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B2B marketing effort needs to be continuously optimized. But often the key question hovering in the minds of a B2B marketer is that where these optimizations should begin with? B2B Company should optimize their marketing campaigns in three major phases as per the target audience: pre-click, post-click and post-conversion.

1. Pre-Click Marketing

It is the phase when the customer has not yet come to your website. You need to ensure that you are visible within your target audience and successfully able to engage them to click on your content or ads.

Understand your customer â€“

â€¢ What is your ideal customer profile?

â€¢ What kind of functions or roles you are targeting?

â€¢ Which industries you are focusing on?

â€¢ Which locations or regions you are targeting?

â€¢ What firm size are you aiming at?

Define your content strategy â€“ Before you start b2b marketing, you need an efficient content strategy, which will act as a medium to increase visibility in front of customers, and motivate them to enter the website sales funnel.

Search Marketing and Keyword researchâ€“ Find keywords and key phrases a target audience uses when searching in search engine like Google, yahoo and Bing etc. for your services. Always keep in mind the keyword relevance, popularity and competitiveness, and identify the top keywords for your b2b website based on these parameters.

Use Digital Resources â€“ Apart from search and search engine marketing, use digital resources like TV and radio ads. SMS and email marketing are also the part of digital marketing.

2. Post-Click marketing

It is the phase customers on your website. Now you need to convert them to lead from just a visitor. Itâ€™s important for you to show them value and then capture their details to create a conversion.

Optimize your website â€“ Once visitors have come to your B2B portal, they must be engaged with more and more pages to navigate step-by-step to finish the goal. To accomplish this step, pages in the website should be easy to navigate.

Plan, design and place relevant Calls to Action buttons â€“Increase your conversion rates, with design and placement of appropriate Call to Action or Signup buttons on your website pages.

â€¢ Place appropriate message on the button in the target page, to attract the visitors.

â€¢ Ensure that the size, color and design of the buttons are optimized for improved click performance.

3. Post-Conversion marketing

Once your visitor has calls you or filled his details in form, now it is a potential lead. Now the challenge remains to score these enquiries into lead or sale.

Now optimize your lead scoring efforts to turn such leads into potential customers. This can be achieved by leverage of emails. Emails are still the tried and tested medium to engage with your lead, and turn them over when they are sales ready.

Lead Nurturing process â€“ Only a fraction of enquires actually gets converted into lead or sales. Execute a well-defined lead nurturing process that works as per your business to engage with them till they become sales ready.

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