



Executive summary

Creating a B2B marketing plan is an essential part of making sure your messaging, branding and other marketing activities are focused and will be meaningful to your target audience. Such a plan will also offer you structure and ensure you keep producing great marketing long term.

Here we provide you with a complete step-by-step guide to creating a B2B marketing plan that will help you generate more leads.



About the author



Aidan Danaher – Accounts Director

Aidan heads up Fifty Five and Five's client accounts team and is a graduate of the Chartered Institute of Marketing. He directs B2B marketing campaigns for a range of customers, and works closely with our writers, designers, paid media and SEO teams to create the perfect campaigns for our clients' needs.

Aidan takes a data-driven approach to support our marketing campaigns, both in terms of carrying out credible surveys and analysing the impact of our marketing campaigns. The campaigns he runs meet (and often exceed) targets, boosting leads and, ultimately, profits for our clients.

Our B2B marketing plan in action

12 months ago, we decided to refresh our own B2B marketing plan. The results?

- A **416%** rise in organic traffic to our website
- An increase in average time on our site from **1 min 26 secs** to **2 mins 10 secs**
- A **114%** increase in Twitter followers
- Twice as many website leads this year compared to last year

So, how did we achieve these results? Our B2B marketing plan provided the basis for our ongoing work over the last year.



Back to basics

When we chose to launch our new marketing plan, we went right back to basics. We revisited our company's vision: "We help Microsoft Partners communicate more effectively, reach new audiences and drive leads."

We knew that our marketing plan needed to ultimately fit into this vision. And so, we decided to focus our marketing for the next 12 months on providing help to Microsoft Partners who were looking for advice on how to communicate, reach audiences and drive leads.

While this may seem very basic, it ensures that everything we do is consistent with the ultimate purpose of our company and means we never lose focus.



You should

Return to your company vision (if you don't have one yet, now's the time to create one) and ask what elements of that vision can be achieved through marketing.

If, for instance, your vision is to make clients more productive through technology, your marketing activities should be focused on common causes of low productivity and how they can be solved.

Setting goals

We knew we would need to set goals for our marketing. Goals that needed to be specific enough so we knew what we were aiming for, yet offer enough flexibility to allow us to change direction if needed. We chose simple goals, as follows:

- Double our website traffic
- Double the number of leads
- Increase time spent on website to over two minutes per session

As shown above, we exceeded all three goals by following our marketing plan.

You should

develop a list of specific and realistic goals which you want to achieve.



Market research

Next up, with our goals and purpose in mind, we built a survey aimed at Microsoft Partners. We wanted to find out what their communication problems were, as well as the kind of content they consumed and found useful. We promoted the survey via email and published it on third-party websites. The survey results were combined with interviews with some of our existing customers.

We then analysed the results. Our findings highlighted the kind of content that Microsoft Partners consume, the challenges they face in terms of marketing and communications, and the ways they learn about marketing best practice.

You should

develop a short survey where you ask relevant questions pertaining to your company's vision. As with the example above, if your company aims to improve productivity with IT, your survey needs to focus on productivity problems that clients face.

Launch the survey via your email lists, as well as promotion on social media. Also, consider ads on LinkedIn and other websites.

Carry out in-depth analysis and highlight important trends. Do the findings reveal common problems that you could target in your future marketing activities?

Audience personas

Our next step was to build up a list of audience personas. Fortunately, we already had a list of personas that we use across our marketing anyway. We took the time to review and update them, especially considering the results of our survey.

You should

If you do not currently have marketing personas, now's the time to create some. Personas help you focus your marketing on a specific profile, meaning it's more likely to answer issues which your ideal buyers are asking, making any marketing or ads feel relevant to them and their situation.

Create two or three persona documents, and on each include:

- Their current role and responsibilities
- Their pain points and problems
- Their goals and targets
- Messaging which will resonate with them

If you already have persona documents, review your existing profiles in relation to the survey findings. Has your target audience broadened? Do any of your personas pain points or frustrations need updating?

Choose a marketing strategy

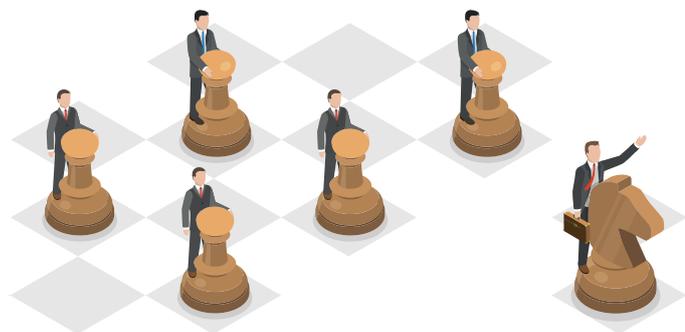
Now that we had an even better idea of who we were marketing to, we could choose marketing tools and activities most relevant to them.

Our survey shows our ideal buyer:

- Prefers in-depth, how-to blog series, so we began creating these.
- Prefers printing off and then keeping eBooks, whitepapers and similar guides. So, we began creating downloadable content.
- Likes to stay up to date with best practice while using social media, and Twitter, so we focused on growing our Twitter output and reach.

You should

choose appropriate marketing tools, methods and strategies for your ideal client. Do they attend lots of trade shows? Meet them where they are. Do they like reading whitepapers when making decisions about the technology they buy? Produce this kind of content.



Monitor impact and adjust

Marketing is a marathon - not a sprint. While we achieved strong results in the year since we put our latest marketing strategy into place, the results were not immediate. It took constant monitoring of what was and wasn't working to begin to increase our website traffic and win new leads. Ultimately, success depended on regularly reviewing and tweaking our strategy.

You should

carry out a monthly review of your marketing strategy. What has and hasn't worked? What changes can you make to increase your impact?

Your B2B marketing plan

One of the major benefits of a B2B marketing plan is that it helps you be more strategic with your output, giving it the best chance of being effective. All too often, companies carry out marketing in an ad hoc fashion, putting out content as and when they have time. All too often, this results in inconsistent and confusing messaging. By having a long-term plan, you are much more likely to create the kind of marketing which keeps customers coming back and building a relationship with your brand.



Experience counts

At **Fifty Five and Five**, we help Microsoft Partners boost their reach with tailored marketing which is valuable and relevant to their audiences.

Want help designing a B2B marketing plan which fits around your business? Contact us today.

About us

Located in Central London, Fifty Five and Five are a full service digital marketing agency dedicated to Microsoft Partners.

Founded by Chris Wright, a former IT consultant with many years' experience working with Microsoft Partners, we are a growing team of marketers, writers, web and graphic designers.

Born out of a recognition that Microsoft Partners face a unique set of challenges when it comes to B2B marketing, our goal is to help brands define and differentiate themselves. We do this differently by combining understanding with ability – We do this differently by combining understanding with ability. Our knowledge of the Microsoft ecosystem is present in all of our work.

Contact us



+44 020 3743 7897



www.fiftyfiveandfive.com



hello@fiftyfiveandfive.com



[@takefiftyfive](https://twitter.com/takefiftyfive)

