



A C C E L E M

B2B Marketing - Best Practices

What we'll cover today

- The Unique B2B Marketing Landscape
 - Challenges
 - Opportunities
- Paid Marketing
 - Overview and initial decisions
 - Building your target audience
 - Ad network considerations
 - Tips for ad content (copy, creative, and format)
 - Campaign set-up and launch
 - Testing: how-to
 - ABM campaigns
- CRM: Optimizing lead pipelines
- Email best practices
- Tracking & Reporting
- Takeaways





Understanding the unique B2B challenges

1

Target audiences are typically quite niche, which means many popular marketing channels won't be applicable.

2

Keeping attention is difficult - B2B has longer sales cycles which means there's a need to optimize lead flow to convert as many leads down the funnel as possible. Marketers need insights into which campaigns and content generate the highest quality leads.

3

The B2B marketing environment is constantly changing. Teams need to stay plugged in to what strategies are/aren't working.

4

Budgets are limited, without the instant ROI boost of a B2C transaction, companies are less willing to spend on marketing. Proper tracking and reports need to be established to ensure every dollar spent is optimized.



What opportunities exist for B2B companies

1

There's less competition amongst similar companies in paid marketing. Easier to stand out.

3

B2B marketers typically have an internal sales team they can leverage to support initiatives.

2

Larger AOVs and longer contracts means it takes less wins to justify marketing expenditure.

4

In B2B, customers want to be educated. Companies that develop strong content can see benefits in organic, paid, SEO, etc.

Paid marketing overview

Steps to follow and factors to consider when setting up new paid campaigns:

- 01 | Establish primary goal & target audience
- 02 | Determine optimal ad channel/network mix
- 03 | Generate high-performing content
- 04 | Campaign set-up and launch
- 05 | Monitor, test, and optimize



Building your target audiences

- Use your existing data
 - Target first party audiences (remarketing) where possible
 - Find patterns in your customer data to build ICP
- Start with your top performing demographics, then expand
 - Locations
 - Industries, companies, seniorities
 - Age, gender
- Segment with a purpose
 - Budgets could limit how much we want to split out audiences
 - Different audiences should get separate messaging
- Monitor lead quality of each audience



Choosing your ad networks

LinkedIn ads



Meta Ads

<ul style="list-style-type: none">● Highly targeted<ul style="list-style-type: none">○ Industry○ Company○ Job (title & function)○ Seniority○ Interests & Skills● B2B apt ad formats<ul style="list-style-type: none">○ Lead Gen○ Webinar/Event signups● Expensive CPMs● <u>High quality leads at higher CPLs</u>	<ul style="list-style-type: none">● Search<ul style="list-style-type: none">○ Target users with high intent○ Only spend per click○ Limited targeting options● Other ad formats (display, video, local) can be tricky for B2B purposes● <u>Lower quality leads at lower CPLs</u>	<ul style="list-style-type: none">● Massive user base● Cheaper CPMs● Competing with non-professional advertisers● Limited targeting options<ul style="list-style-type: none">○ Take advantage of their optimization algorithms● <u>Lower quality leads at lower CPLs</u>
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Creating high performing ad content

- Ad Format
 - Consider the campaign's objective
 - Video and image ads linking to your site are better for TOFU
 - Lead generation and event signups are better for BOFU
- Creative
 - Stand out
 - Do not clutter
 - Test multiple variations
- Copy
 - Speak directly to your customer
 - Be brief
 - Clear CTAs
 - Deliver value (especially for lead generation)
 - Establish authority

HubSpot Promoted

Connecting with your audience and making the most of your paid social budget has never been easier! Learn more in our report.

Top 5 Social Platforms with the best audience targeting tools

2024 Social Trends Report

Platform	Percentage
X/Twitter	6%
TikTok	12%
Instagram	19%
Facebook	26%
YouTube	27%

HubSpot | mention

Find the right audience
Download the 2024 Social Trends Report

LinkedIn Ad Examples - Review

Microsoft
Promoted

Imagine saving five hours on your workday

Learn how Aussie law firm, MinterEllison, is using Copilot to increase pro...

MinterEllison's AI-powered legal leap helps employees save five hours of their workday

[View details](#)

Great hook

Case studies always lead to strong engagement

Clear value prop delivered to reader

HubSpot
Promoted

Connect up with your audience and reach to the most of your paid social budget for the most cost-effective social report.

Top 5 Social Platforms with the best audience targeting tools

HubSpot | Mention

Find the right audience. Download the 2024 Social Trends Report.

Clean creative, easy to quickly read

CTA could be better

IBM
Promoted

Harness the power of conversational AI chatbots with watsonx Assistant.

