

# The Most Inspiring B2B Marketing Tips Shared on LinkedIn in 2023



**80 Tips**  
**From 80 Marketing Professionals**

Hi B2B Marketers,

Throughout our career, We have learned a lot from marketing professionals sharing their experiences on LinkedIn. At the beginning of this year, we started compiling them on a LinkedIn account called [Postream](#). Marketing professionals from different parts of the world responded very well to our posts here.

After a while, we couldn't spare time for this. But we continued to take note of the inspiring posts. There were so many good experience shares that we decided to compile them in an e-book last month.

And finally, this 125-page e-book full of wonderful information sharing emerged.

We hope the information here will guide you in your 2024 marketing efforts.

Kind regards,  
[Postream Team](#)

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### A quick lil' B2B marketing win that not a lot of people seem to be using

Unsure if your paid ads, SEO, or other marketing efforts are attracting the right ICP (firmographic/technographic, etc) for you?

Use a reverse IP reveal tool to show which companies are coming through on certain UTM parameters.

Tools like [Snitcher](#), [Koala](#), [Clearbit](#) are relatively inexpensive (well, maybe not that last one 😊) to help you create some quick equations:

CAC ceiling example = \$10,000

Traffic Source 1: 10% ICP traffic, \$2 CPC, 0.15% Click To Closed/Won Ratio

Traffic Source 2: 25% ICP traffic, \$9 CPC, 0.32% Click To Closed/Won Ratio

Traffic Source 3: 70% ICP traffic, \$25 CPC, 0.79% Click To Closed/Won Ratio

✗ Traffic Source 1: 10% ICP x \$2 CPC = \$20 ICP CPC x 667 clicks needed to get 1 closed/won deal = \$13,333 CAC

👉 In this example above, only every 10th click is my ICP, so you need 10 clicks or 10 x \$2 CPC = \$20 to calculate what my cost per ICP click is.

You then take 100% and divide 0.15% into it to understand how many clicks from that traffic source you need to get a closed/won deal.

✗ Traffic Source 2: 25% ICP x \$9 = \$36 ICP CPC x 313 clicks needed to get 1 closed/won deal = \$11,250 CAC

✓ Traffic Source 3: 70% ICP x \$25 = \$35.71 ICP CPC x 127 clicks needed to get 1 closed/won deal = \$4,520 CAC

So before you even wait for a conversion to happen (or worse yet, a sale to happen - since that could take a LONG time), you can simply do two things:


- 1) Lower the CPC so your CAC equation works
- 2) Pull the plug on those traffic sources before you throw more money or resources into them.

This math is helpful because it also helps your other stakeholders understand that you can afford to pay MUCH higher CPCs and much higher cost per conversions if know the traffic is within your ICP and the CAC math that justifies it (depending on your attribution models of course).

This little tool + math hack has not just saved a lot of awful paid ads experiments but a LOT of long term SEO/content strategies as well (is your content even attracting the right ICP & intent?)

Source: [Johnathan Dane](#)

### How do you select accounts for your 1:1 ABM programs?

You build a scorecard! 

Account	Annual Revenue	Number of Employees	Current Pipeline	Marketing Activities	Website Views	Intent Surge
Account #1	5	5	5	1	3	5
Account #2	5	5	5	5	5	3
Account #3	5	5	5	1	3	5
Account #4	5	5	3	3	1	5
Account #5	5	5	1	1	1	5

Here's how I do it:

#### 1 Define your goal

You need to know why you are doing ABM in the first place. Are you trying to acquire new customers? Or is this an expand motion for current customers? Are you trying to help with renewals? These are all questions you need to answer before you dive into a program blindly.

#### 2 Select your criteria

Come up with the criteria you want to consider when selecting accounts. Some criteria will include firmographic data, while other can be about intent and engagement. For example, here are 5 criteria you may want to use:

- 👉 Annual Revenue (if account size is important to you)
- 👉 Number of Employees (if you charge by seat or employee)
- 👉 Current Pipeline (if you're trying to accelerate opps)



👉 Engagement in your Marketing Activities (to make sure you're not going to ice cold accounts)

👉 Website Views (to decide whether an awareness motion is needed)

👉 Third-Party Intent (so you can decide what type of content will resonate)

These are just examples. Go back to your goal and decide what's most important to you.

### ③ Rate your criteria

For each criteria you chose, set up a low/medium/high scale. For example, for number of employees, you could say that low is under 5k, medium is between 5k-10k, and high is over 10k. Again, this depends on your business and what you're looking for, so don't take my scale and run with it. Understand your business first and make decisions on what's important to you.

### ④ Score your accounts

With your criteria and your ratings, you can score each account and see where they land. If things don't look clear, you may have to re-think or tweak your criteria and/or the ratings. It's ok to go back and iterate on steps 2 and 3.

### ⑤ Make some decisions!

Now it's time to select your recommendation. You may want to go for accounts that are warmer and with clear pipeline so you can help accelerate there. Or you may decide that you pick accounts that are engaged but not in pipe. This all depends on your goals and what you want to achieve, so spend some time thinking through it and documenting everything!

Once you have a recommendation, make sure to discuss with your sales and customer success teams and align with them on the program. There's no right or wrong answer, but the more you invest in the selection, the more your program will pay back!

Source: [Cristina Daroca](#)

## Top 5 b2b paid media strategy recommendations

It's 2024 strategy planning season.

Here are my top 5 b2b paid media strategy recommendations:

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### 1. Value-based account optimisation

Optimising accounts based on MQLs, SQLs and closed/won is standard practice.

To level this up, I'm encouraging clients to implement pipeline and closed/won value tracking to accounts.

This data will allow us to optimise campaigns and keywords based on what brings in revenue, not just volume.

### 2. Message-testing feedback loops

Messaging is a grossly underutilised growth lever in b2b.

To help clients get more from it, I'm recommending using ad platforms to real-world validate positioning statements.

We'll test various features, benefits, use-cases, pain points and angles across audience segments.

Insights gained from these tests will be fed back to clients to enhance broader brand, marketing and content strategy.

### 3. Sales and marketing alignment on campaigns

Sales and marketing alignment was the phrase of 2023, but many b2bs still have work to do.

I'm encouraging clients to involve sales teams in campaign ideation.

The hypothesis:

→ Sales teams understand deal blockers & objections best

We can extract this info from them and use it to:

→ Unblock stuck pipeline with content targeting deal blockers

→ Increase pipeline overcoming objections in campaigns

#### 4. Double down on what works

I've historically recommended an 80:20 split into proven activity vs experimental.

In 2024, I'm recommending a 90:10 split.

It's all about squeezing as much value from what's working as possible.

As most clients are looking for clear attribution and budget efficiency, it doesn't make strategic sense to invest too much into unknowns.

#### 5. Hybrid attribution

Even with data-driven attribution models, digital attribution doesn't show the full picture of which channels and tactics influence pipeline and revenue.

I'm encouraging clients to layer self-reported attribution into their reporting mix to give a fuller picture of what's working and what isn't.

Self-reported isn't perfect.

But, we can use this info to make more informed strategic decision-making as the year unfolds.

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To give full transparency, this isn't a million miles away from my 2023 strategic focus.

Instead, it's building on the foundation I set based on what I've seen work and fail.

Remember:

Just because it's a new year, doesn't mean you need to reinvent your strategy.

If you have channels, platforms and tactics that are working, don't be afraid to go hard on them again in 2024.

**Source:** [Patrick Cumming](#)

**[Stagnant growth for your solid product? It's the invisible bridge you're missing: This magical and practical bridge is product marketing](#)**

Stagnant growth for your solid product? It's the invisible bridge you're missing.

The bridge between your product and your potential customers. This magical and practical bridge is product marketing ✨

How do you know?

The first sign is when asked about your target customer, you say something like "we're a website builder for small businesses" and don't know the struggling moment that leads customers to a solution like yours. ✨ Product marketing collates insights and data to get crystal clear on who your best customers are.

You're finding it harder to differentiate from competitors. In SaaS, standing out is survival. ✨ Product marketing helps identify and carve out your unique position in the market so it's obvious to your best-fit customers why they should choose you.

Your marketing gets people to your website, but signups are low. ✨ Product marketing helps craft a 'this is for me' 'I gotta have it now' messaging.

People sign up, get into the product once, and never return. Or worse, you rely on CS to play whack-a-mole to get customers to activate and eventually churn. ✨ Product marketing can tell you which features and product attributes customers care about most, and how and when to introduce them.

New features aren't landing like you thought they would. The product team builds something sexy af, but customers don't get it. ✨ Product marketing helps make value obvious in a context that makes sense to customers. It also provides critical intel for your product roadmap, ensuring your product evolves with the market and your best customers.

Your team is struggling to sell. They know the product inside-out, but translating that into a compelling offer or expansion isn't easy. It's art and science. ✨ Product marketing helps align your team around your customers 'why', what they value and how they evolve at the individual and account level.

If any of these hit with you, it's time to take product marketing more seriously. It can turn slowed or stalled growth into consistent and predictable signups, 'aha' moments, conversions, committed and expanding relationships.

Source: [Georgiana Laudi](#)

**[Thought leadership content should be central to your B2B marketing in 2024](#)**

If you're a B2B business, you need to hear this:

The majority of your products or services are just a 'nice to have'

Most of the time, what you're providing isn't critical to your customers.

They'll survive without it.

That means your sales and revenue could be cut at any time.

Especially when the economy is struggling and budgets are shrinking.

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So, how should you respond?

It's easy to think you should use every marketing channel to push your products.

- ✓ The CEO likes it.
- ✓ The Finance Director likes it.
- ✓ The Head of Sales loves it.

But you know who doesn't love it?

✗ Your customer

When times are hard, they don't want useless content about products and services they can't buy.

They want:

- High-value solutions to their problems
- Challenging perspectives to help them think differently
- Great content that they can use in the boardroom

In the most recent LinkedIn and Edelman report into thought leadership, 50% of the C-Suite said they were MORE responsive to thought leadership content in an economic downturn.

That's why thought leadership content should be central to your B2B marketing in 2024.

Even if you feel like you need instant results, resist the urge to start sales spamming.

Don't undermine all your hard work building authority and credibility with your customers.

Focus on your thought leadership strategy, and it will pay dividends when the good times return.

Trust the process, and your customers will trust you.

**Source:** [Cosmo Shield](#)

### **How do you create consumable lead magnets that build trust and showcase your experience?**

Your B2B service business doesn't have an "organic social" problem.

You have a lead magnet problem.

I've built lead magnets for a variety of B2B clients in service industries, and 8 times out of 10, I see the same 2 issues:

1. You're targeting the wrong ICP.
2. Your resource itself is too technical, it's way overlong, and worst of all...it's boring.

And once a prospect is bored? It's more than likely:

They ain't coming back.

On the flipside, the "best-case scenarios" I see tend to be hyper-targeted longform case studies.

Problem is, an in-depth case study can be quite tedious to create.

On top of that, only the most sophisticated prospects will consume them.

"Here's our 71 page document outlining how we took client X from point A to Z"

This resource may be worth creating - but it's also a big ask. Your prospect needs to be ready to commit a big chunk of time to consuming this resource.

A longform case study will go over well for 10% of prospects. 90% will skip it.

If this is by design – if this is how you disqualify prospects – great. If not, you need options.

And no, I'm not about to spew the same old "build a value ladder!" schtick – although it's not a bad place to start.

A better option:

Reframe how you view lead magnets altogether.

How do you create consumable lead magnets that build trust and showcase your experience?

And how do you build them without boring your audience to tears – or spending a month waffling around a blank document?

Simple:

You don't build lead magnets.

You build MicroMagnets.

- > You zero in on ultra specific problems
- > You describe how the "conventional" solution differs from yours
- > You provide an anecdote or example of how you implemented this in the real world

I use a simple 5 step framework for this, and it hasn't let me down yet.

It's the same framework that's helped me create better performing lead magnets in 30 minutes than my clients could create in an entire month of scrambling around a google doc (one of which went on to become my client's most-viewed X post of all time – with zero "paid distribution").

**Source:** [Kyam Calvert](#)

### **What should be the content of the follow-up email to be sent after distributing content via content syndication platforms?**

Is anyone still using content syndication?

You know, the services where you pay for leads by distributing content through a portal like [NetLine](#)?

Well, here's a tip.

In your follow-up emails, don't say this:

"Hello John.


I noticed you downloaded our whitepaper on "How to Achieve Greater Efficiency in Your Email Marketing Campaigns"

I'm just checking in to see if you have any questions.

We are a premier provider of email marketing services to some of the fastest-growing companies in the world. I'd love to hop on a 15-minute call next week to learn about your email marketing challenges and how we can help.

Here's my calendly link. Feel free to pick a time that works for you.

Best,  
Boring salesperson"

 Please don't send that.




Instead, try this:

"Hello John.

You picked up a copy of "How to Achieve Greater Efficiency in Your Email Marketing Campaigns".

Great. You're on your way to learning the secrets the fastest-growing companies in the world are using.

Make sure to check out:

-  Page 4 where I show you how to write killer email copy
-  Page 7 for a checklist on the Top 3 mistakes to avoid, and
-  Page 9 for the #1 trend that will impact your campaigns more than anything else

I'm here to be a resource. So let me know how I can help.

Talk soon,  
Fantastic, Dynamic, Smart Salesperson"

Try that.

Email is still a very transactional channel. You've gotta give to get.



And if most of your sentences begin with "I" or "We", well then, you're not really giving anything, are you?

So give your audience something they really want. Information they can use to do their jobs.

**Source:** [Deidre Hudson](#)

### How do you set goals & KPIs for a new marketing program?

There are 3 ways I model the data to land on KPIs — and I'll dive into each.

But first, let's get something straight:

!! The primary goal of any new marketing program — at least the way Gorilla runs them — is to drive more inbound, qualified business. !!

Not to "double leads" or "increase website traffic by 50%."

Marketing is a business function — and it should deliver meaningful business results.

So I like to keep goal-setting simple — the 🎯 GOAL 🎯 of any new program a meaningful uptick in qualified leads, pipeline and, ultimately, revenue.

But we work with B2B manufacturers that have long sales cycles — some 18 months and above.

And marketing, no matter how effective it is, isn't going to outpace that sales cycle (although inbound, qualified leads tend to move through a bit faster).

So we aren't going to achieve that goal of revenue on day 1 of a new marketing program

That's where KPI-setting comes into play.

The way I look at it, KPIs present a breakpoint:

🎯 If I'm hitting them, the marketing program makes economic sense and is on track to lead to meaningful pipeline and revenue.

🚨 If I'm NOT hitting them, we need to have a serious conversation about how to pivot.

And I try to limit the number of KPIs I set to the things that are really important leading indicators of revenue. Things like cost-per-opportunity and # of inbound and high-intent leads per month.

When I'm off-track of those KPIs, THAT'S when I double-click into things like engaged website sessions from my ideal audience, click-through-rate on my ads, scroll-depth on key landing pages — and other things that speak to engagement with my audience.

Engagement and reach data is really important — and I don't mean to discount it — but I've found it's better to not crowd any goals/KPIs list with 12+ goals.

And to narrow in on the stuff that really matters — high-intent leads, pipeline, revenue — and use all other data as a way of diagnosing WHY you're off when you are.

Okay — back to the main topic of the post.

HOW do you set your KPIs around cost-per-lead and # of high-intent leads?

123 I model the data in 3 ways:

#### 1 Making bets based on historical data

Whenever it exists, I like to audit past marketing performance and make bets that, if I make certain tactical improvements, I can drive better performance in the future.

I bet ...

👉 I can get the Google Ads cost-per-lead down from \$1,500 to closer to \$300-500, by turning off the keywords that have never delivered a lead, and breaking all keywords into separate ad groups with message-matched ads and landing pages.

👉 I can drive more qualified opportunities for the same LinkedIn budget by adding more exclusions (we can't do business with companies 10K employees and above, so let's exclude them, and let's exclude "retired" from our targeting etc.) to get the audience size from 100K down to 76K people.

#### 2 Modeling based on known sales metrics

Some companies I've worked with haven't done much in the way of marketing before, and don't have historical data to work with.

So I made a spreadsheet that helps me model whether we can get to a revenue-positive marketing program over 8 quarters, based on:

- 👉 Ad spend and estimated cost-per-lead
- 👉 Assumptions around lead-to-opp and lead-to-customer conversions (how many leads will turn into quoted opportunities? paying customers?)
- 👉 Average annual and lifetime contract value
- 👉 Yearly customer churn rate

It's not perfect — but it helps me benchmark what cost-per-lead I need to hit to get to a pipeline-positive ROI within a year, and a revenue-positive ROI within two years (remember, we deal with long sales cycles), when measured against all marketing costs (ad spend, agency fees, etc.)

### ③ Modeling top-down based on goals

To set ANY marketing program up for success, you need to understand the leadership-level marketing goals are.

AND whether they're reasonable.

Not all companies have documented marketing goals, but when they do, I like to model backward, asking myself:

Are these feasible with the budget they have? The historical performance I have access to?

Modeling this way helps you have a realistic conversation about whether these goals are feasible EARLY rather than simply not meeting them.

Avoiding that difficult conversation now only sets you up for an even more difficult conversation in 6 months.

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Those 3 ways of modeling often land at very different KPIs. I look at the balance, walk the client through my thinking — and we agree on KPIs that set up the right breakpoint for them.

**Source:** [Grace Wright](#)

## **It's time for B2B brands to take their organic social channel seriously**

Let's be honest - the B2B world has never taken organic social seriously.

It's the least respected marketing channel, by a wide margin.

Ask most CMOs who manages their organic social and they will kindly introduce you to their college intern (no offense interns).

Even those companies who DO take it seriously treat it as a branding exercise.

They are more concerned with how their content looks than how it performs.

And I get it! That's perfectly understandable. Organic social has never done much to earn anyone's attention.

No one has ever converted five new customers overnight because the blog they posted on their company's LinkedIn page went viral.

But organic social is evolving.

The same sharp turn that B2C social took over a decade ago is now firmly underway in the B2B world... people-first content is taking off.

Suddenly, companies ARE converting five new customers overnight because their CEO's LinkedIn post went viral or their VP of Product's thread on X (Twitter) blew up.

Some companies are even starting to pay huge amounts to B2B influencers to promote their products on LinkedIn! (YES - THIS IS REAL)

Organic social is evolving rapidly. If marketing teams want to capitalize on it, their perception of the channel needs to evolve too.

**Source:** [Garret Caudle](#)

## **How to create Target Account Lists that align marketing and sales 🍷**

Here's a framework I've used to create TALs that are collaborative and effective at driving pipeline.

🚩 Figure out your data sources

— Your CRM: [Salesforce](#), [HubSpot](#), [Zoho](#), [Pipedrive](#) all have TAL functionality. Work with sales to understand their top priority accounts, the selection criteria for those accounts, and how it's represented and labelled in the CRM.

— 3P data sources: you likely have some gaps after you've mapped your CRM data. [Lusha](#), [Cognism](#), [SalesIntel.io](#), [ZoomInfo](#) [Apollo.io](#) can help you enrich missing account and contact data that may not be in your CRM. Evaluating these tools is a great way for marketing & sales to collaborate.

— 3P intent data: [6sense](#), [Bombora](#), [Demandbase](#), [Intentsify](#), [Spiceworks](#) [Ziff Davis](#), [Promowise](#) can provide predictive buying signals, tech install data, and other sales intelligence to help you further enrich your TAL.

### Develop your ICP

— Based on the firmographic and technographic data signals you've collected from the first step, now you can create your ICP.

— Analyze these signals and your existing customer base, interview your sales team, and conduct market research to round out your ICP criteria.

— Put that criteria to paper and start to funnel the available account data through the criteria to start building the raw list of target accounts.

### Scrub the data

— Build the raw list of target accounts (account universe) and then scrub the data for various use cases in your GTM.

— Use cases are determined by a tiering or scoring of accounts. Prioritize the universe of accounts by company size, annual revenue, employee size, triggers, etc. Whatever is important to your GTM.

### Segment the list

— Take it a step further and create segments based on your marketing initiatives. For example, slice the list of accounts based on propensity to purchase a certain solution that is targeted by an integrated solution campaign.

### Launch it

— Engage your accounts with content syndication, display ABM, cTV or other tactics from demand providers.

— Import your TAL to LinkedIn and surround your top accounts with personalized messages and content.

— Deliver personalized lifecycle campaigns to your TAL using a marketing automation platform (Marketo, Hubspot, etc).

There you have it. 5 steps to build your target account list.

Source: [Steve Armenti](#)

### Tips for getting technical/non-marketing SMEs to actively participate in content production

Getting active SME participation in content is a real struggle when you're not marketing to marketers or sales.

So, how can you do it?

👉 Lower the barrier to entry

Oh, you want to start a weekly podcast?

Shockingly, no - an engineer, manufacturing operator, senior financial analyst - can't spare 3-5 hours a week to prep, record, re-record and help with distribution.

That's a LOT to ask someone who has a full-time role in a technical space.

So, lower the barrier to entry.

◆ How much of the prep can you handle on your own?

Research, outline, plan for distribution. Make it SO easy for your SME to say, "Sure. I can try that."

◆ How can you use the 30-60 min recording to do 5x the content work?

A single recording can become:

- The video
- The audio
- Several video clips
- Several social posts
- 1-5 blogs

◆ Do you really need a weekly podcast?

Start monthly, move to bi-monthly, then move to weekly \*when/if it makes sense\*

At CoLab, we get A LOT of content from a 60 minute quarterly expert panel.

👉 "Just start" is not always the best advice when you're working with a technical SME

These subjects are highly technical and, sometimes, highly regulated.

You need to do your homework.

So, yes, definitely force yourself to stick to a plan and start date, but you should also attempt to be a light expert in your product, customers and market.

It makes ALL the difference when getting a SME involved. They're much more likely to want to help if you're at least trying to understand their space.

Source: [Mary Keough](#)

### **'Personality-Led Growth' will dominate b2b in 2024**


It's the next big movement for demand generation.

Your buyers don't want to:

- Exchange their contact info for an ebook
- Listen to constant, one-sided sales pitches
- Sift through automated nurture emails

As consumers, we're attracted to brands that:

- Collaborate with relevant personalities
- Sell a 'lifestyle & work-style' (not just a product)
- Deliver education & entertainment via social media

The cost of paid acquisition has gone through the roof 

Google's display ads increased by 75% YoY in 2022.

While Meta's CPM increased by 61% in 2022. (Source: the Drum)

Brands need creators to lower customer acquisition & retention costs.

Personality-led growth is already transforming the world of demand gen.

Source: [Sarah Breathnach](#)

## LinkedIn retargeting structure

This is a basic setup I use per vertical/segment.

There are countless ways you can set up your Retargeting funnels.

You can use specific website pages, certain lengths of videos, different timeframes for intent, etc.

My example is a high-level setup that I use as a “go-to” strategy.

All of the RT1 campaigns are focused on the same audience:

- > 90-Day Website Visitors
- > 90-Day Company Page Visitors
- > 90-Day Single Image Interactions

I then add some additional filters (depending on the audience size), such as:

- Job Seniority
- Job Function
- Company Size

(The criteria that can hone the broad traffic into the ICP we want)

The RT2 campaign (I call High-Intent) is based on the RT1 interactions:

- > RT1 30-Day Single Image Interactions

(So anyone that engaged with any of our Retargeting content in the last 30 days)

Now let me break down the campaigns and logic:

**RT1 | LG | Doc** - While the main retargeting campaigns focus on Booked Demos, this layer promotes gated content to generate MQLs. While I don't usually recommend gated content, this client has a strong follow-up process and sales team to work these leads.

**RT1 | BA | Image | LAN OFF** - This campaign has Audience Network turned OFF, so it's only dedicated to LinkedIn. As prospects log back in, the budget focuses on showing the ads on-platform. I use Brand Awareness to reach as many people in this audience as possible. Since they're already warm, I want it to show as many ads as possible when they log in.



**RT1 | WV | Image | LAN ON** - This campaign utilizes Audience Network with exclusions. It's designed to stay "top-of-mind" and "follow" prospects on other sites they visit. This helps capture additional conversions and plays a significant role in influencing the final conversion. I use Website Visits; since there are more places to show ads, I'm okay with trying to optimize for that objective.

**RT1 | WV | Text**- This is a text ad campaign with Website Visits objective. These act as "Digital Billboards" on-platform. It's the lowest-cost method to stay in front of prospects on LinkedIn. I use WV and set a high Manual Bid for the click. This allows it to show a ton of impressions at a low cost. If you use BA, you'll pay a lot to deliver those impressions. This helps reach WAY more prospects than you'd otherwise reach with just images or videos.

**RT2 | High-Intent | Image** - This layer pushes the Direct CTA to get conversions. The prospects have already engaged with the brand, seen thought-leader & value-building ads, and are now asked to take the next step. It helps convert prospects that haven't otherwise converted. The audience is usually small, meaning it doesn't spend a lot and gets a low Cost Per Conversion.

Again, there's WAY more you can do with Retargeting, but this is a fundamental structure I've seen success with on many accounts.

RETARGETING STRUCTURE ON LINKEDIN											
Campaign Name	Off/On	Status	Bid	Impressions	Clicks	Average CTR	Average CPM	Average CPC	Conversions	Leads	
6 filtered of 14 campaigns											
RT1   LG   Doc   5.9.23 ID: 203878746 - Sponsored Content	<input checked="" type="checkbox"/>	Active	Maximum Delivery	20,448	167	0.82%	\$153.20	\$18.76	0	20	
RT1   BA   Image   LAN OFF   10.14.22 ID: 213529463 - Sponsored Content	<input checked="" type="checkbox"/>	Active	Maximum Delivery	363,187	2,497	0.69%	\$36.61	\$5.32	11	0	
RT1   WV   Images   LAN ON   10.28.22 ID: 214479433 - Sponsored Content	<input checked="" type="checkbox"/>	Active	Maximum Delivery	371,985	4,941	1.33%	\$31.00	\$2.33	5	0	
RT1   WV   Text   10.28.22 ID: 214479553 - Text Ad	<input checked="" type="checkbox"/>	Active	Manual Bid: \$20.00	2,351,104	306	0.01%	\$0.73	\$5.64	35	0	
RT2   High-Intent   Image   4.25.23 ID: 225030383 - Sponsored Content	<input checked="" type="checkbox"/>	Active	Maximum Delivery	53,585	1,016	1.9%	\$47.42	\$2.50	4	0	

Source: [Joshua Stout](#)

### What should you do if your LinkedIn ads aren't working?

"LinkedIn ads don't work for us" - Almost every B2B SaaS company out there

LinkedIn ads aren't working for you because your strategy is way off. 🤖

**Switch your thinking from** → How can we get people to convert on our content so we can cold call them and try to force them into an early sales cycle.

