LEAD FORENSICS

FREE TRIAL



8 WAYS B2B MARKETERS CAN KICK-START 2021

Planning and implementing an effective marketing strategy has never been as challenging as it has been for 2021. But don't fret — we're here to help. Here are 8 things you need to consider to ensure you and your B2B marketing team kick-start the year in the right way.

1. WHAT DOES YOUR IDEAL CUSTOMER LOOK LIKE?

If you don't already have a clear understanding of **who your customers are**, as well as their wants, needs, likes and dislikes, then you risk falling behind. Use data and insight to identify your ideal buyers — and target them specifically.

2. IS YOUR STRATEGY DESIGNED WITH THAT CUSTOMER IN MIND?

According to Segment, 71% of consumers feel frustrated when a shopping experience is impersonal. You know who your **buyers** are — so you need to ensure your website, content and messaging have been designed with them in mind.

3. HOW VALUABLE IS YOUR CONTENT STRATEGY?

When you create content for your brand, it can be easy to focus on the hard sell. But remember, your **content** isn't for you: it's for your potential customers, and in turn, needs to be educational, informative and relevant.

4. CAN YOUR TEAM PIVOT TO CHANGE?

In 2020, B2B marketing teams saw an increased demand for **flexibility and adaptability**. In 2021, this should be a vital part of your strategy. Remember, **agile marketing teams are 81% more likely to be satisfied with how their department handles work, according to AgileSherpas.**

5. WHAT DOES YOUR TECHNOLOGY STACK LOOK LIKE?

Marketing technology is a pivotal part of your strategy for success — whether your team is in the office or working remotely. Think marketing automation; think website intelligence; think data, integration and optimization.

6. HOW DO YOU MEASURE ROI?

Everything you do needs to **make an impact**. If you're not measuring, testing and improving processes, then what is the benefit? Think bigger than vanity metrics; focus on tangible results that lead directly to revenue and add real value.

7. ARE YOU MAKING DATA-DRIVEN DECISIONS?

According to Adverity, two thirds of marketers state that data-based decisions are more effective than gut instincts. Remember, you have access to so much insight — from existing customers, website analytics, and the software you use. Don't be afraid to harness it!

8. WHAT HAPPENS TO YOUR MARKETING LEADS FURTHER DOWN THE PIPELINE?

To truly maximize marketing ROI, it's not enough **to simply generate leads**. Instead, you should be generating leads that convert into paying customers. Monitor the success of your Marketing Qualified Leads (MQLs) further down the pipeline to ensure the best results.

DISCOVER HOW LEAD FORENSICS CAN AMPLIFY YOUR B2B MARKETING RESULTS TODAY. BOOK YOUR FREE TRIAL TODAY.

GET STARTED