

B2B Marketing Strategies

Target Millennial Next Generation Of B2B



- 73%** Of Millennial Workers Are Involved In Decisions To Purchase Products Or Services For Their Company Or Business
- 34%** Of Millennials Are The Sole Decision Makers Regarding Purchases
- 36%** Of Millennials Weigh The Opinions Of Friends & Family Before Buying B2B Services
- 69%** Of Millennials Will Post A Positive Comment On Social Media If They Are Happy Clients

Focus On Long Buying Cycle



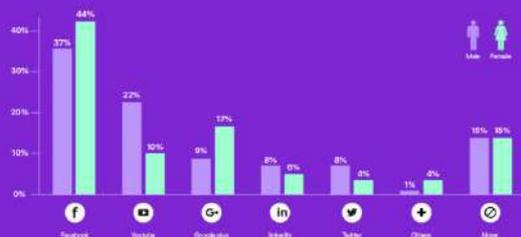
Create An SEO Keyword Funnel



- Top Of Funnel Keywords Should Be Tactical
- Middle Of Funnel Keywords Should Be Strategy Focused
- Bottom Of Funnel Keywords Should Be Targeted At Buyer Needs

Use Facebook Ads, Messenger & Reviews

What Social Media Channel Usually People Use Most To Research A Product Or Service For Their Company



Run Nurture & Drip Campaigns

Drip and nurture campaigns get used interchangeably, but they are not the same.



Drip Campaign

Drip campaigns are a predetermined set of time-based emails you send out to a segment of your list, usually designed to drive a conversion.



Nurture Campaign

Nurture campaigns are behavior-based, meaning they go out to recipients according to how they've interacted with your site and previous emails. Nurture email campaigns are best for B2B marketing since they focus on educating the prospect as they interact with your brand.