

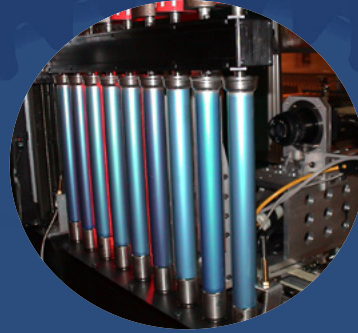


TECHB2B.COM

Sales growth fueled by integrated marketing and refined by actionable customer data

# TECH

B 2 B   M A R K E T I N G



## What Tech B2B marketing can do for your organization

### **PR and Marketing Services**

- ◆ Content for inbound and outbound marketing
- ◆ Public/media/employee relations and social media
- ◆ Digital marketing, SEM, SEO
- ◆ Websites, microsites, landing pages
- ◆ Advertising strategy, media buys, ad logistics
- ◆ Newsletters, email marketing, campaign tracking
- ◆ Interactive promotions, webinars, videos
- ◆ Trade shows, booths, and packaging
- ◆ Big data, metrics, CRM, and marketing automation

### **Newsletters, Email Marketing, Campaign Tracking**

- ◆ Interactive content (webinars, presentations, videos)
- ◆ Products/services news
- ◆ Contracts
- ◆ Industry activities
- ◆ White papers or other premium content/services
- ◆ Personnel news
- ◆ Giveaways (demand generation for collecting customer data)

### **Websites, Microsites, Landing Pages**

- ◆ Responsive design
- ◆ Content management systems
- ◆ Hosting, maintenance, and security

### **Digital Marketing, SEM, SEO**

- ◆ Competitive keyword analysis
- ◆ Website content, traffic, and structure analysis
- ◆ Website code analysis
- ◆ Backlink building
- ◆ Campaign tracking

### **Public / Media / Employee Relations and Social Media**

- ◆ Product releases
- ◆ Feature stories
- ◆ Case studies
- ◆ Blog and microblog (Twitter) posts
- ◆ Discussion group comments (LinkedIn, trade associations, etc.)

# WHAT MAKES TECH B2B DIFFERENT?

WE'RE EXPERTS IN THE AUTOMATION  
AND ENERGY MARKETS

WE'RE 100% FOCUSED ON BUSINESS-  
TO-BUSINESS SALES AND MARKETING

WE DEVELOP A TACTICAL PLAN  
WITH INTELLIGENT METRICS

WE USE THE LATEST TRACKING METHODS  
TO LEARN YOUR CUSTOMERS' MOTIVATIONS

WE'RE DRIVEN BY DATA—NO GUESSING  
ABOUT SUCCESS—WE MEASURE AND REPORT



According to surveys, CEOs expect a 1.5x-2.5x return on marketing investments. **TECH B2B clients average above 4x.**



**TECH B2B clients see a 10x-100x increase** in press coverage and first-page search rankings and 2x-3x more qualified trade-show leads.



Using the latest SEO, digital marketing, social media, and demand generation, **TECH B2B reveals hidden opportunities.**

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“63% of prospects are  
*‘somewhat’*  
or *‘not at all’*  
knowledgeable about a  
*company*  
before a sales rep makes the  
**FIRST CONTACT.”**  
*(HubSpot, 2016)*

## Strategic Sales Planning

**B2B success starts with the sales plan. But for many companies, the sales plan is: beat last year’s revenue by 10%, 20%, or more.**

Our 20 years of promoting B2B technical solutions gives us insight into your markets and customers. That’s why we only work with B2B companies that offer technical solutions to industry.

We’ll help you qualify and prioritize your target industries based on profitability and growth potential, and identify key champions within those industries as well as gaps in the purchasing chain.

We’ll look at the culmination of your customer knowledge and product road map, and make sure you’re in position to capitalize on existing portfolios as well as prepared for tomorrow’s big launch.

Together, we’ll identify high-margin product and customer prospects and develop PR and marketing programs that will support your short- and long-term sales-growth strategies.

## PR & Marketing

**Do you want to pay more than you should for your PR and marketing? Or get more than you paid for?**

When it comes to public relations and marketing, companies often pay too much for too little return. An integrated marketing plan based on solid sales goals, supported by tactical PR and marketing activities prioritized by lowest cost-greatest return, will keep you on budget, focus the team on key customer groups and sales goals, give you the data for mid-course corrections, and provide greater return on your marketing investment.

Companies with “high performance” sales teams are more likely to have a sales plan, regularly measure performance against that plan, and hold sales and marketing accountable for success.



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## Our WEB DEVELOPMENT

process begins from the ground up, establishing the

*primary purpose*

of the site, identifying and creating

SEO-OPTIMIZED CONTENT,

crafting a thoughtful and

*user-friendly design,*

and pulling it all together to best represent

*your brand and business.*

### **Interactive Promotions, Webinars, Videos**

**Interactivity, video, and data are the future of successful B2B marketing.**

In the last decade, white papers were the best at generating qualified leads. In highly technical markets, this can still be the case. But in recent years, videos and recorded versions of online sales presentations have eclipsed white papers as lead generators in many of the technical markets we serve.

Videos, apps, and webinars aren't only available to large companies with large marketing budgets. TECH B2B has a network of programmers, videographers, 3D animators, and other specialists who can help you develop unique content that exponentially increases your qualified lead-generating activities.

