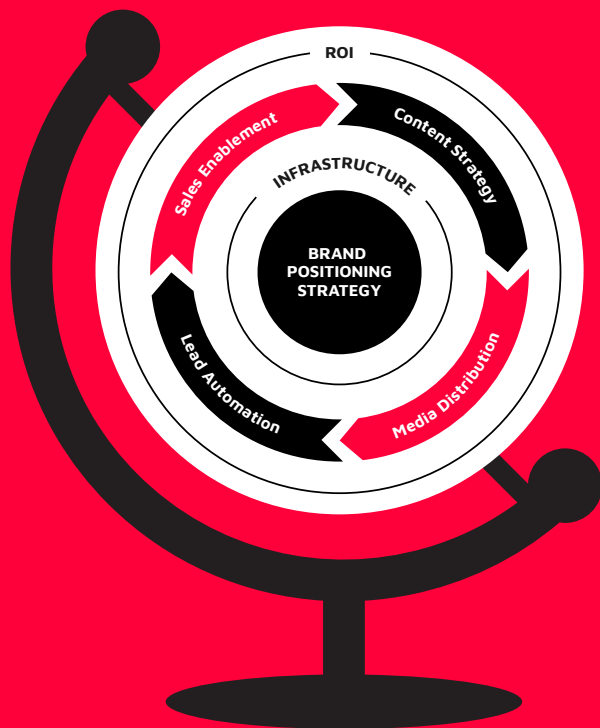


# Step Up Your Digital Marketing Game



The Playbook  
for CMOs in  
B2B and  
Manufacturing

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# Introduction

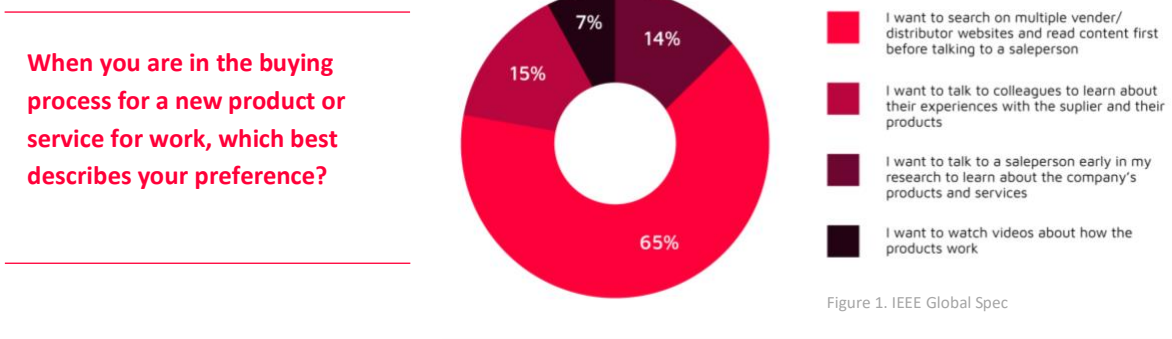
**In this guide, you'll discover everything you need to know to quickly and easily incorporate the world's most powerful marketing strategy into your business and start seeing predictable growth.**

Throughout this guide, we will walk you through the single digital marketing strategy that has proven to be effective for B2B companies and manufacturers. As a CMO, CEO, VP Sales, or Digital Manager, you might have heard about the **Inbound Methodology**. If so, you'll probably know that this strategy is being used by tens of thousands of companies all over the world with tremendous success. However, if you're here reading these words, you're likely still pondering these questions:

- **Do I really understand how this strategy works** and how it can generate success for B2B Industrial companies?
- **How can I put this strategy into practice** and implement it into my company's methodology?
- **Am I the only old-fashioned manager who can't see** how it can work for my company?
- **Will I ever be able to dominate this marketing strategy** the way other companies have?

# Industrial Marketing Has Shifted Toward Online and Digital Content

In the latest survey conducted by [IEEE Global Spec](#), they interviewed more than 2,200 engineers in the US industrial sector and found that marketing for their industries is not only moving towards online and digital content, but it is now a **primary step** for engineers in the buying process before they even speak with a sales representative.



