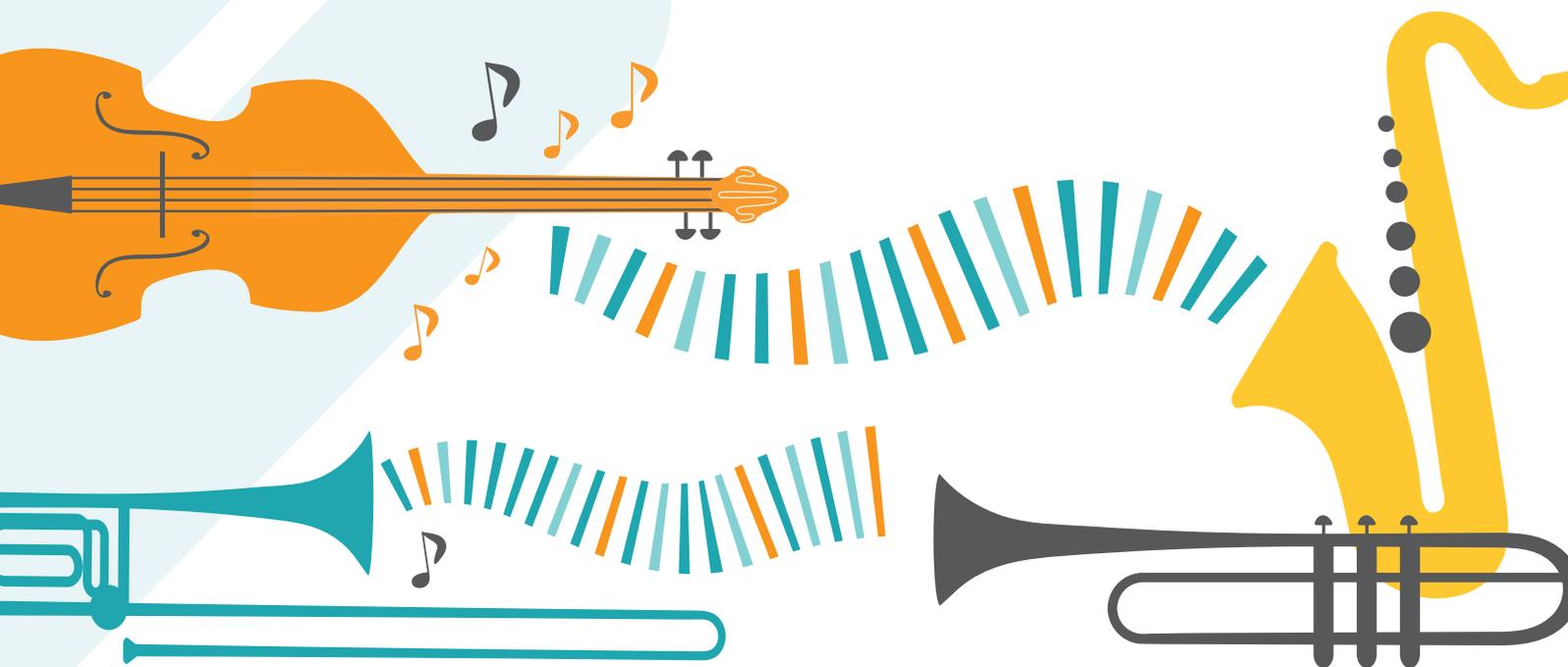


# THE GREAT BIG B2B INBOUND MARKETING CHECKLIST

*The ultimate tool to  
tune up your marketing*



Mastering B2B marketing isn't easy. With so many elements to orchestrate – website, social media, content and SEO to name but a few - it can be hard to know where to focus. We like to think of it as conducting an orchestra. Get all the sections working in harmony, and they complement and amplify each other to create a magnificent sound. But a few bum notes can ruin the whole thing.



## The Great Big B2B Inbound Marketing checklist can help.

Use it to assess how you're performing and check out some of the tips and techniques to tune up your marketing activities.

