



MARKETING INDUSTRIAL
BUSINESSES:

5 steps
to a successful
integrated marketing
campaign

ADVAN
DIGITAL MARKETING & DESIGN

Introduction

You have an awesome product or service. You know it will solve your customers' problems. You've already figured out the pricing structure, and all the operational stuff is in place. You're ready to take it to market and get your phones ringing with orders.

So... what marketing channel will you choose?

Perhaps you'll post about it on social media. Maybe you'll send an email to all your current customers to let them know about it. How about a blog post? What about writing a detailed paper on it so that everyone understands how it works? Perhaps a video? Could you also write about it on your website?

Here's a thought... what if you choose *more than one* marketing channel?

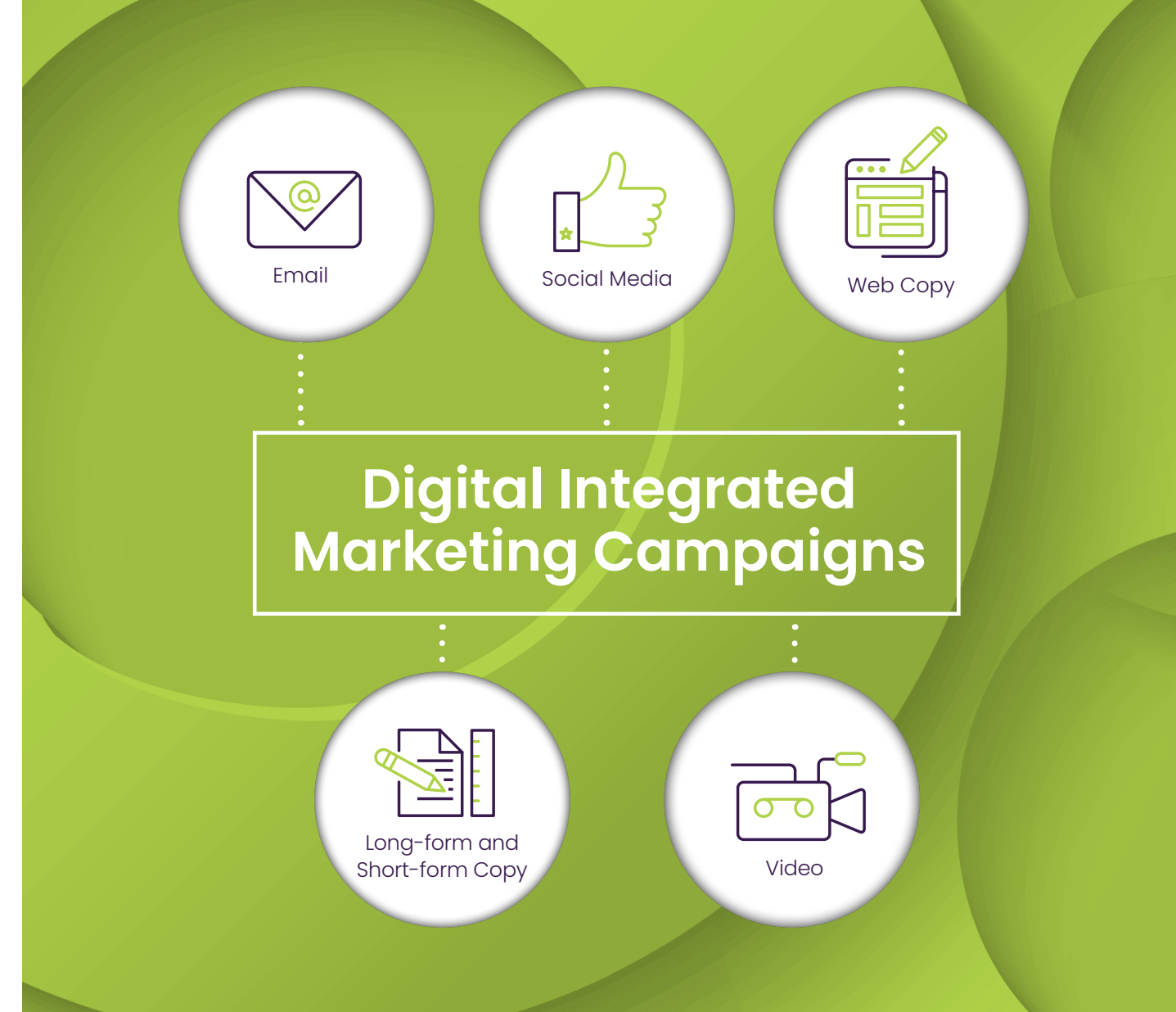
Integrated marketing campaigns—campaigns that are multichannel and connected by a common creative theme—are extremely effective. In fact, companies that use multichannel marketing experience **three times** higher effectiveness rates than those that use non-integrated campaigns.