**To** → What do we want to say to these people? What do we want them to know? So that when they are ready, they'll come to us directly with a higher propensity to buy.

LinkedIn Ads is our 2nd highest source of new pipeline this year at [Workvivo \(a Zoom company\)](#). It works. 💰

The way to be successful on LinkedIn Ads is to change how you use it. Think of it more like a Highway 51 billboard that allows you to share your story than a direct response Vegas slot machine.

**Here's how you can get started** 📌

1. Map your total addressable market and build your ideal customer persona targeting inside the ads account.
2. Figure out what you want to say to these people. When it gets to the end of the quarter you want to be able to report on how many times your audience consumed your core messages.
3. Segment your campaigns by content type e.g. product ads, social proof ads etc...
4. Optimize for reach and frequency instead of conversions. I'd recommend the brand awareness objective. It's the best objective for the job and you'll get cost breaks.

And when it comes to reporting, these are some of the questions you should ask yourselves every week:

- How many ICP Accounts are we reaching
- What's the share of voice ( Reach / Audience Size )
- How often are people seeing us? ( Frequency )
- How many ICP Accounts are engaged

\*Note: You will need a self-reported attribution field set up across your website's high-intent forms if you want to prove your LinkedIn ads did their job with this new strategy.

\*\*You can/should use conversion ad types in your 90 day retarget campaigns to capture demand. This brand awareness, frequency play is for prospecting and building future pipeline

Source: [Barry Nyhan](#)

### **Great content: The underpin of both good demand generation and brand marketing**

Brand or Demand?

They are often pit against each other. "You should spend X% on brand and X% on demand"

That was always the narrative.

And when you've got tight budgets and targets to hit, brand spend is put up for the chop.

But, it's the wrong way to look at it.

Good demand generation is great brand marketing.

Great brand marketing generates a lot of demand.

The two are only separate when we measure demand solely on MQLs. And when we measure it like that, separating them is just code for:

- ✓ Budget spent on activity we can gate and measure in MQLs
- ✓ Budget spent on activity we measure via engagement metrics (or maybe won't even bother to measure)

Move away from gating content and measuring your demand generation on MQLs and instead measure pipeline and revenue and the split becomes much less defined.

What underpins both good demand generation and brand marketing, is great content.

Great content can educate and explain to your ICP the need for your product and the pain it can solve, generating demand.

Great content can be interesting, entertaining and valuable creating an affinity with your brand.

And therefore by ungating your content, making it easily available to your ICP, you can not only create demand but also build your brand at the same time.

How do you know your content is doing both?

One way is simply, people will tell you.

When inbounds come in already knowing what your solution does and the pain you solve, as well as who you are and also mention that they're a fan of your content, you've hit the sweet spot.

**Source:** [Liam Bartholomew](#)

### **Can you show how much direct traffic comes from hashtag LinkedIn ads?**

And no, I'm not talking about UTMs.

Here's how to track people who see ads but don't click:

--

#### The Challenge ⚠️

Those pesky prospects don't follow the nice, clear paths we marketers lay down for them.

(ESPECIALLY in the retargeting layer.)

They see something that interests them, but rather than click on it, they decide to look you up or go directly to your site.

Google gets praised as the Golden Child, while LinkedIn gets no love.

If you market on LinkedIn, you know it's true.

But how do you prove it?

-

#### A Free & Easy Solution 💡

Set up a "non-conversion" conversion.

Here's what that looks like:

Name: (non-conversion) Website Tracking

Define: Other  
Value: \$0.01  
Clicks: 30 days  
Views: 7 days  
Attribution model: Last Touch - Last Campaign  
Campaigns tracked: [all Active]  
Tracking Method: Page load  
URL: Starts with [your main website]

Now, you'll be able to see if prospects are seeing your ads, not clicking on them, and going to your site directly.

Why does that matter?

-

An Interpretation 🧠

Not clicking on ads is par for the course in B2B marketing.

We look at CTRs and other KPIs to gauge effectiveness, but most prospects won't directly engage with your content.

So seeing "View Conversions" in your dashboard helps you understand where you're getting traction.

NOTE: This tracking is handy with ad formats like Text Ads where an even larger majority won't click on them.

Now you'll be able to show that the uptick in Direct and Paid Search didn't come from the magic B2B Fairy - it came from the underappreciated LinkedIn Marketer 😏

Source: [JD Garcia](#)

### **Why should B2B/SaaS companies give their freelance writers full access to their product?**

Want to know what my biggest client green flag is?

Giving your freelance B2B SaaS writers full access to your product. 🔑

And no, I'm not talking about free trials. I'm talking about complete, unrestricted access to your best features.

Seriously, how are writers supposed to create authentic product-led content if they can't experience the product themselves?

It's like asking a chef to create a gourmet meal without ever tasting the ingredients.



But beyond just creating better content, there are other benefits to giving your writers full access. Let me break it down for you. 🗨️

✅ You don't need to send them over-used demo videos or screenshots. They can explore the product themselves and create original assets.

✅ You get a reader's perspective on your product. Writers can translate beginner-level features into easy-to-understand language, making your product more accessible to a wider audience.

✅ Your content will be more authentic and relatable. Writers convey their personal experiences with the product and speak directly to potential clients' pain points.

Bottom line: Invest in your relationship with your writers. Free product access probably costs nuggets compared to the value of their content.

Source: [Kiran Shahid](#)

### **Don't try to convert leads to SQLs. Nurture relationships**

Leads here, leads there, lead gen, lead pipeline, monthly lead goals... STOP 🛑 🙅



You're not talking about just leads. Some abstract numeric metric occupying your marketer's every cell.

You're talking about humans beings.


Those who happen to work in your target companies. Those who you want to serve with your products and services.

HUMAN BEINGS.

Not just leads in your pipeline.

Read that again.

---

 These humans have problems, have desires, have latent motives and ambitions, have dreams, have jobs to do apart from being a lead in your CRM and a monthly target.

They go on vacations, have kids, worry for their job security, scroll through Facebook feed during a lunch break, get sick, wish for a salary raise, get pressured by a CEO, have a life.

So no, you aren't aiming to get 100 leads by the end of this quarter. You're aiming to find 100 humans who have big enough problem and make them aware of your solution that addresses this problem.

Which means, pumping your CRM with 100 emails of people who downloaded your e-book is NOT the same as having 100 humans ready to buy your product.

---

When doing marketing, remember that, in the end of the day, we are talking about people. We market to people, we sell to people, we educate people, we get inspired by people.

To be a good marketer is to truly understand and emphasize with people.

The only way to achieve your marketing goals is to look at your audience as human beings and not abstract faceless cold leads in your pipeline.

You aren't converting leads to SQLs.

✨ You are nurturing relationships. ✨

**Source:** [Yuliya Salorenko](#)

### **How should you run B2B guest-led podcasts?**

When it comes to B2B podcasts, there's a piece of advice I have heard and seen in action that I fundamentally disagree with.

It essentially boils down to this:

If you're running a guest-led podcast, then you can't let the guests own too much of the focus or you give away the value of the episode reach to them.

And the result of this advice is podcast hosts taking good points that the guests make, and using them as a shoehorn for their own good points. Which makes for a terrible experience for both guest and listener.

Somewhere in this advice is some kernel of truth - you don't want to be a host who just brings on popular guests to recycle their well-heeled talking points, or you don't bring anything unique to your podcast. But the solution is not to use guests as a trojan horse to show what you know.

The best guest-led podcasts are ones where the host knows how to facilitate a great conversation, bringing out new angles or perspectives. And this happens by asking great questions and directing great answers into more great questions.

And the kicker - being able to do this with a subject matter expert requires an expertise in itself, and one that shines through to listeners. To be able to do this with a mixture of guests over time requires broad subject matter understanding, intellectual curiosity, and an ability to connect with people.

All of which are amazing things to signal to an audience.

If you want a stellar example of this in action, check out [Dave Gerhardt's](#) podcast with [Exit Five](#). His recent episode with [April Dunford](#) was not only incredibly interesting, but felt like an effortless conversation with great rapport.

Dave does a great job of bringing out the best in his guests, while remaining humble in his ability to talk shop with real experts. And he absolutely comes away from it showing his own expertise.

Real expertise is often quiet and understated. But it shows through in the questions people ask as much as in the answers that they give. Whereas attempts to be seen as smart are frequently obvious and loud.

Whichever path you go, the audience always sees it clear as day.

**Source:** [Liam Moroney](#)

### **[How ABM activities act as accelerators to move deals faster in the sales pipeline?](#)**

Moving deals in the pipeline isn't "the job of sales".

Marketing should contribute to pipeline acceleration through ABM.

Say your average sales cycle lasts about 7 months.

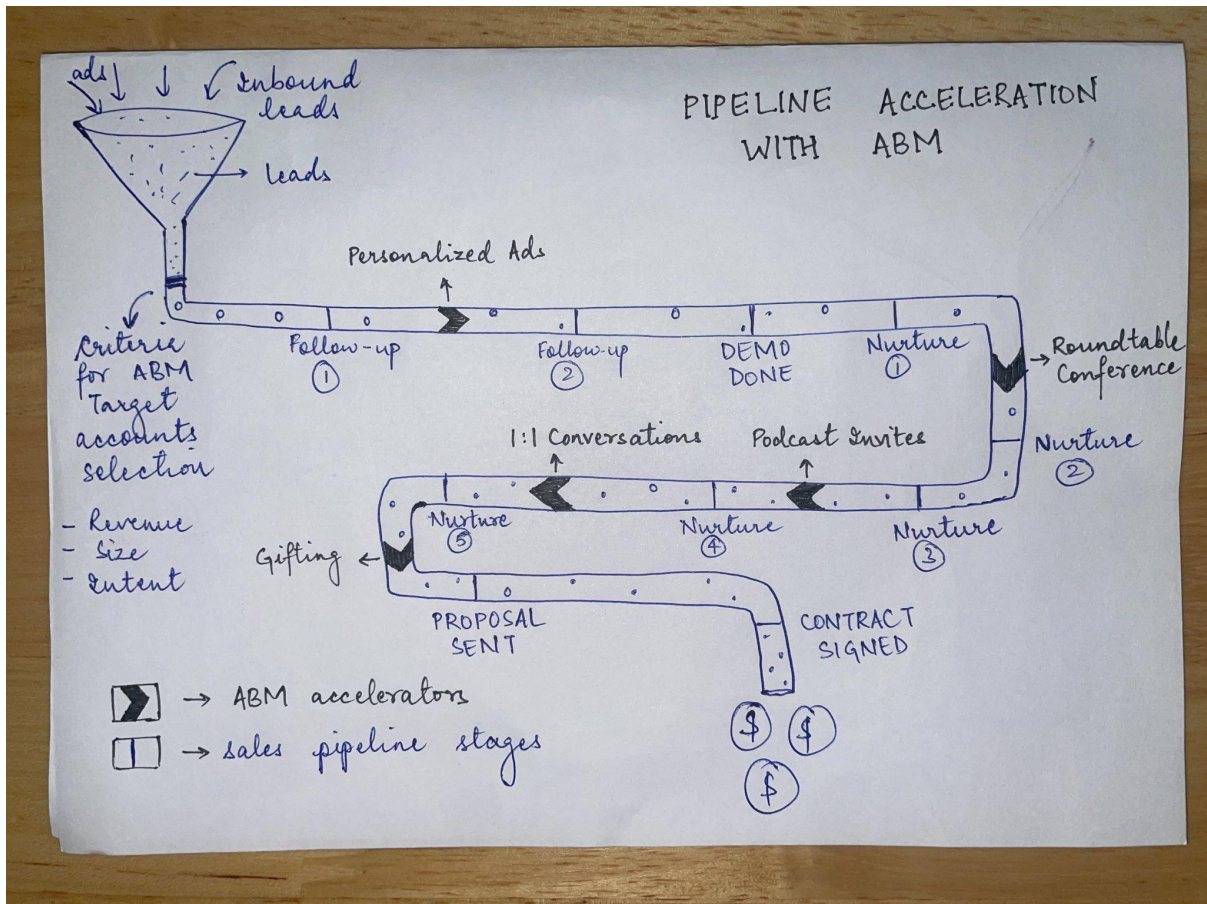
Your goal is to bring it down to 5 months.

What do you do?



## ABM!

The picture below shows how ABM activities act as accelerators to move deals faster in the sales pipeline.



Here are some ABM ideas you can use for pipeline acceleration goals -

→ Share relevant educational material.

These can be around challenges mentioned by them during interactions.

→ Organize roundtable conferences.

Use insights to improve the quality of your content.

→ Host webinars to educate your target account on personalized topic sets.

Run personalized ad campaigns to improve account engagement.

→ Offer 1-1 discussions/consultations with decision makers to help draft their strategies.

→ Invite key influencers in target accounts to your podcast.

Talk about their industry, strategies and challenges.

Source: [Arun Gopalswami](#)

### **How ABM can amplify the efforts of the different departments in your business?**

While the 'M' in Account-Based Marketing may stand for 'marketing,' ABM extends beyond just marketing initiatives. When deployed effectively, ABM has the potential to impact various facets of your organization, from sales and customer success to operations and product development.

If you want to know how ABM strategy can help you streamline effort across the departments in your business [click the link](#).

Source: [Joy Jumola](#)

### **High-level performance marketing takes a certain level of executional excellence. A few real-life examples**

- Optimizing video creative for YouTube pre-roll. Making your creative 15s or 6s non-skippable lowers CPMs by at least 20% and increases consumption and message resonance when done effectively.
- Using 1:1 or 9:16 ad specs with image ads. NOT 16:9. Stop with the bare minimum real estate usage and take advantage of the ability to get your brand and message screen dominant.
- Sleeping on Thought Leadership ads for LinkedIn. I see nothing but opportunity for this ad format -- can't believe more brands haven't used it. Reach and cost efficiency are incredibly efficient and effective, especially when underpinned against strong product marketing or an effective organic social strategy.
- Using enriched lead and first-party data. LinkedIn's targeting is fantastic - best in class for B2B - but it has very real shortcomings. Poor industry segmentation. Obtuse job title groupings. Frankly dumb revenue and headcount bands (\$100M - \$1B .. really?). Use your first data whenever you can to augment your targeting. Next-level opportunity - if you have a very well-defined ICP you can use Lookalikes on LinkedIn more effectively than Cold Targeting provided you have enough first-party data for LinkedIn to know who to target.

As an aside.. the companies I see getting the very most out of their performance marketing have top-notch product marketing as the foundation for the whole thing. A messaging foundation rooted in customer research, feedback loops that tentacle to content and demand, and have a product that solves a real problem.

Most of the "advertising doesn't work for us" crowd have some fatal flaw holding them back. Poor product marketing, a nice-to-have product that isn't filling a true need, or simply bad execution with some semblance of the former two.

Advertising is there to make what you're doing work smarter and harder for you. But you need to have something that's stoking the flame and making your fire burn brighter.

Source: [Matthew Sciannella](#)

### **"Signal-based selling" is the future of prospecting**

The old way of prospecting was mass-spamming a list of people/companies within your ICP

Blindly throwing spaghetti against the wall

As my first VP of Sales told me: "There is security in numbers" (in other words: 'hit the phone, kid')

While there is some truth in that statement, I've always been one to work smarter, not harder

So, with the rise of AI, the amount of data available, and the tools on the market today, a new way of selling is emerging — a \*smarter\* way of prospecting

I've been calling it "signal-based selling"

The good news: it's simple in definition

The bad news: it's hard to execute (sorry)

Want a silver bullet? This is not the answer

Want a new arsenal of arrows to build a modern GTM engine? This is it

...

Let's say you're a rep with 200 Target Accounts in your patch

You have an average of 10 potential buyers per account, so 2,000 people you could go after

The old way: randomly pick 100 people today, load them up into your sequencer, and start emailing and calling them ("triple tap" them!)

Gross.

The new way: let technology scan across \*hundreds\* of signals to determine which people you should reach out to this week

These signals are in categories like:

- product usage
- job change data
- old deal that should be resurrected
- new/relevant technologies detected
- website visitor who didn't fill out a form
- engaged with thought leadership on social media
- previous customer/champion just joined a target account
- a new path in, detected for a warm intro
- co-selling opportunity with a partner
- engaged with marketing material

High-intent signals like these help you determine how to prioritize which people/companies to focus on today

Oh, and the best part - you can scale this with the tools on the market today  
But that's a post for another day :)

So ask yourself (or your reps):

"How did you choose the list of people/companies you're targetting today?"

If it wasn't determined by signals (data), you're missing out

Source: [Brendan Short](#)

## 2 primary reasons why I think ABM fails ✘

Let's imagine a security software company...

==**1** Too little understanding of customers. No segmentation, no ICP, a lack of clear value proposition, and irrelevant offering. ==

Small Businesses: The package was too complex and expensive for small businesses with limited IT resources.

They found the offering overwhelming and financially unviable for their scale.

Large Enterprises: Larger enterprises, on the other hand, found the offering too basic and lacking the advanced features necessary for their complex IT environments.

Healthcare Industry: SecureGuard Solutions overlooked the unique needs of the healthcare industry, such as specific compliance standards (e.g., HIPAA).

The generic offering failed to address any of these groups.

==📦 Silos & expertise gaps both in marketing and sales teams ==

Marketing has no idea what customers really need and what they struggle with as they've never talked with any of them.

They are creating lots of irrelevant strategies and generic content.

Sales thinks marketing doesn't get it. While they themselves never dug into projects and services that were delivered.

They have a limited understanding of real customer context and how specific pains are solved.

On top of that, they are not interested/passionate about the topics they sell.

Unable to bring real insights and build thought leadership. Expecting marketing to bring leads to them that are ready to buy.

==🎁 Bonus problem ==

No ABM Leader is capable of orchestrating and managing a complex campaign that spreads across departments, multiple channels, processes, and tools. Requires a lot of collaboration.

🙄 Sounds like your business? I bet many can feel it.

So what now?

1. Be an expert in what you do and enable teams to be experts too
2. Dive deep into segments you try to sell to and put yourself in their shoes
3. Challenge them and solve evidence-based mission-critical problems
4. Find someone to lead revenue teams who is (or wants to be) an expert in your field, not just in marketing or sales, and has good PM skills.

5. Run simple micro campaigns towards specific segments with legitimate and strong value propositions. Be surprised with results.

Source: [Przemek Orlikowski](#)

### **Demand Gen will be replaced by Account-Based GTM**

WOKE: MQLs and Lead Gen are dead.

AWAKE: Demand Gen will be replaced by Account-Based GTM.

Forward-thinking organizations are either starting the transition in 2024 or have already adopted it.

This is why:

1. Enterprise buyers no longer accept marketing/sales efforts that aren't personalized.
2. Marketing, sales and customer success rally together to achieve their unified account-based metrics; it's not function Vs. function anymore.
3. Focus on identifying and engaging the buying group.
4. Target account lists that span across 100's or 1000's accounts leveraging the Growth ABM™ framework provide strategic GTM clarity and resource efficiency.
5. It's inexcusable to have siloes across your GTM, especially between marketing and sales.

In the next 10 years (probably sooner) all demand generation programs will leverage the Growth ABM™ framework.

Organizations who have a large ACV and are able to make the investment will run an Enterprise ABM™ motion on top of their Tier 1 & 2 accounts.

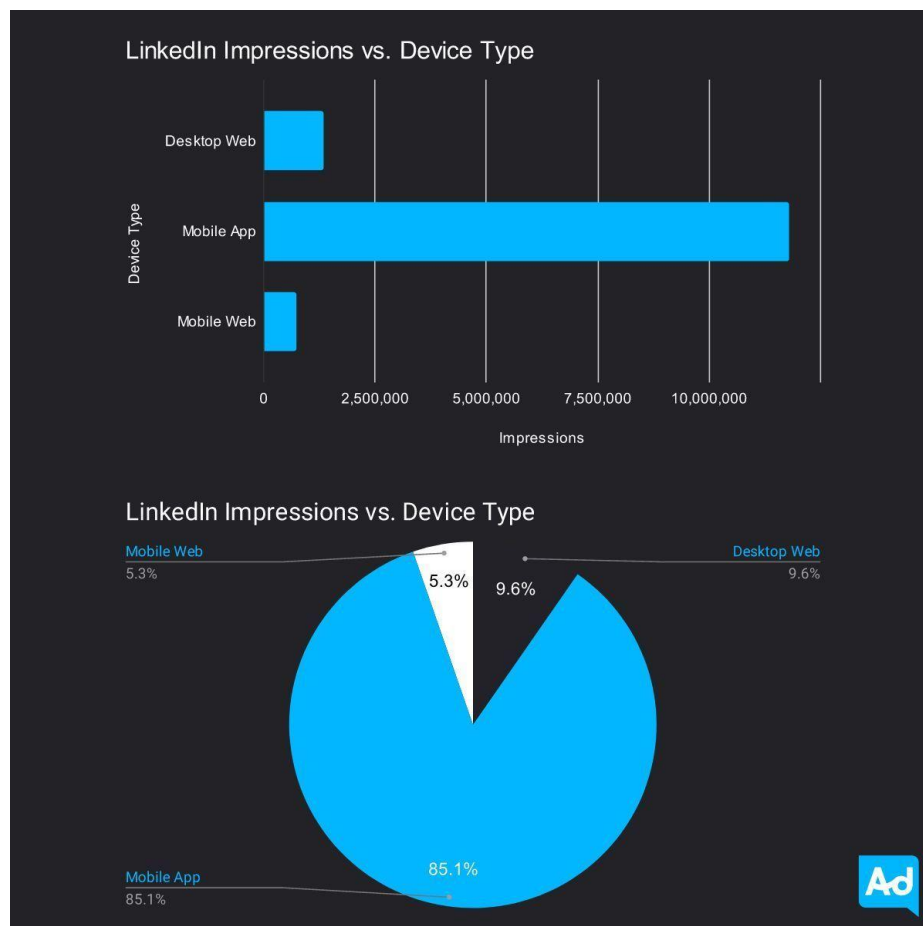
Source: [Davis Potter](#)

### **Do you realize how important mobile is for LinkedIn?**

72-93% of our ad impressions are served on mobile 🤖

We discovered this after analyzing:

- 10M+ impressions
- Various client accounts
- 6 different industries



Here's 3 takeaways from this analysis:

### 1/ Review your performance by device type

85% of impressions served on the LinkedIn mobile app. This instantly made us realize mobiles importance.

If you haven't done so review your device performance. Find it via "Breakdown > Impressions Device Type"

### 2/ Optimize for the mobile ad placement

When drafting ads make sure to preview on mobile. Copy the preview link and open it on your phone.

This way you can ensure:

- The hook isn't cut off in the first sentence
- The copy is clearly formatted and legible
- The creative is rendered properly

Don't just rely on the desktop feed preview.  
When > 72% of impressions are mobile.

### **3/ Test mobile-specific vertical ads**

Vertical image ads are 1:1.91 - 628 x 1200 pixels.  
They are unique in that they only serve on mobile.

We've found vertical ads to outperform square images.  
And it doesn't take much from a design request.

Given that we can't control device delivery.  
The more we can optimize for mobile.

The better off we'll be.

**Source:** [Silvio Perez](#)

### **The best content marketing always starts with empathy**

I got better at writing B2B content when I realized that the best content marketing always starts with empathy.

Content "works" by forging a connection between a company and a reader. And building that connection starts when you make the reader feel seen and understood.

So I've learned not to just state the pain point. I aim to show the reader that I understand how it feels.

"Pain points" aren't just marketing-speak. They're not just about inconvenience and hassle. They're about pain.

Yes, even in B2B.

Sure, it might not be grand, poetry-worthy, significant pain.

But failing at your job is painful. It's scary. You might get fired - and then what will happen to your kids?



Being given the wrong tools to do that job is painful. It smacks of disrespect and exclusion. You're out of the tribe, while other people are having a great time and earning the respect of their peers.

These aren't grand pains - but they're real. And they're worthy of acknowledgment. And, as a writer, it's my job to show my readers that I see their pain and care enough to want to help.

You can't fake it. You have to mean it.

Here's an example:

Let's say our pain point is that B2B sales cycles are slow.

You could write: "Research by Databox shows that the average B2B sale takes more than a month to close."

That's perfectly fine. It addresses the pain point. It might reassure your prospect that they're not alone if their deals are taking a long time. It's a good workaday sentence, and probably useful to put into the body of your blog post.

But it's not going to build any kind of emotional connection with your reader. It's not going to make them feel like you really understand the pain of long sales cycles.

So, if you want to pack a bit more punch - say, if you're trying to snag someone's attention with a juicy intro - try putting yourself in the shoes of someone stuck in a long sales cycle:

"It took you weeks to even get on a call with a prospect. Then you have to talk to their manager. Then they want a demo with their tech people. Then they \*think\* they like it, but they want a pitch to sell your solution to the CFO.

And then...they go quiet on you for, like, three weeks and you have no idea why.

And now you're looking at your target for the quarter and thinking about that bonus that you're not going to get - again. Sigh."

It's the old "show, don't tell" rule from fiction writing. Don't tell them you understand. Show them.

