



THE NO BS GUIDE TO **B2B** MARKETING

**7 Power-Packed Strategies to
Level Up Your B2B Marketing and
Get More Leads And Sales**

By,
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Dear Business Leader,

Thank you for requesting a copy of this NO BS B2B guide. Since you are here, I am sure you are a business owner looking to expand your business, elevate your B2B marketing and increase your return on marketing.




I congratulate you on taking this first step.

You are already ahead of most B2B businesses out there who still rely on outdated marketing techniques and lead generation methods. (that simply doesn't work in the long run)

You realize there is an easier way to scale tremendously using tech-focused, advanced marketing strategies. If you are curious to know more about them and use them for your B2B business, you are at the right place.

This guide will teach you exactly that.

If you pay full attention till the last page, you will gain extraordinary knowledge and deep insights on:

-  The 7 killer B2B marketing strategies
-  Nitty gritty of the B2B Marketing
-  Insider marketing and tech tips to achieve massive results



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Let's start with the basics!

Before we dive into the 7 strategies shared in this guide, let's get away with the basics. (I highly recommend you don't skip this to get the most out of this guide!)

When we talk about B2B marketing, our minds instantly connect with the typical "business to business model" where a highly professional (sometimes boring) tone is adopted rather than witty or emotional marketing.

This is where most of us get it wrong.

B2B marketing is NOT about informational marketing where you educate your prospects but completely neglect the humane and emotional elements of marketing.




Why?

Because there is a face behind every business and the decision-makers in B2B marketing are humans acting on behalf of their business.

When you are in the B2B industry, remember you don't market to "other businesses". Rather, you target the decision makers of your prospective companies whose decisions will make the company your client.

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Every marketing strategy shared in this guide can potentially blow up your ROI, provided you:

-  Have a crystal clear idea of your target audience
-  Nailed down their needs, interests and challenges and
-  Have a good brand positioning

Now that you are all set, let's get into the revenue-generating part of this guide –

7 NO BS B2B Strategies with high returns.



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LINKEDIN AUTOMATION

With over 63 million decision makers, LinkedIn is hands down the best platform for B2B lead generation. According to LinkedIn's study, **the platform makes up for 80% of B2B prospects that businesses acquire through social media.** This leaves you with no reason not to try LinkedIn. (if you haven't already)

Like any other social media platform, there are 2 ways you can utilize LinkedIn's potential: organic marketing and paid advertising.

With ***organic marketing***, you connect with your prospects, build rapport, publish content, and organically grow your business page. Over time, this leads to an established presence on the platform.

LinkedIn Ads come in different forms like sponsored content, in mails etc. and is a solid lead generation method.

That being said, the fierce competition on LinkedIn makes it a real challenge to stand out and present your business to the ideal audience.

This is where automation comes in.

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LinkedIn automation makes marketing a breeze for you by completely taking over mundane, time-consuming tasks including:

- 🔦 Viewing profile
- 🔦 Sending connection requests with personalized messages
- 🔦 Sending inmails and follow-ups
- 🔦 Messaging connections
- 🔦 Assist with prospecting
- 🔦 Personalization
- 🔦 Endorsing your connections

And so much more.

LinkedIn automation tools unleash the power to **prospect on a much higher scale, generate a massive amount of qualified leads and save the time spent chasing leads.**

You can even integrate your automation tool with your CRM and become hands-free from the whole lead generation process. It's simple, effective and extremely easy to get started.

The catch is to use it only for connecting with leads and remove them from the automation loop when they start responding.

Always personally spend time with your qualified leads to convert them into actual clients and build real relationships!

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WEB AND NATIVE BRAND AWARENESS ADS

As a B2B business owner, making your brand popular and trustworthy is the easiest way to attract leads, nurture and convert them.

One of the ways you can generate traffic to your social media or website and increase brand awareness is to run brand awareness ads.

Web advertising comes in different forms like search engine ads, social media ads, email or content marketing etc. You can set brand awareness as your goal and start your campaigns!

Native advertising is one such form where the ads are designed to fit in the general content format of the platform rather than coming across as an explicit advertisement.

For example, think of Instagram Reel Ads or in-feed ads. They appear as you are scrolling through the app and "fit natively". They hardly distract scrollers when they match the vibe of the app and seamlessly fit in.

Native ads are extremely powerful when it comes to brand awareness campaigns. The key is to know the advertising platform in and out and smoothly present your ad.

