



TARGET, TACTICS & LAUNCH

The 3 parts to building an effective B2B
marketing strategy



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Actionable next steps

Target, Tactics & Launch offers a clear path forward for B2B brands

B2B marketing, a theoretically understood but practically ambiguous concept, benefits greatly from structure and processes that guide the development of a holistic, comprehensive, and overall effective strategy. With ADV Marketing's Target, Tactics, and Launch workshop, brands can develop a plotted path forward to business development and growth.

ADV Marketing's TTL workshop approach is underscored by two key concepts: inbound marketing and account-based marketing. These two concepts work in tandem with one another in a structured approach to capturing (and keeping) your ideal customers.

WHAT WILL YOU LEARN IN THIS WHITEPAPER?

Learn about the structure of ADV Marketing's Target, Tactics & Launch (TTL) marketing strategy workshop. The workshop guides business owners through developing a strong B2B (business-to-business) brand with a holistic, integrated marketing strategy that matches key business objectives.

This whitepaper will explain the three main parts of the workshop, and how they work together to build an effective B2B marketing strategy:

- › Understanding your **target**. Develop an ideal customer profile and a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.
- › Build out relevant **tactics** to actualize your marketing strategy using the foundational information covered in the target session. Develop a media schedule and implementation timeline.
- › Prepare to **launch** actionable next steps from your new marketing strategy immediately. We will deliver a TTL Launch Pad that includes marketing collateral prototypes and a detailed plan for co-creating marketing success with ADV Marketing.



ADV Marketing is a full-service marketing consultancy firm that serves clients in a variety of industries. With expertise in servicing B2B and industrial services clientele, ADV Marketing provides comprehensive, smart, and affordable marketing solutions for small businesses looking to grow.

Everyone has a story worth telling.
Let's tell **yours**.



INTRO

What is B2B marketing?

Effective B2B marketing relies on two key marketing concepts: inbound marketing and account-based marketing. At its core, this marketing combination emphasizes creating valuable content and targeting clients that match your brand.

INBOUND MARKETING

Inbound marketing brings customers into your company. As a strategy, it is content-dependent. It hinges on creating value through highly relevant, educational, and informational content that customers seek out.

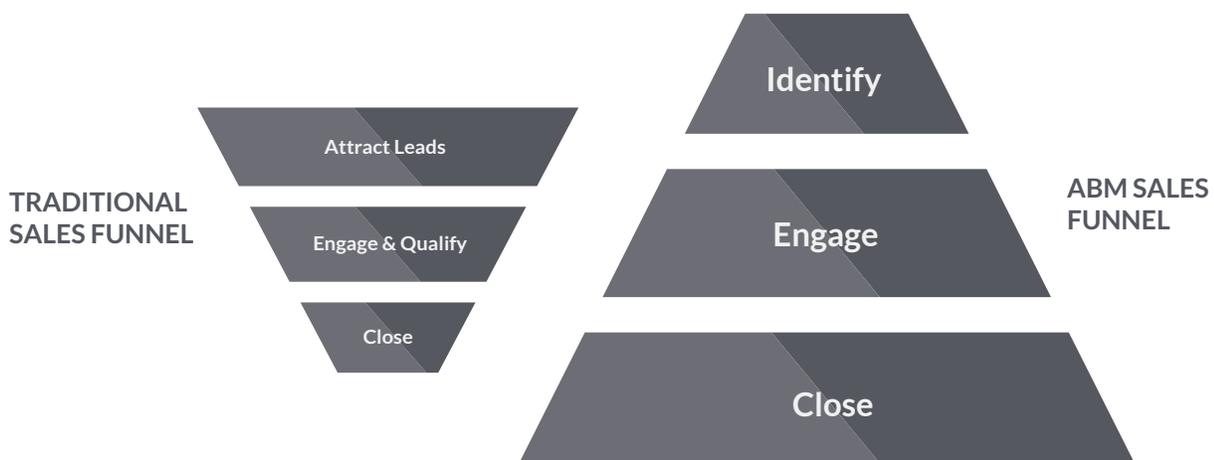
Companies with strong inbound marketing strategies are typically considered as trusted, credible resources for information by current or prospective clients.

KEY FACT

It takes on average 13 pieces of content and 4 months for nearly three-quarters of buyers to make a choice in B2B situations. (Marketing Charts, Jan 2019)

ACCOUNT-BASED MARKETING

Account-Based Marketing is a targeted approach to B2B marketing, focusing resources and investments on the clients you want. Using your ideal customer profile (ICP), your marketing is customized to reach the clients you want and that match your offerings. The targeted approach means that you are not wasting resources in a broad approach to marketing that yields only a small percentage of conversions. Instead, your marketing is tailored to increase the likelihood of lead generation, so your investment yields higher returns.



