

B2B MARKETING BLUEPRINT

8 steps to building an impactful marketing strategy

PROGRAM GOAL

B2B Marketing Blueprint is a 12-week program focused on walking you through the steps to build an impactful marketing strategy. At the end of this program, not only will you have a better understanding of your customers and what they need, you will also have a specific plan of action to grow your revenue. Best of all, this process will help you collaborate better with your internal stakeholders, gain buy-in and increase your confidence and credibility.

The goal of this program is to help you:

- Be a strategic and confident marketer within your organization
- Learn how to build a marketing plan that gets results – a skill and process that you can use again and again
- Have confidence that you are spending time, money, and resources on the marketing tactics that matter most
- Understand what your sales team needs from you to close more business
- Identify what your customers want and expect from your organization
- Align your marketing activity to business goals – leading to a better relationship with your CEO
- Immediately make an impact!



PROGRAM OUTLINE

Building an effective marketing strategy requires taking a step back and really thinking about who you want to target, what your message is, and how you will reach potential prospects.

Each week I will introduce you to one of the steps below to teach you the concepts and allow you to reflect and practice implementing into your own company. There will be worksheets and “homework” associated with each lesson to help guide you along the way.

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PROGRAM DETAILS



WEEK	DESCRIPTION	FORMAT
Week 1: Marketer Assessment	<p>Get a clear grasp of your strengths and areas of improvement.</p> <ul style="list-style-type: none"> • Marketer self-assessment to learn more about yourself • Marketer mindset – what it takes to be a confident leader in your role • Set your own personal goals for the program 	<p><i>Video</i> <i>Stand Out Marketing Assessment</i> <i>Worksheets:</i> <i>Goals</i></p>
Week 2: Audit & Buy-in	<p>What marketing activity did you complete in the last year? Kill anything that isn't producing tangible results now, as we want your attention to be here!</p> <ul style="list-style-type: none"> • Program Overview - what to expect • Introduction to the marketing plan framework • How to perform an audit • How to get buy-in from peers/ leadership during the process 	<p><i>Video</i> <i>Worksheets:</i> <i>Buy-in checklist,</i> <i>Audit template</i> <i>Assessment tool</i></p>
Week 3: Internal Research	<p>You can't complete a marketing plan in a vacuum. Talk to your sales team and department leaders to align goals and priorities.</p> <ul style="list-style-type: none"> • What internal data to collect and review • Conduct 1:1 interviews/ survey with your sales and leadership team to better understand goals, priorities, challenges and ideas to connect with customers 	<p><i>Worksheets:</i> <i>Internal interview questions, survey template</i></p>
Weeks 4-5: External Research	<p>Learn everything you can about your customers, the market, and your competitors.</p> <ul style="list-style-type: none"> • Conduct 1:1 interviews with customers to better understand customer needs, goals, priorities, and pain points; Review annual reports • Look at 3rd party reports/ publications to learn more about the industry that your customer operates within • Conduct a competitive analysis of your top 3 competitors 	<p>BONUS: Online Video Lesson</p> <p><i>Worksheets:</i> <i>Research strategies,</i> <i>Interview questions,</i> <i>Competitive analysis template</i></p>
Week 6: Targeting	<p>You need to focus your efforts where you think you can make the biggest impact. In this lesson, you will define WHO your ideal customer is.</p> <ul style="list-style-type: none"> • Define your ideal customer profile; Look at your current customer data – Where have you been successful? • Fill in the buyer persona worksheet • Define the decision-making unit; Who else do you need to convince to buy your solution or product? 	<p><i>Worksheet:</i> <i>Targeting, buyer persona worksheet</i></p>
Week 7: Goals and Tactics	<p>If you want to stay focused, then you must first define where you want your business to go. If you don't know, you will waste resources, energy, time, and money.</p> <ul style="list-style-type: none"> • Learn how to set realistic marketing and sales goals that you can measure • Marketing budget/ activity framework (80% baked, 20% flexible) <p>Match your organizational goals to marketing goals, content, and activity; Discuss different tactical options on an ease vs. impact scale</p>	<p>Worksheets</p>
Week 8: Value Proposition	<p>What is a value proposition and why does it matter? Learn how to create a value proposition that helps your company stand out.</p> <ul style="list-style-type: none"> • What is a value proposition? What does a good one look like? • Validate your company's value proposition using the formula and templates provided; Identify how you will measure value going forward 	<p>BONUS: Online Video Lesson</p> <p><i>Worksheets:</i> <i>Value propositions, how to quantify and test your value prop</i></p>
Week 9: Content plan	<p>Your customers have 5 stages of decisions to go through. You need to be prepared to answer their questions along the way through content that teaches.</p> <ul style="list-style-type: none"> • What is the Buyer's Journey? • Content mapping – outline the content and resources you will need to create to help move this discussion forward with prospective clients. • Ownership – Who will do what? What does marketing own vs. sales? 	<p><i>Worksheets:</i> <i>Buyer's journey template,</i> <i>content mapping template,</i> <i>Execution framework</i></p>

Week 10: Write it down	Pull together your plan in a simple, easy-to-understand format	<i>Worksheets:</i> Marketing plan template, Activity template
Week 11: C-suite communication	After you build the marketing plan, it's time to socialize it with the rest of the business. <ul style="list-style-type: none"> • Identify key takeaways for your presentation • Less is more. Focus your presentation on what matters most • Develop an internal communication plan to celebrate progress and wins 	<i>Worksheets:</i> Marketing dashboard, internal communications framework
Week 12: Wrap-up	Retake the Marketer self-assessment Get feedback from your boss	

PROGRAM APPROACH

B2B Marketing Blueprint is more than a training program. We are invested in teaching you valuable skills about how to think strategically about marketing, while providing coaching and mentoring along the way.

How is mentoring different from 'training'?

A trainer may tell you what to do - think functionally, like how to set up a new tool or technology. But they are there just to teach you a new skill. It's more of a lecture without the opportunity to ask questions. They are not there to motivate you, provide advice on how to reach your goals, answer your burning questions, or counsel you through a setback. That's what a mentor does.

In a 24x7 report, it revealed that **only 12%** of learners say they apply the skills from the training they receive to their job.

But Personnel Management Assoc. found that when training is combined with mentoring, individuals **increase their productivity by an average of 86%** compared to 22% with training alone.