## You are Missing 97% of Your Market

Many salespeople and CEOs expect quick and easy sales opportunities from prospects they have just met for the first time, especially after a tradeshow. Aren't we all a little impatient when it comes to sales? It's important to understand that only 3% of your market is actually ready to buy after the first meeting, and most of your market is not even interested in a sales interaction with you – yet!

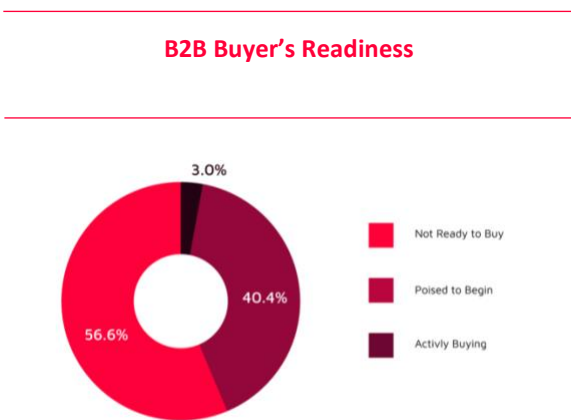


Figure 2. Vorsight

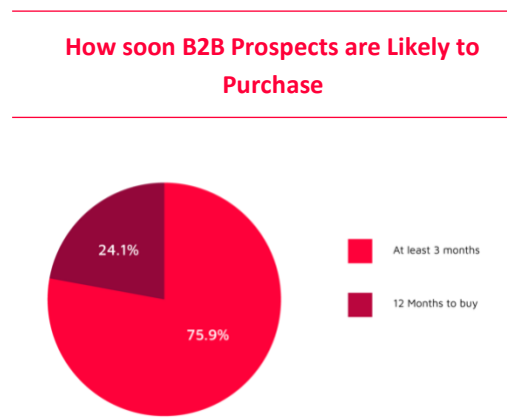


Figure 3. IEEE Global Spec

Many studies show that it takes a minimum of 3 months for a B2B prospect to be ready to buy after initiating their research and visiting your website for the first time. Patience is key!

## What does this mean for you?

1. It's important to recognize that your prospects **prefer to contact you first** when they are done researching and ready to talk, rather than **you making the first move, trying to push for a sale.**
2. If you are not **engaging your prospects online**, when they are researching and making a list of possible suppliers, you risk being left out of the game.
3. More and more B2B industrial companies understand the shift of the industry from being salesy and pushy to a buyer-led inbound marketing system, and as soon as you adopt this strategy and implement it into your business practices, **you'll have an edge** over your competition.

## Here is a Demonstration of How Inbound Marketing Works

One way to understand Inbound Marketing is to take a look at how you came to be reading this guide.

First, you saw some of our content on our website or on social media.

It was placed in front of you on purpose because you're in our target market.

But it wasn't just the content itself that got you here.

**It was the strategy behind it.**

### Here's how the strategy played out:

We targeted you with our content because you "fit the mold" of someone for whom we can probably get good results as a client.

Then, we made sure the content you saw was actually helpful to you. A lot of care and effort went into that part because it's one of the most important parts of the equation. The reason why strong, relevant content is so vital, is because you and I both know the real key to having someone want to do business with you, is...

**You sincerely believe you can help them.**

And the most effective way to get someone to believe that is to...well, actually help them.

So that's the first thing that got your attention.

We put relevant content in front of you, in relevant spaces for you, **and then you consumed it!**

We know you consumed it because we track the platforms we use for content and have indicators for all interactions with our content. Once we know you consumed one piece of information, we started showing you more content and offers.

**Here's exactly what happened:**

You watched or read content from us. It helped you. Then we showed you the offer to download the guide. You paid attention because **you've already received something of value from us.**

...And now you're here.

