

B2B Marketing

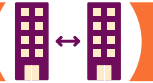
Raising Your Marketing for Breakthrough Success



In B2B marketing, we are targeting professionals who are representing their organizations and making purchases on their behalf. They have different goals, motivations, drivers, and purchase processes than B2C customers.

Therefore, it is very important to take into consideration their business needs, interests, and challenges when structuring and executing a B2B marketing strategy.

Why B2B Marketing?



Widening Distribution Span

B2B marketing strategy allows businesses to expand and widen reach of audience, reaching all levels of market all over the world.

Growth-Driven

It helps both startup businesses and old timers grow their business, by providing partnership opportunities that assure income once business deals are closed.

Creating Niche Market

B2B marketing can decrease the effort and cost, yet increase volume of investment by identifying targeted audiences, product development, and popular demand.

Motivates Business Innovation

B2B marketing provides a variety of options to market products or services, and at the same time, it encourages businesses to keep running steadily or stay on top.

Cost-Effective

Traditional marketing (such as TV, radio, printed, outdoor ads, etc...) can be very expensive and probably won't serve your B2B objectives well. While a well-structured website, active social media accounts, timely email marketing, and effective CRM can be very productive and cost-beneficial.

B2B Marketing Solutions

I will help you build and implement an integrated B2B marketing strategy that focuses on reaching your specific business audience, establishing your brand/positioning, and proving your credibility.

B2B Email Marketing

Email marketing is a very powerful tool of B2B marketing. It enables you to share your marketing content (such as email newsletters) with your targeted business audience and segmented contact lists, which is very important to your content marketing success.

Website Content Optimization and Editing

I'll ensure that your website content is informative, engaging, and discoverable, by optimizing your website for both users and search engines, and guarantee a user-friendly experience.

PPC Campaigns

Pay-Per-Click (PPC) advertising allows you to get your content and brand in front of your targeted audiences via search engines and other marketing platforms. This includes advertising your products or services, brand identity, blogs, and B2B content.

B2B Content Marketing

Creating and promoting relevant, updated, and educational B2B content according to the latest market trends, the targeted audience's needs, and their buyer's journey. This includes checklists, white papers, industry reports, case studies, service guides, blogs, testimonials, and other.

B2B Social Media Marketing

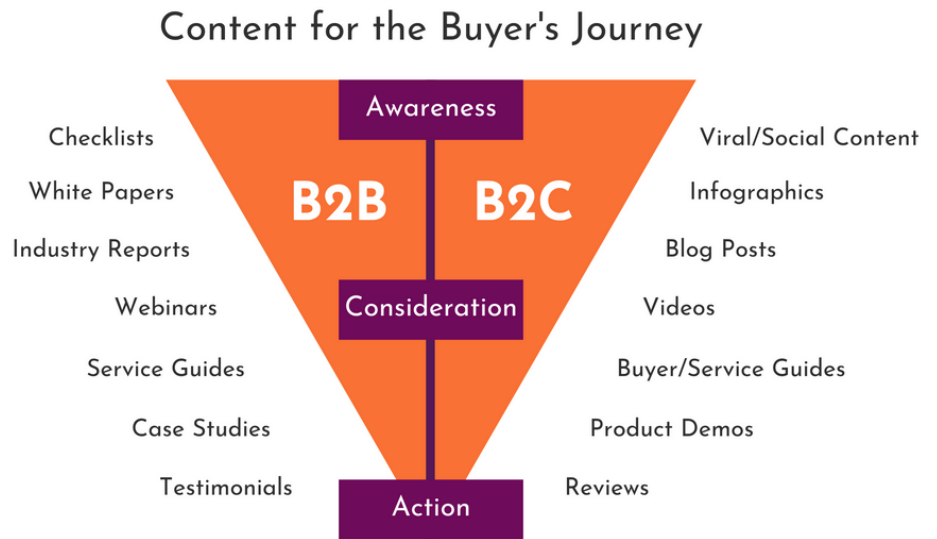
Utilizing social media (with a focus on LinkedIn) to build brand awareness, share marketing content, connect with potential customers, engage with a community of professionals, build your business's online presence, and enhance your brand expertise. The goal is to drive actions that are relevant to your business such as generating leads, drive website traffic, and increase conversion rate.

Managing Marketing Automation and CRM

Whether you are using one integrated CRM, Marketing, and Sales software, or a number of specialized platforms, I will help you manage and optimize your CRM and marketing automation platform, in order to manage interactions with current and potential customers, create loyalty and customer retention, seamlessly and efficiently capture leads, and move prospects through the marketing and sales funnels at scale.

B2B Content Marketing vs. B2C Content Marketing

B2B (Business-to-Business) buyer's journey is different than the B2C (Business-to-Consumer) buyer's journey, regarding the length of the sales cycles, and the number of decision-makers involved. Accordingly, the type and form of the required content for B2B Marketing varies for that which is required for B2C Marketing.



Extra Convenience with Online and Remotely Managed Services

Since we are living in a dynamic and digital world, and taking into consideration the current health and safety concerns; all of my services can be provided and fully managed online and remotely, with the ability to work alongside your in-house team as a partner or individually, in order to achieve your business goals, whatever the finish line looks like for you.

Google Ads Professional Certified



HubSpot Inbound Marketing Certified



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