



B2B MARKETING FOR EXECUTIVES

The Definitive Guide to Elevated Marketing in 2022

A proven, step-by-step approach to building a foundation for marketing that generates next-level sales and long-term business growth.



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Overview

For almost two decades, Launch Marketing, the maker of Marketing Pro Series, has helped hundreds of clients launch and grow companies, products and ideas. Experience has shown us that effective marketing always starts with a strong foundation, which we call the big rocks.

In this guide, we'll share what the big rocks are and how to use them as a framework for elevated marketing that delivers desired outcomes and grows with your business. If you're a business owner, founder, product innovator or new entrepreneur who wants better marketing and better results in 2022, start here.

The Big Rocks of B2B Marketing



Marketing Strategy



Messaging



Branding



Lead Generation



Content Strategy



**Marketing Automation
and Technology**

Develop a Marketing Strategy

Your marketing strategy guides all your marketing programs. Develop the strategy through a wide lens that considers your target market and the value you deliver to it.

CONSIDER AND ANSWER THESE QUESTIONS FIRST:

- Are we a low-cost provider or do we have a value-added differentiation worth a premium?
- Is our service or product focused narrowly or broadly across sectors and organizations?
- Do market conditions and data validate our strategy?
- What are our short-, mid- and long-term business goals?

Evaluate Messaging

The right messaging clearly tells your story and drives action by your target audience. It should be revisited regularly for effectiveness.

CONSIDER AND ANSWER THESE QUESTIONS WHEN EVALUATING YOUR MESSAGING:

- When was the last time we formally assessed our messaging?
- Does our messaging align with our marketing strategy and business goals?
- Are messaging guidelines in place to ensure consistency and intent?
- Are messaging review processes in place for content?
- Is our team clear and aligned on messaging?
- Have we collected feedback from clients and prospects on our messaging?





Assess and Shape Your Brand

AN EFFECTIVE BRAND IS:



Worth paying a premium to have

Easily differentiated from competitors

More than a product or service, it elicits an emotional connection

Used consistently across marketing channels

Build a Lead Generation Engine

B2B businesses cannot thrive and grow without a reliable, well-oiled lead and demand generation engine.



WITH THE B2B BUYER'S JOURNEY IN MIND, ASK THESE QUESTIONS TO EVALUATE THE POWER OF YOUR LEAD GENERATION EFFORTS:

- Do we rely too heavily on repeat and referral business and not enough on generating inbound leads?
- Do we engage at the same level of effectiveness at each stage of the buyer's journey?
- Do our internal processes efficiently move from one stage of the buyer's journey to the next?
- Do we have SMART lead generation goals in place, and is performance-to-goal regularly reviewed?
- Do our sales and marketing teams share a common definition of a lead at various stages?

Craft a Content Strategy

Content strategy is the thoughtful and planned distribution of content through multiple digital channels.



AWARENESS STAGE

- Analyst Reports
- Research Reports
- eBooks
- Editorial Content
- Expert Content
- Whitepapers
- Educational Content

Prospect is experiencing and expressing symptoms of a problem or opportunity

CONSIDERATION STAGE

- Expert Guides
- Live Interactions
- Webcast
- Podcast
- Video
- Comparison Whitepapers

Prospect has now clearly defined and given a name to their problem or opportunity

DECISION STAGE

- Vendor Comparison
- Product Comparison
- Case Studies
- Trial Download
- Product Literature
- Live Demo

Prospect has now decided on their solution strategy, method, or approach

Leverage Marketing Automation and Technology

MARKETING AUTOMATION HELPS COMPANIES:

Maintain sales and marketing alignment

Marketing automation helps ensure the right leads get to the right people at the right time. By collaboratively defining criteria and parameters, marketing can help sales prioritize efforts.

Improve the efficiency of marketing operations

Automation of manual tasks related to lead management and nurturing, personalization and content distribution saves times and resources.

Generate more qualified leads

By analyzing engagement data with customer/prospect characteristics, marketing automation helps move people through the sales funnel.

Gain a wider view of prospect behavior

With engagement across outbound efforts and multiple digital channels, marketing automation platforms help teams see their prospects more clearly and improve customer experience.

Take the next step to elevate your marketing with Marketing Pro Series

Quickly create customized, actionable marketing strategies and plans with one-on-one coaching from experts—at a fraction of the cost of outsourcing.



Marketing Pro Series uniquely empowers you to quickly elevate your marketing game using playbooks, training exercises and expert coaching. You get the flexibility of on-demand, self-paced online courses for a quick start, plus one-on-one coaching with a senior-level marketing expert, who will guide you and answer your business-specific questions.

Increase the effectiveness of your marketing and grow sales with our courses.



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BROUGHT TO YOU IN PARTNERSHIP



About the Marketing Pro Series

Launch's Marketing Pro Series on-demand marketing modules are a transformative educational experience designed for the busy professional. These self-paced sessions combine guided education, hands on learning and 1:1 coaching with a marketing expert, and lead to implementable strategies which are tailored to their business and ready for immediate execution. Learn more at www.marketingproseries.com



About Launch Marketing

Launch Marketing is a boutique business-to-business (B2B) marketing firm in Austin, Texas that provides turn-key services focused on generating leads and driving revenue. The team brings a breadth of senior-level expertise with a full-service approach to help clients maximize the impact of marketing for their business. Since 2001, they have helped countless clients successfully launch their company, dive into new markets, introduce new products, and generate more qualified leads. For more information, visit www.launch-marketing.com.

