

A Beginner's Guide to B2B Marketing

GoSkills online course syllabus

Skill level

Beginner

Lessons

26

Pre-requisites

No prior experience needed

Video duration

1h 15m

Estimated study time

1h 15m

Instructor

Fallon Chattaway

Introduction

1 Adaptable B2B marketing

B2B marketing is evolving every day, and it's critical to adapt and implement timeless strategies to achieve and maintain a high conversion rate.

Defining B2B Marketing

2 B2B vs B2C

A full foundation of marketing can guide creativity, strategy, and ultimately success.

3 Roles within B2B

Knowing which tools are needed for the job ensures organization and a true scope of possibilities.

4 B2B is not

Incorrectly assuming certain creative outlets can't exist in B2B marketing limits the chance to connect with the people you want to build brand trust with.

Building Your Strategy

5 Inbound vs outbound

Inbound and outbound traffic and channels are vital components to creating a well-developed campaign that can generate revenue.

6 Developing campaigns

Campaigns are the backbone of marketing programming.

7 Choosing inbound channels

But where do leads come from?

8 Importance of outbound channels

Outbound efforts are the other arm to a fully functional B2B body and will often be the hand that holds your leads all the way to a closed won deal.

9 Personas and buying groups

Leads are humans too, and understanding the difference between marketing to a company versus marketing to people at a company is essential.

10 Incorporating personalization

While most people will see many marketing messages every day, personalized marketing is the most effective at breaking through the noise.

11 Funnel stages

Your buyers are all at different points in their journey. After this lesson, you will be able to recognize the funnel stages and how to plan for each.

12 Effective content planning

Whether part of an evergreen brand strategy or a singular B2B marketing campaign, content planning is vital to provide value to leads.

13 Common KPIs

Measuring your success in a B2B marketing campaign is crucial to reaching business objectives.

Integrating Marketing Technology

14 Marketing automation

Harnessing the power of marketing automation allows marketers to function at scale.

15 Ops and application connections

Marketing automation platforms don't always work alone.

16 Maintaining compliance

Data management is incredibly important and at the top of the list for risks when evaluating digital marketing products.

17 Building a reporting structure

Building a reporting structure that tells a story is how you show true success.

Staying Current on Trends

- 18** **Guerilla and experiential**
Keeping human to human experiences top of mind will leave a lasting impression on your audience.
- 19** **Influencer marketing**
Influencer marketing lets you harness the power of infinite audience reach.
- 20** **Artificial intelligence**
Artificial Intelligence (AI) may seem difficult to grasp, but it allows growth to occur faster than ever thought possible.

Best Practices

- 21** **Do the research**
The biggest mistake you can make in marketing is not doing enough research.
- 22** **Learn from examples**
Reinventing the B2B marketing wheel is unlikely.
- 23** **Offer lifetime value**
Turning leads to conversions is only a short-term goal.
- 24** **Integrate thought leadership**
Thought leadership is the B2B vehicle that will allow your brand to appeal to more people.
- 25** **Make data driven decisions**
In time, you will need to change and optimize what you currently have running because your audience will need something more.

Conclusion

- 26** **Never stop learning**
Thank you for watching this course!

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