Build virtual agents, powered by AI.

watsonx Assistant

Try watsonx Assistant

[View details](#)

Clean creative

Clear CTA

Microsoft
Promoted

How can you use AI and insights to optimise your workforce engagement and performance? Join us at and explore how to use...

Redefining Culture and Performance in the Era of AI

Microsoft | LinkedIn | 10/10/2023 | 10:00 AM - 11:00 AM

Redefining Culture and Performance in the Era of AI

[View details](#)

Neither headline nor description mentions date/time of webinar

Cluttered image with too much text

HubSpot
Promoted

HubSpot's customer platform takes the guesswork out of growing.

One Platform to rule them all

Get a Demo

Get a demo

A unified team is a winning team. Get all your teams (and their data) on the same page, and the same platform.

[View details](#)

Image is quite good. Uses cultural references + has CTA on it.

Headline/description are too generic, no clear value prop.

Oracle
Promoted

Get a single source of truth and built-in AI to help personalize employee experiences, simplify payroll, and align HR go...

With Oracle Cloud HCM, you can:

- Connect every process and person
- Personalize employee journeys
- Accelerate HR tasks with AI

Plan, manage, and optimize global processes with Oracle Cloud HCM

[View details](#)

Avoid small text on images

Headline/description don't show what value the reader would be getting

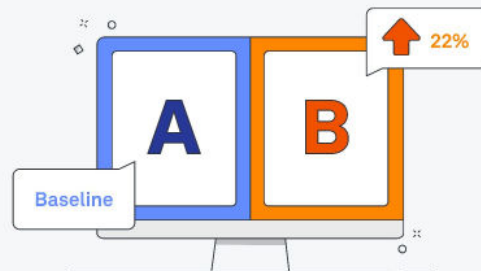
Campaign set-up and launch

- **Determine an appropriate budget**
 - Depending on CPM/CPCs, campaigns will need varying spend levels to collect significant, actionable data.
- **Ensure tracking and automations are firing correctly**
 - Fill out any lead gen forms
 - Test website conversions
- **Be patient in the beginning**
 - New campaigns take time to determine the best ad/audience mix. Give the ad platforms time to figure out what works.
- **Establish a plan for optimizations**
 - Launch a new campaign with a plan for what's being monitored first and foremost (e.g., launching a campaign with 5 ads, and pausing the worst performing 2 after 1 week).



Testing 101

- Make it a true test
 - $A/Z > A/B$
 - Ensure you'll get applicable learnings
- Get enough data
 - Determine a preset threshold before deciding a winner
- Share learnings with the team
 - Marketing tests can often deliver helpful insights for sales outreach
- Don't limit yourself to just ads, test:
 - Audiences
 - Email content





Notes on ABM campaigns

- **Pros**
 - Highly targeted
 - Easy to track performance
 - Aligns sales and marketing teams
- **Dos**
 - Involve multiple teams
 - Cover multiple channels
 - Use personalized messaging
- **Cons**
 - Expensive CPMs
 - Time and energy consuming
 - Limited reach
- **Don'ts**
 - Make it an isolated mission
 - Target a small group of companies
 - Targeting Tip: The larger the target audience, the cheaper the cost per impression and vice versa.

CRM: Optimizing lead pipelines

Generating a lead is just the first step. To add the most value to the sales pipeline, CRM's need to be designed so that each lead gets:

- > The right messaging, at the right time
- > Marketed to on multiple channels
- > Assigned to the optimal team member
- > Given lead scores based on their activity

Setting up CRM automations streamlines lead management, **allowing your sales team to focus more on selling** rather than administrative tasks.



Email: Best practices

- Leverage automations
 - Automate as much of the tedious as possible
 - Create time for your sales team
- Speed to lead
 - Email leads immediately to reach them when their interest is highest
- Use personalization tokens when possible
- Customize email sequences based on the lead's source, interest, and stage in funnel
- Incorporate other channels into your email sequences
 - Add manual reminders for your team to call or LinkedIn DM leads
 - Message your leads where they are (LinkedIn lead = LinkedIn outreach)



Tracking & Reporting

The right reporting dashboards ensure every decision made is backed by data. Lead tracking reports should measure:

- > Pipeline impact by network, campaign, region, etc.
- > The content that resonates most with your audience
- > Qualified lead percentage
- > Conversion rate of leads into demos and clients

Combine data from your ad networks and your CRM to **get the full picture of your campaign performance**



Takeaways

How to decide: channels, audience, goal, budget allocation

- > Establish your main goals & KPIs
- > Choose ad networks that match your business
- > Build target audiences that generate high quality leads
- > Create ad content that is relevant and delivers value
- > Test everything (ads, audiences, emails, networks)
- > Track your leads through the entire sales funnel
- > Optimize your CRM to automate lead management





Thank you. Questions?

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