**Source:** [Rosanna Campbell](#)

## 6 ways how you can use GPT-4 to improve your B2B SaaS blog content

How can I use GPT-4 to streamline our content operations? How can I use it to \*improve\* the quality of our blog content and to produce excellent results faster? So I tested some hypotheses yesterday - and there are a few ways how we're \*defo\* gonna use it:

### 1. Outlines for blog post briefs - can I ask GPT-4 to do that for me?

Creating briefs for SEO blog posts is a long, expensive & tedious process. It is necessary though if you want to maintain high quality of your posts, esp BOFU posts for B2B SaaS. I talked to [Agata Krzysztofik](#) this week and she told me GPT4 can totally create outlines.

VERDICT: it's a YES for generating outlines (not briefs!) of a blog post - it's a yes (but will require some manual editing).

### 2. TL;DRs for your posts - can I ask GPT-4 to do that for me?

TL;DR is essentially a summary of the key takeaways from the post - it has a positive impact on the UX

But writing them is again - boring & time-consuming - especially for programmatic post/old post updates. Can I "outsource" that task to ChatGPT?

See the prompts I used & the outcome below 📌

VERDICT: for generating TL;DRs from a blog post - it's a yes (but will require some manual editing and careful attention).

### 3. Comparison tables for BoFu Tool Comparison posts

Comparison tables enhance UXe on your blog and increase the chance your user is \*actually\* going to read the content of your post and walk away thinking your tool is the best.

It had some trouble with styling the table, but it did a good job creating it in the first place, and putting the right information in the right row!

See the prompts & the outcome below 📌

VERDICT: for generating comparison tables from TL;DRs from a blog post - it's a yes - but you won't be able to style it without knowledge of HTML and CSS anyway.

4. Can I use ChatGPT to fill in my programmatic SEO database - "Use case" database (the more 'generic' paragraphs for each variable)?

As you remember, I'm generating some posts using Google Sheet templates and linked databases.

The "use case" keywords tend to be quite generic (e.g. what is {churn}?), so why not use GPT-4 To generate the content?

See the prompts & the outcome below 🙌

VERDICT: for general paragraphs in the "use case" database, such as "definitions", "why it's important", "how to improve" etc. - it's a yes (requires some manual editing).

5. \*DO NOT\* Ask it to fill in your "tools" database

VERDICT: for tools database, it's a definite no.

6. Can I use Chat GPT (GPT-4) to create a video script for me (so you can embed it in your blog)?

Adding videos to your blogs, especially under the TL;DR section, can potentially boost your position in SERPs.

Can GPT4 produce good video scripts for AI tools?

See the prompts & the outcome below 🙌

VERDICT: for generating scripts for humans to record, it's a yes. For generating whole videos from URL without any editing - it's a no.

**Source:** [Emilia Korczynska](#)

### **Why should not you be 100% reliant on attribution platforms' data?**

The curious case of attribution software.

Attribution software can be...

**Informative** - bring more insight to the customer journey

**Aggregator** - collate useful sales and marketing data/insight into one source

**Behavioural Nudger** - sending emails based on behavioural triggers can offer timely email prompts

Attribution software can also be...

**Misleading** - Attribution software cannot accurately capture what's really going on behind the scenes ("dark social") which plays a key role in driving business decisions

**Your Worst Enemy** - Making big investments and bets on inaccurate data alone can lead to the wrong strategy, the wrong execution, and the wrong measurement of success

**Profiter Of Wrong Information** - Attribution software continues to flourish, they seem to be popping up everywhere. But no one seems to be trying to address some of the questionable data they attribute

Are attribution platforms important?

Absolutely, they play an important role in the overall measurement framework you and your team need to have in place. Their data, along with various other touchpoints (paid media platform data, website behavioural data, qualitative data) need to be taken into account when making key strategic and tactical marketing decisions.

Should you be 100% reliant on their data alone?

Absolutely not.

The B2B buying ecosystem is too complex to be reliant on any one source, attribution data needs to be taken into account and measured, along with a variety of customer and data insight.

## when a customer buys from you

what your attribution software says



- organic

what really happens



- saw a company blog post
- asked a friend for a recommendation
- saw an organic post from an employee
- follows your slack community
- listened to your marketing leader on a podcast
- saw an ad promoting a piece of content

Source: [Chris Peters](#)

### **If you are a B2B CMO, a creator strategy needs to be in your 2024 plan**

2024 will be the year of the B2B creator.

While the creator economy — which has grown to a \$21B business over the past decade — has primarily been focused on consumer-side influencers and businesses, the next wave is in B2B.

By this time next year, the most valuable folks on the planet (or at least LinkedIn) are going to be strong storytellers with deep expertise in their field and a growing audience, thanks to two major trends:

**The B2B Marketing Apocalypse:** The holy trinity of SEO, paid ads, and outbound is about to go up in flames.

**The Age of Super Creators:** While AI is enabling idiots to make much more crappy content, it's also empowering talented business storytellers to create MUCH BETTER content — and build robust one-person media businesses.

If you love creating business-focused content, there's never been a better time to invest in your craft, unique perspective, and personal brand.

And if you're a B2B CMO? A creator strategy needs to be in your 2024 plan.

Source: [Joe Lazer \(Lazauskas\)](#)

## **Why LinkedIn advertising is the most powerful B2B marketing channel on the planet right now?**

In 2024, smart B2B companies will FINALLY rethink their digital advertising strategies.

Why?

Because the traditional playbook of spending \$100k/month on LinkedIn ads to promote a gated e-book is clearly not working:

1. UNTENABLE ROI. CAC Payback periods > 60 months on “leads” generated from LinkedIn lead gen campaigns
2. SALES/MARKETING MISALIGNMENT. Sales teams close on average 1 out of 1,000 “leads” from a LinkedIn lead gen campaign.
3. NO SCALABILITY. The terrible CAC and sales productivity metrics make this advertising strategy absolutely impossible to scale - you burn exponentially more money as you spend more.

So, B2B companies really only have two options:

1. Stop spending money on LinkedIn Ads. Many companies are doing this and cutting \$100k/month on LinkedIn ads and moving that money to spend even more on Google Ads.

For most companies, this isn't really a solution. The measurable ROI on Google Advertising is also very poor and they are already way past the point of degrading ROI on this channel.

2. Develop a new strategy for HOW to execute LinkedIn ads. A few smart companies are doing this with massive success, yet the majority of companies can't do this because of their outdated attribution requirements to deem ROI to a “lead”.

—

LinkedIn advertising is the most powerful B2B marketing channel on the planet right now. You can distribute content to the exact decision makers at your target accounts for \$0.03 to \$0.07 each.

It's by far the best use of variable marketing dollars compared to alternative investments like building a big tradeshow booth, spending another \$100k/month on Google Ads, testing ABM display ads, or all the other large line item expenses on a marketing budget.

Lots of companies like to blame the channel - "LinkedIn ads don't work."

When in reality, they need to blame themselves - "Our strategy for LinkedIn ads doesn't work"

**Source:** [Chris Walker](#)

### **An example that best explains demand creation**

I often get asked what exactly demand creation is. Is it content marketing? Is it branding?

This example explains it the best.

A friend of mine is a Facebook ads expert.

She has worked in that field for years and has developed successful tactics that consistently produce results.

One day, she was asked to do a seminar at a university.

After the seminar, two business owners asked her to provide Facebook ads services.

So, what happened?

By demonstrating her expertise and providing value during the hour-long seminar, she made them realize that they need this service and she is the best person to provide it.

She made them think that buying was their own idea, which demand creation essentially is.

Demand creation is educating the market that is not ready to buy today - the 95%.

It's making them see the problem and giving them a reason to fix it.

It's building trust by helping them do their job better tomorrow so they will think of you when they are ready to buy.

Source: [Taavi Rebane](#)

### **Writing is the most common but not really the best use case for AI in B2B**

This morning we had the pleasure of welcoming [Kieran Flanagan](#) to our Product-led Leaders session. He joined [François Dufour](#) to talk about the upcoming transformation of Growth and Marketing in an AI- and influencer-dominated world.

A couple of takeaways that resonated strongly throughout the insight-packed session:

📌 Writing is the most common but not really the best use case  
Kieran shared his disappointment with custom GPTs he configured over the week. He trained one on his LinkedIn posts, another one on his longer-form content. The result didn't feel that tailored to his style.

This is something I've experienced and heard a lot of folks mention. The custom GPTs don't yet feel close to anything that is actually fine-tuned on your data.

🌐 AI-powered emails work if you feed it the right context

Contextual enrichment (a topic very dear to my heart at MadKudu) made a couple of appearances.

Kieran shared how the biggest success they've had at Zapier came from prompting an AI to generate onboarding emails with { company tech-stack, user job title & associated jobs-to-be-done}.

This led to very relevant emails that addressed the right challenges the new user might be facing and led to an increased adoption rate.

❓ Make "Share AI agents you've built" a part of your interview process for marketers

Kieran's point is that you are looking for systems thinkers who can automate some of their work so they can focus on creative, high-leverage work

More insights to come but I was excited to hear how aligned we were on our vision of the future of marketing.

Source: [Francis Brero](#)

### **The importance of demand generation for B2B companies**

B2B marketing is boring.

At least 95% of it.

Demand Generation was created a couple of years ago to help us get closer to our equivalents in B2C.



They have already understood the importance of building a great brand and that giving value to potential customers is what matters.

They don't need a name for that strategy.

But we do.

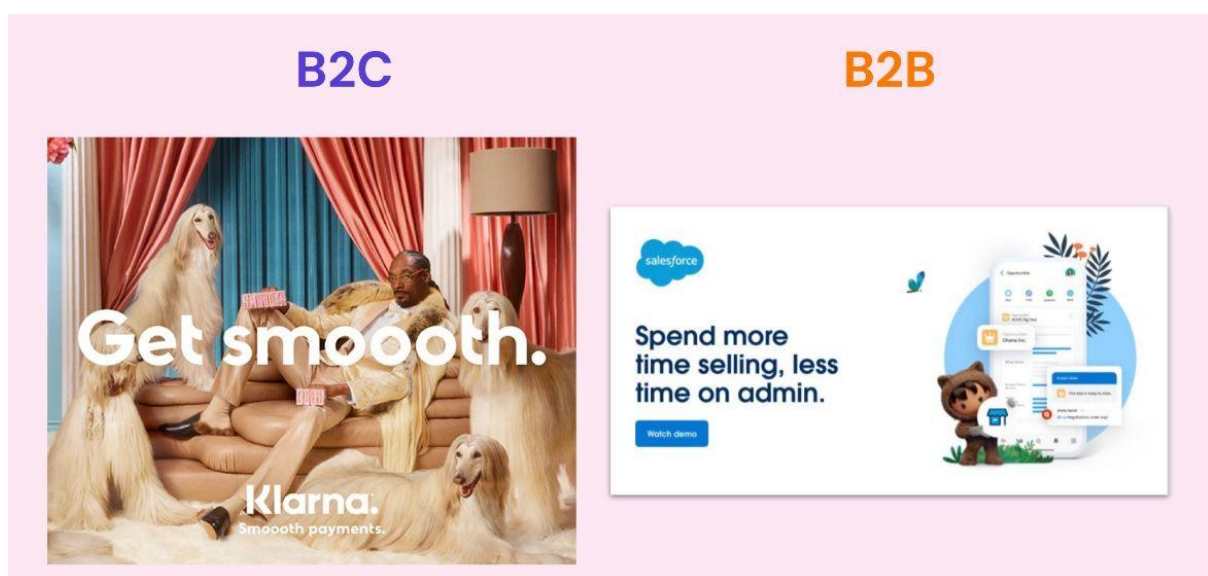
In general...

B2C marketing uses simple and easy messaging, focuses on emotional impact and tend to use a problem/benefit focus.

B2B marketing uses a more logical messaging, focuses on relevancy towards a specific role and tend to focus on how much resources, money and time a company can save.

Yes, this is a generalization but quite often true.

Just look at a this comparison between Klarna and Salesforce.



One is focusing 100% on emotion while the other one is purely logical.

Which one do you think would perform best towards your audience?

I can guarantee, most likely the left one.

Source: [Adam Holmgren](#)

### **Don't do marketing until your team knows**

- the top 3 big problems of your ICPs
- what are the symptoms the target customer is feeling because of those pains
- what's the value of solving those problems
- what triggers them to seek out solutions like yours
- the channels ICPs use to learn more about your category of tools
- who in the company owns the budget for it
- what the buying process is generally like.

Invest 1% of your go-to-market budget into knowing this, to make the other 99% go much farther.

If you're in B2B, you can find out the answers in 48 hrs using [Wynter](#).

Source: [Peep Laja](#)

### **The world has changed so much, and B2B strategy fails to acknowledge it**

Here's what happened in the last decade:

- There's more competition than ever (e.g. martech went from 150 vendors in 2011 to 11,038 in 2023 - more than 7,000% increase over 12 years)
- CAC has increased by 68% from 2013 to 2019 ([Paddle](#), let's do a new report for 2024?)
- social media emerged and now dominates our (anti?)social lives (distribution channels are completely different than 10 years ago)
- the habits and behaviours of people and business changed (a good chunk of business activities happen remotely, hiring talent across the globe is a viable strategy, customers are better educated and have a significantly increased access to information)
- most products are not truly innovative and are competing over the same market (distribution, brand & speed are the competitive advantage)

And yet, a big majority of B2B runs the same old playbook.

(waterfall demand funnel, mostly sales-led growth model, scaled by hiring more sales reps that are laid off as soon shit hits the fan, attempts to fix revenue problems are made by capturing more leads or investing in more top of the funnel activities, spending crazy amounts on events, etc)

Let's talk about the potential solutions now. Here are some facts that help us design this new strategy:

- 95% of b2b buyers are not actively looking to buy (we need to focus on creating awareness and establishing authority and trust among this majority of our market before they're ready to buy)
- the other 5% that may buy are all flooded with direct-response campaigns because everyone is competing over them, but 81% of these buyers will eventually choose the brand they had in mind before they even started doing research (we need to get into this narrow consideration set)
- Early stage companies need ONE channel. Most successful companies have no more than 3. (let's have more focus and consistency and stop the 'random act of marketing' once and for all)
- Product & technology used to be the core competitive advantage (for most businesses today, the last true ultimate advantage is speed, brand and distribution)

Source: [Ognjen Bošković](#)

### The Time-Lags Between B2B Marketing & Revenue Recognition

Most current-period B2B marketing efforts will take several Quarters before full revenue recognition!

Your marketing THIS Quarter will not fully realize revenue for weeks or months into the future. And only a small fraction of the people your marketing reaches this Quarter will EVER be influenced to buy, and these effects stretch well into the future.

Below is a simple model looking at just two of the dominant factors behind the time-lags between current Marketing and revenue:

→ **The 95:5 Rule** that says that only ~5% of your market are "in-market" during any given Quarter

→ **Memory-Decay Effects** where there is a "half-life" period where people will forget having seen your messaging

This model begins with highly simplifying assumptions (listed below) designed to reduce the real-world complexity and elucidate the core drivers behind the long time-lags between current marketing efforts and future influenced revenue.

#### **Key Conclusions:**

→ 90% of the revenue influenced by THIS Quarter's marketing won't be recognized until 8-9 months later.

→ Only less than 10% of the people your marketing will reach this Quarter will be influenced to buy after a FULL year!

----

In theoretical physics, there's the concept called a "toy model," where you introduce highly simplifying assumptions to abstract away much of the real-world chaos and complexity to elucidate a few key underlying dynamics.

Marketing can benefit equally from the use of such "toy models," and below, I use several clearly unrealistic simplifying assumptions.

If we layer these effects back in, they would either 1) stretch out the time lags even further or 2) introduce a negative scaling factor that will ALWAYS reduce the marketing effectiveness. So this model is presenting an absolute BEST CASE scenario...you mileage may vary 😊

#### **ASSUMPTIONS:**

- Total market of 10,000 potential buyers
- 5% of that market are In-Market per Quarter
- 20% of that market are In-Market per Year
  
- Ad Memory Half-Life of ~1 Quarter (50% of will forget every ~12 weeks)
- ZERO Sales lag - the purchase occurs the instant a buyer comes in-market
  
- Assume your marketing this Quarter reaches 100% of your market
- 100% Ad Effectiveness (100% of buyers will be seen & remember your ads)
- 100% Purchase Affinity (meaning that 100% of people who see your marketing will buy)

Source: [Dale W. Harrison](#)

#### **The big reasons marketing isn't working in b2b, and what you can do about it**

Whomever I speak with, wherever they are in the world, the scenario always looks like this:

- ✗ Marketers drowning in tactical tasks as directed by sales colleagues and leaders
  
- ✗ Marketers enter task wheel, churning out projects and activities that have no link to a strategy - busy but not getting anywhere

✗ Marketer blamed for not getting results and being fluffy when asked about results (how can they demonstrate results when they are spending 80% of time doing sales support activities)

✗ The b2b marketing gap - this is all I talk about - junior to mid level marketers aren't strategic they are operational. A gap exists between company directors and the marketers they employ

~ Marketers: "can you guide me please? I don't know what I'm working toward and I don't have experience in strategy"

~ Leaders: "this is your job, I'm not a marketer, I hired you to get results"

= no results, on a repeated cycle where directors hire and re-hire (and re-hire again) when they find that none of the marketing managers are able to get results.

The real reason is the b2b marketing gap, not the marketer.

✗ Budgets are insanely low in b2b - this is because marketing used to be the sales support function with sales doing the majority of the engage and nurture before closing. This has changed, it's not going back and the marketing budget needs to match the task in hand.

(Roughly allow 6-10% of sales revenue as a healthy marketing budget - most hover at around 2% which isn't enough to even get a well oiled marketing machine off the ground, let alone enough to scale investment upon seeing early results)

✗ Lack of a strategic marketing plan, why did I put this last? It's the most important one.

Without a plan, there will be no consistency or clarity on how to get from where the business is today to where it needs to get to tomorrow.

A strategic marketing plan is not an excel spreadsheet with timings and activities (commonly seen created by marketing managers pushed to do a role they shouldn't be doing), it's an in depth document that clearly defines where growth is coming from and how investment will be managed and return measured.

What can be done?

✓ Get a strategic marketing plan with correctly allocated budget

✓ Get your brand story and narrative right (not fluffy essence crap, actual answer to the question "why should I chose you, over the other options available to me?")

- ✓ Go with 2-3 activities to start with, test and scale
- ✓ Cut out all the rest and give 6-9 months focus and decent budget behind your core activities - go for it, be consistent and enjoy the results
- ✓ Your plan should have a good balance between quick win activities (lead gen) and long term brand building.

Source: [Jade Tambini](#)

### **Intent Data will be the cool kid in 2024**

It started to be in the second half of 2023.

But, when I started posting about it at the beginning of this year, people didn't seem to care that much.

It was too geeky.

⚡ Intent Data plays a crucial role in all revenue-driven methodologies ⚡

Intent is to demandgen and ABM..  
what a form and a free content are to leadgen.

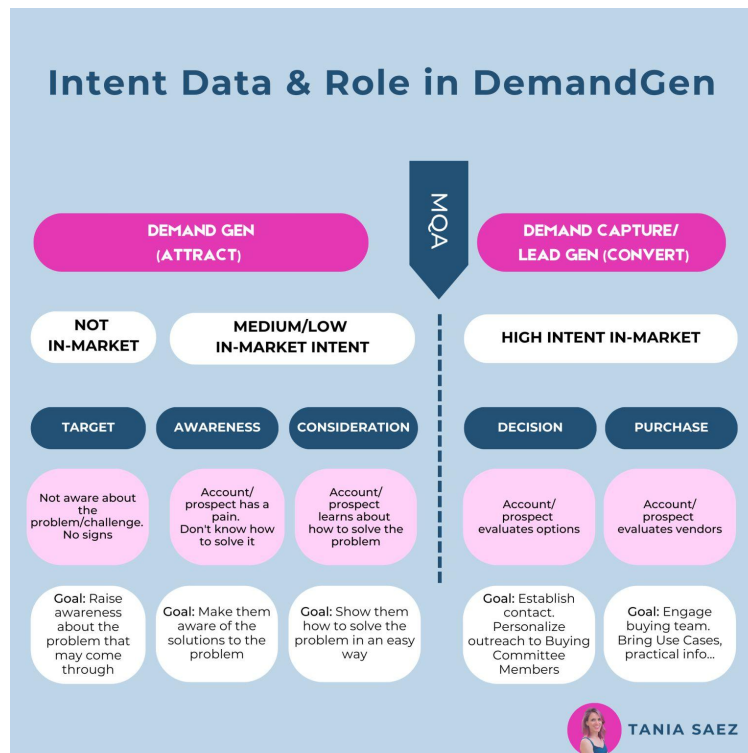
You can imagine that...

Revenue-driven methodologies are way more challenging than leadgen.

Why?

We need to create a reliable and comprehensive program to ingest intent data from various sources (1st+2nd+3rd party) and types, and integrate it with engagement data from all company tools that collect customer insights

Yes! Things are much easier by collecting data through forms.



Source: [Tania Saez](#)

### **The buyer experience can be the difference between winning or losing deals**

B2B buyers today want relevance, simplicity, information and control

Designing the right experience should be given the same focus as designing the actual product / service you are offering

Here are 6 steps to creating an excellent buying experience:

1. Prioritize deeply understanding your buyers by actually talking to them to really understand their context - this may be the hardest step that many skip over
2. Drive awareness and consideration by creating and distributing relevant content in places they already spend time - this is demand gen done right
3. Be transparent with pricing, what you offer and how you work for people to qualify themselves in or out - buyers should be over half way to a decision before they even talk to sales
4. Make it really easy to engage with sales and optimize for speed on any requests for a sales call - this is an easy way to stand out, reply within minutes not hours or days

5. Build an emotional bond with your buyer through every marketing and sales interaction - people buy with emotion even in B2B

6. Evaluate and improve the buyer experience based on feedback - continuous improvement here is required to stay competitive

Optimizing the buyer experience is a meaningful lever for customer success and revenue growth - those who recognize this and prioritize it will gain a huge advantage

**Source:** [Megan Bowen](#)

### **If you want better marketing data, should you implement a traditional CDP or a Data Warehouse-based CDP?**

Depending on your situation and preferences, one may be better than the other.

CDP is short for “Customer Data Platform” and the most well-known CDP in B2B Marketing is probably Twilio Segment. CDP software offers a unified customer database. It captures data from multiple systems and ties it all back to the same customer. You can share the clean customer data to other systems, like email and advertising tools.

A data warehouse is a relational database, but then focused on analytical processes. Often a lot of a company’s valuable data is stored in a data warehouse, because that’s where reporting happens. Examples are Snowflake, BigQuery, Redshift and Databricks. On top of that data, you can create a “Composable CDP” with solutions like Hightouch.

What data are we talking about? It’s often customer data, as opposed to prospect data. It addresses questions like: what products does a customer have or how do they use the product? That’s not just for software companies, it could be financial services, healthcare, you name it. Many industries have a digital component to their products nowadays.

A traditional CDP is often chosen because it is more under Marketing’s control, not a prized system that you have to get permission for from IT. Also, it’s built for marketers, so it immediately feels familiar. However, if your company already has a data warehouse with most of the necessary data, do you really have to copy all of that data to yet another system to be able to use it?

You could also create a Composable CDP on top of your data warehouse. It’s not as Marketer-focused and you need a couple of different products. You need to transform your data to make it easy to use, which is often done with dbt. Then you



can use Hightouch, Census or GrowthLoop to implement typical CDP features. It's more work, but you may have richer data that is all in a single place.

**Source:** [Jep Castelein](#)

### **Why should B2B brands show their employees as their biggest influencers?**

The biggest issue with B2B marketing is not to make it less boring but to make it "matter" to the clients, beyond the company name and logo.

Converting your B2B company into a brand with a personality your clients relate to (yes, the professionals with the suit and tie) doesn't have to be very complicated or require a huge budget.

The simplest and the biggest thing you can do, that'll create a huge difference in the way your B2B brand is perceived by the clients is : showing your people, your biggest influencers.

I know B2B audiences and decision makers love data, white papers and everything value-add. But it's difficult to make a new brand, or even a recent brand, without much resources, seem valuable and legit unless your prospective clients are able to see the people beyond the mere name of the company.

So, leverage your people. Feature them in your content, squeeze their subject matter expertise, convert their daily interactions into blog posts, translate the relevant office chit-chat into interesting Tweets, nit-pick important meeting discussions to write a newsletter or hold a webinar that's not led by your CEO, BUT your subject matter experts.

Your brand will be more relatable and trustworthy when you loop in your team. Get their buy-in by communicating how important their involvement is to the ultimate brand perception and create a strategy that makes them comfortable enough to participate in your content.

This is not an easy move, but if you can pull this off, your content will be far from boring, your brand will be more relatable and give you a competitive edge because you seem more approachable and will build thought leadership which matters more than anything to decision makers.

**Source:** [Komal Ahuja](#)

### **The future of B2B content is people**

We create a lot of 'people based content' for businesses.

Here's an interesting insight:

Most people radically underestimate their knowledge.

When you work in a business for a long time, everything becomes 'normal'.

Attending events = normal

Strategy meetings = normal

Talking with clients = normal

Researching trends = normal

You start to assume that everybody knows what you know.

It's 'normal'.

But that's far from the truth.

Employees are often sitting on goldmines of information.

And now more than ever, people based content is crucial.

So if you're a content marketer looking to get insights from your team..

Try this:

- Establish clear objectives
- Integrate people into your strategy
- Schedule one on one time with employees
- Create a dedicated channel to share insights
- Use competitors examples to encourage collaboration
- Provide tools, support and frameworks to ease the process

And most importantly...

Help them realise that they're are sitting on goldmines of information.

The future of B2B content is people.

It's your job as a content marketer to extract that information.



Source: [Jordan Chappell](#)

### **B2B brands make this mistake case study writing**

I see B2B brands make this mistake with just about every. single. case study. Ever.

I bet some of my writer friends here can guess it.

The brand is the hero of the story instead of the customer.



"Our customer was struggling with X, and we came in and saved the day! And they picked us because we're awesome for 1, 2, 3 reasons. Looks at these amazing results we achieved!"

Boring.