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COLD EMAIL OUTREACH



Do cold emails still work?

Are cold emails still considered effective? Well, as much as there is a lot of noise in the market shouting "cold outreach is outdated", I would like to tell you that it is still one of the most effective strategies in the B2B space.

A well-targeted cold email campaign never lets you down. There! I said it!

Let's look into some strategies that will supercharge cold email outreach.

Segmentation of email lists is a go-to way to boost conversions. A MailChimp study discovered that segmented campaigns had open rates that were 14.31% higher, click rates that were 100.95% higher, and 9.37% lower unsubscribe rates than non-segmented campaigns.

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If you have a list of 1000 prospects, it's always better to segment them based on geography, demographic, company size and other factors.

This way, you can send specific emails that connect with the recipients on a deeper level and win over your competition.

Email copy is one of the crucial parts of cold emailing. Your copy needs to be crisp, enticing and trustworthy.

Here are some pro-tips to craft a high-converting copy:

- 🔦 Catchy, short subject lines
- 🔦 Provide value
- 🔦 Create curiosity or leave an open loop
- 🔦 End with a clear Call to Action

Always remember to give away free value that'll help your prospect before you pitch. More often than not, the Call to Action in B2B cold emails is to book a call with your salesperson, start a free trial etc.

It is highly unlikely that your prospects will buy your product/service with a single email. The goal is to get them interested so you have a highly qualified lead in your pipeline.

Last but not the least, use **automation throughout your cold email campaign** and never fail to track the average response time, open rate, click-through rate, etc. This information will serve as a goldmine to optimise your emails and get better results.

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WEBSITE RETARGETING



Are you ready to know about the untapped marketing strategy that's ignored by 46.3% of B2B businesses despite it being the biggest opportunity to boost conversion rate?

 Yes, I am talking about retargeting.

Website retargeting is a strategy by which you run ads for the huge chunk of your website visitors who left the site without purchasing anything.

About 98% of visitors won't purchase the first time they visit a website. Retargeting is the cost-effective and highly efficient way to get them back.

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To add on, retargeting ads work 3X better than regular ads because it targets people who have already visited your website and are more likely to click on your ad compared to a cold lead.

Google Ads, Facebook, LinkedIn and many other major platforms support retargeting. You can make it even more effective by creating customised ads for different segments of visitors.

For instance, let's say a visitor has landed on your blog post and then left the site. You can consider showing them brand awareness ads that further establish your authority and pushes them down the funnel.

If a visitor has abandoned your sales page or product/services page, that's when you run direct-response ads to make a purchase/start a free trial.

Another way to amplify your returns from retargeting is to run ads across many social media platforms rather than sticking to one. You get an opportunity to be seen everywhere and remind visitors about your brand.

If you are still not convinced, I'll leave you with another surprising stat:

"A study by ReTargeter, a retargeting platform found that B2B retargeting outperforms B2C retargeting by 147% on average."

Retargeting has the potential to completely change your marketing game. Most importantly, it's still not leveraged in the B2B space. Claim the benefits before your competitors!

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SMS Marketing

Needless to say, SMS marketing is at its peak with our average screen time going up every year.

With SMS, you have access to your leads at all times and you can be 100% confident that your leads will open your message.

It is way more fast and easy when compared to emails.

Here are some perks of using SMS Marketing:

- 🔥 High open rates (90% and more!)
- 🔥 Speed delivery (texts get opened within 90 seconds on average)
- 🔥 Cost-effective
- 🔥 High customer engagement rate

The biggest asset you need to get started is the SMS database.

Just like you build email lists, use lead magnets, discount codes, etc. to build a potential SMS database.

Once you begin your journey with SMS marketing, the possibilities are endless. You can send new product launches/updates, discounts, informational content that boosts traffic to your blogs/social media and so much more to your list.

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However, you mustn't send spam messages or too many messages which will lead to high unsubscription rates.

In B2B SMS marketing, the key is to send personalised messages that sound like an actual representative of your business is texting them. Don't go for templated, robotic messages. Aim to build genuine connections that'll last longer.

For example, a message that reads

"You can now start a free trial of our service.
Click to know more" is highly unlikely to get clicked.

But, consider a warm text like:

"Happy Monday <name of the recipient>!
You can now try our <services> at no cost for up to
one month. Let me know if you want to try this out!

Thanks
<your team member's name> from
<business name>"

This sounds like an actual person is waiting on the other side, ready to reply back.