What is the difference between sales and marketing?

Your sales team and your marketing team are equally important, but they do not perform the same function and cannot accomplish the same goals. Each tackles a different front, but both work together to win the war.

ADV Marketing serves as your marketing team. As such, we provide key offerings to propel your sales team towards closed sales and successful client relationships.

ARMORY

First, we provide the armory for your sales team. We arm your salespeople with tangibles – key print materials, leave-behinds, case studies, and shareable digital content. Armed with these materials, your salespeople will be more prepared for meetings with prospective clients.

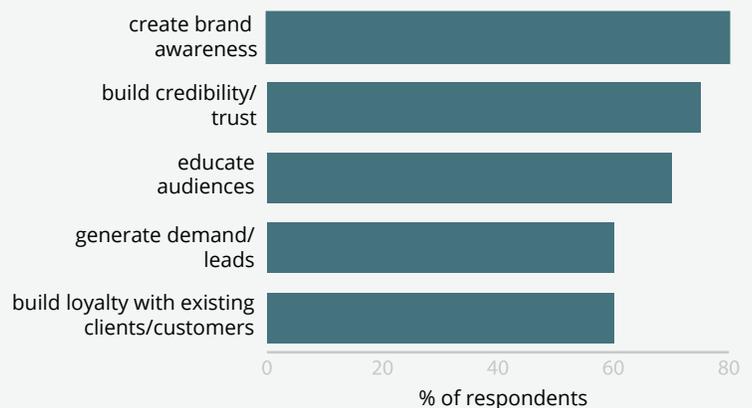
ARTILLERY

Second, we provide the artillery aimed at prospective clients' defenses. First, your prospective clients have two main defenses: fear and confusion. Clients in B2B relationships are particularly sensitive to risk. They must invest time, money, and resources in exchange for high-value services and products. That kind of investment must involve trust to combat any fear or apprehension. Second, if there is any confusion in your messaging or offerings, prospective clients will not take on the responsibility to educate themselves on why your investment is worthwhile. It is up to you to combat this confusion with a well-targeted offensive strategy.

The artillery consists of valuable content marketing that conveys simple, targeted, easy-to-understand messaging. It also builds credibility and trust. Value creation must start early, as an important, necessary step towards weakening prospective clients' defenses.

KEY FACT

80% of B2B marketers used content marketing to create brand awareness, 75% build credibility and/or trust, and 70% used content to educate audiences. (Statista, July 2021)





PART 1: TARGET

Targeted marketing is effective marketing

In this part of the TTL workshop, we pose a series of targeted questions to understand the background of your company, your situation, and your customers. These questions spur conversations that will be foundational to building a targeted and effective marketing strategy for your business.

START WITH THE ARCHER: YOU AND YOUR SERVICES

“If you want to change the world, start with yourself”

– Mahatma Ghandi

Before you can understand how to effectively target your ideal customers, you need to have a firm understanding of your company and the value you create. The first series of questions in the Target part of the workshop is aimed at understanding you and what you offer.

BATTLING WINDS: YOUR COMPETITORS

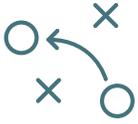
The second component of our guided questions dives into the competitive environment in which you operate. Your competitors are the winds that can push your arrow off course, but if you understand their direction and magnitude, your aim can accommodate these external forces.

LOCATE YOUR TARGET: YOUR TARGET CLIENT

You can't hit a bullseye if you don't start with a clear target. A central component to effective B2B marketing is a comprehensive **ideal customer profile (ICP)**. The ICP is a list of your target companies that you want to see on your client list.

OUTCOME: SWOT ANALYSIS

A key outcome of the Target part of the TTL workshop is a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of your company to establish a baseline of understanding. You can use this key outcome as a foundation for future marketing decision-making.