Your story will resonate more with your prospects if they can see themselves in it.

So tell it from the customer's perspective instead.

"Business was struggling with X. It was really making Y suck for them. They did 1, 2, 3 to fix it, using Your Solution. Customer was able to accomplish lots of amazing, quantifiable things with help from their trusty sidekick, Your Solution."

Notice the difference?

**Source:** [Nicole Bump](#)

### **Stop sending your LinkedIn ads traffic to a landing page**

If you're selling a \$20k or \$100k solution, your prospects aren't going to see one ad, click the link, go to your landing page, book a demo, and convert.

Anyone who's ever purchased a solution like that knows that's not how it works.

Before a prospect reaches out and books a sales call, they want to to:

- understand who you are and what to do
- look at your competitors
- understand your pricing
- be convinced that you're an actual expert
- get internal buy-in from the team
- chat with a peer who has worked with you before
- read through your case studies/success stories

That's why for our LinkedIn ads, the call to action is "Learn More," and it leads people literally to our website homepage.

Not a siloed landing page. Not a demo request page. Not an email form.

We know this works because we recently closed 2 customers for an initial contract value of \$102k revenue on an ad spend of \$3.5k - both were cold prospects and closed within 4 weeks.

And we're seeing similar results for customers as well.

"It's crazy how that how controversial this is. Why would you send people to an isolated landing page, which gives off an impression that you're a small rinky dinky business vs your actual website that has like 52 subpages and unlimited resources?"

- [Justin Rowe](#)

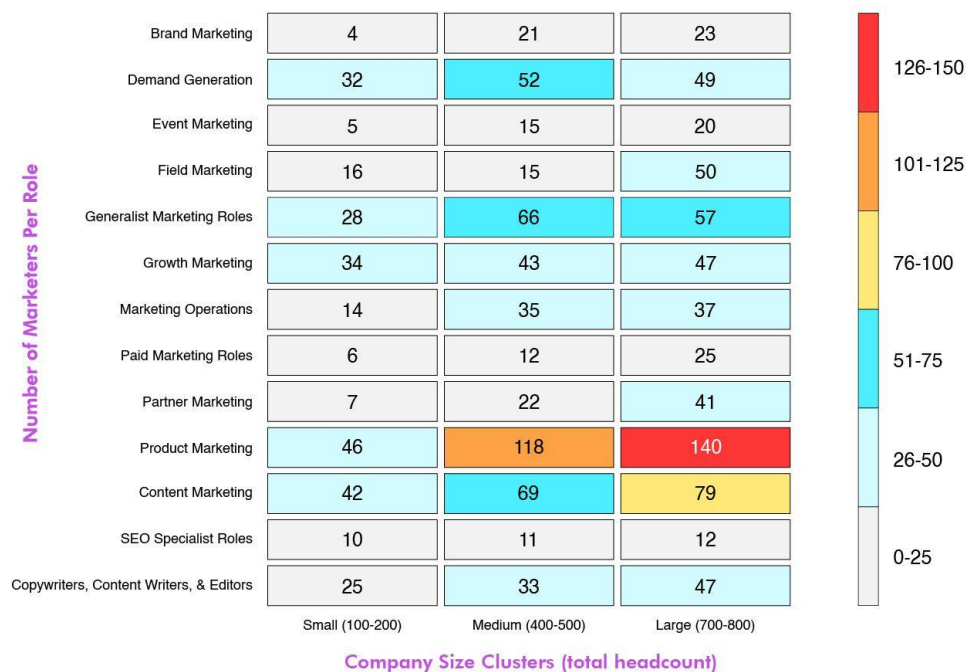
Source: [Finn Thormeier](#)

### **When does each marketing function become important? At which growth stage?**

To find out, I compiled the total number of FT marketers (per function) at different B2B SaaS company sizes.

What does this heatmap tell us?

### **When does each marketing function become important?**



A sample size of 109 VC-funded B2B SaaS companies. The sample is distributed in 3 company size clusters. 40 companies (100-200 employees), 40 companies (400-500 employees), and 29 companies (700-800 employees).

🔑 **Product Marketing** is the key function from day one. Companies prioritize product marketers early and hire even more as the company scales.

😞 **Brand Marketing** is a “luxury” marketing function, because FT brand marketers start appearing later, among medium and large companies. However, brand marketing’s presence is still weak in the grand scheme of things.

🌸 **Field Marketing and Partner Marketing** are late bloomers. Like brand marketers, they become prominent at large companies. If you want a job in these roles, targeting large companies would be your safe bet.

⚙️ **Marketing Ops** becomes important at medium-sized SaaS companies, but then it stops linearly scaling past that point. It could be because once operational structures are in place, there isn't a need to hire more marketing ops experts.

⬆️ **Content Marketing** scales steadily across different company sizes. It doesn't scale as aggressively as Product Marketing, but it holds its own. Maybe if I had data on companies beyond 800 employees, we would have seen content marketing roles plateau.

📈 **Demand Generation** roles hit a saturation point at mid-sized B2B SaaS companies. I'm not sure why. Maybe because, at large companies, we see more functions like Field Marketing introduced, and the process of generating demand becomes diversified?

We already knew some of these trends from experience. Others are surprising.

Source: [Haris Spahić](#)

### **Buying an ABM tool isn't the #1 thing to do when starting ABM**

I'm head of marketing of an ABM platform - and there, I said it.

Okay, purchasing an expensive tool can help to an extent. Their customer support will provide you with playbooks, references and frameworks, but they won't be able to shift the mentality on the company level.



This is why there's some homework to do before starting to surf ABM vendor websites.

1. Make sure sales and marketing agree to try a new way to collaborate.

If at least one of the managers is happy (I'd say defensively happy) with the status quo then an ABM tool won't help.

Because introducing the account-based approach is a huge change.

More transparency and brutal feedback, more alignment calls, more tactics to question and ditch.

If you think everything goes well in your department, why would you agree to disrupt it?

There's an alternative way suggested by [Andrei Zinkevich](#) in [Trenches - B2B marketing community](#) is: find at least one person from the other team (e.g. an SDR) who's willing to try and engage, run a small-scoped pilot and go get buy-in with real numbers.

Anyway, you need some from the other team willing to collaborate.

2. Agree on your goals.

There's no consensus regarding what can actually be called ABM.

"Enterprise ABM" with highly-tailored activities aimed at accounts to count on one hand?

The goal here would be to create and/or win the opportunity.

"Growth ABM" with thousands of accounts, all tiered and segmented?

The goal here would be to accelerate pipeline, increase velocity, or optimize CAC.

Make sure everyone agrees what you actually want to achieve.

Maybe your existing tech stack is already enough for this.

3. Agree on your ICP.

This is quite a huge topic, so I'll leave the link to our ICP building framework in the comments.

4. Estimate your resources.

Let's say you got inspired by the T-Mobile campaign (I'll leave link in the comments too) and decided to do a similar thing - designing a personalized comic book and distribute 100 copies to the CEO's network.

And you're asking your 2-person marketing team: "Are you ready to do it?".



Consider the effort and the resources beforehand:

- Creative work



- Printing and distribution
- Sales efforts to be there at the right time

Also, one thing to realize: stakes are high and account is just one. Math is not on your side here.

**Source:** [Yulia Olennikova](#)

### **It's the end of B2B content marketing as we know it**

It's been more than a decade since I stumbled upon [Joe Pulizzi's](#) "Get Content, Get Customers" and bet my professional career on content marketing.

Since my fateful decision to invest in this profession, I've been fortunate and privileged to work alongside and learn from the most brilliant minds in marketing and business.

Best of all, I had front row seats to witness content marketing go from being the new kid on the block to being considered the most vital function of any successful company.

But I'm afraid the end is upon us.

As I look around today, all I see is stagnation. Everybody is using the same decade-old playbook that focused on search-optimized blog content targeting buyers seeking solutions to problems related to a product or service.

We've been led astray by a "Google knows best" fallacy. Our over reliance on SEO tools has clogged the internet with a "grey goo" of useless copycat content — a problem that the proliferation of generative AI will certainly exasperate.

We embark into new mediums like podcasts and video series, claiming to be "media companies" without adapting to the inherent strengths and weaknesses of those mediums or understanding how actual media companies operate — all too often mistaking high production values for value. A glaring example is the monotony plaguing the B2B podcast scene, where every premise is "asking the same questions everybody else asked our guests about their work."

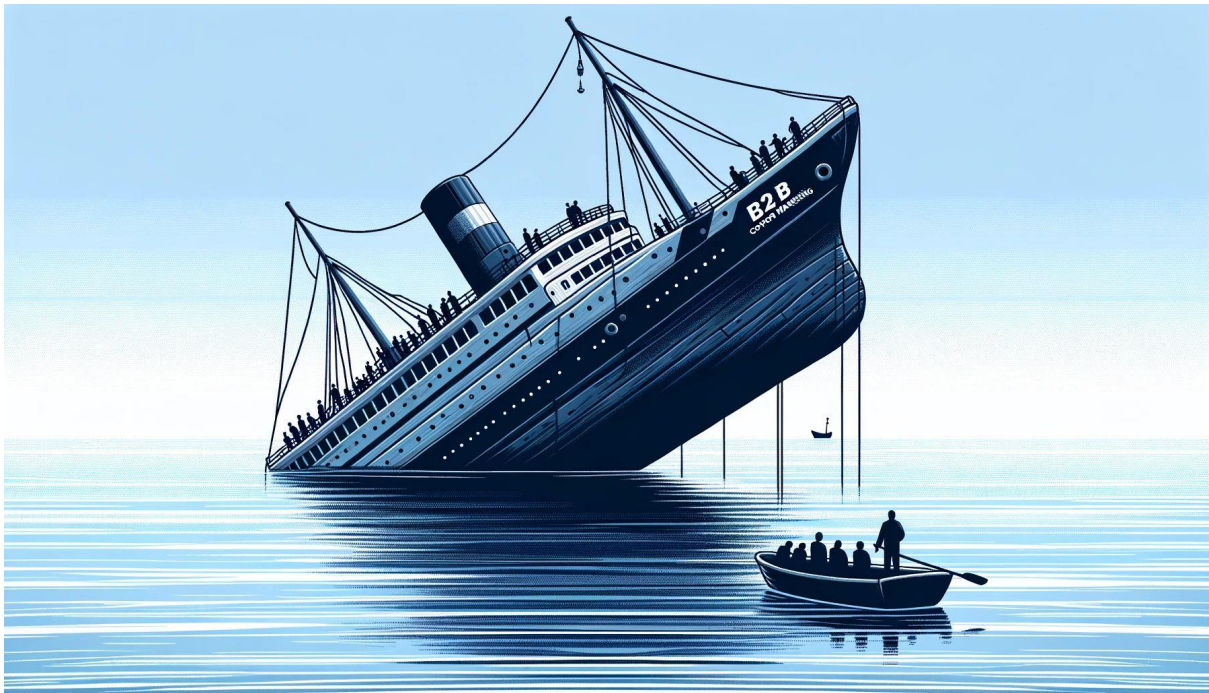
We've become accustomed to the idea of what B2B content marketing success looked like ten-to-five years ago. Attribution in B2B content marketing is now muddled with declining referral traffic, privacy norms, and audience fragmentation. Things we often consider "vanity metrics" are actually important leading indicators to revenue — if only leadership had the patience to see how content leaves a breadcrumb trail to their brands doorstep and truly understood how growing an

active following across multiple channels lowers the cost of acquisition by decreasing dependency on paid acquisition.

We only seem to be concerned with what direct competitors are doing and unwilling to make the first move while individual content creators have risen to fill the vacuum and gladly charging a premium to provide access to the audiences they grew organically. Many talented B2B content marketers who realize this are fleeing their full-time gigs today and more will follow.

To put it bluntly, B2B content marketing is asleep at the wheel and if we don't address these elephants standing in the room with us, there won't be a future for us.

But while the future is uncertain, we have time to work it out. We just need to know where we're going, which will be the topic of my next post — so stay tuned.



Source: [Ronnie Higgins](#)

### **12 short thoughts on the future of B2B content marketing**

— The role of “Creator” will become common inside of content teams. This will be someone who has a proven track record of capturing the attention of your market. We'll see a mix of contract, part-time, and full-time opportunities for this function.

— B2B land will finally start to take YouTube (and their 122 MILLION daily active users) seriously.

— “Building an audience” will replace “generating leads” as the primary objective for content teams.

— Content teams will have specialists or agencies dedicated to social & YouTube. These channels are nuanced, always changing, and require deep expertise to do well.

— Marketing teams will start using paid media dollars to acquire audience (not just leads). Amplifying un-gated top of funnel content to get your POV in front of future buyers is smart...even when there's no e-book or webinar registration attached to it. LinkedIn Thought Leader ads will lead the way here.

— The VP of Marketing role will look eerily similar to the role of Executive Producer at a media company. Creative premise development for new content series. Developing strategic partnerships with creators that influence your audience. Resource allocation for various audience building initiatives.

— Marketing teams will allocate more budget dollars to owned media efforts than paid media & earned media combined. This might be my spiciest take...but based on some of the conversations I've been having, I really think it can happen.

— Content teams will create media brands that are distinct and separate from the corporate brand. The media brand's sole focus will be to become their entire market's favorite corner of the internet. The corporate brand will continue to focus on selling the company's product to the 3% of the market that are ready to buy now.

— Lead/audience magnets will see a resurgence (thanks to Alex Hormozi). But instead of building 1 magnet every 6-12 months, we'll see content teams building 12 different magnets every quarter.

— Content marketing will no longer be synonymous with “writing blog posts to rank for keywords in Google.”

— Distribution will be planned BEFORE content gets created...not after. Thanks [Justin Simon!](#)

— Commodity content will die a slow & painful death (ok, this one is wishful thinking...but a man can dream!)

**Source:** [James Carberry](#)

## **Most B2B marketing and sales programs I've seen are actually lead generation utopias**

They fail because of 5 factors:

### **1. Lack of marketing fundamentals.**

Many companies choose broad targeting due to the fear of missing out. As a result, they don't have a clear ICP, develop non-differentiated positioning, and end up with lead generation motion.

### **2. Impatience and lack of long-term thinking.**

Because of raising money and committing to unrealistic expectations, or simply because of not having marketing background, companies define their GTM motion as "We just need to reach out to MORE prospects FASTER".

Only 2 programs satisfy that desire: ads and automated outbound.

Even if different marketing initiatives make sense to them, these ideas are shut down just because:

- it takes time to launch and get results
- it seems to be non-scalable and non-predictable

### **3. Lack of appropriate skillset.**

B2B buying process is way more complicated than «clicking on ad -> going to the landing page -> paying for the product».

Sales cycles are longer. More people are involved in the buying process.

Don't try to sell 5-figure products as a pair of shoes or \$5 subscriptions.

### **4. Trying to find quick and scalable programs instead of developing revenue processes and operations.**

Everybody wants to scale fast, but you need to focus on the things that enable scaling, not the unrealistic numbers.

Revenue is a lagging indicator and the consequence of the right marketing and sales programs.

## 5. Pursuing trends and what is hot instead of focusing on operations across the buyer journey.

The fact that somebody tells you that TikTok or Snapchat is hot, doesn't mean your buyers are hanging out there, and you'd be there as well.

Don't try to drill a well in a place without water.

Talk to your customers and understand how they are buying instead of trying to be everywhere.

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Most tech companies were indoctrinated with marketing legends about Tech Unicorns. They try to scale fast without realizing that scaling is only possible when you have:

- Clear GTM strategy
- Right team and skillset
- Understanding of their customers and their buying process
- Marketing and sales operations across the full buyer journey

Scaling usually comes from running "non-scalable" operations, not from growth hacks or utopia funnels.

Source: [Stapho T](#)

### **Should B2B growth now begin operating the same as B2C growth?**

I predict that in the next 10 years the clear distinction between B2B and B2C companies will fade away. Instead, both B2B and B2C will evolve into use cases that nearly every successful company will embrace. Products will aim to provide user value for both personal and business purposes in order to achieve ultimate loyalty, usage, monetization, and increase the cost of switching.



In fact, there is already a powerful consumerization trend sweeping across the B2B landscape, where business software is starting to look much more like consumer products. Colorful icons, cute mascots, emojis, friendly language, easy-to-use interfaces, and habit-forming experiences make B2B products feel like a joyride rather than a slog through the Siberian tundra.

Companies like Dropbox, Miro, Slack are riding the crest of this tsunami with the grace of seasoned surfers, feasting on the success of this transition.

But what's behind this miraculous B2B transfiguration, you ask? It's the rise to power of the end-users in B2B organizations! End users used to be an afterthought in B2B software development because all focus was on meeting the enterprise buyer checklist.

But no more.

Enterprise buyers used to make all B2B software decisions - to control budgets, meet cross-functional requirements, and negotiate the best deals. But products they picked and pushed down onto employees kept failing to get traction:

- Just because a feature exists doesn't mean it's usable. End-users had difficulty figuring out how to do basic tasks and adopting functionality.
- People are not good at articulating their problems. So even if, on the surface, the product met the requirements, the requirements were often flawed in the first place.
- Adopting software someone chose for you is not as appealing as making your own decision.

This led to two things:

1. Lack of utilization frustrated enterprise buyers who were 'wasting' money on unused products. They started turning to end-users to include them in decision-making and wanting proof of value before committing.
2. End-users were left with unsolved problems and went on the quest to find solutions themselves.

Enter the era of B2B end-users setting trends and influencing (or even making) purchasing decisions. Or, at a minimum, holding a veto power. Enterprise buyers are still present, but either as enablers or partners. This led many B2B companies to focus on wooing end users first, all in the quest to dazzle their ultimate targets: enterprise buyers. This, my friends, is the premise behind B2B Product-led Growth.

So, should B2B growth now begin operating the same as B2C growth?

Not quite. Although they might start looking the same on the interface (cute penguins, anyone?), there are three key differences in how growth teams at B2B and B2C businesses function across:

- Revenue sources
- Revenue concentration
- Account vs. user focus

Source: [Elena Verna](#)

### It's time to stop running paid advertising to acquire contact info

It's actually LONG past time. If you're still spending ad \$ on this... yikes.

I know. Upstairs and/or sales wants "leads." So, what do you do?

Here's what you do.

=====  
**First -- Define Your TAM**  
 =====

Here's the easiest way to get other teams to stop bothering you for leads:

Buy all of them from data vendors, and dump them into your CRM.

Bam, done! Leads! ALLLLL THE LEADS!!

(You might think I'm joking, but I'm not.)

But before you just call up [ZoomInfo](#) and [Clearbit](#) and [Cognism](#) and [Lusha](#) and whomever else, you need to know what data to buy, right?

The first step is to define, in both company and human terms, your *total addressable market*. The entire universe of companies and buyers that *could* buy your products.

This might be 3,000,000 companies, or it might be 3,000. 30,000,000 potential buyers, or 30,000.

But you, and sales, MUST agree on this list. Because this list is going to be THE list. Both teams will be fishing from this ocean, and ONLY this ocean.

So, invest as much time as necessary to define your TAM.

=====

### **Second -- Segment Your Audiences**

=====

Once we have all the potential buyers in CRM, then we can begin the process of *segmentation*. Sales likely already has some segments in place, like a "gold / silver / bronze" list, ABM/TAL lists, etc.

So, begin with those. I'd suggest also speaking with the SDR/BDR team to get their insight from the front lines of outbound.

Finally, once you've gathered feedback from others, you need to create your own segments for paid ads purposes. Different *ideal customer profiles* will require different messaging, different creative, different budgets.

Since you already bought all of the companies and email addresses and/or job titles of the humans you want to target, you can dump these lists into the ad platforms and do the segmentation there.

=====

### **Third -- Agree on a Plan and Get Moving**

=====

Alright! Now we have ALL the companies and ALL the leads. Now we can agree on who's targeting whom, where our focus points are, and get going.

Now, ZERO of our paid ad dollars must be used on buying form fills or "lead generation." This frees you up to invest it all on *creating demand*.



Your success metrics: how many companies in your TAM are activated into demo requests, sat meetings, sales-accepted opportunities, pipeline and closed won revenue.

**Source:** [Erik MacKinnon](#)

**DON'T: Download/webinar --> send leads to sales**

**DO: Match the next step/CTA with the buyer's intent level**

Don't propose marriage on the first date. Instead, ask yourself: What does the buyer actually want?

### **LOW INTENT**

*Action:* A buyer downloads a piece of content, or registers for a webinar

*Intent:* To learn

Possible next steps that match the intent:

- Connect before the webinar to ask what they're hoping to learn
- Follow up after the webinar asking their feedback, and offering more resources on the topic
- Offer them newsletter sign-up upon content delivery
- Progressive profiling (using marketing automation to collect more info about needs, goals, and priorities—and using these insights to provide more relevant content)

### **HIGH INTENT**

*Action:* Book a demo call

*Intent:* Get a demo and evaluate the fit

*Next steps:* let ICP buyers book a call with AE directly. Actually provide the demo, pricing and discuss their use-case.

### **MEDIUM INTENT**

*Action:* Visit high-intent pages; several buyers spent 30+ min on website

*Intent:* Considering a vendor (but not yet ready to book a call)

*Next steps:* provide a personalized buying experience for high-value accounts.

Here is how:

When an account is engaged, the next step is account qualification (if it's a right fit) and account segmentation (to what tier it belongs).

We do tier segmentation to define what level of personalization to use.

Tier 1 accounts (highest revenue potential): 1-1 highly personalized campaigns

Tier 2 accounts: vertical-based and job-role based personalization.

Tier 3 accounts: vertical-based personalization.

**Honest opinion:** Tier 3 accounts should be generated via demand generation programs.

#### **Account research.**

Collect all the publicly available insights about the strategic initiatives of the qualified accounts and map out the buying committee.

This is crucial before defining how to market to accounts and what warm up tactic to use.

#### **Warm up.**

Our favorite ways to warm up accounts include 1-1 interaction with the buying committee members, including:

1. Content collaboration (podcast, research, roundups).
2. Events.
3. Social engagement.

#### **Activation.**

The last part is matching the insights we collected from account research and warm-up program, and creating completely personalized proposals for every buying committee member.

This is where you can leverage a creative outreach (we love to send direct mails).

## Match the CTA with buyer's intent

☰ Improve Buyer Experience +

☑ Intent	Aa Action	☰ Marketing	☰ Sales
Low	Download content	Offer newsletter signup Progressive profiling	NA
Low	Attend webinar	Share relevant content hub Offer newsletter signup Progressive profiling	Follow up asking for feedback Offer resources
Low	Engaged with social content	Offer more content on the topic of the post	Connect & start convo on the topic of the post
Medium	Visit high-intent pages; 2+ buyers spent 30+ min on website	Account segmentation Research & value prop mapping Create personalized solutions Multichannel distribution Buying committee awareness	SDRs connect on social Engage colleagues Interview for content collab
High	Booked a demo	Enrich & match ICP	Direct booking with AE to demo

70% of B2B buyers are frustrated with their buying experience.

This is an opportunity: better buying experiences will help you stand out.

If you want highly actionable content on paid demand gen, do yourself a favor and give him a follow.

Source: [Vladimir Blagojević](#)

### **[SEO & CRO framework to turn any B2B use case/feature pages into a REVENUE-MAKING machine](#)**

(This is the exact structure I've used to scale a SaaS from 100k users to 250k users within a year)

FYI Here's the complete list of 13 high-priority items to include:

- Breadcrumbs
- Above the fold: Highlight positioning + key benefits
- Above the fold: In-product image or video
- Above the fold: Third-Party reviews
- Include interactive demo OR in-product video
- Concise descriptions of key differentiators
- Pain-focused headlines + content sections

- Internal linking to other use case pages
- ICP's testimonials (different formats)
- Highlighting results after using software
- Internal linking module to resources/tools
- Internal linking module to best relevant blog posts
- FAQ section

That's it!

Source: [Jess Joyce](#)

## **70% of users never scroll down your landing page**

You put in all this work for the perfect content and layout.

Most of it goes unnoticed. How disappointing.

How do you get them to pay attention?

How are you supposed to drive conversions?

How are you going to get more leads for your budget?

**70% of users will never scroll down a landing page**

The diagram shows a grid of 35 purple user avatars on the left. A large purple arrow points from this grid to a screenshot of a landing page for 'slite'. A horizontal dashed line labeled 'Average fold' is drawn across the page, indicating that only the top portion of the page is visible to most users. The landing page content includes a headline 'Considering leaving Notion behind?', a list of logos for partner companies like 'bamboo', 'Airmet', 'comasoo', 'ogorapulse', 'omnisend', and 'Spotify', and a comparison table of features between Notion and slite.

Features	Notion	slite
Compare with a template	✓	✓
Document verification	✓	✓
Knowledge management	X	✓
Instant social access	X	✓
AI-powered insights	X	✓
Easy to create & share notes	X	✓
AI-powered in-context pricing	X	✓

Tas Bober

Here's the thing:

Each section's only job is to send the user to the next section, NOT the primary CTA.

You read that right:

Message 1 = Message 2 = Watch Video = Explain features = Verify Trust = Answer Questions = CTA

The CTA (while sprinkled) is the last touchpoint.

How do we know if the sections are in the right order?

- You start with a framework
- This gives you the best-shot starting point
- You get enough volume to evaluate the data
- You identify where users are dropping off
- You reorder or remove friction points

It's a process that starts with reviewing performance often.

This part isn't hard.

But what usually happens:

- Landing pages are created last
- Landing pages are never looked at again
- Tests and modifications are never made

And my favorite "Yeah, that campaign didn't work".

Did it not work or did we not work IT?

These are assets that require nurturing.

It's like never watering a plant then blaming it for dying.

**Source:** [Tas Bober](#)

**[Content marketing is no longer a no-brainer for B2B and SaaS companies](#)**

Content marketing was a no-brainer for B2B and SaaS companies not long ago.

Now, I'm not so sure.

The content marketing landscape is overwhelming, and ChatGPT and AI will create a tsunami of blog posts, eBooks, guides, social media updates and videos.

