

How to write a marketing strategy

Every B2B organization has goals — whether they are formally written down, or currently considered a pipedream. Turning them into actionable, achievable objectives and implementing a strategy to reach them is how businesses grow and succeed. It's time to shake up your existing strategy to ensure you're working towards goals in the right way.

1

Outline your goals inline with a brand strategy

Are increasing revenue, improving conversions or advancing customer relationships on your list of things to do? Establish what you want to achieve, when, and why. Use the **SMART** model for success. If you don't already have a brand strategy in place, consider developing one. The most successful brands have great CX, a recognizable tone of voice and key messages. These should filter through all of your marketing efforts.



2

Consider your audience

Do your research and get to know exactly what your customers want and find out what your customers think your USPs are. Consider segmenting your audience and creating a marketing strategy for each key segment, with personalization in mind. Ensure there's a place for your product or brand, too — the more in-demand your product, the easier it is to market.



3

Select marketing tactics to help you succeed

Find out where to reach your customers — is it through email marketing, industry-leading content and high-quality social media output? Or is it through website optimization, digital ads, and traditional PR? Every organization will vary, but select the channels that best suit your business. Remember that different audiences will expect different marketing methods.



4

Embrace automation

Technology can be game-changing for marketers — so embrace high-quality software where you can. Included in your strategy, software can speed up processes, save time, enhance accuracy and reduce human error. If these support any of your objectives, then it's time to adopt automation and take your business up a level.



5

Don't be afraid of change

If you've never implemented a formal marketing strategy, it can be a little daunting. Don't be put off — be patient and remember to monitor results, measure successes and failures, and alter processes that aren't working as well as they should. Aim for the best results and ensure you're doing what you can to get there.



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