



Next-Level Marketing

Tips and Trends to Take B2B Marketing Up a Notch in 2015

By: Vicki LaBrosse

You understand the critical impact marketing has on your business. No matter what you're doing, there comes a time when you are going to want to take things up a notch. **So how do you push your efforts to the next level?** As you are thinking about marketing planning and budget allocation for 2015, consider these B2B marketing trends and tips in your planning process.

Mobile marketing

Mobile isn't just one of the most important channels for marketers to utilize, it is becoming *the most important channel*. The average person looks at a phone more than 150 times a day, and increasing numbers are turning to smartphones or tablets when searching for a business, product or service. B2B marketers will discover what B2C marketers realized a few years ago – mobile is a hotbed of engagement. Gartner predicts that by 2020, one in five sales will result from data collected from wearable devices.

Fine-tune your mobile strategy to encompass persona profiling, content theme, design and distribution. Make sure your website is mobile-friendly. Consider developing a mobile app for your business that allows consumers to quickly access your products and services. And make sure you are easy to find on social media channels.

Hyper-targeting

It's time to really get to know your customers. Dig deeper into customization and personalization strategies to find the small, yet potentially profitable subsets of your market and niche offerings. If you don't know who you're talking to, you won't know what to say.

Buyer persona development lets you dive deep into the needs, lifestyle and motivations of your buyers. Once you've got the persona down, create the content your audience is looking for. Try to squeeze the most out of every piece of content, adapting what you've already created to a host of different social media sites, each of which are geared toward different users looking for different things.

Marketing automation solutions

Before you implement marketing automation tools, it's important to define what requirements you have for the software and identify the goals and objectives you're looking to achieve. Marketing automation can replace existing tools that you are already using and in many cases can serve as an all-in-one solution. Being able to consolidate your tools will not only help your process, but can also cushion the expense of the software for budgeting.

It's important to consider what it's going to take to implement marketing automation. Not only does this include your budget, but also making sure you have the right staff and internal resources in place and possibly hiring a consultant to help with planning, implementation and execution.

About the author

Vicki LaBrosse is media relations director with Edge Marketing, Inc. Leveraging more than 13 years of experience working in professional services industries, LaBrosse works with clients to develop and execute comprehensive marketing strategies that will help grow their business.

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