The challenge isn't creating content; it's creating content that attracts an audience.

For all the talk by the marketing gurus about repurposing content, the new game is distribution and consumption (D&C).

Like SEO specialists made content discoverable, D&C specialists will be tasked to break through the noise magically.

It's a strategy that companies leveraging content must embrace.

At the same time, you'll see a growing number of B2B and SaaS companies abandon content or make it a small part of the marketing mix.

Why?

They'll determine that content marketing fails to deliver ROI. Content could be a waste of time, money, and resources.

Instead, these companies will build communities, establish relationships and focus on educating and nurturing customers to drive loyalty and retention.

Their marketing will be propelled by becoming trusted, empathetic, helpful resources that delight customers.

Referrals, word of mouth, and activity on social media will spark leads and sales.

Dark Social is already a powerful force and will grow in momentum and importance.

For companies committed to content marketing, quality will prevail over quantity.

Smart companies will focus on creating content that delivers valuable insight and in-depth prescriptive guidance. It's content that isn't easily replicated.

This high-value content will be strategically distributed and promoted on social media and communities like Slack, Reddit and Discord, as well as LinkedIn and Instagram.

The days of content marketing as a necessary part of a company's marketing mix are coming to an end, if not over.

Content was king/queen, but the rules of engagement have abruptly shifted, forcing companies to discover new ways to attract and engage targets.

**Source:** [Mark Evans](#)

### **Going viral is a false idol in B2B**

We all aspire to create the next “Think Different” campaign or “Belong Anywhere.”

But the channel dynamics that unlock virality favor consumer brand marketers and hefty paid media budgets.

Don't obsess over virality, rather obsess over these metrics:

Is your ideal audience growing on rented platforms like LinkedIn?

Do they go on to subscribe to your brand directly on your owned surfaces?

Are they engaging regularly with your content?

Source: [Anthony Kennada](#)

### **B2B advertising playbook for recession**

The hard-to-swallow pill for so many b2b marketers- 95% of your target market is not actively shopping- has become even bigger, nastier, and bitter to swallow.

Now 99% of your target market is not actively looking for a product.



What to do?

Here's some advice I picked up from a B2B Institute's article on the topic (they've done actual research on this stuff).

Most big B2B purchases get delayed as businesses cut costs to manage their margins.

Delays in purchases reduce the number of buyers in market – that's what a recession is after all: a reduction in economic activity for two successive quarters.

So the 5% of current buyers shrinks to more like 1%, and the 95% of future buyers swells to more like 99%.

Meaning you pay the high price of generating leads, but they'll go even less far than 18 months ago.

👉 So what to do instead?

Double down on memory generation. And invest in effective brand advertising that increases future demand from future buyers.

Invest in media, invest in brain engine optimization, invest in building category entry points

It increases future demand from future buyers.

Peter Field observed, "Brand advertising is not about profiting in recession, it is about capitalising on recovery." When buyers re-enter the market, the most memorable B2B brands will end up capturing the majority of sales.

🔥 If you need to cut down on ad budget, B2B Institute recommends you should repurpose old ads/content for your ads.

Cut the expense on creative, but try to leave as much it for the media buying.

Because as other advertisers are cutting their budgets, media channels are becoming cheaper

So here's your b2b advertising playbook for recession:

- ✅ Don't shift the budget to act now messages - most people can't act now.
- ✅ Invest more in brand advertising and building mental availability
- ✅ If you need to cut budget, cut ad creative budget (given that you have great existing brand ads. Not just regular old boring B2B ads)



✔ Don't cut the media budget. Premium media channels become cheaper in recessions as advertisers go dark, keep your budget running.

Don't forget that brand advertising will give sales an immediate lift.

But most of its effect will play over the years.

If you need more sales asap, get your sales team to work on it.

And experiment with pricing and offerings

**Source:** [Karl-Christofer Veske](#)

### **Why focus on brand building instead of collecting leads?**


We're not collecting leads. We're focusing on brand building.

Our aims:

✔ Be relevant   ✔ Be memorable   ✔ Draw on emotional connections

Where it gets a little trickier:

- > How do you measure if this is working?
- > How do you manage this narrative back upwards?

Here are 5 tips based on our experience [Cognism](#) and some excellent insights we got from [Drew Spencer Leahy](#)  when interviewing him on the Loop Podcast. (Episode coming soon 🙌 )

Surveys

Let's say you want to measure brand, your associations and customer perceptions.

You can ask your customers and prospective buyers about:

- > What they think you sell
- > What words they'd use to describe your business
- > What reasons they think someone might buy from you
- > What content or adverts they've seen from you that they recall

Use this to help you build a brand campaign to improve any areas that are lacking.

And then ask them again in 6, 9 or 12 months to see if you discover any improvements.

### Baseline sales growth

There should be a growth in sales and revenue that comes to you organically because the process is working. They needed your product and they came in-market, remembered you and came to you.

If, over time, you see that baseline revenue growing steadily, it's a good indication that the brand activity you did last year and the year before is paying off.

### Branded search

How many people are searching for your company name on search engines? Is this figure growing?

To take this a step further, you could look at your share of search - comparing how many branded searches you have compared to your competitors.

And whether that baseline share of search is growing over time.

### Engagement

Engagement measures are not vanity metrics - they are important indicators to tell if your audience recognises and is connected with your brand.

- > Have you got growth in your follower count?
- > A growth in engagement rates?
- > Are people following you in multiple places?

### Self-reported attribution

A lot of people are familiar with this concept by now, you're essentially asking "how did you hear about us"

It can be incredibly insightful when it comes to finding out how your brand efforts are performing.

They might have discovered you through your podcast, LinkedIn channel or somewhere else, and can help you identify memorable channels that are working best.

How are we managing this back upwards?

- > We're presenting self reported attribution data alongside top of funnel metrics
- > We're creating videos for the board that showcase positive comments and qualitative feedback from engaged customers and prospects
- > Recently we've started using tools such as [HockeyStack](#) to measure the impact our paid social ads are having on the user journey and ultimately influencing deals

Not always easy but definitely possible to show the impact your brand activity is having.

**Source:** [Fran Langham](#)

### **Account Funnel vs. Person Funnel. Do you need both if you're doing ABM?**

It is tempting to think that if you are running ABM you only need to track the stages of ACCOUNTS. But this is wrong. You need to track a PERSON FUNNEL and an ACCOUNT FUNNEL. Why?

(1) What gets measured gets managed

>> If you are not measuring how your team is engaging, following up with, and progressing PEOPLE through the funnel, the buying experience will be poor.

e.g. I've seen multiple examples of perfect ICP leads that where handrasiers are not getting followed up with because there isn't a well-defined and measurable process for marketing/sales engaging with PEOPLE that have declared intent. They were only tracking where the ACCOUNT was in the funnel.

(2) Most company's ACCOUNT data is a mess

>> Account hierarchies, lead to account matching, auto conversion, subsidiaries, buying units, geos, etc. Account data is hard.

e.g. I've seen many examples where enterprise Accounts in SFDC have hundreds (sometimes thousands) of contacts under them, and the Account (+ all the contacts under the Account) are listed as in pipeline or customer. This is severely limiting revenue potential. As there are likely many buying units that may not get engaged with as all the contacts are assumed to already be part of a deal.

(3) The PERSON funnel helps operationalize the ACCOUNT funnel

>> Where the Contacts are in the funnel can help dictate the stage of the Account. So having a solid process for managing Leads/Contacts makes building out the Account funnel much easier.

*TLDR summary: if you are doing ABM you need to track both funnels. Only tracking an Account funnel will degrade the buying experience, lower your revenue potential, and will make tracking the Account stages more difficult.*


**Source:** [Charlie Saunders](#)

### **Why have so many B2B marketing leaders been skeptical about the ROI of account-based advertising?**

It's not a baseless concern. In the past, I've been pretty critical of the efficacy of ads within an ABM strategy myself. But I've evolved my thinking, and you should too. Here's why:


#### **People Don't Click on Ads 😞**

**Objection:** Display ads average a dismal 0.06% click-through rate (CTR). You're more likely to get accepted to Harvard or survive a plane crash than click a banner ad. If you only look at direct clicks, advertising often underperforms other demand gen channels.

**Response:** Clicks aren't the endgame. Just like TV or outdoor ads, the goal is brand building and emotional connection. Research shows users are 49% more likely to visit a site if they've seen display ads from that advertiser. For Demandbase customers, we've seen a 30% average lift in web traffic from targeted accounts. 


#### **Banner Blindness and Ad Blockers 😎**

**Objection:** About 30% of US internet users have an ad blocker. Plus, there's the issue of banner blindness.

**Response:** Sure, people dodge ads, but the right creative can still leave a mark on brand awareness, recall, and emotional impact. Differentiate by using varied ad formats like native and video, and analyze lifts in traffic and engagement. If those metrics are rising, your target accounts are seeing your ads. 

#### **Low Match Rates 🎯**

**Objection:** Offline databases often have disappointing match rates, sometimes as low as 35%.

**Response:** Modern ABM platforms are more nuanced. With advanced account identification algorithms and intent data, you can pinpoint the right accounts and buying group members with greater accuracy. 

#### **Brand Safety 🛡️**

Objection: No one wants their ad on a controversial site, but maintaining exclusion lists is cumbersome.

Response: Choose a vendor that operates using a whitelist, not a blacklist. This way, you'll know exactly where your ads appear. 🙌

### **Broad Groups Limit Personalization** 🌐

Objection: Some platforms force marketers into large segments.

Response: With Demandbase, you could even run a campaign targeting a single account. It's that granular. 🎯

### **Second-Tier Inventory** 📄

Objection: You're buying "leftover" inventory.

Response: That's old news. Now, most inventory—even on premium sites—is sold programmatically. You can also get prioritized access to premium inventory. 🌟

### **Markups and Opaque Pricing** 💰

Objection: It's hard to know what you're actually paying for.

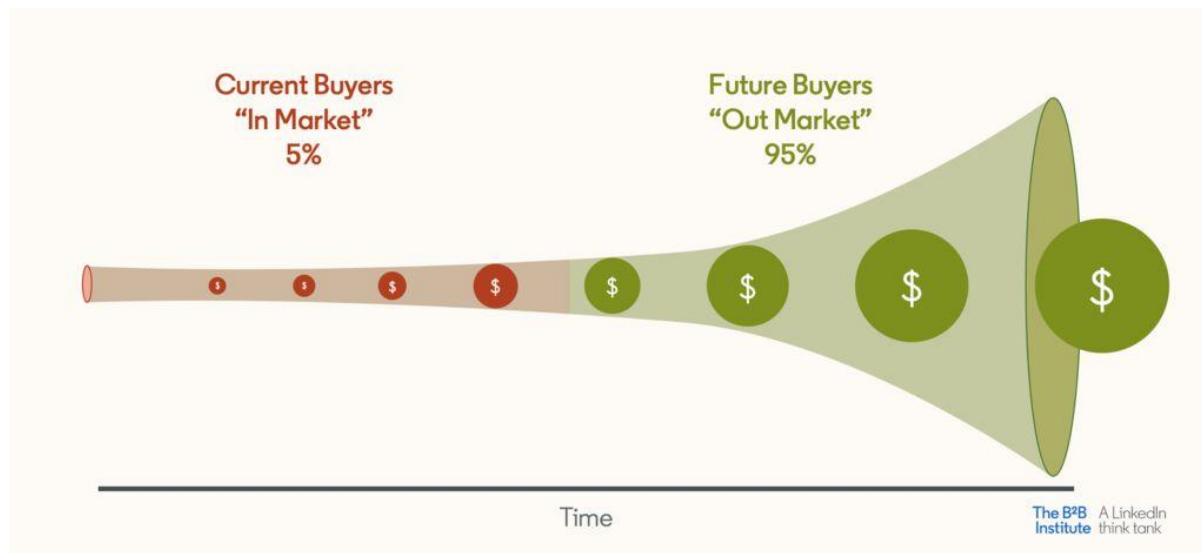
Response: Understand the CPM breakdown. If you're seeing a good lift in target account engagement for your spend, then you're getting fair value. 🤝

Turns out, a lot of the objections to account-based advertising can be navigated—if you know what you're doing. 😎

Source: [Jon Miller](#)

**On average only around 5% of businesses is in the market for a specific solution**

One of my favourite recent diagrams.



It's created by LinkedIn's B2B Institute based on research by the Ehrenberg Bass Institute of Marketing Science.

The research showed that for many B2B markets, on average only around 5% of businesses were in the market for a specific solution in any one quarter.

This means that 95% of businesses were not immediately interested in purchasing at any time.

If your marketing is all focused on direct-response, then you're going to be irrelevant to the 95% of potential future buyers who will likely at some point become in-market buyers.

If you can balance your marketing between in-market and out-of-market buyers, then out-of-market future buyers will be much more favorably disposed to your brand when they do start to want your solution.

**Source:** [Nick Day](#)

### **How should you balance your budget between create demand spend and capture demand spend?**

If you are in the process of switching from lead gen to a demand gen strategy then this % should shift over a few months.

- Audit your lead gen content programs and remove the lowest performing 20-30% of spend. Then reallocate that toward demand-gen campaigns.

- Over the next 30-90 days start moving more budget over to your demand gen content campaigns, ideally 80%.

- Do a final audit on your lead gen content campaigns to see if any of those leads actually turn into HIRO pipeline. Usually, they do not so you can feel confident cutting all spend on lead-gen content campaigns.

\*Note: There are times when lead gen does make sense like promoting a virtual conference or live event, or in retargeting for specific offers like a newsletter subscription.

Now, let's say you are comfortable completely moving away from all lead gen content based on your data. For this example, I am going to assume a \$50k monthly paid budget.

Step 1: Capture demand channels need to be consistently audited.

There is a lot of wasted spend on these channels. Usually, you can cut 20-40% of the budget immediately without an impact to HIRO pipeline.

Capture demand budgets are usually around 20-30% of the budget based on the industry and category you are in.

If you are in a newer category or there isn't a ton of competition then this percentage is usually around 5-10%.

If you are in a very mature category and a competitive market I usually see this around 30-40%.

I usually do not recommend spending more than 35% of your budget on capture demand as a general guideline but it depends on stage and market.

As always, there are some exceptions but when you are in a competitive category you can easily fall into the spend more for the same amount of pipeline game since it can become a bidding war on google or review sites.

Step 2: Use the rest of the budget to distribute and amplify ungated content. The distribution format needs to be tailored to the channel and focused on telling the story in the channel.

If you get the click then great but the majority of the time you won't. We see create demand budgets around 70-80%.

Example:

\$50k ad budget = \$15k on capture demand and \$35k on create demand

Step 3: Start with a base allocation and optimize from there. This means constantly reviewing spend and optimizing.

I recommend you use a Hybrid attribution model since create demand attribution won't show up in your CRM with UTMs.

**Source:** [Sidney Waterfall](#)

### **Should you or more importantly \*can\* you do product-led growth/sales?**

Let's map it out:

---

1. The first hurdle you face is the base product fit. If your product doesn't serve a recurrent need that can't be experienced in a short time by itself it starts to get hairy.

---

2. If you create a new category you most likely can't explain your product in a few words to anyone, which means they can't explain it to others either, your word of mouth is dead.

That doesn't mean you will never be able to go PLG but your market needs to have a certain base acceptance for your solution first.

---

3. You need to have great tracking of what your users do (and then utilize this data). If you are of the school "we can implement that later". No, you can't. Everything you ship from now on will have to be properly tracked.

The minority of experiments succeed, and the majority will fail. If you don't document, iterate, and learn from it that rate will decrease. Obvious things are getting rarer with time.

---

4. If you have Sales you need to be willing to change how they are

-- Incentivized: Reward expansion revenue, not ticket size.

-- Informed: Account-based tracking is invaluable. Knowing what your account is doing with the product and what they actually want to solve is increasing your chance to close. Product-qualified leads are accounts that signal success with your product.

---



5. Independent cross-functional teams. It should go without saying: You can hardly be customer-centric if your teams aren't doing that research themselves and can't execute it.

-- Collective Consciousness: Be totally transparent from business numbers to customer problems towards everyone. No one should do anything without understanding why

-- Autonomy: Ask for feedback vs. Ask for permission

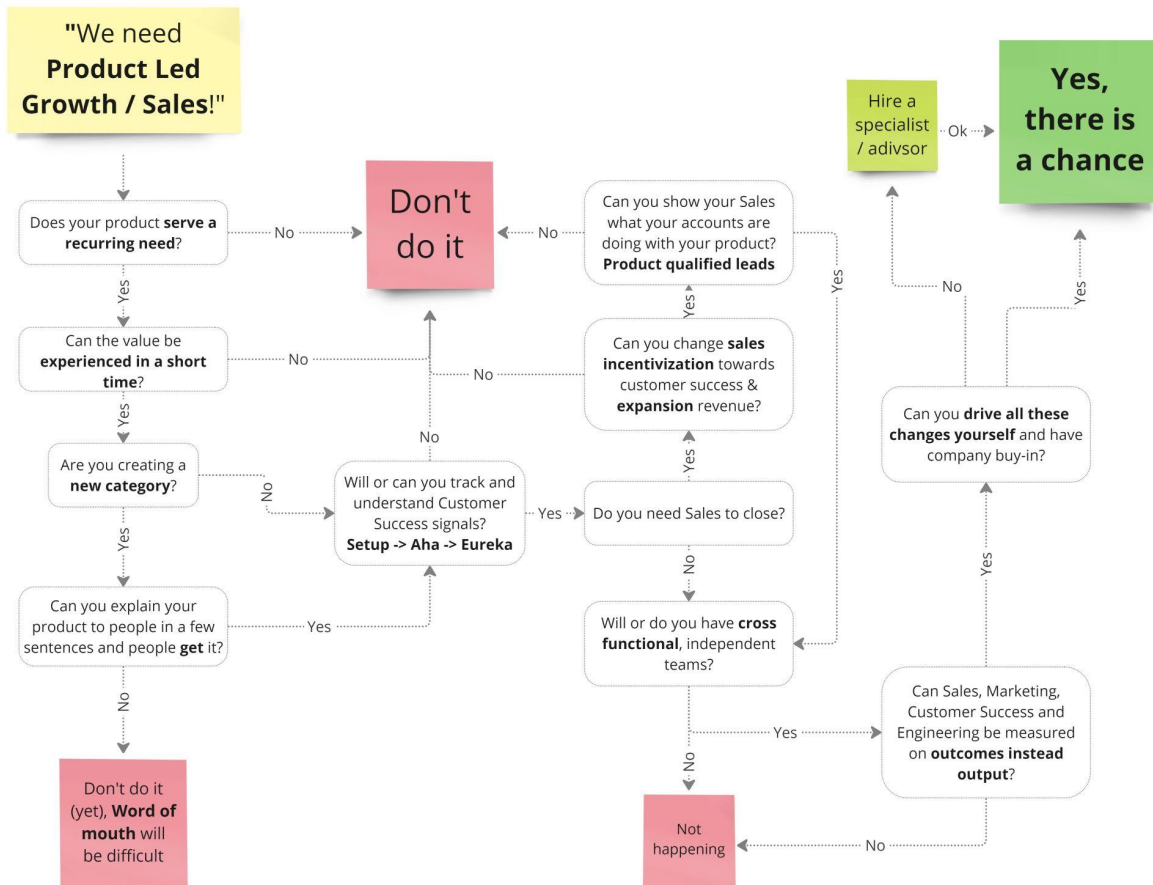
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6. Are you outcome-driven toward customer metrics instead of revenue/delivery metrics or can you shift sales, marketing, customer success, and engineering toward that?

-- Outcome-based goal structure: OKRs and their key results from the teams target usage metrics with the goal of improving the acquisition or retention of users.

-- Avoid Output goals: No more "We deliver feature X"

If you can drive all of this yourself, congrats, if you cannot, consider hiring someone who can, this transformation is difficult, with increasing company size even more.



Source: [Leah Tharin](#)

### From an end user solution to a business solution: Evolution every product led company

Did you know Calendly, founded in 2013, didn't have "Enterprise" pricing until... 2021



The journey from an **end user solution** to a widely adopted **business solution** is an evolution every Product Led company goes through.

And it usually doesn't happen overnight.

Through reviewing Calendly's pricing page across time, you can view the progression from a *product* focused on solving the end user problems to a *platform* solving business problems.

"**Scheduling Simplified**: Say goodbye to phone and email tag for finding the perfect time" (2013 website [hero](#))

... 10 years later ...

**"Easy scheduling ahead:** Calendly is your scheduling automation platform for eliminating the back-and-forth emails to find the perfect time -- and so much more."  
(2023 website hero)

[I'll note -- I love how subtle the change is. This isn't some massive brand overhaul.]

==

### October 2014:

#### Free Tier

- 1 event type
- Google Calendar integration

#### Paid (Premium)

- \$8/mo (annual) or \$10/mo (monthly)
- Unlimited event types
- Google Calendar integration
- Personalized notifications
- Remove "Powered by Calendly Branding"
- Automated reminders

### May 2017

#### \$ Pro tier introduced

- \$12/mo (annual) or \$15/mo (monthly)
- Salesforce integration (enables meetings scheduled in Calendly to automatically reflect in Salesforce)

The 1st major step from end user value -> organization value.

**Most** ICs are unlikely to *personally* care much about automatically logging meetings in Salesforce -- they only care because their boss cares.

This immediately gives Calendly a value prop that resonates with management -- ensure your team's meetings always get captured in Salesforce.

### 2018

#### More "Pro" value added

- Google Analytics integration - massive value for teams looking to truly analyze booking activity and campaign success at scale.

This one is interesting since it starts to show a signal that Calendly was beginning to see value from providing solutions to marketers tasked with getting meetings booked at scale, and measuring success across various sources.

This is a shift from the individuals booking meetings to the **company** booking meetings.

## 2019

More Pro value added

- Invitee redirect to your own website/landing page
- Color customization when adding Calendly to your website

Again, clear direction that they were seeing growing enterprise value from the Marketing persona.

I doubt a sales person trying to schedule a prospect cares about a landing page or color customization 🤔

## 2021

📈 Enterprise pricing launch & the traditional "Horizontal PLG Enterprise stack"

- Admin controls: SAML SSO, SCIM, User Groups, Security & Legal support
- Support: Phone, CSM, Onboarding/Training

Source: [Danny Archer](#)

### **B2B outbound: Comparison of 2 tactics**

B2B Businesses still prefer mass emails over ABM because they can delegate the hard work to technology:

- Find the emails → Databases tools
- Write the emails → Templates and now AI
- Personalize the emails → Liquid syntax
- Sending the emails → Sending tools
- Analyze the results → Dashboard tools

Thanks to the tools, emailing is easy, automated, predictable, and more important resource efficient. Everyone LOVE to delegate to "machines" and see a good dashboard.

On the other hand, ABM relies heavily on people:

- Gather a list of accounts → 🧑
- Analyze each account individually → 🧑
- Map the decision makers → 🧑
- Craft one strategy per account → 🧑
- Create assets (copy, creatives) → 🧑
- Execute each campaign individually → 🧑
- Analyze and report qualitative learnings → 🧑

It's "manpower-intensive". At least that's what real ABM is about.

So honestly, it's easy to understand busy founders. If they compare the 2 tactics based on efficiency alone, the ICP-Based outreach wins 100% of the time.

But I suspect those founders to ask the wrong questions when choosing a strategy:

- Can we scale it?
- Can we automate it?
- Can AI helps us do this?

While the first question should be:

- Which one generates more results?

You know my point of view on this kind of question:

1. Open a marketing backlog
2. Prepare one experiment for each tactic
3. Run the experiments (A/B Test)
4. Compare the return on investment
5. Assess repeatability with another test
6. Build the marketing program

# B2B Outbound:

## Comparison of 2 Tactics



Pierre Herubel

	ICP-Based Outbound	Account-Based Outbound
<b>Focus</b>	Send standardized emails to many accounts to optimize volume results.	Craft and execute one outreach strategy per account to maximize success.
<b>Targeting</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Industry or company type</li> <li><input type="checkbox"/> Ideal customer profile (ICP)</li> <li><input type="checkbox"/> Job titles lists</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Accounts with intent</li> <li><input type="checkbox"/> Accounts matching case studies</li> <li><input type="checkbox"/> Insights from sales team</li> </ul>
<b>Degree of customization</b>	Surface level insights (icebreaker, firmographics, trends, 'signals')	Specific points based on account research (problems, actions, 'JTBD', news)
<b>Efforts required</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Broad research per ICP</li> <li><input type="checkbox"/> Email copywriting + personalization</li> <li><input type="checkbox"/> Send and iterate based on data</li> <li><input type="checkbox"/> Analyze open, reply, demo rates</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> One detailed research per account</li> <li><input type="checkbox"/> One outreach strategy per account</li> <li><input type="checkbox"/> Sending with one timeline per account</li> <li><input type="checkbox"/> Analyze qualitative results per account</li> </ul>

Source: [Pierre Herubel](#)

**Just because we have a marketing funnel does not mean buyers flow through it**

More often, they're all over the place. Backwards, forwards and looping.

But B2B buyers are looking for answers to their challenges.

That's why it's a good idea to make sure your organisation's content covers all stages of your ideal buyer's research journey.

