

The B2B Digital Marketer's Checklist



Before getting started, make sure you're equipped with these marketing toolkit essentials:

- An articulated differentiator of why a customer should choose you over your competitors
- A defined target audience. This could be by company size, industry, growth rate, or other qualifiers
- An understanding of the job titles, pain points, and motivations of your buyer

Once you are armed with the above, congratulations! You are ready for a world-class digital marketing strategy to crush your goals. To benchmark your current efforts, use this checklist as a guide for opportunities to make your B2B digital marketing program even more effective.

Do you have data-informed goals for different stages of the customer journey, and the right KPIs to measure success?

If you know that you need to build brand awareness with your target audience, you might want to consider starting with metrics like site visits from target brands.

YES

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NO

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Are you using 3rd-party data to stay in front of your target audience online?

3rd-party targeting can reach specific companies and industries across social media, programmatic, paid search, and affiliate channels.

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Are you leveraging your own CRM data to effectively focus your media targeting to reach current or prospective customers?

Partners like Liveramp allow you to target groups of individuals from your CRM in a PII-compliant way, and can even create "look-a-like" audiences to find new customers.

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Do you have campaigns that target certain customer groups with specific creative that speaks to that customer's pain?

With smart campaign creation and 3rd-party targeting, you can reach specific industries or segments within your target audience with dedicated creative relevant to those companies.

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Do you have an integrated view between your CRM and media data to understand which keywords and ads are driving quality leads that actually convert?

You need a media strategy that invests your dollars towards keywords and ads that generate opportunities and closed business. Out-of-the box media configurations are often only making spend decisions based on raw leads that do not factor in lead quality, resulting in missed opportunities and wasted spend.

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Is your website leveraging best-in-class UX to convert visitors to customers?

With 90% of your customers visiting multiple websites during their purchase process, helping your customer understand your product or service when they visit your website is a must-do. Sophisticated design, conversion-focused pages, and even virtual product tours can all be used to convert visitors into customers.

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