

5 B2B Marketing Strategies That Accelerate Sales

As a business with other businesses as its clients, you're running a different race than those who target consumers. What tools can you use to pull into the fast lane?

Here are five critical digital marketing strategies you should use to win the B2B race.



1 Make Your Website Your Main Sales Funnel

In many ways, your website is your vehicle to every other digital marketing strategy you employ. To be effective in the B2B realm, your website needs to be functional, optimized, and accessible. It should do more than just look good; it should be an active funnel, guiding your clients towards making a purchase. In other words, it should:

- Be accessible through mobile and multiple devices (like tablets, laptops, and voice searches)
- Be accessible for users who may have a visual or auditory disability
- Be attractive, professional, and easy to navigate
- Explain complex products or services succinctly and clearly
- Build engagement with your brand
- Communicate what makes you different within your industry
- Have strong CTAs to convert clients
- Be highly branded and visual.





Use Paid Ads

Paid advertisements (Google ads and social media ads) are an important tool for B2Bs. With paid ads, you can target decision-makers and convince them to engage with your company over the competition or other solution providers. Pay-per-click (PPC) advertising is an effective option for B2B marketing, and you can make your PPC ads even more effective by:



- Having a strong, informed buyer persona
- Delivering ads that are highly valuable to that persona
- Understanding the product features and services your potential customers search for
- Targeting location-based keywords to capture relevant attention.



Employ Strategic Content Marketing

Content marketing is the strategy of putting out informative, enriching content to engage with customers and move them through your sales funnel. When paired with search engine optimization (SEO), you can use content marketing to attract the right businesses to your website.

An effective content marketing and SEO strategy begins by engaging with businesses who haven't even heard of your brand and offering critical information that will lead them towards making a purchase. Content marketing can help you:



- Compel leads to give their contact information in exchange for content
- Establish your business as a thought leader and authority in your field
- Support search engine optimization (SEO) and other digital marketing strategies.



Stay Engaged with Email Marketing

Email marketing is one of the most widely used B2B digital marketing strategies. It is helpful to connect with potential and existing customers in their inbox, so you're there when they want to engage with your brand. Email marketing is successful because it:



- It helps keep existing customers engaged and brand awareness high
- Allows prospects to share information with other decision-makers
- Educates your customers about new and existing products and services
- Creates a personal connection that encourages opportunities to reach out to you.



Social Media is Valuable for B2Bs

While social media is most widely used as a B2C marketing strategy, it remains valuable for B2B purposes. In the longer B2B sales cycle, social media can be an important tool to keep customers thinking about your brand. Also, LinkedIn is great for networking and making first and ongoing connections with professionals and other businesses. Social media will work best for you if you can:



- Share original content that will engage potential customers
- Genuinely engage in conversation with prospective leads
- Establish strong business and networking connections for your team and your business through a business page that showcases your team, products, and corporate values.

Driven to Secure More B2B Leads?

With these five strategies, WEB ROI can help you succinctly market your business to other businesses. Choose us as your partner, and we'll help you avoid road bumps and smoothly navigate towards your destination. We're committed to helping your business generate more targeted leads so you see a boost in your revenue. It all comes down to choosing the right tools and using them effectively. Reach out to us to talk about integrating the abovementioned resources into your B2B marketing strategy today.