**Simple. Helpful. And Powerful.**



**Zohar Praiz Barel (Sales manager at EREZ Technical Textiles):**

*“Working with StepUp has streamlined our marketing efforts and allowed us to see a bigger picture. The team is professional, accommodating, and they think outside the box. They are true innovators! StepUp took our traditional industrial business and took it to the next level - in technology and strategy. We can't thank them enough for helping establish Erez as one of the market leaders in our field.”*

So, **let's talk** about how we can use this strategy to build your brand and attract sales opportunities at the same time.

# Here's Our Complete Strategy for B2B

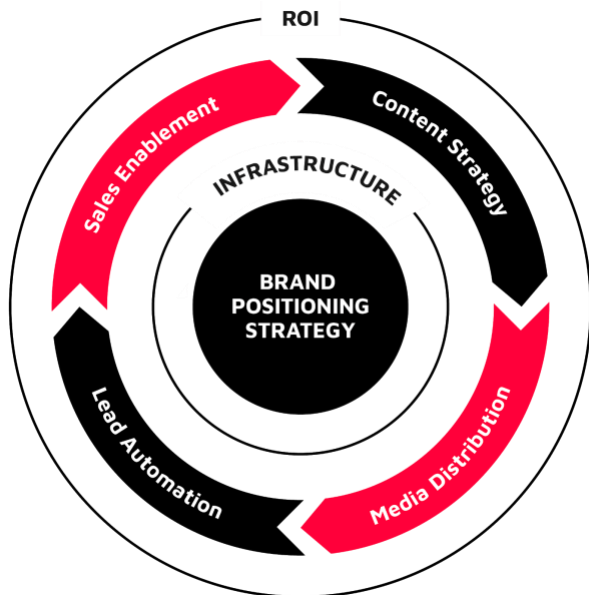


Figure 4. StepUp

## Industrial Growth

We have assembled 7 key elements that we believe are essential to achieve global growth. Each element stands by itself and has its own strategy. Implementing all of them to work together creates a marketing and sales mechanism perfected for the B2B market. We see it working consistently with our clients, building a powerful system that helps them achieve their business goals and even better, plan for their future growth.

# Part 1:

## It All Starts with Your Brand Message

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The first thing you'll need to do is figure out your brand positioning strategy. This is a fancy way of saying: you need to figure out exactly how to get your message across to your target audience – what will make them like you and want to buy from you.

According to [Forbes](#), B2B companies who are perceived as having strong brands have higher Earnings Before Interest and Taxes (EBIT) and outperform weaker brands by at least 20%.

You'll do the opposite because you'll reverse-engineer the psychology, focusing on the needs and desires of your market, and then framing your message to make them want to buy from you.

**Again – notice why you're here.**

You saw messaging from me that you found to be helpful or relevant for you. That messaging was very carefully crafted to deliver value and to “warm you up” for an eventual pitch. After that first viewing, you are probably going to see a really soft “pitch” to become a client. That's it.

We want you to create the same experience for your prospects.

### Here's How It Works:

- It starts with **Digital Market Research**: The first step is recognizing what types of people are in your target audience and who your ideal customers are and analyzing their market lifecycle stage and positioning approach. Meaning, you need to understand your customers thoroughly and find market statistics that will help you find new opportunities.
- **Competitor Overview**: The next step will be to analyze your market share, your online presence, and your unique selling proposition (USP) as compared to your competitors. This will truly allow you to understand your advantages.



- **Building Personas:** Once you've done market research and understood your competitive landscape, next you'll want to interview your own clients in order to better grasp your ideal customer profile, demographics, psychology, and buying habits. Based on these interviews, you'll be able to craft fictional personas of your ideal customer.
- **Brand Positioning Strategy and Statement:** Finally, after analyzing all of the research you've done on your company, the last step is to refine the central brand positioning strategy and statement.

**At the conclusion of these 4 steps, you'll be able to build a powerful yearly marketing plan.** The yearly marketing plan can be divided into quarterly action plans, in order to focus your work and make the most impact on company results. A successful quarterly plan will include realistic SMART goals, a detailed work plan (including Tasks, KPIs and timetables), and an outline of the content strategy.