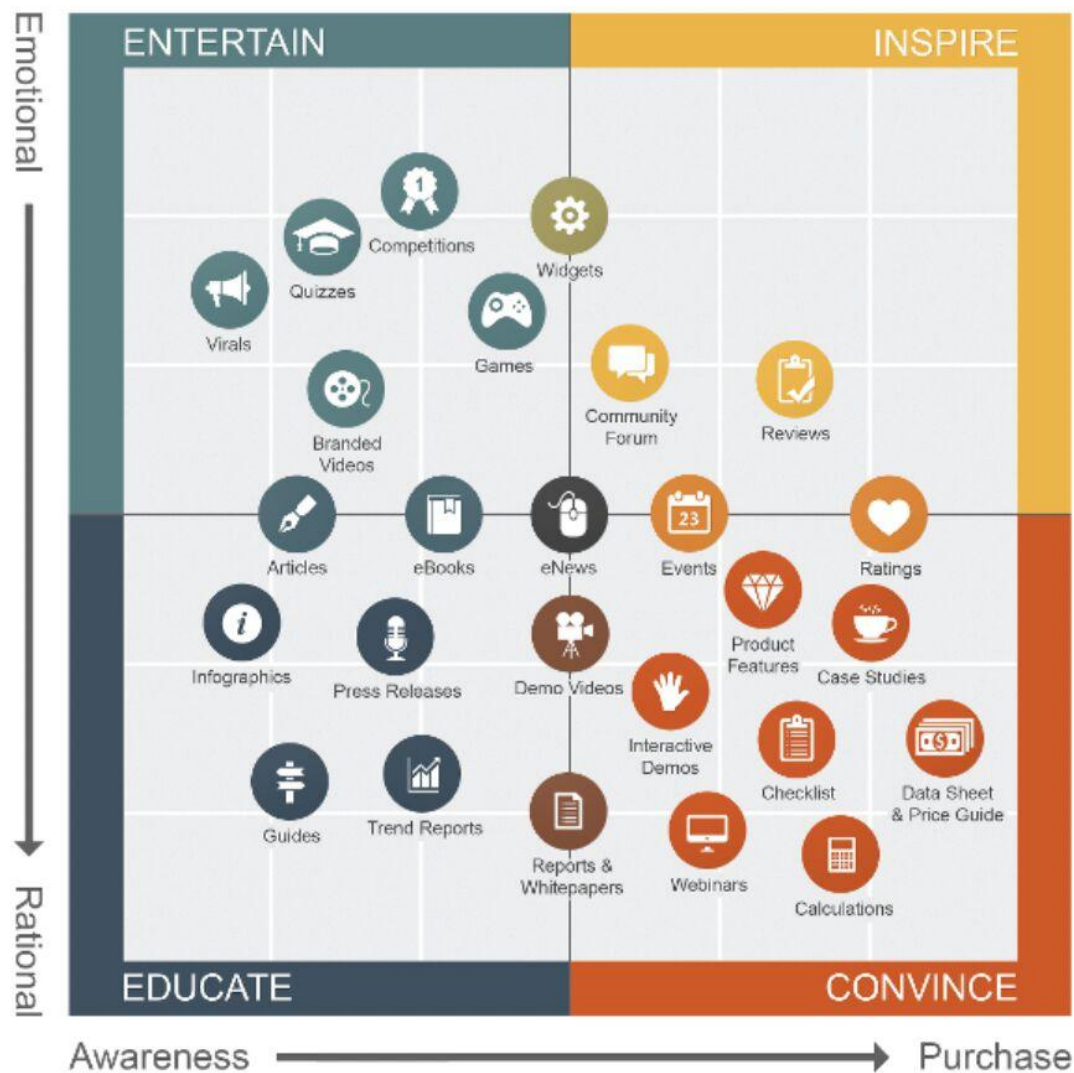
I came across this marketing matrix which resonated with me.

It shows different content types to educate, entertain, inspire and convince.

Basically, it's a tool to help build marketing campaigns around which your audience engages.

As I'm a visual thinker, this type of graphic helps me visualise a strategy.

# The Content Marketing Matrix



'The horizontal axis (X) represents the different stages of the customer journey as people move from awareness to purchase.'

'The vertical axis (Y) shows the content you need to create to move customers toward purchase. This is based on what neuroscience reveals about purchase behaviour: people buy on emotion and justify with logic.'

Source: [Paul Denham](#)

## **Ahref's programmatic SEO strategy**

Everyone talks about Ahrefs product-led content approach.

No one talks about their programmatic SEO strategy that drives 2.5k+ organic traffic per month worth of \$11,963 traffic value.

Let's break down their programmatic SEO strategy:

Ahrefs has created a content hub targeting keywords like:

- SEO for dentists
- SEO for doctors
- SEO for realtors, etc.

In fact, they have created a total of 50+ landing pages targeting similar keywords (SEO for 'profession').

Let's take a look at what these pages look like:

If you notice all the pages, each page uses the same content template that includes:

- 1 Introduction
- 2 Local SEO
- 3/ Keyword research
- 4/ Content creation
- 5/ Link building
- 6/ Technical SEO
- 7/ Links to related landing pages

Interestingly, these pages use the same content template for writing every section of the page.

However, they have personalized each landing page by adding keywords (profession names such as dentists, doctors, etc.) and adding a little context about the page topic.

I have done a page-level comparison between two pages— "SEO for dentist" and SEO for "plastic surgeon" and found:

- Page content remains the same on every landing page except the keyword
- Some additional context is also added to make the page more relevant and personalized
- Templated title and meta description

The results?



- Driving 2,533 organic visits every month
- \$11,963 organic traffic value

Some possible reasons why this strategy works for Ahrefs:

### 1/ Identifying the right set of keywords

For programmatic SEO, you need to identify keywords at scale. However, selecting keywords with high competition make it difficult to rank with these automated landing pages.

In this case, most of these targeted keywords have low ranking difficulty from content and backlink standpoints.

### 2/ High topical authority

Do not expect the same results from an SEO blog that does not have similar topical authority in the SEO niche as Ahrefs.

Over the past years, Ahrefs has covered almost every possible topic under the SEO 'niche' — which makes them a strong authority in this space.

### 3/ Matching the search intent

Yes, every page has almost the same content.

But a beginner-friendly SEO strategy guide for local businesses will have similar elements such as local SEO, backlinks, and content creation.

In reality, there is not a huge difference between doing keyword research or local SEO for restaurants and dentists.

Optimize your profile

Fill in as much as you can, including the types of dental services you offer.

Get reviews

Reviews help you rank higher, so ask customers to review your clinic.

Learn more: Local SEO: The Complete Guide

Keyword research

People won't always type "dentist" into Google when they need one. Some will search for more specific services like teeth cleaning or fillings, and others will search for solutions to problems like how much is invisalign.

Unless you rank for these keywords, you're missing out on potential customers.

To find dentistry-related services and topics people are searching for, you'll need a keyword research tool like Ahrefs' Keywords Explorer. These tools pull keyword ideas, estimated monthly search volumes and other SEO metrics from a database of billions of keywords.

Optimize your profile

Fill in as much as you can, including the types of plastic surgery services you offer.

Get reviews

Reviews help you rank higher, so ask customers to review your clinic.

Learn more: Local SEO: The Complete Guide

Keyword research

People won't always type "plastic surgeon" into Google when they need one. Some will search for more specific services like breast augmentation or Brazilian butt lift, and others will search for solutions to problems like how much is a mommy makeover.

Unless you rank for these keywords, you're missing out on potential customers.

To find plastic surgery-related services and topics people are searching for, you'll need a keyword research tool like Ahrefs' Keywords Explorer. These tools pull keyword ideas, estimated monthly search volumes and other SEO metrics from a database of billions of keywords.

Should you try the same approach as Programmatic SEO?

It depends. But keep the following points in mind:

- Ensure that you can match the search intent even with the same content template created for hundreds of pages
- Find keywords that have low ranking difficulty (avoid keywords that are already dominated by high authority sites)
- Try to personalize each page as much as possible (just changing the title and meta description is not programmatic SEO)

Page example: <https://ahrefs.com/seo/for/realtors>

Source: [Sk Rafiqul Islam](#)

**Stop creating 20 web pages for 20 different personas!**

First check, which personas are your buying champions 🤔

Even when you sell to a “buying team” you have just ONE buying champion.

This person has a ‘personal interest’ in buying your solution.

Everyone else is just a stakeholder, with veto powers.  
(Ingenuously pointed out by [April Dunford](#) in her positioning podcast.)

- 👉 Veto power holders have “no personal interest” in buying your solution.
- 👉 They never speak to your sales like their life depends on it.
- 👉 They never visit your website.
- 👉 They simply pose objections to your buying champion.
- 👉 They block the purchase if they feel your product can make their life difficult.

Examples:

- 👤 Users can veto it...if they feel adopting it will be a pain.
- 👤 Budget holders can veto it...if they feel the cost is difficult to justify.
- 👤 IT can veto it...if security and integration seem to be a challenge.
- 👤 Procurement can veto it...if they get competitive quotes from others.
- 👤 Legal can veto it...if they feel there is a compliance risk.

Hence, your marketing must focus on convincing the CHAMPION 🧑  
And arming them to get a YES from various stakeholders ✅

So before you build 20 pages for 20 personas.  
Check which messaging themes fit better in your sales objection-handling guides!

Source: [Silky Agarwal](#)

### **Referrals can bring in retention**

The way new B2B software is discovered has shifted from outbound and search to social and personal networks (dark social). Incentivizing user-generated word-of-mouth and referrals have quietly become a powerful B2B growth strategy.

100 Referred users are usually your best users. We see top SaaS companies achieve a 1:5 ratio, where one in every five users brings in a new paying customer annually.

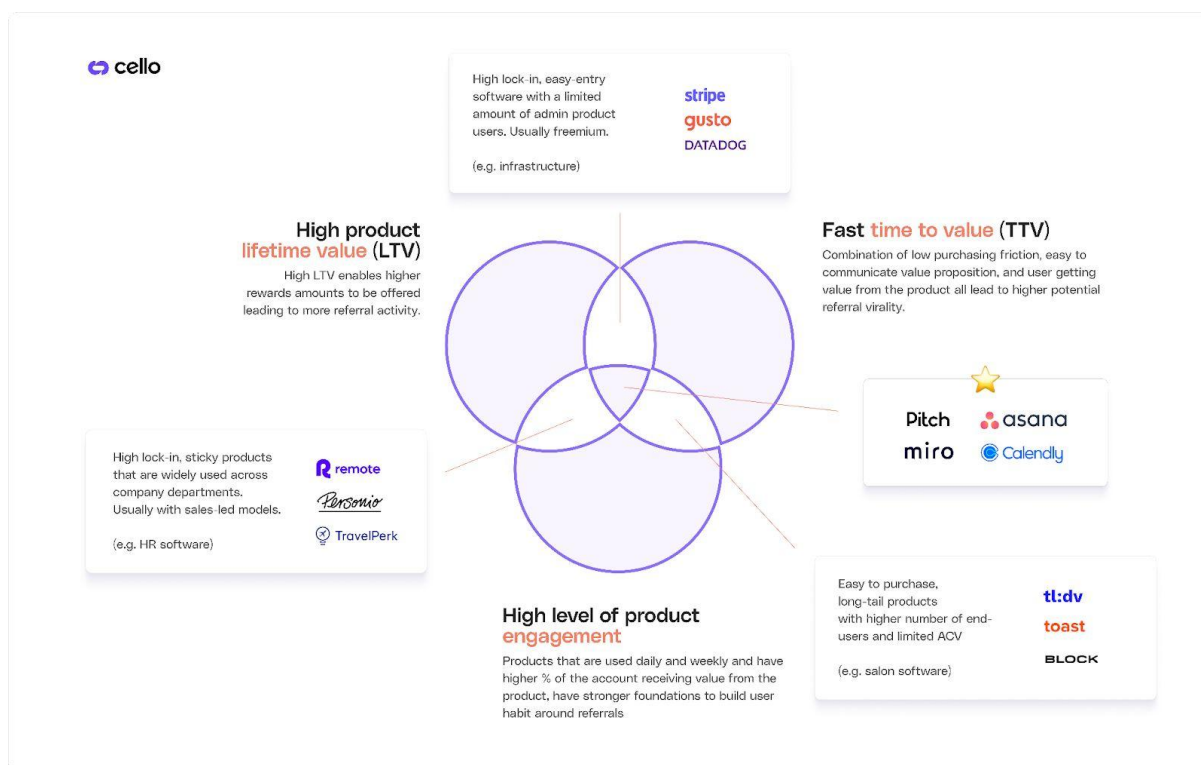
100 Referred users spend more, retain better, and have a higher LTV.

100 Conversion rates can be four times higher compared to paid social or high-intent SEO channels.

@tl;dv, an AI-powered meeting recorder, integrated and launched its user referral program within a few days, growing the channel to 550 monthly sign-ups soon after.

There's never been a better time to invest in growing word-of-mouth in B2B. However, the channel remains underutilized due to a lack of knowledge and being complicated to self-build. Most companies that try to make referrals work as part of their growth strategy fail.

Steal this Referral Potential Venn diagram to understand how it can work for you. 💣



Source: [Gehna Kundra](#)

### Can we say goodbye to rigid marketing 'funnels'?

It's time to acknowledge the reality: crafting an artificial path for buyers using TOFU, MOFU, and BOFU content doesn't work.

The truth is, buyers, use different channels in different ways, at different times...

Sometimes even repeating actions and jumping around in such unpredictable ways.

So, when you look at the buyer journey as a linear path instead of a complex journey, you miss critical elements.

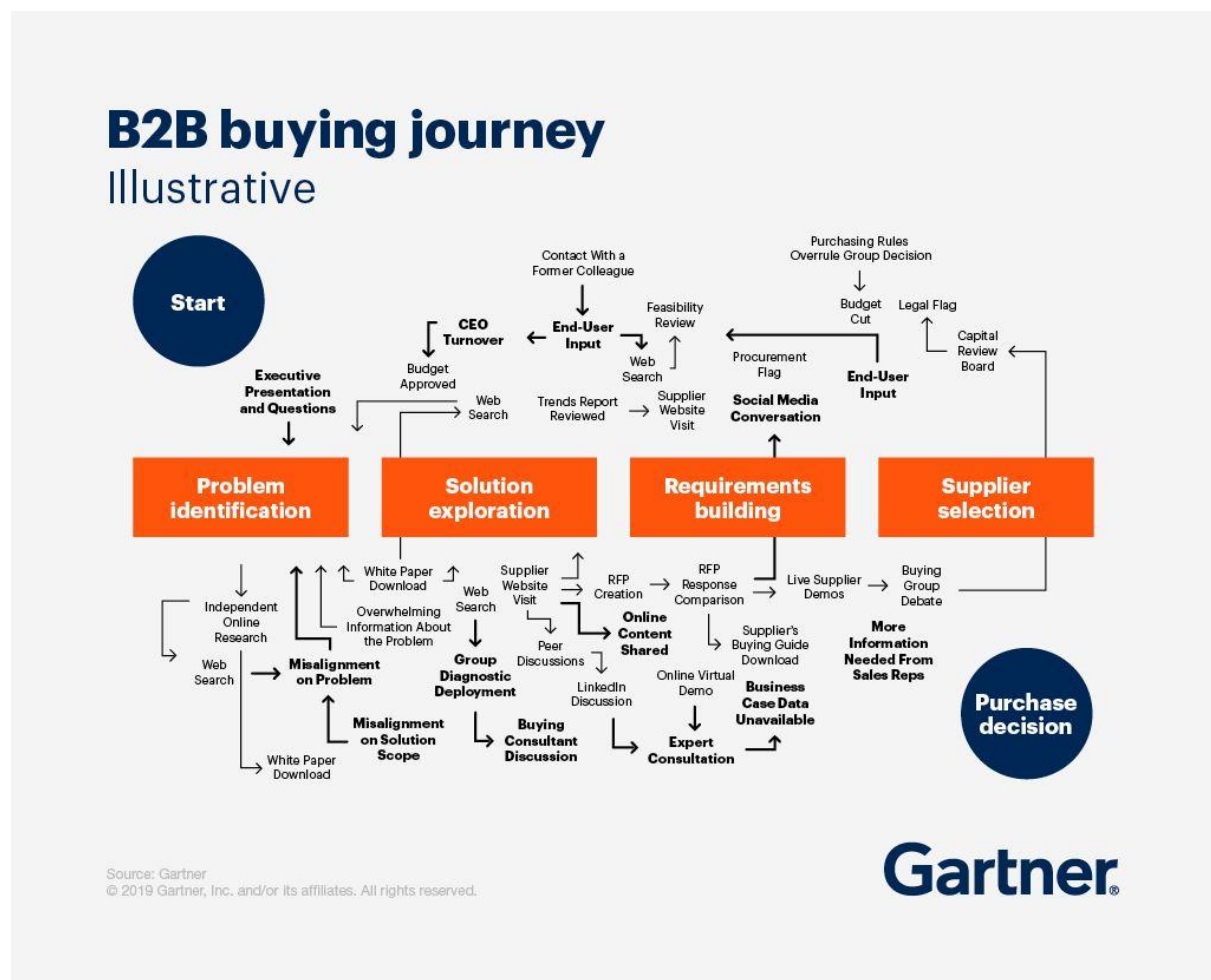
Instead of focusing on the big picture, you hyper-focus on forcing buyers down your artificial funnel to follow the path you have formed for them.

This forces buyers to do things they don't like and breaks their individual preference for discovery, research and evaluation.

And ultimately, this results in them looking for information elsewhere that supports the journey **they want to take**.

If your marketing strategy doesn't align with the modern buyer journey, you're losing potential customers to competitors that support their preferences.

Earlier this week, Phil Vallender and I had an in-depth look at our buyer-centric marketing approach: inbound demand generation.



Source: [Dan Stillgoe](#)

### A near universal complaint: Dear CEO...Marketing isn't working





It's not you. And the reasons are complex.

Marketing has expanded hugely as a discipline in the last 15 years, with the advent of digital marketing and the explosion in data, channels and available content.

Attention spans have decreased, content consumption has increased, buyer journeys have got infinitely more complex in terms of the number and variety of touchpoints and not every business has grasped that what worked eight years ago doesn't work now.

Getting noticed and standing out requires more than just "posting stuff" or "sending stuff".





Marketing stopped being about "telling customers things" a long time ago. It's now a combination of:

-  Data analysis, curatorship and machine learning across multiple platforms to inform marketing strategy and activity and deliver personalised experiences based on customer behaviour and preference
-  The deployment of highly technical skills within a framework of scientific experimentation in specific areas such as PPC, CRO and SEO
-  Neuroscience, behavioural and digital psychology to attract and convert
-  The publishing of high-concept creatives across multiple formats at volume to stand out and create fans in an age of overload

I'm guessing your good at 1 or 2 of these. Here's the thing: 1 or 2 won't work. You have to be able to run AND kick AND catch to win a football match. It's an all or nothing game.

In short, your marketing isn't working because you're overperforming in 1 or 2 capability areas and not even on the reserves bench in 2 others. You're not sweating hard enough and you're wondering why you're standing still.

Here's how to boost your marketing fitness in 2023:

-  Evaluate your capability across the four areas of data, technical skill, behavioural science and brand
-  Invest in a solid marketing infrastructure (research and synthesis, brand, data workflow, funnel processes) to boost the success of all your marketing initiatives: tactical success depends on strategic excellence
-  Hire expertise not availability (skilled individual contributors on a freelance basis not the enthusiastic, happy-to-help generalist who is 60% competent at 25 different things)
-  Map activity to all parts of the funnel for measurable results, ie if you want leads, don't just do lead gen

It's an all or nothing game and it's only when it all comes together than any of it works.

Source: [Katherine Pomfret](#)

### In LinkedIn Ads - a click is not always a click

CTR can be an important early indicator of an ad's success.

Before you have any leads, SQLs or revenue - is my ad even resonating?

CTR gives us a benchmark to compare. It ain't perfect, but it's better than nothing.

However - when looking at CTR - it's important to note that not all clicks are what you think they are - depending on how you configured your objective:

- In "Brand awareness" and "Engagement" campaigns, a click really means any engagement. You're charged for these in engagement campaigns, and in both the "clicks" total is calculated using this. This includes things like likes and comments, but also things like click "See more...".
- In Conversation and Message Ads (soon to RIP) a click is an open, not a click-through to your website.
- In LGF campaigns, clicks are: Leadgen Form opens (what you want), and clicks to LinkedIn Page and engagements (likes/comments/shares).
- Only on website visitors campaigns, clicks are clicks to the website, and you aren't charged for LI Page clicks or engagements.

This has many implications - but the most important one is to make sure you're accurately looking at CTR.

Source: [Gabriel Ehrlich](#)

### Let's move away from selling AI to selling solutions

Grammarly's new YouTube ad on its AI product is a great example of what's gone wrong with marketing AI products.

The first sentence in the video is "GrammarlyGo is the only generative AI product that you need. It's easy to use in the places you write."

That doesn't tell me anything.

For most people watching YouTube ads, the game is to click 'Skip Ad' ASAP. Companies have 5 seconds to make a compelling statement, and Grammarly's approach is not it.

It took them ~25 seconds to start talking about what the product can do.

The biggest issue I have with the ad, though, is that it doesn't highlight the problem that needs to be solved.

Generative AI on it's own is not useful. It's a tool to help solve problems.

If you don't clearly articulate the problem being solved, no one will care.

They could've approached this in a bunch of other ways, like:

"Need to draft a company-wide memo and don't know where to start? Use our memo prompt to generate one in seconds."

"Only have a couple hours to submit your end-of-term essay? Use Grammarly to draft an essay less than a minute."

Your product is only as good as the problem it solves.

Let's move away from selling AI to selling solutions.

**Source:** [Akshay Yeleswarapu](#)

**[10 ChatGPT prompts to try after writing your article!](#)**

Don't just focus on AI for writing content, use it after your content has been written, too!

Learn how to take your content to the next level by working smart with these 10 ChatGPT prompts.





Source: [Steve Toth](#)

**The first two quarters of building a marketing program from the ground up always feels SUPER risky**

It's not just you.

The first two quarters of building a marketing program from the ground up always feels SUPER risky.

Every program you stand up feels like a shot in the dark:

Will this work even a little bit or am I just burning money?

I can't make this feeling go away for you, but I can share some notes from the other side of it (20 months in):

1) You probably inherited a website, and there's probably some low hanging fruit.

If you ask me, it's usually the solutions pages (landing pages that explain how your product solves a specific business problem).

Explain it a little better than what's up there right now, and get 100 people to that page. Good odds you get a hand raiser.

If you have the budget and the TAM, you can repeat this as many times as you need to.

2) Pick a conference where at least 50% of the attendees are ICP that will let you pay for a speaking slot

Create an amazing presentation with a strong point of view

Put 3-5 slides at the end about your product (GIFs work great)

If you can get 20-30 people to the talk and your SDRs can get another 10 to stop by the booth (give them quota credit for it),

You'll probably walk away with 4-5 solid post show meetings as long as you stay on top of the follow up

3) Figure out how to knock out 2 SEO pillars in your first 9 months

You're looking at 2 pillar pages and ~10 subtopic blogs

If you knock one out every week, you can be done by the end of your first quarter

As long as you pick topics that are highly relevant to your ICP, this becomes a passive investment that should bring you a couple inbounds per month for a long time

4) Lightning round.....

- It's normal to feel a little uneasy
- It gets better after you create 1-2 opps
- It gets WAY better when you can rely on 4-8 opps/month inbound
- Keep chipping away at it
- Control what you can control
- Learn 1% more about the customer everyday
- Ship something every week
- Don't spend more than you can responsibly spend
- Only hire great people, even if it takes longer than you want

You WILL get there

Source: [MJ Smith](#)

**How can you get 1-to-1 or 1-to-few conversations going with your audience, earlier in the process, that aren't salesy?**

We often talk about 3% of our audience being in a buying cycle at any time.

Then we talk about Demand Creation activities for the other 97%.

What we rarely talk about is how to create conversations with a broader segment of our market.

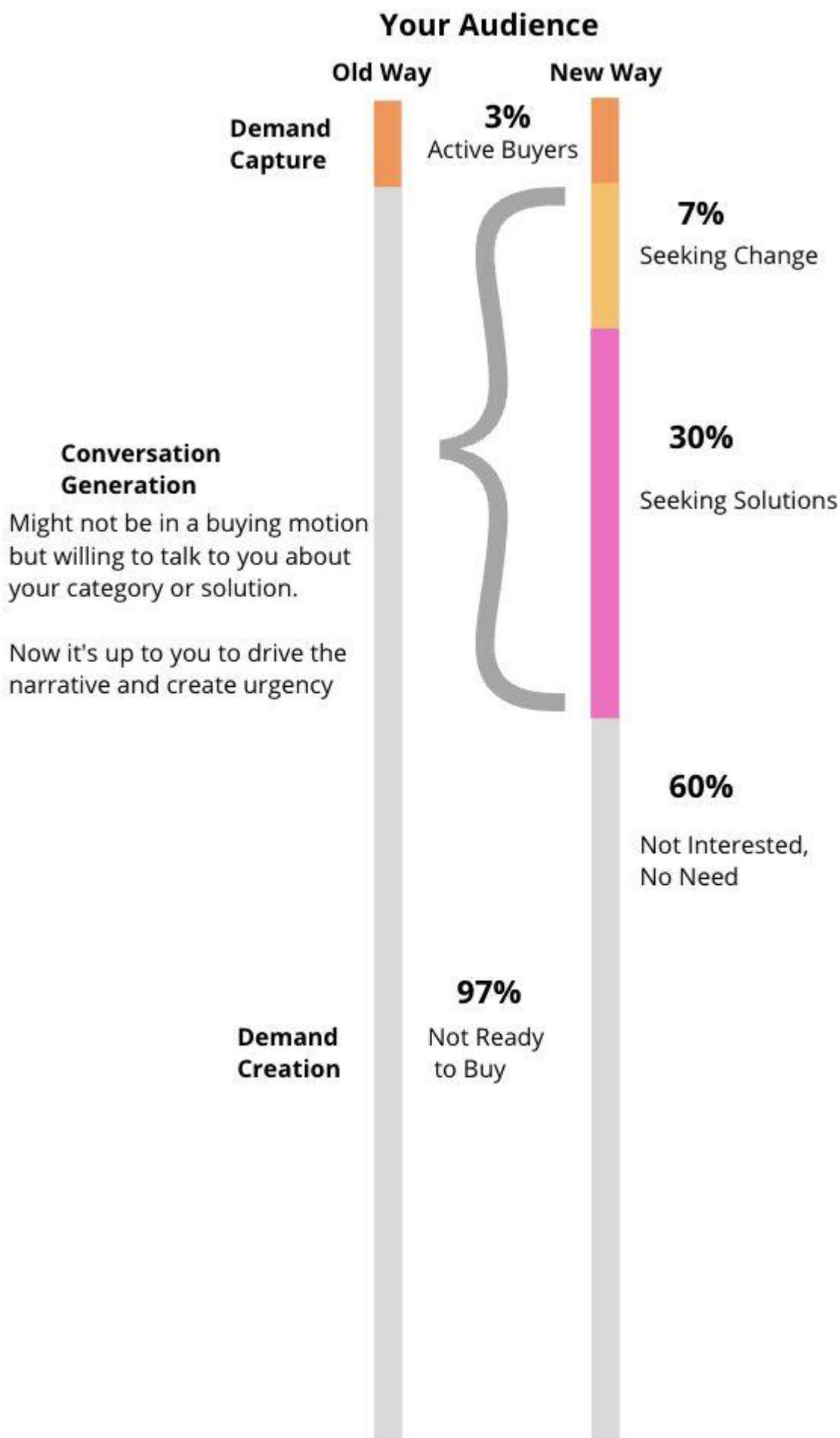
But we only want to talk to people that are ready to buy...