### What is Inbound?

**According to Hubspot** (they coined the phrase)

*Inbound Marketing is an approach focused on attracting customers through content and interactions that are relevant and helpful - not interruptive. With inbound marketing, potential customers find you through channels like blogs, search engines.*

# Build a strategy

Step	What to do	Tip	Other resources
 <p>Define your goals and objectives</p>	Set goals for your marketing activity that are aligned to your business goals.	Goals should be: <ul style="list-style-type: none"> <li>Specific</li> <li>Measurable</li> <li>Achievable</li> <li>Relevant</li> <li>Time-based</li> </ul>	<a href="#">Setting SMART goals - examples for B2B tech marketers</a> 
<p>Know your market</p>	Identify the audience you want to reach. What industries, locations and company size can you help?	Think about who you DON'T sell to - there's no point wasting budget on someone who can't or won't ever buy from you.	<a href="#">Is the marketing funnel dead? The wonky funnel ebook</a> 
<p>Create personas</p>	Group your audience - by their characteristics - and profile them for their pain points and interests to create personas.	Don't make assumptions - research real customers. It will be invaluable for identifying keywords and creating your messaging.	<a href="#">Buyer personas: A guide for B2B technology companies</a> 
<p>Identify keywords</p>	Research the keywords your audience searches for when they want answers to their questions.	Look at both broad search terms and longtail (narrow) search terms. Ask as part of the persona research.	<a href="#">How to do keyword research for SEO: A beginner's guide</a> 
<p>Nail your value proposition</p>	Write down the value your business offers to your target audience.	Be clear about the benefits you can deliver, linked to your solution and how you are different from the competition.	<a href="#">Value proposition template</a> 
<p>Build a marketing plan</p>	Create a plan to achieve your goals using the tactics outlined in this guide.	Set manageable objectives for what you can achieve in a day/month/year.	<a href="#">B2B marketing plan template</a> 

# Attract more visitors



Step	What to do	Tip	Other resources
Update your website regularly	Keep your website up to date with new and refreshed content. This helps Google rankings and gives visitors a reason to return.	Create a content calendar to help you plan the themes and topics you want to communicate around. Your blog is a great way to keep content updated.	<a href="#">Content calendar template</a>
Work towards optimising your website for search engines.	Once you have identified your keywords - make sure you are using them on your pages - especially in Titles, Descriptions, Headings & Content etc.	This is not a once-and-done activity. Monitor the effectiveness of your SEO efforts regularly and tweak site content as required.	<a href="#">On-page SEO 101</a>
Tell your story - and make it interesting	Try to create and share content that's interesting and readable. Tell a story about how you solve problems rather than using jargon and tech speak.	Based on your research, create content that your audience will find useful. Build your credibility as a solution provider by demonstrating that you understand their challenges.	<a href="#">'Nobody knows who we are' A guide to helping small businesses find a big voice</a>
Blog regularly	Blog regularly - at least once a week - on topics relevant to your audience. Your blogs should be optimised and contain a clear call to action	Add personality and opinion to your blog posts. Don't be afraid to show a human side in your communications. Don't just talk about your solution - offer real value.	<a href="#">How often should you blog and tweet?</a>
Create inbound links to your website	Be proactive in building in-bound links to your website from other reputable high traffic sites.	Set yourself targets on a weekly basis and be sure to measure progress.	<a href="#">Check out tools like Moz and Ahrefs</a> Use their tools to understand how you rank for keywords and how to improve your position.
Use the right social channels for your audience	LinkedIn is the strongest B2B social channel but it's not the only one. Research your audience and engage them where they hang out.	When you research your personas ask them directly - where do you search for information and what social channels do you use?	<a href="#">Buyer personas: A guide for B2B technology companies</a>
Engage to build followers on social media	Engage on social channels that your audience uses. Listen to what they say and respond using your own and your customers insights and experience.	It's not all about broadcasting. Engage with your market in a two-way conversation. Provide value and share relevant content to help demonstrate your credibility.	<a href="#">How to get more followers, fans, and likes to increase your social reach</a>

# Convert visitors to leads



Step	What to do	Tip	Other resources
Create content that people will subscribe to	Create content that delivers real value based on topics your audience is searching for (from your persona and keyword research).	Deliver valuable content that prospects will be willing to exchange their contact details for.	<a href="#">How to audit your content to make sure you are delivering value</a> >
Make multiple compelling content 'offers'	Don't just rely on one content type or topic - create multiple 'offers' i.e. different value-based content pieces.	Different personas respond to different content types. Explore webinars, ebooks, videos, white papers, checklists...	<a href="#">8 ways to take a fresh approach to content formats</a> >
Create prospect journeys	Offer logical 'next steps' - where to go for more information.	Create content that maps to different stages in the buyer journey, e.g. educational, exploratory, self-assessment etc.	<a href="#">Is the marketing funnel dead? How to use content marketing to navigate the buyer journey</a> >
Capture leads through forms	Use short simple lead forms to capture opt-ins.	If you don't have a marketing automation platform, consider low cost or free tools like Mailchimp or Hubspot Free that capture data and can trigger follow ups.	<a href="#">Checkout Hubspot's free marketing tools</a> >
Ask the right questions	Capture information that will help you categorise leads and manage follow up.	Use a 'which best describes you...' type question to get people to self-categorise.	<a href="#">How to use buyer personas for lead generation</a> >
Create high converting landing pages	Use landing pages to 'sell' the value of your content and increase conversion rates.	Tell them why they should download your content. What will they get out of it? Test different variants to see what words best.	<a href="#">Landing page best practices</a> >
Say 'Thank you'	Once they have filled out a form, re-direct your subscribers to a thank you page.	This can be a hidden page where they can easily access your content and see other relevant content offers.	<a href="#">The value of a Thankyou page</a> >