PART 2: TACTICS

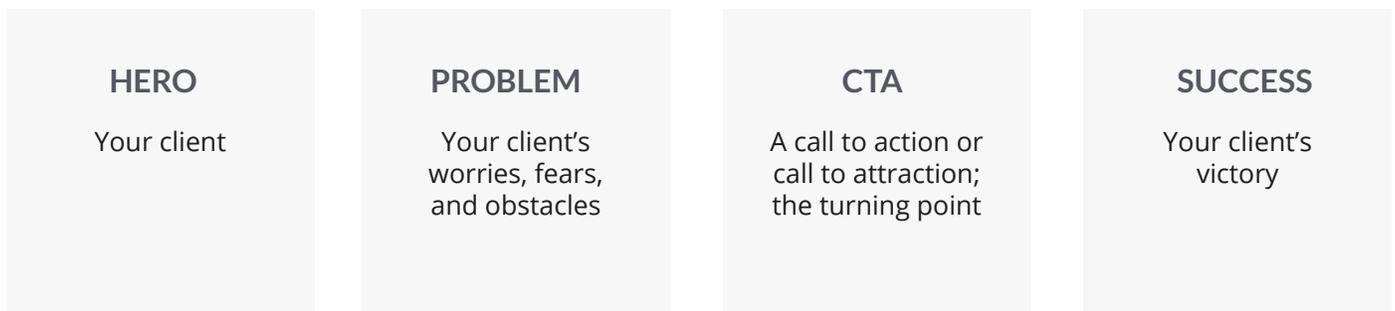
Building blocks for tactics: your brand's story board

Before x's and o's make the playbook, you first have to build a foundation. The SWOT you've completed in the Target session of the TTL workshop is the first component of that base. To strengthen that base, you need to define the role you play in your clients' stories—this is the aim of the Tactics part of the workshop.

STORY BASE

The rule of law for your brand's story is that you can't have a story without your client. Regardless of how your role is defined, the story is ultimately only about your client. You are not the hero of your story. Your client is.

This Story Board was adapted from Donald Miller's *Building a Story Brand* and modified to fit the needs of B2B companies.



STORY LINE

Your client can't get from point A to point B without a storyline to connect the two. Your role is to draw that line and guide them through that journey. This storyline involves your role, your empathy, your authority, and your plan for getting the client to where they want to be: happy and successful.

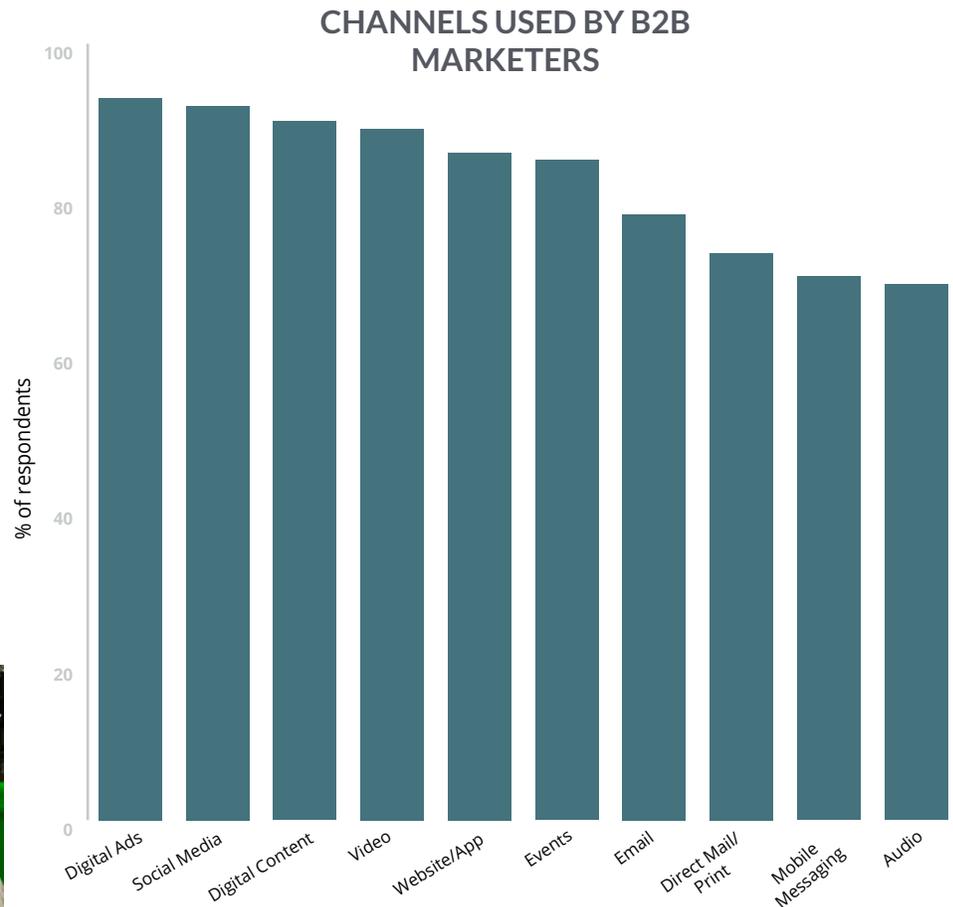
- › **Your Empathy:** What makes you able to understand your client's point of view?
- › **Your Authority:** What makes you able to serve your clients?
- › **Your Plan:** What process will you use to build the story line? This includes the B2B marketing kit (i.e. artillery and armory).
- › **Before You & After You:** What impact will you make?

