

Successful Marketing Strategies for Small-to-Medium B2B Businesses

Marketing

Introduction

Small-to-medium sized businesses, known as SMB's, can find it daunting to compete on the same playing field as giant corporations with seemingly endless reach and resources at their disposal. Even with a smaller workforce and tighter budget, SMB's can still market themselves successfully.

This guide was created for IT Solution Provider Marketing Leaders or Practice Managers, as a best practice reference guide for implementing a successful Small-to-Medium marketing strategy. This guide will provide you with four strategies that can be leveraged by small-to-medium sized B2B businesses in order to accelerate growth and increase brand exposure

Components at a Glance

1. Going Mobile with Social Media
2. Targeted Paid Media
3. Leverage Local SEO
4. In-person Networking
5. Additional Resources

With these four strategies, small-to-medium sized B2B businesses can create and implement a successful marketing strategy with ease. Take it one step at a time, be authentic to your brand, and soon you'll have a strong marketing presence that drives revenue and growth.

Go Mobile with Social Media

It's a myth that leveraging social media through mobile is only effective for B2C businesses. In fact, more than 60% of B2B buyers report that mobile played a significant role in a recent purchase, and mobile marketing can accelerate time to B2B purchase by 20%. The obstacle for SMB's often stems from trying to create profiles on every network and post to them regularly, which can be overwhelming with limited employee bandwidth and resources compared to big businesses.

Find out which platforms your target customers use the most, and focus on those few instead of them all. Dedicate time to build your following and create content to share—using one channel effectively will be much more beneficial to you than using multiple channels ineffectively.

For B2B businesses, Facebook and LinkedIn are a great place to start, then you can expand to other platforms like Instagram and Pinterest once you've got the details down. Decide on a uniform brand voice and posting schedule and commit to it. Ensure all content you post to your profiles is valuable, well thought out, and actually helpful or interesting to your target market. Once your accounts are up and running, you have a portfolio of valuable content, and you get some initial traffic, be sure to continue heavily engaging with your audience. Respond to comments, share industry news, and join in conversations. The appeal of doing business with a SMB is the time and personalized attention you have to offer, so let that shine through your social presence.

We have created another SmartGuide that can help you create an effective social media presence. Check out [Building and Implementing an Effective Social Media Presence SmartGuide](#) under our Marketing Library.

Targeted Paid Media

Once you have your social accounts up and running, consider taking it up a notch with paid media. If you discover that certain sources of traffic already work better for your business than others, you may want to allocate an additional budget for those specific channels. Still take advantage of free traffic, but if you notice that the bulk of your conversions are coming from Facebook, for example, a paid campaign on Facebook will likely result in a positive ROI.

After choosing your platform, decide on a budget. Depending on the platform, you can set a monthly or even daily maximum. Next, you need to decide what ad to run, which will depend on your end goal for the campaign. Do you want to simply drive traffic to your site, gain more social media followers, expand your email list, or convert leads to customers? Once make these decisions, you can use paid media to strategically place an ad where it will most effective at meeting those goals on your budget.

Leverage Local SEO

Targeting a smaller geographic area through local SEO is much more manageable than tackling SEO at higher level—it doesn't require a large budget or hundreds of links to be visible and relevant. You just need to have a solid understanding of the unique characteristics of local SEO.

The first step is to link your business' Google Plus page with Google My Business, which allows you update your information across Google Search, Google Maps, and Google Plus so that businesses in your area looking for a product or service like yours can easily find you. Next, research keywords that are relevant to your local audience but that have lower competition, then tweak your content and keywords to match. This could mean slightly editing your website, product listings, or organic content to answer the kinds of questions your target audience is searching for.

Focusing on link building is another effective strategy for leveraging local SEO. When a business is looking to hire another business, they often turn to industry influencers and experts for insights. You want local trade publications, industry blogs, and trusted reviewers to recommend your products and link to your site—this builds your credibility and presence as a local industry leader.

In-Person Networking

For many B2B businesses, especially in niche industries, in-person networking can be one of the most effective marketing strategies. Businesses make purchase decisions at a much slower pace than individual consumers—a lot more research is necessary, and there's typically a chain of command that approvals must go through.

Face-to-face conversations at events such as seminars, trade shows, or conferences can be the fastest and easiest way to make connections, expose your brand, and close deals. Rather than going back and forth over the phone or through email, where errors or miscommunication are commonplace, you're able to answer questions, give tutorials, and show the value of your brand in real time. Be sure everyone that interacts with your business at a networking event leaves with something tangible including your logo and contact information, like a pamphlet, flyer, or fun freebie. This will make interested businesses remember you and have a direct way to contact you at their fingertips.

Additional Resources

- [Mobile Marketing and the New B2B Buyer](#)
- [Social Media Tips for Small Business](#)
- [A Comprehensive Guide to Local SEO](#)

For any questions
or additional assistance,
please contact our team.

cloudpracticebuilder@techdatacloud.com.au
1300 362 525
www.techdatacloud.com.au