# Convert leads to customers

Step	What to do	Tip	Other resources
 Create nurture programmes	Follow up inbound leads with customised nurture streams offering additional, relevant content.	Create different nurtures streams for different persona types.	<a href="#">19 lead nurturing email examples you'll want to steal</a> ➤
Don't 'crowd' new inbound leads	Consider where the lead is in the buying cycle and offer relevant content to support that stage.	Don't alienate inbound leads by trying to push them into a sales engagement if they aren't ready.	<a href="#">The Wonky Funnel ebook</a> ➤
Personalise your comms	Send relevant and timely communications to your different audience types.	Take the time to personalise your messaging and your communication tactics based on audience characteristics.	<a href="#">Why it's important to personalise your communications</a> ➤
Use lead scoring to prioritise your follow ups	Prioritise those leads that most closely match your target organisations and persona types.	Use automation if you have access to it, but if not, a visual scan will help pick out those for a priority follow up.	<a href="#">Lead scoring 101: How to use data to calculate a basic lead score</a> ➤
Make yourself easy to buy from - with conversion offers	Create "Bottom of Funnel" offers that are easy to sign up for.	Experiment with offers for free assessments, trials or demos.	<a href="#">How to create content for every stage of the buyer's journey</a> ➤

# Delight your customers

Step	What to do	Tip	Other resources
 <i>Keep in touch</i>	Communicate regularly with customers and your wider community of opted-in contacts to keep them feeling valued.	It doesn't have to be a standard email newsletter. There are other ways you can engage like, social, in person. Don't leave it to the sales team who have other motivations.	<i>The top 8 ways B2B brands are reaching customers in 2017 [Infographic]</i> 
<i>Ask for input</i>	Get customers involved – ask for their feedback on your solutions and products.	Customer feedback can be useful for product strategy but their input can be invaluable in marketing as well. Invite them to blog, present or guest on a webinar.	<i>Why customer collaboration is the ticket to B2B success</i> 
<i>Customise their experience</i>	Give customers a different view of your website and consider customer-only areas.	Customers have different needs to those that are coming to your website as a prospect. Make them feel valued by offering customised content.	<i>3 cutting-edge examples of website personalisation</i> 
<i>Ask for help</i>	Ask customers to share your content or introduce their peers.	Create high value customised content that they will want to share.	<i>5 ways to incorporate customers in your social media content strategy</i> 

# Review and refine

 <i>Measuring what's working</i>	Measure and analyse the results of your activities. Use this to information to prioritise your next activities.	Don't shy away from poor results if a campaign falls flat. You need to understand which activities perform well and which perform badly in order to adjust your strategy in future.	<i>50 B2B marketing metrics you can track and improve</i> 
<i>Refine your results</i>	Regularly review the performance of your blogs and campaigns, and use this in planning new initiatives.	Nobody's perfect. Some campaigns will hit the mark and others will not. Sounds obvious but do more of what works and less of what doesn't!	<i>The importance of measuring and refining B2B marketing campaigns</i> 

Need help filling the gaps? Want to get the most out of your marketing budget? Marketing Fusion can help! Book your free discovery session now and we'll run through the key elements and pull together a full set of recommendations specific to your organisation.

## Book your free discovery session now!

Go to [insights.marketing-fusion.co.uk/discovery](https://insights.marketing-fusion.co.uk/discovery)  
or call us on +44(0)118 988 0208

*"My first contact with Marketing Fusion was through their ebook 'Nobody knows who we are: A guide to helping small businesses find a big voice'. I thought this summed up perfectly the challenges my company faced. Since then they have consistently proved that they understand the problem and can provide the answers to make inbound marketing work for us."*

*Graeme Derby, UK Country Manager, Pyramid Computer*



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