Thinking tactically

Now you're ready to think tactically and translate the foundation you've built so far into marketing action. These tactics are grounded in the B2B marketing mix.

B2B MARKETING MIX

- › Digital Ads
- › Social Media
- › Digital Content
- › Video
- › Website/App
- › Events & Sponsorships
- › Email
- › Direct Mail/Print
- › Mobile Messaging
- › Audio



(STATISTA, 2021)

KEY FACT

70% of buyers say video is essential to the research they conduct before entering a B2B business relationship. (Think with Google, March 2015)



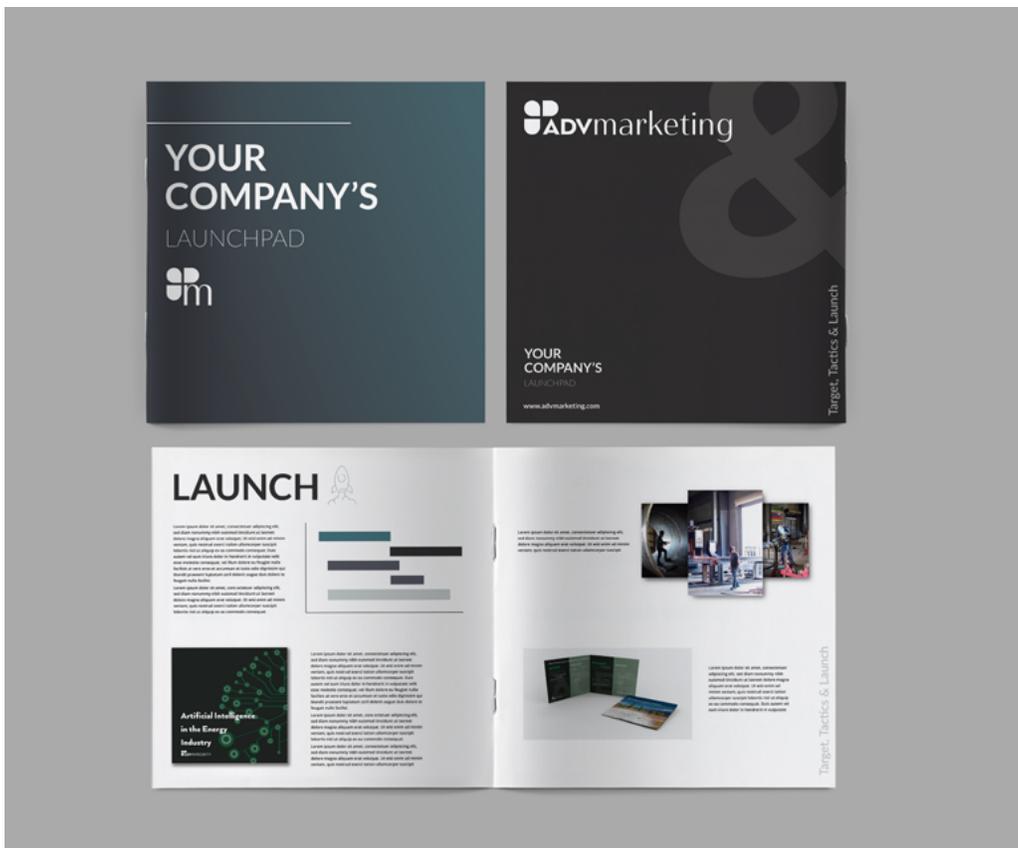
PART 3: LAUNCH

Countdown to launch

The final step in turning strategy and objectives into reality is launch. To launch, the TTL workshop sets you up to walk away with actionable next steps for the short term and long term. This action guide is outlined in the key deliverable for the Launch session: the Launch Pad.

THE TTL LAUNCH PAD

The Launch Pad serves as a brand guideline and a marketing plan book, all in one. All of the information covered in the TTL workshop will be compiled into one Launch Pad reference book for your brand to keep.



KEY FACT

93% of B2B marketers use LinkedIn to distribute organic content on social media. 90% use the company website, and 69% use an email newsletter. (Content Marketing Institute, 2022)

Let's talk

We're the authors of this whitepaper, and we'd love to talk about its contents with you. If you have any questions or comments on the TTL workshop or the framework we've developed, please reach out.



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