That approach leaves a lot of opportunity on the table.

Driving the narrative and creating urgency are part of the buying process.

If that is true, why aren't we trying to have conversations with folks that may not be in a buying motion but are seeking change or seeking solutions to problems that we can solve??

How can you get 1-to-1 or 1-to-few conversations going with your audience, earlier in the process, that aren't salesy??



Source: [Brian Cohen](#)

### **B2B content is only boring when it's not relevant or useful**

The difference between B2B and B2C is you're speaking to people looking to get better at their jobs.

Prioritize education over entertainment and inspiration.

That doesn't mean eliminate entertainment.

Just know that if I *\*really\** want to be entertained, I'll watch What We Do in the Shadows. Not your Zoom recorded, thinly veiled tech pitch. 🙄

Not all entertainment needs to be funny or quirky. It *\*can\** be, but it's worse if you force it.

The real q you need to ask is "how do I package technical B2B education in a way that's palatable?"

That could be a 3-step framework.

It could be a podcast.

It could be a goofy skit.

All of those things can entertain me if they help me get better at my job.

Fix My Setup by [Wistia](#) is one of the best examples. Short, light-hearted & tactical with a themed, serial publishing cadence. It's also directly relevant to their product (video hosting) and ICP pains (creating a quality video from home).

Source: [Camille Trent](#)

### **Demand gen and content should not be siloed**

here is how "old school" b2b marketing teams operate:

- ✗ DG and content report into different senior leaders
- ✗ DG runs campaigns, "merchandising" the content that's available
- ✗ Content team is mainly focused on e-books and blogs
- ✗ Video team is siloed from both content and DG, video assets are one-offs
- ✗ DG and content teams spend zero time on audience research
- ✗ DG has limited influence on content topics, formats and quality
- ✗ Content is created in isolation from distribution
- ✗ No repeatability, no repurposing

essentially, it's an assembly line designed around lead gen and crappy content.

result: low quality, slow production velocity and complete absence of feedback loops (CTR or CPL of leadgen ads is not a feedback loop!)

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here is how I am thinking this should work (if you want DG and content to drive actual business results):

- ✓ Pods consisting of demand gen, content strategist and video producer
- ✓ Each pod is aligned to one audience and/or product
- ✓ Each pod is an independent strategic unit that owns marketing strategy, plan and budget
- ✓ DG handles distribution and, potentially repurposing for some channels (e.g. organic social)
- ✓ Content strategist understands content production across mediums
- ✓ Video is the core part of the content strategy
- ✓ Pod members are obsessed with their audience and have deep understanding of the buyers
- ✓ Every pod leverages external and internal SMEs to ideate and produce content
- ✓ Clearly defined repurposing waterfall and production cadence (focus on repeatable programs, not one-offs)
- ✓ Feedback loops natively built into the process (e.g. test narratives via organic social and scale what works across formats and channels)

result: high quality content informed by deep understanding of the buyer, produced at high velocity across mediums, quick iteration, learning and ever-increasing quality

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obv, this is a high-level approach. How you operationalize it will definitely vary depending on:

- ~ company maturity, size, available resources
- ~ how you go to market
- ~ how many distinct products and audiences you have
- ~ overall structure of your marketing team
- ~ ton of other factors..

But what matters here is the mindset - distribution and content production just cannot be siloed anymore.

If you look at DG and content marketing job descriptions, 95% of the teams are clearly stuck in the "old world" - it's not even funny.

Source: [Max Son](#)

### How to write B2B blog intros?

B2B blog intros. Sigh. I used to really struggle. But I think I've figured it out...

1) Is your blog post mostly for middle or bottom-of-the funnel purposes?

Then your intro just needs to tell people they've found the right article.

That means: no fluff and no stating the obvious (e.g. "Many business owners struggle with content marketing." I mean, your readers know that. Don't be patronizing.)

Here's an example of an intro I wrote for [Rainforest QA](#). The purpose is purely informative, and we're talking to a reader who's already informed about the issue. My title, for reference, was "Test automation best practices: 7 steps to faster, better QA"

"If you've decided to try out test automation, it's probably because you want to spend less time on manual testing, and more time shipping high-quality software.

Unfortunately, if you don't approach automated testing the right way, you can end up wasting more time than you save.

In this article, we'll walk you through 7 test automation best practices that can help you:

- Get more out of your first foray into test automation
- Skip hiring an expensive quality assurance (QA) engineer
- Ship better products, more quickly and consistently"

That's it. It tells the reader that they've come to the right place, and that the blog that follows is worth bothering with.

And I skipped the bit where I told them that test automation was important (they know that) or that they should think about it (they already are).

And I didn't say "Let's dive in" because argh.

2.) The other type of intro is for a TOFU/MOFU blog post.

That's where you need an intro that will grab the reader by being a little different and unexpected. You're competing hard for attention. The way I write those intros is to

think about the topic, and then think of what it reminds me of - an unexpected metaphor or analogy.

Here's an example I wrote recently for [Beam Content](#) 💡. The goal is educational, and we were talking about how to write lead gen forms:

"We've all been to those awkward networking events, right?

You know the ones: nobody is really sure why they're there, mostly you're all just crowding by the bar, and there's this one guy who's going in for the hard sell. (Everybody's hiding from that guy.)

So, let's imagine that you're at one of these events. You steel yourself, down your glass of warm Chardonnay, and walk up to someone to introduce yourself.

You say: "Please enter your first name."

And they go: "Sorry, what?"

And you say: "What is your surname?"

Then they start to look over their shoulder in panic.

Yeah...no. Awkward or not, we all know it doesn't go like that.

So why do customer forms start that way, all too often?"

This time, I went more fun, chatty, and a little unexpected. Hopefully it'll grab readers and make them think.

**Source:** [Rosanna Campbell](#)

### **When thinking about content, are you putting it through the lens of capture vs creating demand?**

To put simply, is the content you're creating meant to appeal to and capture those in-market for your solution or educate and entertain those who are currently not.

Often, I think the goal of content gets confused because there isn't a clear difference in strategy between content that is aimed at capturing demand and content that's aimed at creating it.

That can then result in all content being measured on conversions, when maybe conversions weren't the original aim, or what the content is suited to.



Or it can result in content that is needed to capture demand being sidelined because it won't create enough traffic or doesn't get enough engagement when shared on channels (like social) that are better suited for creating demand.

It's a problem all companies face and struggle to find a balance with.

Creating different strategies for both types of content and then measuring and optimising them for the goals they aim to achieve changes the game.

We have a team of SEO Content marketers focused on content that captures demand, executing on a Money Keyword strategy that we worked on with [Gaetano Nino DiNardi](#) 🇮🇹, it involves:

- ★ Focusing on keywords by intent not traffic and regardless of keyword difficulty
- ★ That means we can ensure we're ranking highly on Google for those in-market for our solution
- ★ This means focusing on writing content for high intent searches and competitor searches and maintaining those positions

We then also have a team of Demand Gen Content marketers, that are focused on creating content that creates demand, executing on [Todd Clouser](#) 🧑🏻💡💖's and [Obaid Durrani](#)'s Easy Mode framework. This involves:

- ★ Building an overarching narrative (realm of relevancy) that drives content production that will engage and create demand in out-of-market buyers
- ★ Creating content that will influence all levels of our ICP (top-down, middle-out and bottom-up)
- ★ Creating content in all formats that is best suited for the channel it is to be shared on
- ★ Thinking about content types whether to educate or entertain

Separating strategies and teams allows us to focus on the content that is needed for both in-market and out-of-market buyers and report on that content effectively, without confusing objectives.

How are you structuring your content and content team?

**Source:** [Liam Bartholomew](#)

## Why have so many B2B marketing leaders been skeptical about the ROI of account-based advertising?

It's not a baseless concern. In the past, I've been pretty critical of the efficacy of ads within an ABM strategy myself. But I've evolved my thinking, and you should too. Here's why:

### **People Don't Click on Ads** 😞

Objection: Display ads average a dismal 0.06% click-through rate (CTR). You're more likely to get accepted to Harvard or survive a plane crash than click a banner ad. If you only look at direct clicks, advertising often underperforms other demand gen channels.

Response: Clicks aren't the endgame. Just like TV or outdoor ads, the goal is brand building and emotional connection. Research shows users are 49% more likely to visit a site if they've seen display ads from that advertiser. For Demandbase customers, we've seen a 30% average lift in web traffic from targeted accounts. 📈

### **Banner Blindness and Ad Blockers** 😎

Objection: About 30% of US internet users have an ad blocker. Plus, there's the issue of banner blindness.

Response: Sure, people dodge ads, but the right creative can still leave a mark on brand awareness, recall, and emotional impact. Differentiate by using varied ad formats like native and video, and analyze lifts in traffic and engagement. If those metrics are rising, your target accounts are seeing your ads. 📌

### **Low Match Rates** 🎯

Objection: Offline databases often have disappointing match rates, sometimes as low as 35%.

Response: Modern ABM platforms are more nuanced. With advanced account identification algorithms and intent data, you can pinpoint the right accounts and buying group members with greater accuracy. 🔥

### **Brand Safety** 🛡️

Objection: No one wants their ad on a controversial site, but maintaining exclusion lists is cumbersome.

Response: Choose a vendor that operates using a whitelist, not a blacklist. This way, you'll know exactly where your ads appear. 🕊️

### **Broad Groups Limit Personalization** 🌐

Objection: Some platforms force marketers into large segments.

Response: With Demandbase, you could even run a campaign targeting a single account. It's that granular. 🎯

### **Second-Tier Inventory** 📄

Objection: You're buying "leftover" inventory.

Response: That's old news. Now, most inventory—even on premium sites—is sold programmatically. You can also get prioritized access to premium inventory. 🌟

### **Markups and Opaque Pricing** 💰

Objection: It's hard to know what you're actually paying for.

Response: Understand the CPM breakdown. If you're seeing a good lift in target account engagement for your spend, then you're getting fair value. 🤝

Turns out, a lot of the objections to account-based advertising can be navigated—if you know what you're doing. 😎

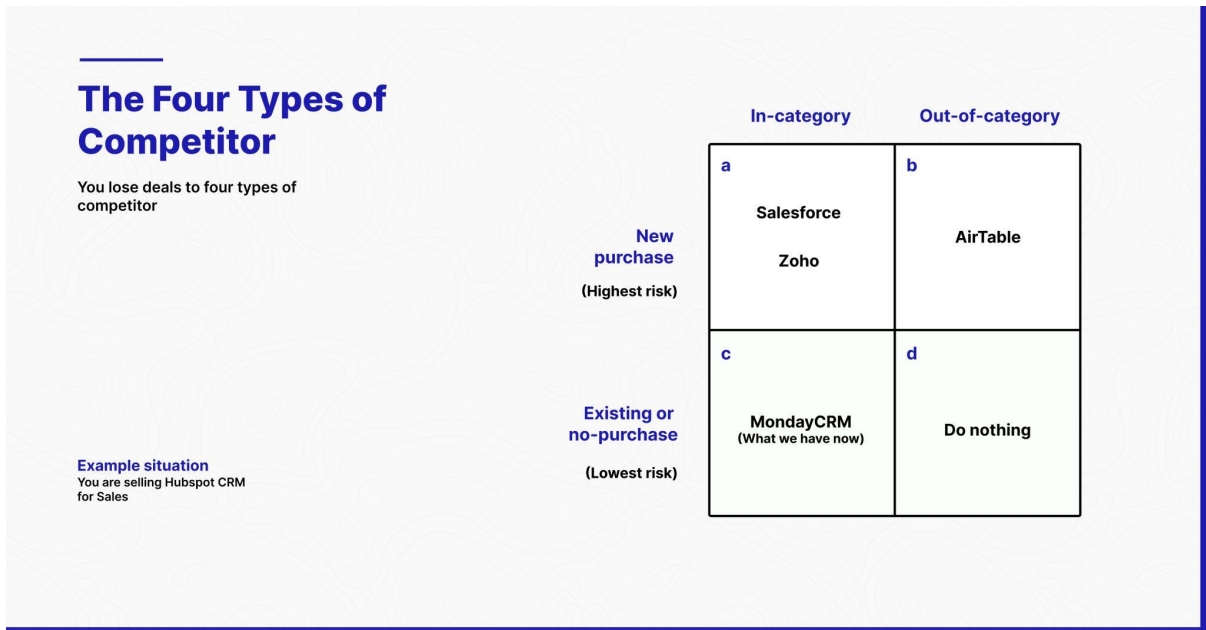
**Source:** [Jon Miller](#)

### **The four types of competitor**

Who are your real competitors ➡ the ones you lose the most to?

Are they Type D or Type A competitors?

Knowing which is the first step to leveling up your competitive messaging.



Here's how:

Buyers have a problem to solve, and they have oodles of options.

We can categorize their options on two dimensions:

- 1 New purchase vs. Existing Options
- 2 Category of solution

### 1/ New Purchases

Buying a totally new thing is a ton of hassle. Boring demos, making business cases, asking for money, implementation. It's a lot of work.

Don't underestimate the effort and risk a buyer takes to make a new B2B purchase. It's much easier for them to make do with something the company already has.

To be enticed to buy something new, they need real confidence in it.

There's a second dimension.

### 2/ Category of Solution

Buyers could choose a product like yours (let's call that in-category), or something totally different from you: an out-of-category product.

(See the diagram for a visual)

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The question to figure out is: when you lose deals, who do you really lose to?

Which box do they fall into?

When you \*mostly\* lose something in-category

✗ You have a 'you' problem. Your solution isn't as credible as a competitor's. You might need to spend more time working on your "why us" messages.

When you \*mostly\* lose to an out-of-category competitor.

✗ Your way of solving a problem isn't as compelling as the alternatives. You need to espouse the category (the how) and the "why us". You have a bit more work cut out.

But neither of those is as bad as when a significant slice of buyers ditch your category for something they've never bought before.

That's when you really need to worry.

But the first step is to figure out which type of competitor you really have. Your true competitor.

Why aren't buyers willing to take the risk on you?

When you know that, you can work on truly strategic messaging.

**Source:** [Matthew Reeves](#)

### **How to come up with a content plan for 30 days in 30 minutes**

Not feeling inspired? No problem! Copy my method.

Open a spreadsheet, google sheet, notion, or airtable - whatever floats your boat, but make sure you can filter and sort.

#### **1. Note down 10 pain points & solutions from your Ideal Customer Profile (ICP)**

Don't have that many pain points? Ask the robots :)

Prompt ChatGPT

"I'm a {your profession}. My target audience is {your target audience} who are thinking of {using your service/buying your product}. Please provide me with a buyer persona. Include 10 pain points and solutions."

Use ChatGPT's ideas, but also use your brain - are they high-quality suggestions? Be picky.

Fill up the month with pain points (each one will feature 3 times)

## 2. Decide on 3 key themes

They will form the pillars of your content, so keep them relevant to your target audience.

Think broad ideas, for example, I write about:

👑 copywriting

👑 personal branding

👑 growth

Fill up the next column with themes, each theme will feature 10 times.

## 3. Choose a framework

Don't know what I'm talking about? Try varying your writing structure between these classics:

👑 AIDA (Attention, Interest, Desire, Action)

👑 BAB (Before, After, Bridge)

👑 PAS (Problem, Agitate, Solution)

## 4. Choose a post type

👑 Plain text

👑 Text + image

👑 Text + photo

👑 Carousel

👑 Video (if you're brave enough!)

## 5. Funnel position

Don't know what ratio to start with? Try:

70% MOFU (nurture & educate) lead generation

20% BOFU (convert leads)

10% TOFU (bring eyeballs & followers)

## 1+2+3+4+5 = Content Plan

Now you will have a guide telling you:

👑 What type of post to create

👑 What specific pain point should you address within your overall theme

👑 How you can structure your post

With this, you'll never be stuck for inspiration again and your content will always be relevant for your ideal customer!

Source: [Kay Donaghy](#)

## **Most B2B advertising is really just product marketing in disguise**

Describing your product features in excruciating detail ("11% faster processing speeds!!!") may be effective in some contexts, like a late-stage sales conversation. But it's rarely effective in advertising.

Why?

1) Advertising needs to capture attention to work. If the ad is boring, it will never get noticed. Product marketing is usually boring AF. No one cares about your product features, especially the 95% of buyers who aren't in market today. The goal of advertising is to entertain, not to educate.

2) Advertising needs to be distinctive to work. If the ad isn't attributed to your brand, it can't influence your sales. Product marketing is generic. Every brand in the category makes the same efficacy claims ("72% Better ROI"). It's a sea of sameness. The goal of advertising is to stand out, not to blend in.

3) Advertising needs to be memorable to work. If the ad is forgettable, it won't be recalled by future buyers. Humans tend to forget rational/semantic information, like dates and facts and product features. We remember emotions and feelings. The goal of advertising is to generate a long-term memory, not just a short-term lead.

4) Advertising builds compounding equity over decades. If the brand changes, you lose all your equity. Product features constantly change. Nokia used to sell toilet paper. Microsoft used to sell CDs. The brand always outlasts the product. The goal of advertising is to build equity for the brand, not the product.

If you ask moi, product marketing is a recipe for bad-vertising.

**Source:** [Peter Weinberg](#)

## **Linkedin Ads Master Framework - 6 Month build step by step**

Month 1: Initial cold layer

Initial cold layer is usually the first build and is kind of boring/straightforward.

The goal of these initial ads is to get on the radar of your prospects and usually hit on one of the following:

- A. Main pain points solved
- B. Core offering/service
- C. Main results of working with you

Month 2 - Initial 90 day retargeting

- I'd recommend we first focus on a retargeting campaign that builds trust and credibility. Things such as:

- Case studies
- Testimonials
- Client success stories
- Expert how to posts/videos
- Press releases/news
- Notable partnerships/logos

I'd also look at introducing text ads in month 2. Super high impression and low cost but a great way to keep your brand name and logo in front of prospects.

Month 3 - I'm leaning towards introducing a 90-day retargeting lead gen form in month 3 but tastefully.

By that, I mean that it should be for things like:

- Newsletter signup
- Actual valuable resource download
- Webinar signups
- Valuable swipe files

My rule of thumb here..don't run lead gen forms to collect emails with assets that someone wouldn't pay for.

And then the second rule is that you don't pass those leads to sales team..they should be given the assets promised and a short series of educational emails that plug them into organic communities and nurture them.

I'd also add in spotlight ads in month 3 as well for an extra touch.

Month 4 - Deep dive into demographic data from the first 90 days and launch a new cold campaign that is niched down to your top-performing industry/company size with custom creative to match.

The idea here is that we learn from our data and double down on where we are getting the most traction.

We pull data out into a 3rd party reporting platform and can see what industry, geography, and company sizes we are having better CPC, CPL, and conversion rates with.

Let's also throw a follower ad into the retargeting layer here.



Month 5 - I'd add in a 30-day, high-intent, strong CTA campaign that pushes for the demo/meeting.

We will be targeting those that interacted with our retargeting layer of ads.

Month 6 - I'd build out the niche retargeting campaign and ensure my 180-day nurture campaigns are in place (follower, spotlight, and text).

For the niche retargeting, it would look like this.

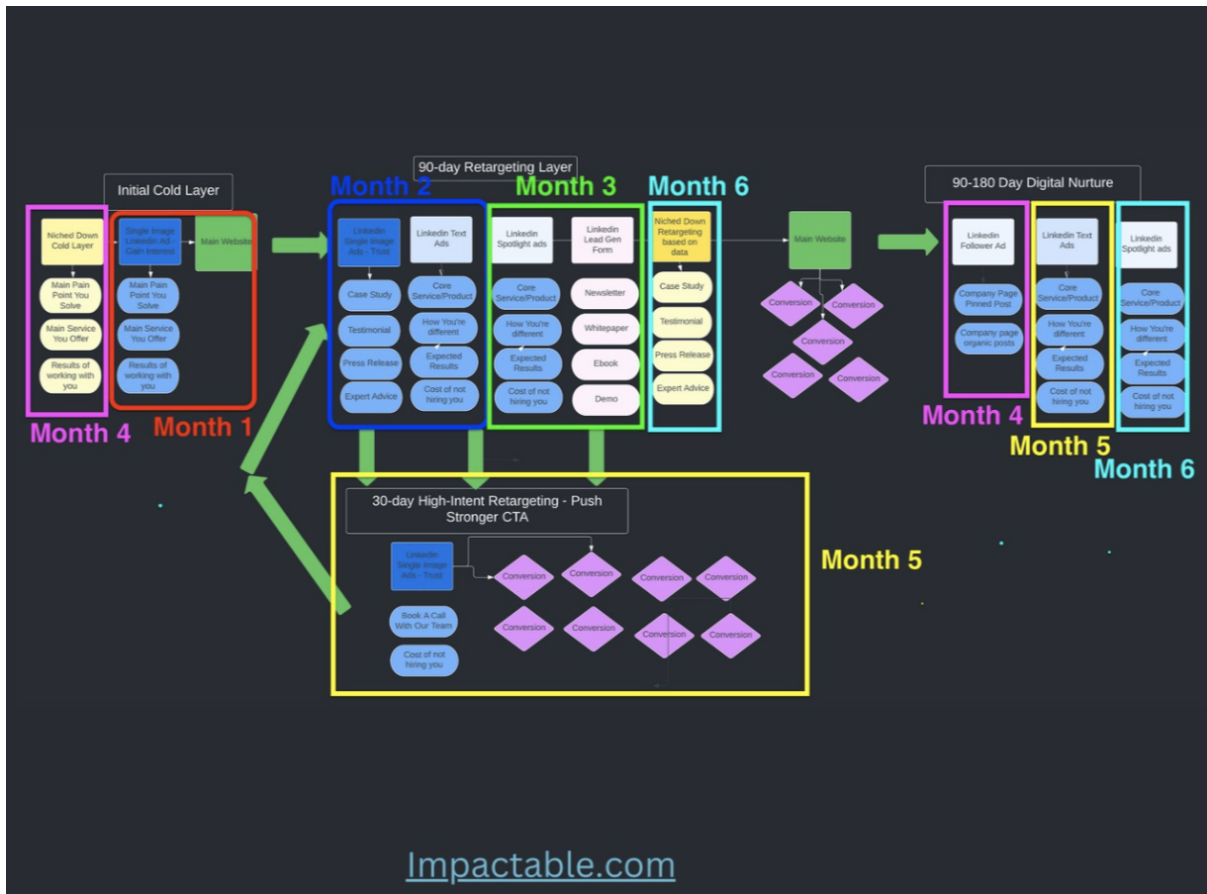
We find that we are getting the highest conversion rates with the marketing industry so we built that specific cold campaign out to target them.

Now we are creating a retargeting campaign that has rules like this.

Target 90-day website visits, company page visits, + single ad interactions  
AND industry = marketing/advertising

Then have separate copy/creatives that speak directly to that industry.

Not a perfect framework/build-out but gives you an idea of the build overtime and how to eventually have a beautiful master framework like this.



Source: [Justin Rowe](#)

## Old-school internet writing is dead. Long live internet creating

The End is Near for SEO.

I keep reading this.

The sad thing is that it's coming from SEO consultants.

Today I read that websites will lose 50% of their traffic overnight.

I honestly put my head in my hands when I read this.

It shouldn't surprise me. Most SEOs are absolutely clueless about marketing.

First, a quick recap.

A few weeks ago (yes, just weeks), everyone happily searched on the internet.

Then Open AI launched chat GPT, and the power of generative AI was suddenly on show.

Then Bing said they'd have generative AI in their search engine.

Google shares dropped, and they released Bard...which made mistakes, and their shares dropped further.

They had to come up with an answer...and here we have SGE (their AI model for search).

It hasn't been released yet...it might not ever.

This is a game of share value, loosely translated as the future belief people have in the value of a business.

They rushed this...we all know it.

And no one asked for it.

In truth, the examples given by Google are fairly awful. People just don't use the internet like this.

In any case. SEOs that are worried about losing traffic don't understand humans.

We seek out information sources.

We follow good sources of information.

That's how we evolved...through learning.

And this is the lesson here for SEOs and website owners.

You now have to look beyond writing and instead become content creators.

Data, research, imagery, words, videos, stories, insights.

It's these things that AI will struggle to bring together.

Sure, they can create all of the above.

But only humans can put them together in a way that connects humans with other humans.

Because AI is just borrowed knowledge. Not expertise.

Just as they always have, SEOs will adapt.

They will have to raise their game.

Business owners will have to invest in search...or not.

But Google needs creators.

Google needs people to add to the internet.

If this stops and people stop adding value to the web, they lose out.

They lose ad revenue, and everyone will flock to Tiktok.

They won't let that happen.

Personally, I'm excited about the future of organic search.

It's a playground for those who love to create.

For writers, the future looks even brighter.

The days of regurgitating content will be gone.

The days of creating interesting content that leads people towards their desired future are here.

## Writers



# V

## Creators



Old-school internet writing is dead.

Long live internet creating.

Long live original content writing.

Long live SEO.