With an integrated campaign, you reach customers at whatever point they may be on the buyer's journey.

It's worth the effort. If you want an effective campaign, it pays to spread your message as far and wide as possible.

This guide will cover the basic elements of a fully integrated digital marketing campaign.

Good luck!



Companies that use multichannel marketing experience

300% higher effectiveness rates than those that use non-integrated campaigns.

Source: <https://www.heinzmarketing.com/2017/10/research-integrated-multichannel-marketing-twice-effective-operating-silos/>



Step 1 Email Your Customers

Your email list is an incredibly valuable asset. This is a list of your current customers and prospective customers who are already engaged with your business.

Compose an email about your new product or service. Explain the benefits and features and include a call to action that will inspire your prospect to pick up the phone and become your customer. If you can include a special offer, do it here. A coupon code or a limited time discount for recipients is an added value that can only make calling you an easier decision.

Use graphics to show off your product, but don't be too reliant on them. Some email providers don't show images by default for security reasons. Compose your email with this in mind and remember to include all the details about your offer in text.

If you can, track the open rates of your emails to make sure you're making an impact. This can help you decide what's working and what isn't. Test different subject lines and use the one that performs best. Keep your language short and sweet and to-the-point and be sure to include links to your website and additional content about your product to make it easier for the reader to explore their options.

You can follow up with people who didn't open your first email by resending the email with a different subject line and revised copy.

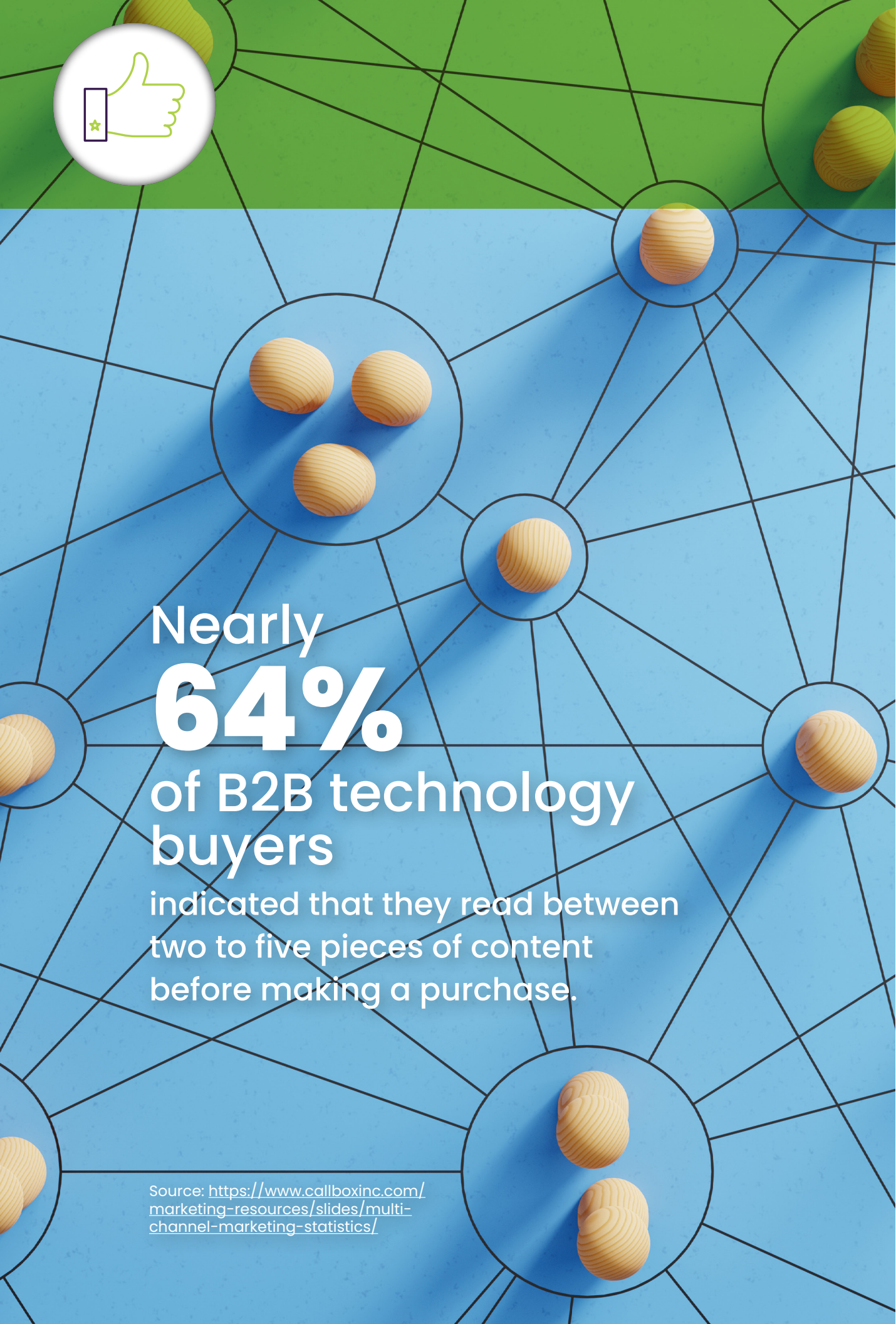
Remember how valuable your email list is. Make sure to leverage it as best as you can.

