



2019 Digital Marketing Guide FOR B2B MARKETERS



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This guide explores the core components of a B2B digital marketing plan, and provides best practices and implementable tips to launch or elevate a digital marketing strategy.

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- **Email Marketing**
- **Social Media**



Introduction

Whether you're new to marketing or an experienced marketing manager, having a B2B digital marketing plan ensures you are spending time and resources on the tactics and tools that bring tangible benefits to your company (and make you look like a rock star!).

IN THIS GUIDE, YOU WILL LEARN:

Impactful content types to leverage in your content marketing efforts

Best practices to support your online marketing strategy

Quick tips to improve your search rankings through SEO

Recommendations to build your social media prescience

Key considerations to include in your email marketing efforts

Content Marketing



93% of B2B companies say that content marketing generates more leads than traditional marketing.

The purpose of content marketing is to develop educational, entertaining or informative content that does not explicitly promote your brand. Most content types fall into two buckets, either ungated or gated.

EXAMPLES OF GATED CONTENT

- Webinars
- Live Demos
- White Papers
- eBooks
- Quote Estimates
- Future Newsletters

EXAMPLES OF UNGATED CONTENT

- Blogs
- Product Videos
- Podcasts
- Tip Sheets
- Infographics
- Archive Newsletters

Online Marketing

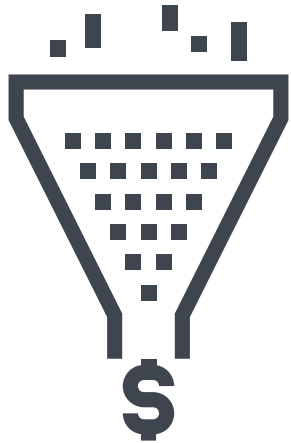
Online marketing is one of the most effective methods for businesses to amplify their brand's reach and find new customers through lead generation campaigns. Consider the following best practices to include in your online marketing strategy:

- Establish goals of what you want your online ad campaigns to achieve
- Effectively plan your campaign by performing keyword research for paid search campaigns on Google and Bing
- Create dedicated landing pages with simple to read, visually appealing, and action-driven copywriting
- Produce different versions of your ads to A/B test various elements and optimize performance
- Consider remarketing ads if you are looking to expand upon your PPC efforts and capture users who visited your site but did not convert



64.6% of people click on Google Ads when they are looking to buy an item online. (Wordstream, 2018)

Search Engine Optimization



Did you know 61% of marketers say improving SEO and growing their organic presence is their top inbound marketing priority* or that 57% of B2B marketers stated that SEO generates more leads than any other marketing initiative?**

(*Hubspot, 2017 **Junto, 2017)

Search Engine Optimization (SEO) is an ongoing process, not something you “set and forget”. Consider the following best practices to improve your search rankings:

- Audit your website content and structure 1-2 times per year
- Create high-quality content that provides value to your audience
- Maintain a well-structured, fast and mobile-friendly website
- Optimize on-page SEO by paying attention to you page titles, meta descriptions and internal links

Social Media

76% of B2B tech marketers use social media to market their products because they recognize the value in tapping into those channels. (MarketingProfs)

Because of the growing usage and benefits in social media marketing, having a social presence has become a necessity rather than an afterthought for B2B organizations.

Consider the following six steps to build your social media strategy:

1. Set social media goals that are aligned with your company's business objectives
2. Create a social media policy for your organization
3. Determine what social media networks make sense for your organization
4. Develop an organic and paid social strategy
5. Consider leveraging a social media management tool to effectively manage your accounts
6. Implement metrics that you want to measure against to determine effectiveness of efforts

Email Marketing

Aside from lead generation opportunities, email marketing works for your organization by keeping your brand top of mind and amplifying your content.

Your email marketing strategy should:

- Have segmented email lists to offer relevant and tailored messaging
- Include an offer in every email (content offering, demo request, webinar sign up)
- Ensure email is mobile responsive and graphics/images display correctly prior to sending
- Consistently A/B test each email
- Include a method to measure effectiveness of campaigns



73% of B2B marketers surveyed reported email as one of the top channels to drive leads. (DemandWave, 2017)

Ramp Up Your Digital Marketing

Looking for digital marketing best practices to implement in your organization? Contact Launch online or at 512-495-9900 to schedule a complimentary consultation today.

 www.launch-marketing.com/learn



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.