

THE COMPLETE

B2B Digital Marketing Campaign Manual

A FREE RESOURCE FROM THE MARKETING BLENDER



Mastery.
Truth.
Growth.



+ USE THESE 7 ESSENTIALS TO BUILD YOUR BUSINESS

The number of digital tactics, platforms and companies vying for your marketing dollars can feel endless. So, where should you focus your limited time and resources? This manual outlines the seven essentials of B2B digital marketing to help you create an effective plan.



Targeting



Website



Content



SEO



Social Media



PPC



Email



+ HOW THE 7 ESSENTIALS OF B2B DIGITAL MARKETING ARE CONNECTED

Your goal is to execute each of these seven essentials to build a robust digital marketing ecosystem. As you can see, these tactics work harder when they together.



The good news is that you don't have to dive into everything all at once. Prioritize based on your goals. For example, PPC ads can be targeted to generate new leads while email campaigns can be crafted to turn prospects into customers and existing customers into repeat buyers.



+ MAP YOUR EFFORTS TO THE BUYER'S JOURNEY



+ B2B DIGITAL MARKETING CHECKLIST

Use this checklist to assess and prioritize your efforts.

Targeting

- Do you have written buyer personas that represent your ideal prospects?
- Are you running ads targeting each specific buyer persona?

Website

- Is your site visually appealing and built responsively to look great on any device?
- Do you have ads driving traffic to dedicated landing pages to capture leads?

Content

- Do you have a process, team or partner dedicated to producing content?
- Are you posting interesting, well-executed content on a regular basis?

Search Engine Optimization (SEO)

- Does the copy on your website include keywords that prospects are searching for?
- Are you posting relevant content including keywords that positions your company as an authority in your niche?

Social Media

- Are you focused only on the platforms that are most popular to your buyer personas?
- Are you posting engaging content on a consistent schedule?

Pay-per-click Advertising (PPC)

- Are the campaigns you are running in search, display, or social generating traffic and leads?
- Are you testing different versions of ads to learn what is most effective?

Email

- Do you have lists segmented for each of your buyer personas?
- Have you set up automated drip email campaigns for each stage of the buyer's journey?
- Are you A/B testing subject line options to maximize open rates?

These questions should guide how to allocate your digital marketing efforts. Remember that your strategy and execution of digital tactics should be aligned to your overall business goals.



At The Marketing Blender, we collaborate with our clients to customize a strategy and digital marketing plan mapped to their existing sales cycle and business goals.

If you have any questions, please schedule a call with one of our digital marketing strategists at themarketingblender.com/contact.



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