Digital Marketing Guide
FOR B2B MARKETERS
Contents

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.

- Introduction
- Content Marketing
- Online Marketing (PPC)
- Search Engine Optimization
- 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

Content marketing costs about 62% less than traditional marketing while bringing in three times as many leads.

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

People who click on ads are 50% more likely to make a purchase. (WebFX, 2023)
Search Engine Optimization

81% of marketers say SEO generates higher-quality leads than PPC.
(LinkFlow, 2023)

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

86% of business say increased brand awareness is the top benefit of social media marketing. (Oberlo, 2023)

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

79% of B2B marketers find email to be the most successful channel for content distribution. (OptinMonster, 2023)
Looking to ramp up your digital marketing?

We’re here to help.

Our mission is to be the go-to marketing firm for B2B technology-oriented companies and product launches in the Austin area by offering turn-key marketing services. Let us help you tell your story.

SCHEDULE A FREE CONSULTATION

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.