We tie your website into your

## MARKETING PROGRAMS

with the goal of collecting  
*customer data*

that will help you focus your sales and

**INCREASE REVENUE.**

### **Content, Public Relations, White Papers, and More**

**Content is king because content mirrors your reality.**

It boils down to this: Customers, including search engines, have gotten better at seeing through smoke and mirrors. Value sells. What we do is document the value in your company, your products, and your services. We show customers how their competition uses your products (immediate legitimacy) while educating them on how your products and services will help them work faster, better, and cheaper (self-interest).

Whether your company needs to communicate with local audiences and customers to overcome facility expansion concerns or promote an event, leverage national media to raise industry visibility and increase new prospects into the sales funnel, or simply inform and motivate your workforce, TECH B2B can help you refine your public relations, media relations, and employee relations activities.

### **Digital Marketing, Websites, Microsites, SEM, SEO, and Social Media**

**More than 50% of B2B customers have already researched your website, products, and services before they contact you.**

Digital marketing, search engine marketing (SEM), search engine optimization (SEO), and social media are arguably today's most important B2B marketing activities. You sell to engineers, technicians, and technically minded individuals. If your online presence isn't optimized for customer industries and applications, if the content isn't search-engine friendly and supported by adword campaigns, and if you don't use campaign tracking to listen and learn from your customers, your organization isn't achieving its sales potential.

TECH B2B has developed a five-point process for evaluating our clients digital presence and improving their results:

1. Competitive keyword analysis
2. Website content, traffic, and structure analysis
3. Website code analysis
4. Backlink building
5. Campaign tracking

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**3/4** of companies  
agree that *email* offers  
“excellent” or “good”  
**ROI.**  
*(Econsultancy, 2016)*

## **Newsletters, Email Marketing, Campaign Tracking**

**A newsletter makes it easier to develop persuasive content, open up cross-sell and cross-brand opportunities, and continually feed your website with relevant content to maintain and increase search rankings, making it easier and cheaper to acquire new customers.**

A customer newsletter is a great way to promote product while increasing the frequency with which your customers hear about your company and services. Content generated for newsletters can be respun and pitched to traditional media, syndicated across wires, and used as part of social media marketing campaigns that add to your organic SEO/SEM rankings. The most important considerations for a customer newsletter are to ensure the content is:

- Relevant and unique
- Not overly self-serving
- Fun whenever possible
- All about the customer

## **Trade Shows, Booths, Packaging**

**Our decades as trade publishing publishers, editors, and designers means we know how to work with the media you need most. Follow our eight-step plan to make the world your booth.**

Trade shows are wonderful opportunities to personally interact with key customers and industries. Whether you invest in an interactive booth design that exponentially improves traffic, media outreach and engagement, special events targeted to your top customers and/or partners, or a new lead-nurturing program to make sure qualified leads don't slip through the cracks, TECH B2B can help you get the most out of your trade show.

Eight steps to trade-show success:

1. Get a list of attending press from conference organizer
2. Call and schedule personal press briefings with each editor
3. Create press kits (pocket folder that includes recent news releases, product releases, and white papers) for distribution to press
4. Review each media outlet's editorial calendars for possible high-value content/feature stories from companies
5. Create list of story topics to pitch to the media during the personal briefings
6. Follow up with editors after the conference to secure publicity placement
7. Develop content/stories as necessary and reuse content on website, in newsletters, etc., whenever possible.
8. Develop staffing processes, schedules, and reports that expand the number of contacts you make during shows, nurture those contacts, and improve on your trade show ROI

## **Advertising Strategy, Media Buys, Ad Logistics**

**Buying ad space in trade publications, online, and in newsletters is an effective branding tool and a good way to help to promote special events and new products.**

Advertising needs to be considered within the overall marketing strategy, and firmly grounded in your sales goals. The number of industry websites and newsletters joining traditional print publications means you need to consider your options carefully and make decisions based on hard facts, not sales pitches. Stop following the crowd and put metrics behind your advertising to make sure you get the return-on-investment you deserve. Let TECH B2B help guide you through the increasingly complicated world of B2B advertising.

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“40%  
of salespeople still use  
*informal means*  
such as

MICROSOFT EXCEL  
or OUTLOOK

to store [their] lead and  
*customer data.*”

(HubSpot, 2016)

### **Big Data, Metrics, CRM, and Marketing Automation**

You cannot manage what you do not know. It's one of the basic tenets of engineering, and it also applies to marketing to engineers and technical industries.

Whether it's a low-cost program that uses Google Analytics, Constant Contact, and Sugar or Sales Force integration bridges, or an end-to-end system such as Microsoft CRM, Marketo, Act On, Radius, or one of the dozens of new marketing automation platforms, TECH B2B can help you take data to intelligence when it comes to marketing automation. Based on your budget and marketing resources, let us help you find the right mix of metrics, software, and processes that will help you learn from your customer interactions, cost-effectively nurture greater customer loyalty, and judge the effectiveness of each PR and marketing program in relation to the overall sales plan.

Looking for a full-service  
tech-oriented B2B  
marketing agency?

Have a burning question?

Need some advice?

Want a customer case study?

**CONTACT US**

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# TECH B2B

starts with your

*Sales Plan.*

Works with you to develop measurable

PR &  
MARKETING.

Analyzes the data to find

*Hidden Value.*

And works with your team to turn

VALUE *into*  
REVENUE.

**TECH**  
B2B MARKETING