## Ready to build a successful marketing plan for your company?

Connect with us for a free Discovery Session. We'll review your unique needs and provide strategies to help your company reach its full potential.

[Schedule a Call – It's FREE ▶▶](#)

# Part 2:

## Aligning Your Brand Identity

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89% of B2B marketers say brand awareness is the most important goal, followed by sales and lead generation. ([Content Marketing Institution](#)). But without aligning your brand message throughout all of your marketing tools and platforms, you'll miss out on the full potential your brand could represent.

You'll want to align your messaging throughout all of your marketing materials. Most important is your company website. Today, the company website is much more than a digitized brochure. It is the place where you create awareness for your brand with helpful content, and it can also be used as an active platform for generating sales qualified leads. It's where all the magic happens!

Unlike many companies who might build a shiny and sparkly website without a clear marketing strategy, what you need is a lead generation machine that is user-friendly, loved by the search engines, and can easily be tracked and optimized.

### Here's what engineers think about the importance of your website:

What impact does a company's website have on your perception of them as a credible, technically competent vendor?

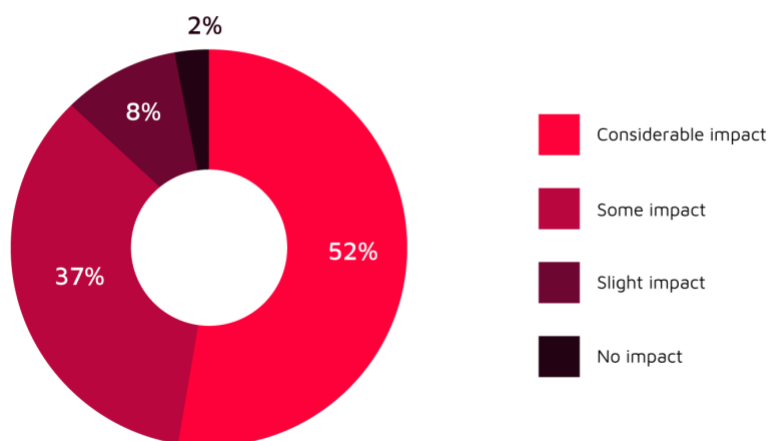


Figure 5. IEEE Global Spec

## Here's How it Works:

- **A Dynamic New or Updated Website:** Make sure you have a branded, strategically designed website that is flexible and customized, using an easy to manage CMS platform (we love Wordpress). The website should be adaptable to all platforms (mobile and desktop), SEO friendly, and easy to navigate.
- **Lead Generation Funnel:** Once your website is set up, you'll want to implement all the tools available to you, to convert the traffic into qualified leads. You need landing pages, thank you pages, CTA's, banners, and forms placed strategically in the best spaces on the website to capture information from your visitors.
- **Content marketing toolset:** Now that we know how important educational content is, you need a space on your website where that content lives. Create a learning center where all the content will be placed and published. This will be the most active and visited section on the website, as it will constantly be updated with new material. If you want to go a step further, you can connect your email marketing platforms and social media accounts in order to draw more attention to the content you've published.
- **CRM Integration:** It is crucial to track and manage leads coming to the company through all channels. With a cloud-based CRM, all leads can be automatically integrated into the platform and then managed by the sales team. By doing so, all activity can be tracked and analyzed for optimization and reports.

## How We Can Help:

You may want a team of professionals to review and optimize all the elements of your marketing infrastructure - and we're here to help. The team of professionals at StepUp can ensure that all of your aligned marketing materials are ready to be used for content marketing and the inbound methodology.

**Schedule a Call – It's FREE ▶▶**

# Part 3:

## How to Create Content That Sells

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Most businesses get this part all wrong, writing material that primarily focuses on the company, the events in which they participate, and news about the company.

As much as we want leads to be fascinated by our story and our activities, the fact is that the majority don't care. What they do care about is themselves - they want to read content that helps them in some way.