Staying humane and sending short messages are the key to winning in SMS Marketing.

Get started with an easy-to-use SMS platform.

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MARKETING AUTOMATION (EMAIL)

Email marketing software allows you to generate leads on automation using advanced technical features.

Imagine automating the whole process using the software without having to manually email, follow up, nurture and convert every lead! You can rapidly scale and reach out to a huge number of leads with just a few clicks.



There are high chances that you are already using email marketing. But, **to what extent are you using automation in your email marketing game?**

Many B2B businesses are underutilized marketing automation for emails. While you might be well-versed with welcome series and autoresponders, there is so much more you can automate in the email marketing process.

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For instance, you can use **“lead scoring”** to increase your conversion rates. Most marketing automation software maintains scores for every lead on your list to know their level of awareness and likeliness to turn into a buyer.

The score is calculated based on the number of interactions of the lead, content downloaded, email links opened, etc

By segmenting your list based on these lead scores, you can send hyper-personalised emails to the list that is most likely to convert.

You can consider marketing automation for the following:

- 🔦 Welcome/Nurture sequences
- 🔦 Sales sequences
- 🔦 New product launch sequence
- 🔦 Customer feedback on purchase
- 🔦 Customer retention emails
- 🔦 Thank you emails after the purchase

And so much more.

All you have to do is choose an email marketing software, upload your prospect list, write the email copy and push that send button! The thousands of people on your list will be personally welcomed and conversations will spark!

As a B2B owner, your aim is to educate your prospects and sell. Email marketing automation helps you do that on a large scale in a much more effective manner and save you the time spent on sending follow-ups and responding to emails.

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GOOGLE ADS

About 93% of B2B buying processes start with an online search. Think of the last time you made a Google search. Was it related to a buying decision? Or to gather more information on a subject?

Either way, Google is the ultimate place we land to get all our queries answered.

That's exactly why your business should be on top of the Google search results when your prospect searches about your products or services.

You can 2 options to make this happen:

Firstly, you can invest in Search Engine Optimisation and organically rank on the first page of Google. SEO is a great strategy for both B2B and B2C, however, it's time-consuming and you need to be patient and focus on long-term results

This brings us to the second option: Google Ads.

Like any other platform, Google allows businesses to run ads and be seen in front of their prospects. It's as simple as setting the goal of your campaign, selecting the type of ad, creating your message, fixing the budget and going live!

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When it comes to Google Ads, there are 3 major types you need to know:

Search Network Campaigns: When you make a Google search, have you noticed that the first 2 or 3 results are ads? That's a search network campaign. Whenever your prospect searches the relevant keyword, Google displays your ad as the first search result.

Display Network Campaigns: I'm sure you have noticed many banner ads while reading a blog, or visiting any page on Google. These are usually in image form and appear on the pages your leads visit to keep reminding them about your brand.

Video campaigns: These are the well-known Youtube ads shown before or during youtube videos.

Based on your goal, you can select the ideal ad type, and segment your audience to get the best results.

Choosing highly specific keywords and using extensions are the secret sauce to running successful Google Ads. Google Ads usually work on a pay-per-click model, where you are charged every time someone clicks on your ad. So, it's crucial to consider negative keywords as well.

However, there are many technical aspects to Google Ads and it's always recommended to hire an ads specialist to get it right.

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Was this guide helpful?

With this, we come to the end of this guide and I hope you got great insights on the 7 powerful B2B strategies.

Employing any 2 or 3 of these strategies alone in the right way can supercharge your business and boost your revenue in a short period.

I wish you all success in your journey!



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ABOUT CAM ROBERTS

Cam Roberts is the Marketing Expert & Mastermind behind over \$450M in Client Revenue for SME's, Industry Experts, Ecommerce Stores, and Online Brands. He is the CEO of Bubblegum Marketing and Cam Roberts Consulting.

Cam is passionate about creating remarkable businesses, and is always on the lookout for strategic partners who are ready to scale, re-position and expand.

After nearly 30 years as a multi-award winning business owner himself, managing various bricks & mortar businesses with 25 staff and 1500 weekly clients, Cam knows how to scale your operations and unlock the hidden potential in your business.

He has worked with hundreds of SME's and industry experts that include Amazon Multi-Millionaires, 7-Figure Digital Marketers, Multi-Million Dollar Speakers, Property Coaches, Wealth Creation Experts, Health Authorities, Business Coaches and many more...

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