: CREATE YOUR MARKETING ENGINE

There are countless ways you can market your company and its offerings. Chances are, you have a pretty good idea of what makes sense (if you don't, now is the time to contact professionals like us).

To help you get started, we have illuminated a wide range of marketing possibilities for you in the graphic below. Now, think about your marketing goals, target audiences, website, online presence, competition, sales team insights and value proposition.

What areas do you think need the most attention? What activities do you think make the most sense for your purposes? Now, highlight them below.

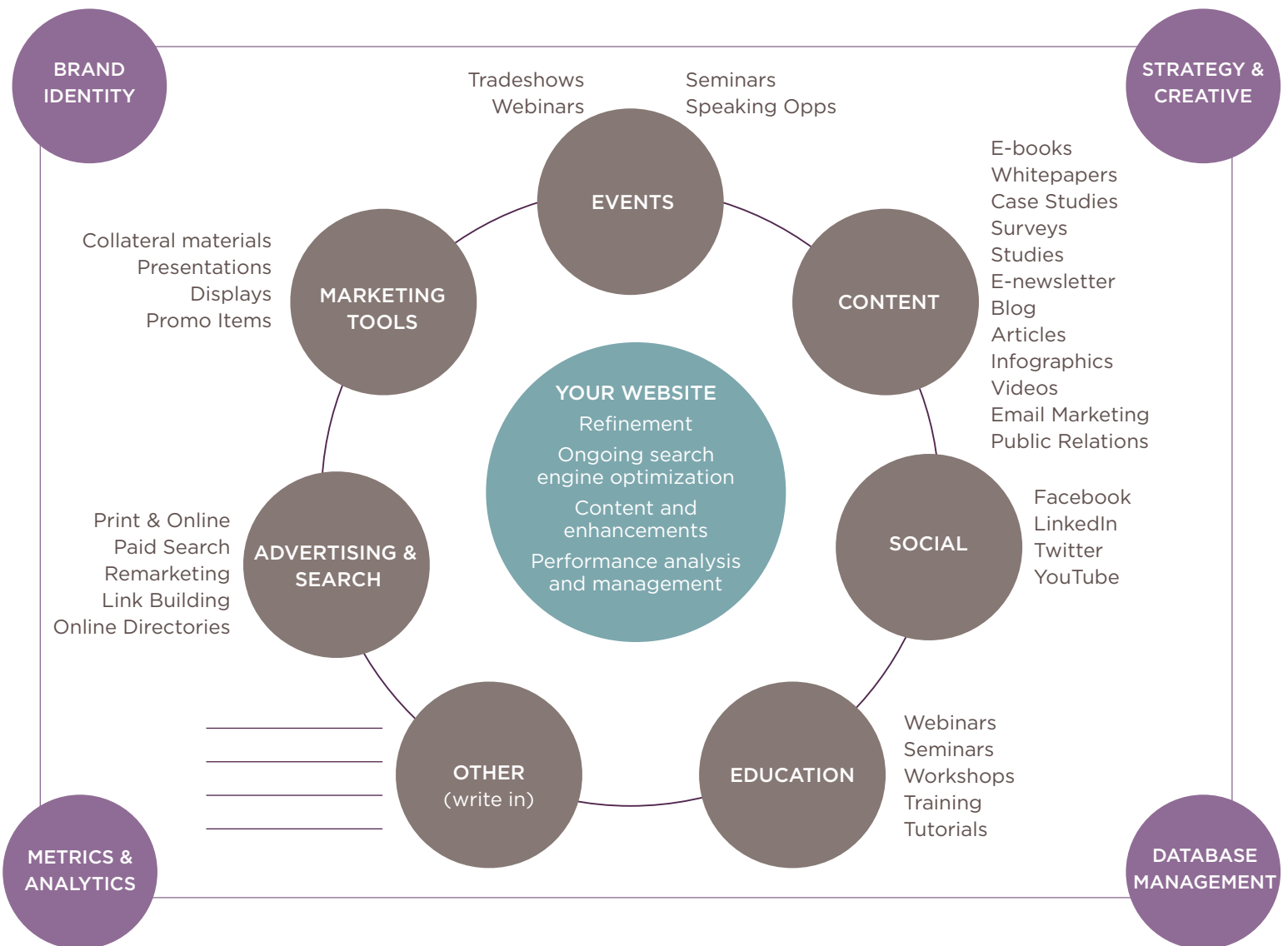


STEP 8: DEFINE A 12-MONTH PLAN

We're repeating the graphic from the previous page again because now we want you to think about it in a different way.