And even more important than your leads reading about themselves is your leads reading **about their results**.

For example, if this guide was **all about us**, and what a great marketing agency we are, you'd have stopped reading ages ago, right?

And if we wrote this lead all about YOU and how YOU need to write good articles and drive leads, you might read some of it ...but you'd ultimately leave because you know that already.

But you're still here and you're still here for one reason:

**We're talking about getting you the RESULTS YOU WANT.**

We're talking about how to influence people with content that ultimately drives qualified leads and results in SALES.

### **Why Content?**

Most of your competitors are trying to find people who need service right now, so they'll go to trade shows, advertise or try to do direct sales calls. But 97% of your market is not at the buying stage - and no one is addressing them.

The vast majority of your prospects are doing research online, and **they need content that can help them in the process.**

Content strategy is one of the core principles of Inbound Marketing. It is also the most effective SEO technique to increase organic traffic to the website and rank higher on Google. It is the **most effective** way to communicate with your market and position your company as a thought leader in your industry.

**And yet – more than 70% of B2B companies still struggle to carry out a strategic content plan.**

### **Why is that?**

You and I know that in order to produce highly relevant and quality content **every week**, you need a system and a methodology. And it is even more difficult for B2B companies, who are selling complex and customized solutions, especially in the industrial sector.

It isn't enough to create a strategic content plan - you need to know what information to include in your articles, that will be relevant and appealing to your client base. And because you likely don't have the time to write an article every week, working with a content writer may be the best way to ensure you are meeting your content deadlines, and putting out the material at a steady pace.

This kind of content strategy and methodology can help you produce extremely valuable content that positions you as an expert in your industry. Hosting this content on your website will help increase traffic and generate more educated and qualified leads, who've done the research through your content. Once they feel confident, they will decide to reach out to you, knowing that you are a strong option to work with.

### **Here's How It Works:**

- **Mapping the Buyer's Journey:** After you have a buyer persona, each persona will have their own "Content Campaign Funnel" that follows their specific buyer's journey. You'll need to map each buyer's research, evaluation, and decision stages so that the content you put out will be relevant for the buyer, wherever they are in their journey.
- **Creating a Quarterly Content Plan:** After you choose the buyer's persona you want to focus on for the quarter, and you've analyzed where you want to meet the buyer along their journey, you are ready to plan the content creation for the quarter.

It is crucial to plan your content creation process in advance. A successful content plan will be based on keyword research - in order to drive qualified traffic from Google search results, you need to know what your personas are entering into their search engines. Once you have article titles and highlights for the entire quarter, you can send your list to the content writer to get started.

- **Creating Blog Content:** Your website blog is the engine of your inbound marketing and website promotions. We recommend creating at least 2 blog posts per month in order to maintain an active website with relevant (and updated) content that appeals to your audience, and also appeals to search engines. B2B and Industrial content needs to be professional and accurate and is best when written by a writer that has background knowledge of the market. Each blog article should be optimized for a relevant keyword, to increase its potential to drive traffic to the website from search engines.
- **Lead Magnets:** One of the main tactics to get personal data from your website visitors is to create a downloadable piece of content. The document should be valuable to your target audience, and anyone who downloads it should convert into a marketing qualified lead - these are the people who are relevant to your marketing materials. The lead magnet can be a webinar, business guide, white paper, or even an event promotion. Generally speaking, a new lead magnet can be created every quarter or every six months, and the content plan should include the promotion of the lead magnet. The purpose here is to gather relevant information on potential leads, as well as providing valuable industry content to existing contacts and customers, thereby increasing your brand positioning in the market.

# Part 4:

## Native Advertising

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Since 2008, the CTR (click-through rate) on advertisements has been declining drastically. People hate being bombarded by ads and usually ignore them because ads don't really help your customers.

Again, remember people care about **themselves**, and more than that – they care about their **results!**

However, when you have great content that can **actually help your audience**, people not only click on your ads to get to your website, but they also share it with their colleagues.