89%
of customers
are retained by companies
with omni-channel
engagement strategies.

Source: <https://www.invespcro.com/blog/state-of-omnichannel-shopping/>



Step 2 Utilize Social Media



Nearly
64%
of B2B technology
buyers

indicated that they read between
two to five pieces of content
before making a purchase.

Source: <https://www.callboxinc.com/marketing-resources/slides/multi-channel-marketing-statistics/>

Your social channels are an excellent place to launch your campaign... especially if you use them to highlight a problem and a solution.

It's best to show your offer alongside content that explains what it does, such as an article or a video or technical brief. For niche industrial B2B products and services it is rare to find a product that is self-explanatory, and a detailed deep dive into your offering can be really beneficial.

Rather than using social media as a storefront, use it as a space to provide information. Position yourselves as the expert on the problem, and your solution will immediately hold more credibility.

It helps here if you use social media platforms to share some other form of content about your product. Do you have an article or blog post that explores the problem and solution? What about a whitepaper that takes a deep dive into the issue? Whatever the content, make sure it is available to anyone who visits your social media, and make sure that your post is engaging and interesting enough to motivate someone to click through.

Paid opportunities allow you to narrow down your audience to your target market, and it's quite simple to budget for. If possible, running an ad campaign alongside an organic campaign does wonders for amplification.



Step 3 Write Web Copy and Optimize

You absolutely need to be talking about your product or service on your website. You don't need to answer every question or preempt every inquiry here, but you do need to be thorough enough on your virtual storefront to drive browsers to a call to action, either to fill out a form or call you directly.

Amplify your message and drive traffic to your site with a sound Search Engine Optimization (SEO) strategy.

SEO is the process of improving your website's visibility on search engines such as Google, by moving your website up in the search engine results. SEO services focus on how search engines like Google work by examining algorithms, user searches, keyword phrases, and target audiences. These factors all affect search engine behavior.

While you may have the best-looking website on the market, without SEO services, traffic isn't going to be driven to your website. And without organic search results, consumers can't find your website. SEO is all about visibility, and therefore, it needs to be constantly maintained.

You need an effective monthly SEO strategy to push your website towards the #1 spot on Google. SEO services are worth your time and investment to promote your business and be the leader in your industry. SEO has the best ROI of any marketing practice. Compared to hiring a salesperson, who you'd have to pay a full-time salary, benefits, etc., SEO sells your brand daily all over the internet for a fraction of the price. For a committed monthly investment, you can skyrocket sales like never before.



67%
of B2B buyers

rely more on content to research and make purchasing decisions than they did a year ago.

Source: <http://www.demandgenreport.com/industry-resources/research/3141-2015-content-preferences-survey-buyers-value-content-packages-interactive-content-.html#.VRAGvTTF-mE>



Step 4 Create Video

If a picture can speak a thousand words, what can video do for your brand? If you have a complex product or service, consider using video to make an explainer to warm up prospects before they call you.

