

# PICK YOUR PATH

## How to Achieve Your Top Marketing Objective

The 2018 B2B Marketing Mix Report surveyed B2B marketing professionals in a variety of competitive industries from business services and insurance to technology and life sciences. The report concluded that many industries encounter the same challenges when it comes to connecting with potential buyers.

The top 2018 marketing objectives for B2B professionals are getting sales qualified leads (SQLs), converting leads into customers, driving brand awareness and increasing website traffic.<sup>1</sup> What's yours?

## START HERE

Choose your top marketing objective to get on the right path to success.

### 1 Getting Sales Qualified Leads

#### STEP 1: UNDERSTAND YOUR AUDIENCE

Discover the pain points of prospects by conducting research or sparking dialogue through cold calls, emails or social media.

#### STEP 2: REFINE YOUR TARGET

Narrow the geographic focus of your marketing efforts or use ABM to concentrate on a smaller list of qualified leads.

#### STEP 3: USE INTEGRATED MARKETING

Combine content and digital marketing with traditional tactics and promote quality assets on LinkedIn to capture leads who are considering a purchase.

**37%** of surveyed professionals are planning to explore account-based marketing (ABM), a trending topic highlighted at HubSpot's INBOUND17 event.<sup>1</sup>

### 2 Converting Leads Into Customers

#### STEP 1: EXAMINE YOUR REFERRAL STRATEGY

Approach your brand and website from a prospect's point of view. Develop more case studies, reveal your top clientele and leverage existing relationships.

#### STEP 2: PERFECT YOUR DECISION STAGE OFFER

Make sure your free trial, in-person demo, consultation or other engaging experience is useful, substantial and delivers on the expectations it sets.

#### STEP 3: INTEGRATE YOUR SALES TEAM

Determine when to engage your sales team in the buyer's journey and have them send personalized content and messages to connect with leads.

**Referrals** bring in the most qualified leads for 86% of B2B marketers and still serve as the backbone of a strong business development effort.<sup>1</sup>

Get help from the experts to achieve your 2018 marketing goals

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### 3 Driving Brand Awareness

#### STEP 1: PRODUCE THOUGHT LEADERSHIP

Contribute to industry blogs, business publications and local papers by pitching timely news, company milestones and expert opinions.

#### STEP 2: CREATE SHAREABLE CONTENT

Design content with social sharing mind, creating bite-sized snippets that lead to larger resources or informative infographics that grow readership quickly.

#### STEP 3: FEATURE MORE FACES

Showcase team members in blogs, eBooks and other content assets and encourage employees to maximize the reach of company content on social.

**45%** of surveyed professionals show interest in inbound marketing, a modern marketing methodology that rejects traditional outbound tactics.<sup>1</sup>

### 4 Increasing Website Traffic

#### STEP 1: INVEST IN YOUR SITE

Because websites often make the first impression on leads, set aside some of your marketing budget for improvements or a complete site facelift.

#### STEP 2: ENCOURAGE INTERACTION

Feature videos or dynamic sliders on your homepage and add interactive content such as surveys, quizzes or calculators to hold visitors on your site.

#### STEP 3: KEYWORD OPTIMIZE CONTENT

Boost your SERP rankings and Google snippet opportunities by including desired keywords in your blogs and landing pages and directly answering users' questions.

**Interactive content** is a unique way to increase site visits and keep visitors engaged. 29% of marketers want to learn more about creating interactive content and 63% of marketers consider website development their biggest area of marketing spend.<sup>1</sup>