HERE'S HOW:

- What areas/activities are mission-critical and doable for you in the next three months? Highlight them in yellow.
- What activities are next up in terms of importance and do-ability? Highlight them in pink.
- Finally, what activities would you love to get going before the year is out but can wait until you've accomplished other, imperative initiatives? Highlight them in orange.
- You have now identified your 12-month plan. Address these initiatives in order of yellow, pink and orange. (Again, if you are feeling completely lost at this point, it's time to contact us.)



STEP 9: DETERMINE IF YOU HAVE THE RESOURCES YOU NEED TO SUCCEED

One of the most common situations we see out there in Marketing Land today is small to midsize companies that embrace marketing but terribly understaff this function in their business. They hire one Marketing Manager and expect him/her to function as their entire marketing department. It isn't pretty. These are some of the most stressed out people you will ever meet. They are wearing so many hats and are responsible for having more specialized skills than any human should be required to cover in a lifetime.

One person does not a marketing department make. Marketing in today's complicated world requires a massive amount of different skills and talents to be done well and achieve results. Ask yourself what resources your company has in-house and what resources you need. Then, find a marketing agency like Pomerantz that can help fill in the gaps.

If you've completed steps 1 through 9, congratulations are in order! You are now well on your way to a solid B2B Marketing Plan that most certainly doesn't suck.



ABOUT POMERANTZ MARKETING

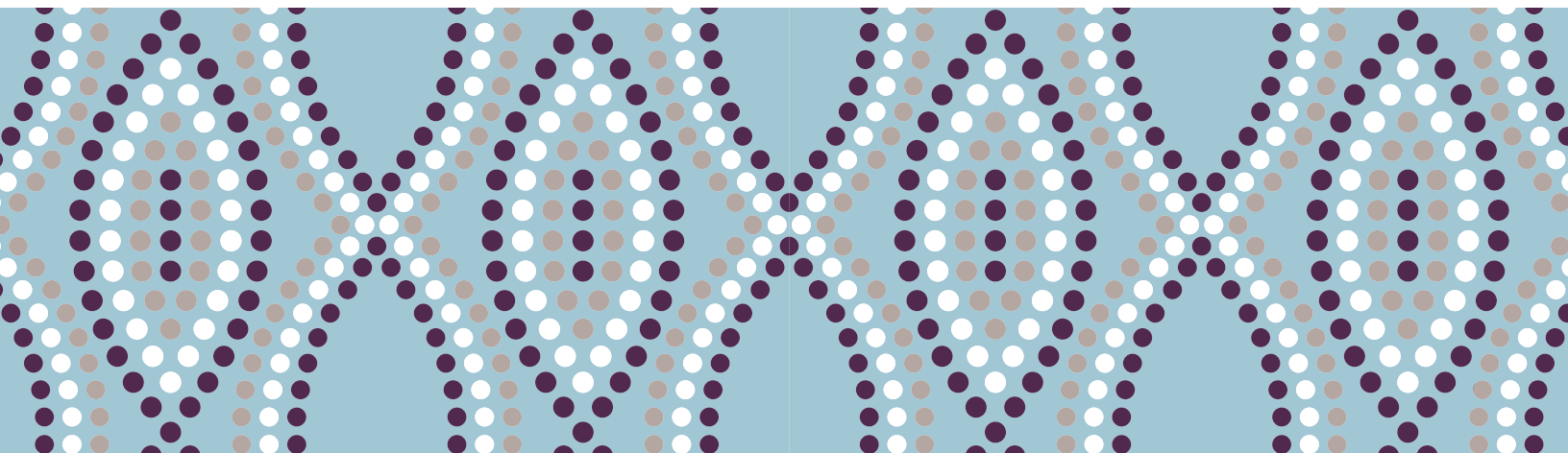
THE B2B MARKETING AGENCY THAT CUTS TO THE CHASE, GETS IT DONE & GETS RESULTS

Pomerantz Marketing is a highly regarded B2B marketing agency that supports the marketing efforts of regional, national and global companies in a wide range of industries, including technology, construction and channel marketing. We also serve as the outsourced marketing engine for select small to midsize companies that embrace marketing but don't want to staff up.

Our seasoned team of B2B marketing specialists is business savvy, strategic, creative, analytical and technically adept. We bring to the table all of the talent needed to market effectively in today's world, with web and analytics at the heart of it all so everything can be monitored and measured. We have architected, designed and developed hundreds of websites — from simple to highly complex with multiple third-party integrations.

What our clients love most about us is the very thing that brought us into existence. We have a unique ability to wrap our heads around just about any B2B marketing challenge, **cut to the chase, get it done** and **get results**.

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