

TOP 5 B2B

Marketing Trends Checklist

Finish 2022 Strong and
Set Your 2023 Up for Success



Intro

Growing your business may be one of the most challenging tasks for a business owner. Many businesses are fortunate enough to grow early on with luck, networking and existing relationships. Then one day you realize to meet your goals, you need to become more intentional with your business growth plan. Intentional growth is one of the most complex phases a business will tackle. It's the phase in which you must truly understand what you want for your business and make a plan to get there.

As we all know, revenue fixes everything, so how do you create more revenue? The answer to this question is the result of a really well-planned marketing strategy and plan. How do you create a marketing plan to grow your business so you can meet your growth goals? Digital marketing is a great solution and it has become even more critical in recent years. Consumers are demanding that brands relate to them as humans so brands need to learn how to connect with these same customers online in a personalized way.

This checklist will help you understand where to focus your marketing efforts and what should be included in your marketing strategy so you can finish 2022 strong and set your business up for continued success into 2023.



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CRM Data Clean Up

What is a CRM? It's a Customer Relationship Management tool that helps centralize all of the information you have on your customers or potential customers. Many businesses we talk to have a CRM, but either don't have time to use it or are intimidated by the complexity of the average CRM platform. It can be hard to know where to start. Keep these general rules in mind.



Make sure all of your contacts are imported to your CRM. Lots of companies have contact information spread across multiple lists in multiple departments. Getting everything consolidated is the first step.



Once you have all of your contact information in one place, you need to segment users by their relevant attributes. This might be for marketing purposes (e.g., demographic or geographic information) or for sales purposes (are they qualified, has anyone reached out to them recently).



Keep contact information current. This can be achieved either by email or a web form or a combination of the two. You will want a CRM platform that can send emails to segmented lists (preferably via automation) and that integrates with your business website directly.



Keep tabs on how contacts interact with your brand/business. The best CRMs give you information about the pages/content/emails/phone calls your contacts are interacting with. You can learn more about the effectiveness of your marketing efforts or prepare for sales calls by analyzing the interactions a lead has had with your website, team, or content.

The big names in digital advertising, Google, Facebook/Instagram and LinkedIn, have been working extra hard lately to make their products easier for businesses to use. But some businesses we've talked to are still spending 1,000s of dollars on ads without being sure what they're really getting in return. The new developments in AI/machine learning have helped make Google Ads more efficient, but that might not always give you the results you're looking for. Here are the main things to consider for a successful digital marketing campaign.

Google Ads

The AI/machine learning capabilities of Google Ads is a powerful tool. But a human being still needs to make sure the algorithm is set up properly and focused relevantly.



Make sure your conversions are properly defined and are sending data to your account. If you want people to download your latest eBook or infographic, or give you a call, you need to know that Google Ads is aware when a potential customer does the thing you want them to do.



Take your time to do thorough keyword research. Google encourages users to use all "broad match" keywords and trusts the AI to make adjustments from there. The major issue with this is the money you spend in the meantime. You need to start off with a targeted list of keywords that is relevant to the audience you are trying to reach.



Make sure you are using geographic and demographic targeting to your advantage. If you know the areas and kinds of people most likely to buy your products/services, you can save yourself money by only showing ads in those places to people who fit that description.

Facebook & Instagram Ads

This mega social media platform has been making a lot of changes to their algorithm lately and it could potentially be impacting how often your ads are being seen. Make sure you know the following.



What your reach is for each ad you are running versus the potential estimated audience. If there is a large discrepancy between those numbers, something could be wrong.



How the ad is performing on various platforms. Is it performing well on Facebook, but not Instagram? There might be adjustments you need to make to the creative to compensate.



As with Google Ads, make sure your ad sets are targeted as precisely as possible. A lot of people have noticed getting more ads from outside their local area recently.



LinkedIn Ads

Have you started using LinkedIn Ads yet? LinkedIn Ads tends to be the most underutilized ad platform. One of the major reasons is they have a reputation for being outrageously expensive. But this isn't true. In fact, after analyzing a year's worth of results on Google Ads and LinkedIn Ads, a B2B client we work with had a very similar cost per conversion on both advertising platforms.



Get a LinkedIn Ads account, it sounds obvious but we feel too few companies are using LinkedIn Ads to their advantage.



Don't utilize audience expansion options unless you're sure it fits with your campaign objectives.



Define a target audience and spend time searching for relevant criteria when selecting the target audience within the campaign manager.



Your website is the most important tool a business has to attract customers online. The ironic thing is that a lot of companies use their website as a place to showcase all the great things about themselves. In theory, for old-school thinking, this would make sense. Then we realized that websites weren't a place to sell to our customers, but to engage with them. Building a relationship with customers online can be challenging. Here are some of main ways to build and maintain relationships with your customers using your website to grow your business.



Keep images, content and all information on your website fresh, updated and engaging.



Optimize your website for the customer experience - add interactive elements, chatbots, downloadable content, forms, landing pages and valuable information.



Create content that demonstrates to your visitors that you understand them, their needs and have solutions for their pain points. Walk them through the sales funnel at their pace - engage with them and let them engage with you.



Video is the most effective and engaging way to build rapport with your audience and website visitors. Make sure to let them get to know the people behind your brand.



Design your site so a visitor can turn into a customer with no-hassle.
MAKE IT EASY TO DO BUSINESS WITH YOU!



Social Media

Social media allows your brand to gain trust and build rapport with your audience. Social media should be viewed as an opportunity to connect, chat and develop relationships. The most successful marketing strategies build their social media presence with engaging content that supports their overall marketing strategy. Social media has a real benefit in treating customers and potential customers like you really know them. Imagine going to visit your neighbor every day and them telling you the same story every time you go over to visit. Or them not saying anything for days, weeks or even months at a time. Make your social media strategy a priority and watch your relationships grow. Here are some important features to include in your social media strategy.



Make sure your social media content supports your overall content strategy, but engages with your audience.



Be consistent and creative with the content you post on all your social media platforms.



Understand your target audience and make sure you are using the right social media platforms to reach them. Not all social media platforms are created equal for every audience demographic.



Let your audience tell the story and establish credibility on your behalf. Ask for social endorsements so you earn social credibility, and give it back.



Video rules social media, make sure you include TikTok or Reels into your social media strategy.

SEO is different than it was 5 years ago. The main difference is that it's gotten nearly impossible to trick Google. The main thing you need to focus on now is having quality content that potential customers want to engage with. To make sure potential customers find what they need, you'll want to do the following.



Develop a persona. This is a semi-fictional representation of your potential customers. It's important to really understand what motivates people to interact with your brand and purchase your products.



Once you have a persona sketched out you need to research the terms this person uses. This is known as keyword research.



Follow basic on-page SEO best practices. Make sure you have optimized title tags, H1 tags, and meta descriptions.



Make use of internal linking. If two pieces of content are related to each other, make sure that website visitors can find them from each other.



Summary

As you think about each of the marketing deliverables on this checklist, keep in mind that they all need to work together under a carefully crafted strategy to be successful.

Not one of these deliverables can stand on its own and get the results that will take your business to the next level. An integrated marketing strategy will save you time, stress and money.



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If you are ready to invest in the **intentional growth of your business**, schedule a mini-discovery session so we can design your marketing strategy and put a plan together to **take your business into the next phase by 2023.**

[Schedule a Mini-Discovery](#)