And as long as there is an internet, there will be SEO.

But perhaps we're now entering the era of 'creative SEO'.

Food for thought.

**Source:** [Andrew Holland](#)

### **Demand generation is a marketing strategy. Not a department**

For demand gen to work inside organizations, it needs to be owned and driven at the marketing leadership level (VP/CMO/etc.)

The line between holistic marketing strategy and demand gen strategy is getting blurrier than ever (which I don't think is terrible!). And as marketers, we love to debate definitions.

At its core, demand gen is how you attract, capture, and retain demand. The individual tactics and programs used to reach this goal vary and depend on the type of company.

Not every demand gen role should be focused on paid and intricate marketing ops setups, which is the typical go-to when you hear "demand gen."

Different companies at different stages need different specialties. Since the delineation between holistic marketing strategy and demand gen is so fuzzy, assigning a demand gen strategy to a junior-level marketer or below will fail. This needs to be driven at the top and requires 100% buy-in.

It needs to touch nearly every area of marketing for it to work.

Brand.

Creative.

Community.

Events.

Partner.  
 Product marketing.  
 Growth.  
 Marketing ops.  
 Paid media.  
 Internal marketing.  
 Content.  
 Public relations.  
 The list goes on.

The programs and initiatives to drive the attract, convert, and retain demand can be specialized. You'll have programs and initiatives that support various strategies. But they should all roll up under the same goal and be communicated accordingly.

If you silo demand gen, it won't fire like it needs to due to org hierarchy, competing priorities, internal politics, and alignment. It requires the main leader to guide the team to complete the goals.

**Source:** [Ashley Lewin](#)

### [Use this checklist to develop an ABM Strategy for 2024 that drives revenue](#)

8 core pillars.

#### 1. **Goal Decomposition.**

Breakdown goals through different motions - this will help to properly plan how many accounts you'll need to add to your ABM programs.

#### 2. **ABM team.**

Make sure that you have at least 2 people from marketing and sales who can run the joint playbook and focus, at least, 75% of their time on running ABM.

#### 3. **ICP.**

Include 5 pillars:

- Firmographics & technographics
- Clear definition of tiers
- Account qualification and disqualification criteria
- The buying committee structure
- Jobs-to-be-done of the buying committee members

#### **4. Metrics & reporting.**

Include:

- Leading indicators to track program progress
- Small wins
- Sales pipeline and revenue metrics (ACV, win rate, sales cycle length)
- Account status - ideally, create a standalone pipeline for the ABM program

#### **5. Stack.**

If you run a pilot program, keep your stack lean:

- CRM
- One source of intent data (e.g. website visitors)
- Engagement data (webinar sign ups, etc.)
- Account enrichment (LinkedIn URLs, emails, etc)

#### **6. Account list building.**

Define with sales appropriate sources to:

- identify engaged accounts (already aware of your product)
- account prioritization criteria
- account research process

#### **7. Personalization.**

Agree on the level of personalization for different tiers, because that will impact how many accounts you can prospect and how are you going to warm up and activate them.

- Tier 1: full personalization for every buying committee member
- Tier 2: job-role and vertical-based personalization
- Tier 3: vertical-based personalization

#### **8. Warm-up and activation.**

Don't think about warm-up and activation in a "funnel", linear way: programmatic ads + outbound cadence. It sucks.

The best ABM programs include multi-threaded engagement and nurturing:

- Engagement on social and in the communities with different buying committee members
- Content (organic and paid) & events aligned with the current needs of the target accounts
- Content collaborations
- 1-1 activation through consultations, workshops, audits & recommendations
- Personalized content hubs
- Social selling based on engagement and intent insights
- Direct mails with personalized proposals

**Source:** [Andrei Zinkevich](#)



# ABM Strategy 2024

## Checklist

### Goal Decomposition

- Net new revenue
- Pipeline acceleration
- Expansion
- Renewal & churn prevention

### Stack

- CRM
- Intent data sources
- Engagement data sources
- Account enrichment

### ABM Team

- ABM program owner
- SDR
- Intent data & account research
- Paid campaigns
- Content creation

### Account list building

- Sources of engagement & intent
- Account scoring & personalization

### ICP

- Firmographics
- Tier segmentation
- Qualification and disqualification criteria
- Buying committee
- Jobs-to-be-done

### Program personalization

- Account research
- Value proposition mapping
- Nurturing content aligned with account needs and journey stage

### Metrics & reporting

- Program leading indicators
- Sales pipeline velocity and revenue metrics
- # of engaged accounts
- Account status

### Warm-up & Activation

- Social multi-threaded engagement
- Organic & paid content nurturing
- Activation programs
- ABM program review meetings

## You can't control the buyer journey, but you can use content to influence it

Here are 5 examples how:

👉 Don't push a ton of information all at once

Overwhelmed buyers don't act. So rather than bombarding with a ton of info all at once, focus on one key message at a time.

👉 Don't skip micro touch points

You don't have to ask for the sale every step of the day. Focus on getting them to take the next small step so they can stay in your world.

👉 Don't forget about small wins

Understand their knowledge gaps at each stage so you can help them get quick wins with your content.

👉 Don't be afraid of a little edge

You can't expect your prospects to connect with you and buy from you when you never leave vanilla land. So instead, lean into how you think differently as a brand.

👉 Don't sleep on handling objections

Ask your sales or customer-facing teams what common objections they hear. Then address them in your content.

In the end, your content should meet your target customers where they are so they can move to where you want them to be.

**Source:** [Mina Mesbahi](#)

## Your entire digital strategy can't be paid search ads.

Paid search ads capture demand, they don't create it.

Search ads experts aren't magicians 🧙

I've seen so many businesses expect paid search ads to be the tactic that changes everything.

Now, if you have a lot of awareness, even locally, it can work.

But if nobody knows who you are or what you do or if you are not top of mind as a solution to their problem....

That's a steep hill you're asking a single tactic to climb.

Video ads, audio ads, image based ads (on or offline!) all have their place in a well rounded paid media strategy.

**Source:** [Amalia Fowler](#)

### [ABM ≠ Lead Generation , B2B Marketing ≠ Form fills, B2B Sales ≠ SQLs](#)

Here are some crucial components in any B2B Marketing. 🤖

#### 👉 Account Research

Start your account research by interviewing your best customers first.

1. Understand why they chose us from other competitors
2. What value proposition did we add?
3. Who were the decision makers involved before buying from us?
4. What were they doing before they came to us?
5. What would they do if not for us
6. Did something specific happen that triggered your search?, and much more..,

#### 👉 Engagement Campaigns:

Engagement campaigns help reach your Ideal customers in unconventional ways that are non-sales and do not require you to pitch your product or services.

It also enables you to understand your customers' problems and pain points.

Here are a few warmup campaign ideas.

1. Content collaborations
2. Poll/Assessments
3. Research reports and more

#### 👉 Activation:

Activation campaigns help you engage with your bottom-of-funnel contacts already aware of your brand or product. You can nurture prospects from your emails or run good ABM activation playbooks here.

LinkedIn ads and retargeting can help you scale your efforts faster.

Some activation campaigns include:

- ABM Playbooks
- Personalized Email nurturing sequences
- LinkedIn ads
- Retargeting Ads

👉 Metrics to Capture.

I want everyone to see these metrics to evaluate the success of their B2B Marketing.

### 1. Pipeline Velocity

The rate at which your pipeline opportunities are converting to a sale.

The formula is

SQL's in the pipeline(#) x average deal size(\$) x Overall win rate(%) / Length of the sales cycle in days.

👉 SAL-Sales accepted leads.

The leads have shown interest in a demo or meeting and are further qualified by the SDR for further nurturing to negotiations.

👉 Win rates.

The total number of prospects won vs. Total deals in the pipeline.

**Source:** [Omprakash karuppanan](#)

### [B2B websites are still hiding the info visitors want behind a sales call](#)

Visitors want to know:

- How does it help me \_\_\_\_?
- How does it work?
- What does it look like?
- How do I use it?
- How much does it cost?
- Who on my team can use it?
- Can I use it for \_\_\_\_?

And they want to know \*before\* they talk to Sales.

This is how most of us buy in our personal lives. We want to answer most of our questions before we click "request an estimate" or "buy now". But for some reason, we think our customers are good with answering 1/3 of their questions then talking to Sales.

I recently chatted about this with [Marcus Sheridan](#), author of "They Ask, You Answer", speaker, and Partner at [IMPACT](#). He articulated another problem B2B companies face:

70% of sales decisions are made \*before\* the sales call. And companies are not providing enough info for prospects to make those decisions.

Another problem is that Sales doesn't know - or care about - the content Marketing is creating. And leaders in the org feel that "content" takes too long to yield an ROI.

Marcus feels there's a simple solution to all of this. A framework B2B companies could implement to:

- Build more trust with prospects
- Establish themselves as industry leaders
- Drive higher intent prospects to Sales
- Create content that yields instant ROI

The solution: obsess over knowing the questions, concerns and objections your prospective customers have. Then create content answering all of it.

1. List out all common objections, questions, or concerns: Marketing should work with Sales and listen to calls, to make a list of every common question or concern prospects raise.
2. Create content answering them: you might create new content, or improve existing content. The best medium to answer might be a video, a short answer, or a long-form article.
3. Make the content easy to find: distribute the answers to these questions wherever visitors are most likely to look for it.

The goal of the content is to educate the buyer on your category, your specific product, and why you structured things the way you did. Many may not know what questions they should even be asking to compare you to competitors or ensure it's the right fit.

For example, when answering "how much does it cost?", many companies just share the cost and features/services you get. But you could take it a step further and explain the 3 ways most companies price - how you price - and why this is better for them.

So why aren't more B2B companies doing this?

They feel they'll lose opportunities. But Marcus has found the opposite is true. Most companies aren't aware of how many opportunities they're losing, because people don't have enough information to get on a call.

This one is a must-listen for B2B marketing + sales teams who want to improve their websites: <https://lnkd.in/ejSHHYiU>

**Source:** [Jeremiah Rizzo](#)

### [Is the B2B advertising funnel working or not?](#)

First, let's figure out if there is a funnel.

The audience awareness funnel is always there. This is a fundamental concept that applies to people, not technology.

TOF (top-of-funnel)

The person has not yet thought about the problem or is unaware of your solution.  
(50-100% target audience)

MOF (middle-of-funnel)

The person knows about your product and competitors' products.  
(0-50% target audience)

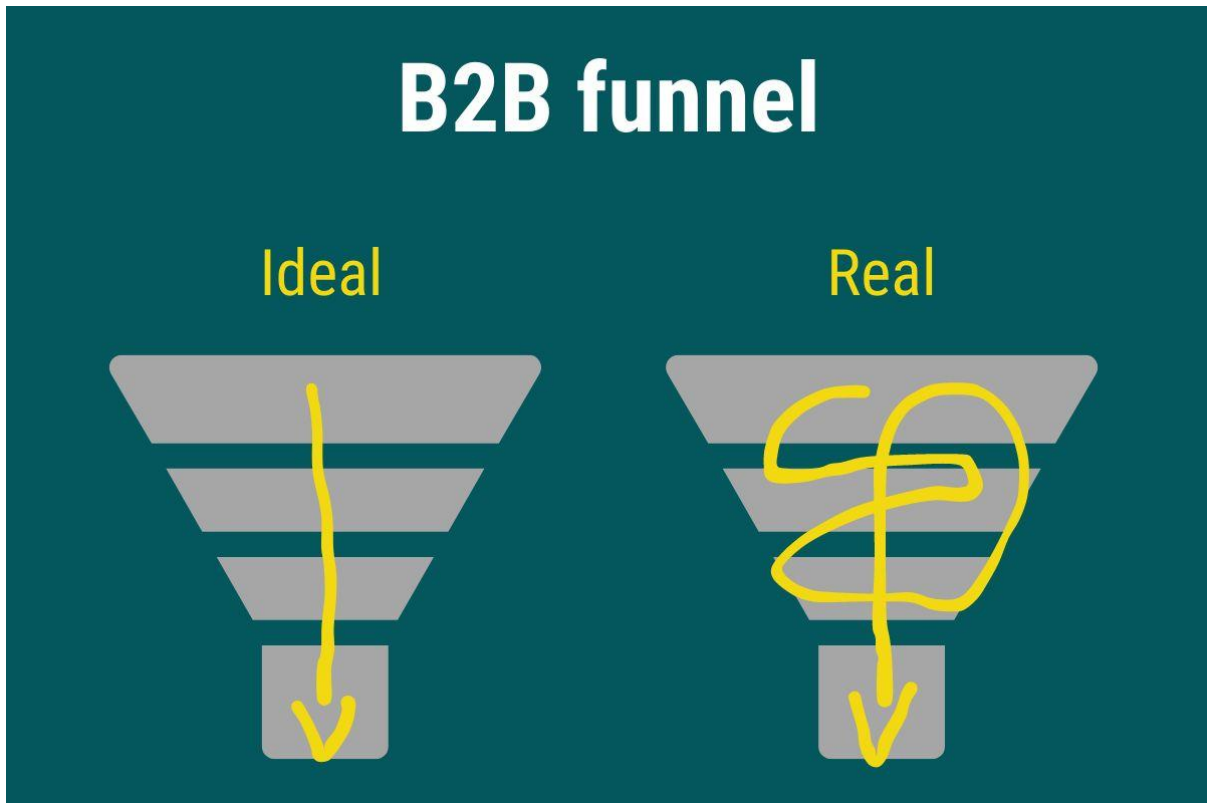
BOF (bottom-of-funnel)

The person compares products or makes a purchase decision.  
(1-5% of the target audience)

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What is the problem with acquiring clients from the funnel?

Today, technology has allowed your client to consume a lot of information on the fly. The client can learn almost everything about your product on social platforms and from other community users.



B2B marketers have almost completely lost the ability to track a client's progress through the awareness funnel.

As a result, the emergence of clients' buying intent looks unpredictable.

One client can get all the information they need in ChatGPT five minutes before purchase.

The other person will decide based on information received a year ago from an expert at LinkedIn.

=====

How to work with this "dark funnel"?

As mentioned above, we do not know where today's leads are.

And we don't know where tomorrow's leads are.

We must work with the entire target audience.

We need marketing activities across the funnel!

And not only in advertising.

Blog Articles ---> TOF, MOF, BOF.

Social media posts ---> TOF, MOF, BOF.

Advertising ---> TOF, MOF, BOF.

( ! ) B2B brand marketing and advertising must continuously deliver the right information to all funnel levels.

=====

How to build a funnel in B2B advertising?

1) BOF/MOF - Google Search Ads to capture demand, drive quality traffic to your website, and generate leads.

(30-70% of the advertising budget)

2) BOF/MOF - Remarketing for active website visitors on Google, YouTube, Facebook, and LinkedIn. Content delivery. Delivering offers and getting leads.

(20-40% of the advertising budget)

3) MOF/TOF - Active search for potential clients on YouTube, Facebook, and LinkedIn. Content delivery.

(10-50% of the advertising budget)

=====

Is this structure suitable for any B2B?

The advertising strategy itself is versatile.

The implementation of the strategy is individual for a particular business:

- coverage of semantics in the search
- content type and remarketing creatives
- platforms/tools for finding potential clients
- advertising funnel width
- the balance of campaign budgets inside the funnel
- other

=====



Such an advertising funnel can be built even with a small budget.

Source: [Albert Sungatullin](#)

### [B2B buyers want a B2C buying experience](#)

They want things to be easier.

90% of global B2B buyers expect a similar experience buying on a B2B website as they do on a B2C website. (Source: [Navattic's](#) State of Interactive Demo Report, 2023)

They don't want to fill out forms.

They don't want to talk to sales.

They want (most) things to be quick and self-service.

They want to try before they buy.

But, so many B2B brands are doing the exact opposite.

1 in 3 website visitors will engage with that CTA or an embedded product tour.

1 in 10 product tour leads convert to a live demo (on average 15% CTR).

Of 5000+ B2B SaaS websites evaluated in Navattic's report, ~5% have a product tour CTA on their website.

I feel like "whoever gets closest to the customer, wins", is table stakes now. It's no longer enough.

Now, it's "whoever makes it easiest to become a customer, wins."

But so many brands make it hard.

I know there are reasons, maybe the biggest being that easy buying makes for higher churn.

Some friction around the purchase can be good.

But what about using your product? Trying before buying?

Who does this well?

For reference, here is Navattic's full report: <https://lnkd.in/eVPQFhS7>

**Source:** [John Bonini](#)

**[Forget about this ridiculous "TOFU MOFU BOFU" model — here's a better way to think about levels of intent](#)**

1. Nothing — just reading something interesting.
2. Browsing — just getting familiar with your website, core offerings and differentiated value.
3. Problem Aware — wants content about a specific pain or issue.
4. Researching — quick hit questions about integrations, specific features and use cases.
5. The "Come Back" — prospect keeps seeing your social posts, retargeting ads, etc... revisits the website for further exploration.
6. The "Catalyst" — something happened (new compliance law, COVID, etc.) and suddenly, there's extreme urgency.
7. Legitimacy — needs proof that your company, product and reviews are legit. Customer stories and comparison pages.
8. Show Me — wants to see the product and its capabilities (NOT yet ready for a demo).
9. Pricing — shopping and solution narrowing.
10. Ready — declared intent with an active need.

But what's the problem?

B2B marketers focus on “get a demo” and “talk to sales” — yet, this represents the smallest number of website visitors.

Most B2B websites only have one option — get a demo or nothing.

Then, marketers claim the website has a poor conversion rate.

But it's not the website. You probably don't need to buy Mutiny.

You need a better offer. That's it. Start with the offer.

So, the question really becomes...

How do we better engage with all this exploratory traffic?

**Source:** [Gaetano Nino DiNardi](#)


### Not all leads are the same

Tired of a low marketing ROI?


Too many leads that don't convert?

Not all leads are the same.

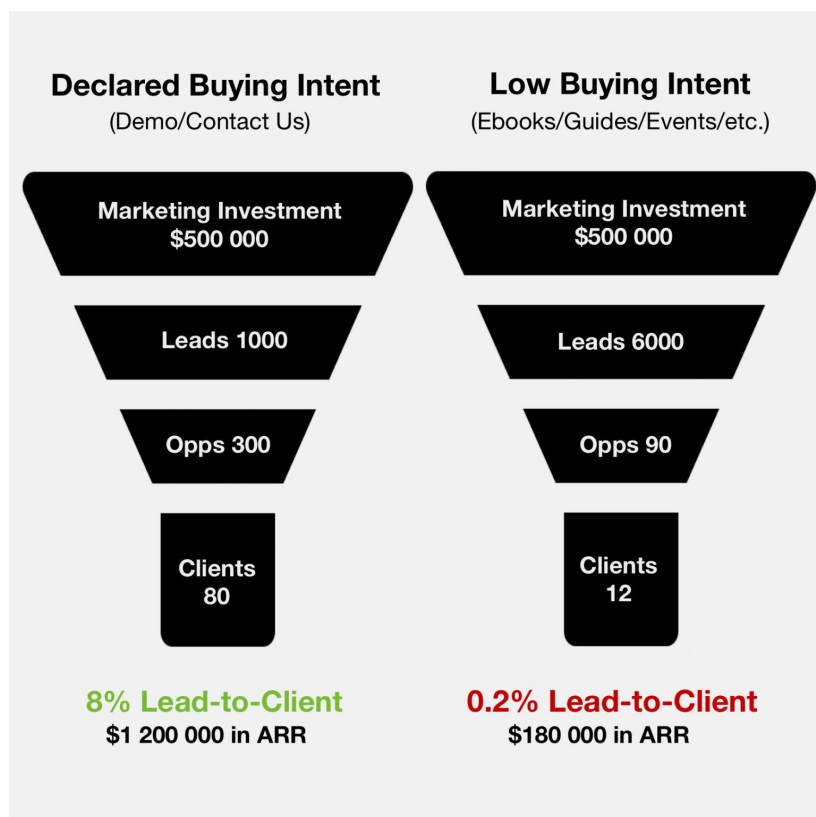
Low Buying Intent Leads:

- \$500 000 of marketing investment
- 6 000 generated low buying intent leads
- 90 opportunities
- 12 closed-won clients
-  \$180 000 closed-won revenue (Ø ACV \$15 000)

Declared Buying Intent Leads:

- \$500 000 of marketing investment
- 1000 generated declared buying intent leads
- 300 opportunities
- 80 closed-won clients
-  \$1 200 000 closed-won revenue (Ø ACV \$15 000)

In my example, I only compared lead cost vs. generated revenue, but in practice, you need to include the hidden cost of your marketing and sales resources working on those 6 000 low buying intent leads to end up with ONLY 12 closed-won clients.



Even though many marketers aren't aware of these exact numbers and don't do the math, the marketing and sales frustration is real. They can feel that something-is-not-working.


Instead of analyzing the whole buyer's journey, many marketers stop at the lead level and don't analyze CRM pipeline data to understand what-actually-drives-revenue.


As different as the lead-to-client win rates from low buying intent leads vs. declared buying intent leads are as different are the strategies of generating one or the other:

 Lead Generation Strategy (Low Buying Intent Leads)

 Goal: To generate contact addresses for marketing and sales.

Activity: Running lead generation campaigns to generate contact addresses for marketing and sales to nurture and follow up on.

 Demand Generation Strategy (Declared Buying Intent Leads)

 Goal: To generate pipeline and revenue (Includes the generation of declared buying intent leads, aka hand raisers).

Activities:

### ① Create Demand

Goal: Educating 97% of the market to generate more buyers seeking a solution like yours, with a preference for your brand.

### ② Capture Demand

Goal: Capturing the 3% of buyers that are actively seeking a solution that solves their problem.

### ③ Convert Demand

Goal: Converting the captured demand into demo requests, opportunities, and clients.

### ④ Account Expansion

Goal: Growing existing client accounts by expanding or upgrading their solution.

**Source:** [Raoul Bornhauser](#)

## [Growth teams don't do enough 'Humans in the Loop' experiments](#)

What are 'Humans in the Loop' experiments

Let's take a standard product-led funnel

- Traffic->Signups->Activation->Upgrade->Usage->Expansion/Churn

We run experiments to find ways to move the needle across these stages.

We focus on improving the signup experiment, making onboarding easier through in-app messaging and product tours, making upgrading seamless by optimising the check-out flow, increasing usage with user education, triggered email, and so on.

We focus on the touchless experiences - that's what scales

But, a helpful thing to do is start at the opposite end - the unscalable end.

Start with the concierge experience. Create experiences delivered through humans - proactive Livechat, white-glove onboarding, easy access to sales prior to upgrading, always available customer success managers to expand usage, and so on.

The point isn't to create the winning experience; it starts with the best experience, the unscalable experiences, human-led, and then work to engineer the human out of the equation.

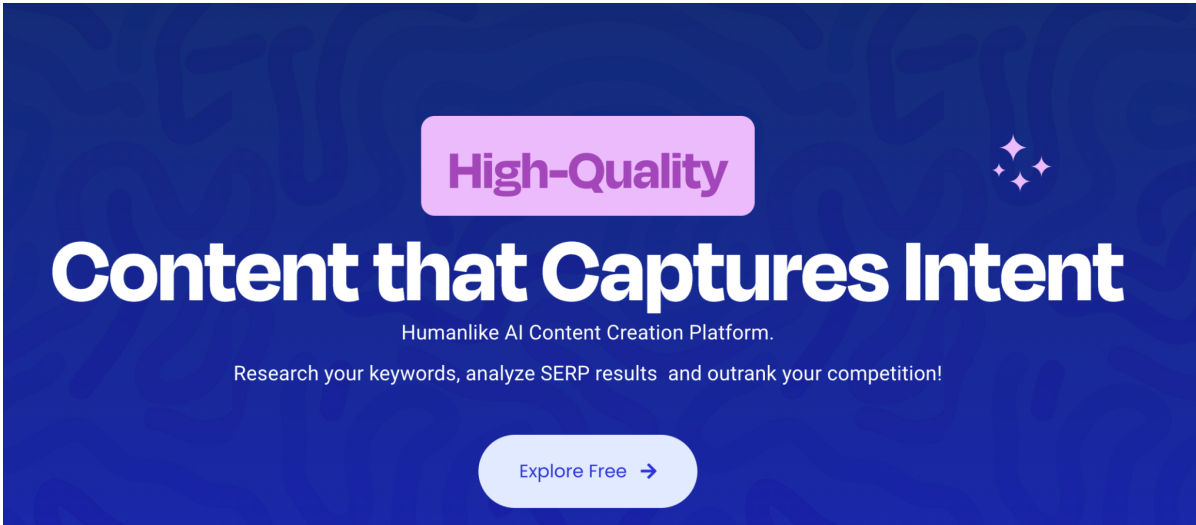
Adding the human short-cuts the questions - "is there anything we can do to move this metric?"

Most growth teams immediately attempt to answer that with the 'scalable' solution.

There is a lot of benefit in starting with the best solution and working back to the scalable solution.

Source: [Kieran Flanagan](#)

Artificial intelligence supported content marketing platform:  
[contentgo.ai](#)

A dark blue banner for ContentGo AI. At the top center, a light purple rounded rectangle contains the text "High-Quality" in white. To the right of this rectangle is a small icon of four white stars. Below the rectangle, the main headline "Content that Captures Intent" is written in large, bold, white sans-serif font. Underneath the headline, the text "Humanlike AI Content Creation Platform." is written in a smaller white font. Below that, a line of text reads "Research your keywords, analyze SERP results and outrank your competition!". At the bottom center, there is a white rounded button with the text "Explore Free" and a right-pointing arrow.

What's in [ContentGo AI](#) for you?

- Instantly generate high-quality content
- Run **keyword research** to make sure to have SEO-Optimized content
- Analyze the **SERP** results and create briefs to outrank your competitors
- Add **visuals** or **videos** to your content to make it more engaging
- Create content in more than **28 languages**
- Integrate ContentGo AI with **Shopify, WooCommerce** or **BigCommerce**
- **Bulk** content creation

Try now: [contentgo.ai](#)