Our job is to find where your target audience spends their time online. We want to structure publishing sequences that place your most useful content in front of your target audience, on the platforms they are already using, and exactly when they need it. Thanks to Facebook (and now most social media channels), we can track and identify any engagement your audience has with your content. Meaning, we can activate an ad campaign that will appear on their screen with the right content based on their previous interactions.

### **This is the new era of Interaction-Based Advertising**

Today, you don't need to base all your marketing on email lists or customer data alone. Now, with the ability to pixelate any visitor on almost any platform (Facebook, LinkedIn, your website, etc.), you can create specifically targeted audiences who have already shown interest in your content and activate personalized campaigns that speak directly to that persona.

### **And the best part:**

1. It doesn't look or feel like an advertisement
2. It is actually helpful
3. It works!

The CTR and conversions to that strategy will be 10X higher than any other strategy you might know.

## Here's How it Works:

- **Blog Management:** When you begin publishing relevant and approachable blog content on your main website, this will drive traffic to the site and build authority and trust with the visitor. The blog should then be distributed on social networks, including a company newsletter, or other content networks that your company is a part of. Each blog must be optimized for SEO and should contain a CTA and images that increase engagement with the reader.
- **Newsletters and Mailing Lists:** Besides building a quality mailing list, you'll want to create a professional template for newsletters in which to distribute content and suggestions that are relevant to the target audience. Segmenting your mailing list based on interest and interaction might also help sort out the most relevant leads to the sales stage.
- **SEO - Search Engine Optimization:** Publishing a blog and organizing the distribution is vital, but you'll also need to optimize your main website in order to rank higher on search engines (Google, Bing, and Yahoo). Your ranking will help drive targeted and high-quality traffic to your website and will generate more quality leads to your sales funnel. SEO includes Onsite Optimization and Offsite Optimization, as well as creating a link-building strategy.
- **Multi-Channel PPC for B2B:** Pay-per-click (PPC) campaigns on LinkedIn, Google (or other relevant advertising channels), will only increase your traffic. It's important to monitor any paid campaigns so that your multi-channel campaigns work together and contribute to each other. You'll want to utilize a combination of remarketing, mailing lists, and "smart" ads for quality lead generation.

## The Outcome:

Going through all of these steps will establish engagement with a "warm audience" (mailing lists, social communities) and "cold traffic" (paid media and SEO) to present ideal customers with helpful and valuable content that builds authority and generates qualified leads.



# Part 5:

## How to Profit from People Who Leave

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Most people will leave your website without converting into a lead.

And for most of your competitors – that will be the end of the story. But not for you!

We know that on average, 97% of the people who visit your website for the first time, are not ready to buy.

Therefore, we are not expecting them to do so.

**What we do want** is to lead them through a marketing funnel that will give them more value, educate them on our solutions, and eventually - only when they have decided that it might work for them - have them reach out to us and ask for the pitch.

Does this seem complicated? I can't say it is not complicated. Inbound Marketing involves strategy, technology, and ongoing optimization to nurture your audience and turn them to potential buyers. But...

### **This Is Where the Money Lies in Your Market**

At **StepUp**, our mission is to move your prospects seamlessly and subtly through each phase of the buyer's journey and turn them into satisfied customers. We do that by creating nurturing automation processes that will be triggered by engagement rate, lead scoring and buyer's journey indications.

### **Here's How It Works:**

- **Lead Qualification:** It's important to set up automatic assignment processes that put each lead in a category based on how ready they are to buy, who their account owner is, and other lead scoring categories or indications as needed.

- **Lead Nurturing Campaign:** Each lead is different. Every lead is a person who needs personalized attention. Using automation tools (at StepUp, we work with HubSpot's smart AI automation), you can create automation processes that will label leads according to their lifecycle stage and move prospects forward in the sales funnel.
- **Email Automation:** Email is the most basic of all platforms that prospects are using to communicate. Every lead should be receiving automated emails based on their interaction with your website.
- **Monthly Newsletter:** By keeping your customers and contacts updated with relevant content, you will stay in touch with them and create new opportunities every month.
- **Remarketing:** Remarketing, also known as retargeting, allows you to reach leads that you know are interested, at a lower cost, across multiple social channels and media. Promoting personalized and relevant content through remarketing will help your leads keep your company in mind, and ultimately move them forward through their buyer's journey.