Captivate your audience with live-action video, interviews, animated explainers, text-driven video, and promotional video marketing. Drive new traffic, create new leads, and educate your audience with authenticity and transparency. Position your company as a trusted thought leader. Capture attention and drive your message home.

With intelligently transcribed, linked, and optimized descriptions, video serves as an excellent driver for traffic to your website. High-quality video keeps viewers on your website for longer and keeps your brand top-of-mind.

Video is useful at all stages of the sales funnel, and informational content that answers a question or solves a problem knocks down a barrier to your client picking up the phone to call you. Video is

easily shareable on social media, and the more views your brand has on social channels, the better.

Your video library is always there, 24/7, answering questions and building your brand for as long as it lives on the internet.

There are several types of videos you can employ. Live-action video captures the reality of your organization and builds trust between you and the viewer. Kinetic text is a way to convey information quickly and precisely in an engaging and entertaining way. Interviews highlight the expertise and passion in your organization and can establish you as a thought leader. Screen casts of software demos, presentations, and interesting virtual interviews and meetings offer real-time authenticity. Instructional videos help your prospective client understand a problem and see how your product or service can solve it. Product and service overviews communicate the features and benefits of your offerings in detail. User guides help your customers maximize their experience with your brand and solutions.

80% of customers
a video showing how a product or service works
is important when learning about the company.

Source: <http://www.prnewswire.com/news-releases/animoto-survey-consumers-want-more-video-marketing-on-web-social-and-email-300079377.html>





CONTENT
CREATION

Step 5 Write Long-form and Short-form Written Content

Whether you're writing a short technical brief or a fully-fledged eBook on your solution, content can only benefit you when it helps to convert prospects to customers.

The plan here is to turn complex concepts into easily digestible content that everyone can understand.

There are several types of content that you can produce to expand the reach of your message. Infographics tell a story in a compelling, data-led way. When done well, infographics are highly enjoyable to read and do a great job of conveying facts and figures about your product or service. Whitepapers take a deep dive into a particular pain point, problem, or opportunity and present options for addressing it. eBooks delve deep into a problem or opportunity, are designed to be skimmable, and are specifically created to be read electronically.

Technical briefs are a quick reference that concisely explain a process and/or a solution to a problem. User guides are comprehensive and easy-to-understand reference materials for product end-users. Reports are documents for either external or internal audiences summarizing and contextualizing data. Comparative analyses compare two or more products, either a company's own against each other or against a competitor.

Case studies are a writeup of an exemplary event, decision, or workflow that follows the "problem, solution, outcome" format as an example for clients. Proposals detail a customer's solutions, methods, timelines, and pricing for a prospective project. Microsites are small, single-purpose websites that focus on a topic, solution, service, or product.

Blog posts are excellent for telling your story because they are easy to share. Blog posts are typically hosted on your onsite blog and are great for SEO, too. But nothing is better for establishing yourself as an expert in your field.

Only
14%
of organizations
say they are currently
running coordinated
marketing campaigns
across all channels.

Source: <https://journeys.autopilotapp.com/blog/multi-channel-marketing-statistics/>

Creating a Digital Integrated Campaign

To create a digital integrated campaign, you must first decide what you want the result to be from your efforts. Do you want more sales inquiries? More traffic to your site? More engagement online? Decide how you will measure success and work backwards from there.

Create all your assets up front. Although it is tempting to only produce the content you are releasing immediately, there tends to be better coherence when everything is completed together. It helps you see through the process without getting distracted and tempted to switch up some of the content.

Put together a calendar. Choose what will go out when and spread your campaign out into a cadence that makes sense to you. If you decide to run your campaign for a month, for example, consider releasing content every week via social media to stay fresh and relevant.

Use as many different channels as you can. Spread the message far and wide and catch potential customers wherever they are in the sales cycle.

Use a balance of organic and paid opportunities. Utilize social media for free for your main campaign but remember to use advertising dollars to amplify the message with paid posts and ads.

An integrated marketing campaign is an intelligent approach to launching or promoting a product or service, and this approach in the B2B space is the best approach available for getting the most eyes on your solution. Choose your platforms wisely and remember to keep the language, tone, and design consistent across your whole campaign.



ADVAN is a team of talented designers, SEO experts, content writers and marketing specialists who can make the internet work for your business. We keep a cost-effective focus on marketing and increase the number of quotes in your sales pipeline.

For an intelligent and measurable approach to your next integrated campaign, speak to ADVAN today. Call 330-688-1324

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