## The Outcome:

Automated content sequences triggered based on interaction will guide your prospects forward to the next lifecycle stage.

### Ready to build a successful marketing plan for your company?

Connect with us for a free Discovery Session. We'll review your unique needs and provide strategies to help your company reach its full potential.

[Schedule a Call – It's FREE ▶▶](#)

# Part 6:

## Sell More, With Less Effort

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Companies with a sales playbook are 33% more likely to be high performers. [\[Source: Salesforce\]](#).

In many cases, marketing departments and sales teams work separately, as the former is focused on generating leads, and the latter will turn those leads into customers. One of the main conflicts between a marketing department and a sales team is who to blame when leads don't become customers. Was it because the lead was poor quality to begin with, or was it because of an inadequate sales process?

Many sales representatives approach all leads the same way - as if they were all cold leads who don't have any prior knowledge about the company. They don't care what happened before the lead arrived.

This is exactly where they get it wrong, and fixing this attitude will allow your sales team to sell more, with less effort. Using today's technology, salespeople can access a variety of information about the lead before they contact them, giving them a huge advantage on that first call. A sales team needs to understand the buyer's journey of their customers and realize that a prospect who showed interest in a sales call has already done the research - and might even have already made their decision to work with the company.

Our concept of sales is the same as in marketing:

**In order to close the deal, your prospects need to believe you can help them.**

And, the best way to get your prospects to believe you can help them, is by actually helping them.

Too often in the industrial sector, we see disorganized sales teams who don't have structured follow-up methods, or who don't have a CRM to track their progress. In these situations, deals are forgotten or cast aside - and these deals can easily be taken by the competition.

Being aware of this, your sales team will act differently. For starters, create a sales process that works to close more deals without being pushy or too sales-y. Using our methodology outlined above, your sales team will know exactly **when to reach out** to prospects, **and what to say** based on the information gathered by the marketing department. They will also be able to follow up based on the real-time indications of interactions the prospects have had with the offers or pieces of content they have consumed.

Your prospective clients will have the feeling that you're there for them, available when and where they really need you, and not because you're trying to sell something. You'll become a trusted advisor and build a relationship so that choosing to work with you is the natural next step, even if your prices might be higher than the competition.

## Here's How It Works:

- **Sales Enablement Strategy:** Work with your sales team and define the process - step by step. Determine who is responsible for contacting leads, when they should be contacted, and what to say and do at every stage of the sales process.
- **Deal Workflow:** Create a deal workflow and define every crucial turning point in the sales process.
- **Automated Tasks:** Set up automated tasks for each new opportunity in the CRM. Following automation can help ensure you are reaching out to every new contact so that nobody slips through the cracks.
- **Email Templates:** Establish email templates that will be used for every interaction so that your messaging is fine-tuned and consistent with every prospective client.
- **Meetings App:** Integrating your sales meetings with automated calendar bookings will allow your sales team to stay organized, coordinated, and keep track of their schedules.
- **Team Workshops:** Get everyone on the same page by taking part in a workshop with your sales team on the sales process and mechanism to help your team become as efficient and effective as possible.

## The Outcome:

A sales playbook with a structured sales process, templates, and instructions for the sales team that is proven to work and can be tracked and optimized continuously.

## How We Can Help:

The experienced professionals at StepUp can help you make these goals a reality. We'll work with your sales team, even crafting follow-up emails, messages, and offers, checking the effectiveness of each step as we go.

**Schedule a Call – It's FREE ▶▶**

# Part 7:

## Prove Your Success with ROI Tracking and Friendly Reports

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Did you know that 39% of marketers say proving the ROI of their marketing activities is their top marketing challenge ([HubSpot, 2018](#))? And only 21% of B2B companies are successful at tracking ROI of their content marketing ([Content Marketing Institute](#)).

I'm guessing you have a similar challenge. Maybe you feel like you could have requested a larger marketing budget if you had rock-solid proof that marketing helps business growth.

With the HubSpot platform, you will be able to track every aspect of your sales and marketing so that you can invest more money in what is working - and ultimately get more leads and close more sales deals for to further your business.

HubSpot is today's most advanced and comprehensive sales and marketing CRM on the planet. It is easy to use for B2B and Industrial companies who need to track long and complicated sales pipelines. It can track each of your deals from their original sources, and thereby give you ROI reports that prove your marketing performance and its influence on sales.

Ultimately, you'll learn how to manage and track all of your marketing activities in order to optimize it continuously and achieve the best ROI. Using HubSpot, you can track and identify the best converting channels through the sales matrix and test variants in all segments of the marketing funnel to see how they affect the revenue and bottom line.

### Here's How It Works:

- **Analytics Tools:** Take advantage of analytics tools like Google Analytics, HubSpot Reports, and more. Using these tools, you'll be able to understand specific results from different platforms - like an email that produced a great amount of revenue or a PPC Facebook ad that converted best.

- **HubSpot Integration / CRM Onboarding:** Once you are trained in using HubSpot, you can monitor all of your activities through the platform - including your website, email communications, campaigns, social media, etc. Monitoring all of your marketing activity and measuring all of the traffic and conversions will help you get the best ROI for your budget and efforts.
- **Marketing and Sales Reporting:** With HubSpot, you'll have 24/7 updated reports that illustrate the actual state of your business goals. We recommend your sales and marketing teams meet to share the data at least once a month. Everyone should understand the monthly results and how they can contribute to the system.

## The Outcome:

Working with HubSpot will help you analyze your results via a consistently updated report, allow you to align marketing and sales teams on the same path, and measure precise ROI from your activities.

# Now That You Know... It's Time to Implement!

You've probably heard that knowledge is POWER, right? Well, in my opinion, this is only half true. Knowledge is the potential of power, but power comes with ACTION!

I know too many people who have so much knowledge, they know exactly what to do in order to be successful, and yet they are still struggling. This is because only actions can bring reactions, and only the implementation of your knowledge will bring results.

We at StepUp see the B2B industrial market evolving within the digital world. We can see the younger generation trying to push more traditional people toward automation and online platforms. We also understand how challenging it can be to force a company to adapt to more sophisticated systems. However, we've also seen companies achieve success and grow – and reach their goals.

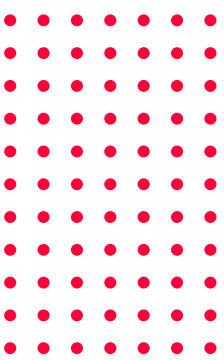
Ultimately, improving efficiency and expanding sales makes everyone happy, even in the most traditional business model.





## ▲ StepUp

### **Welcome to StepUp Marketing. We Do Things Differently.**



StepUp builds powerful inbound marketing and sales systems for our clients. After years of experience in the digital marketing world, we have found that the inbound marketing methodology is the most advanced, up to date and longest-lasting strategy that brings our clients the largest ROI.

Inbound uses personalization, analytics and strategic thinking to allow you to communicate directly with your ideal prospects and reduce the efforts of your sales team, ultimately bringing in more happy and satisfied customers while growing your business.

At StepUp we innovate together with our clients to expand and help them dominate their market. We build a customized, authentic digital presence for each client that creates real growth.

[www.teamstepup.com](http://www.teamstepup.com) | [hello@stepup.email](mailto:hello@stepup.email) | +972-50-9702338

## **REQUEST A FREE CONSULTATION**

### **Get a Free Inbound Marketing and Sales Assessment**

Speak to an inbound certified expert - learn how to bring in the right leads and close more deals

**SCHEDULE CONSULTATION ▶▶**