

THE TOP 10 B2B MARKETING MISTAKES ...AND HOW TO AVOID THEM

A Crowdsourced E-book

Compiled by Dianna Huff

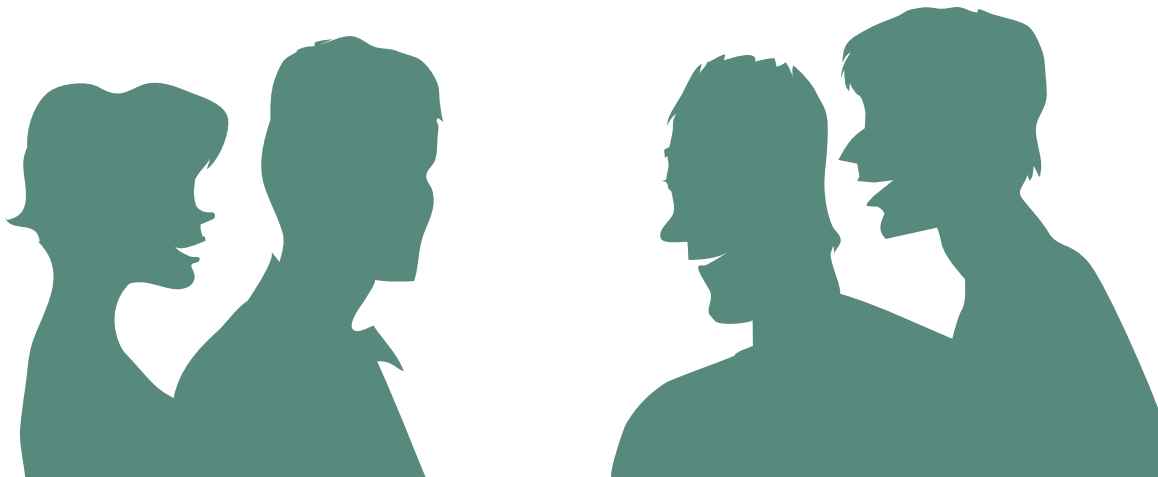


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INTRODUCTION

*M*y colleague, Mac McIntosh, and I asked our respective networks to send us the top ten B2B marketing mistakes they see other marketers making. From email to social media, people expressed their opinions – and often quite passionately!

Which leads me to a mistake you won't find in this book: **When you ask “the crowd” for their opinion, give people some parameters.** Because Mac and I asked people to list the top ten marketing mistakes they see people making, we received mistakes of all kinds, making it hard to put people's answers into easily defined categories. D'oh!

In order to list out the top ten mistakes for this e-book, I had to go through each individual survey and email response – and quickly realized the mistake we had made (see above). Lots of people, for example, listed “not having a strategy,” but some people qualified this mistake by adding “social media” while others simply stated, “not having a marketing strategy.” Mac and I made the executive decision to group like-minded mistakes into the broad categories you'll find here.

Unfortunately, I couldn't include all of the tactic-specific mistakes we received – i.e. email marketing. Fear not. I'll be using this material in future marketing materials (with attribution, of course!).

Thank you to everyone who took the time to send in marketing mistakes. Reading your emails and survey responses was quite enlightening – and entertaining.

Long story short, we all know marketing for B2B has changed. However, the principles underlying great marketing – that is, marketing that gets results (“Show me the money, honey!”) – have not.

Whether you're using direct mail or Twitter, you still need to pay attention to the basics.

ACKNOWLEDGEMENT

The idea for this e-book came about as a result of numerous conversations between Mac McIntosh and me about marketing and how things have changed . . . and haven't changed. What began as a joint project became an individual project as Mac had to devote more time to his new business, [Acquire B2B](#). Even though he said I didn't have to list his name as co-author, you will find his ideas throughout. This is because I couldn't have done it without him.

Mac, thank you for your friendship and mentoring these last 10 years. You are a true friend and gentleman – and an absolute B2B sales and marketing genius.

Dianna Huff

Dianna Huff
December 2010



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TOP B2B MARKETING MISTAKE #1:

NO MARKETING STRATEGY

Picture an overgrown yard: sprouts have become young trees and shrubs have over-grown their boundaries. If you want to clean things up, it's pretty easy to get out there and start hacking away without rhyme or reason. But as any landscape professional will tell you, you need a plan before you begin removing plant life. That's because you have to figure out what you're going to do with the empty space . . . otherwise you'll be right back where you started.

The same holds true for marketing. It's easy to fall into the "we need to do that, too!" mode of thinking. Social media is hot, so you quickly open Facebook, Twitter, and LinkedIn accounts. A few years ago blogs were the thing, so lots of companies jumped on that bandwagon – only to leave their hastily assembled blogs due to lack of "ROI." The problem with jumping in without a strategy in place is that you set yourself up for failure. "Blogging doesn't work," you'll find yourself saying after half-heartedly publishing for a few months. "It's a complete waste of time."

Avoid This Mistake: Think First, Act Second.

Developing a strategy for your marketing campaigns doesn't have to take weeks or even hours – even a simple "back of the napkin" approach is better than nothing. An effective strategy takes into account your business, budget, goals, resources, and existing marketing assets (i.e. Website, blog, e-books, e-newsletter, social media accounts, etc.). Whether you want to build brand awareness or generate leads, you'll want to answer the following questions in order to develop a marketing strategy:

What's your objective? Basically, why are you doing this specific marketing tactic and what results do you want to see from it? ("Because everyone else is" is not the correct answer.) Your objectives should be measurable, time-specific and quantifiable – i.e. "We want to get 100 qualified leads by the end of Q1 via direct mail."



How will you measure results? This can be as simple as tracking the increase in Website traffic over a specific time period or as complex as determining how many people visited your white paper landing page, filled out the form, took some other action and eventually became a sale.

Who is responsible for implementation? If you're jumping into social media, who will manage the various platforms – i.e. Facebook, Twitter, LinkedIn, YouTube, etc. – and who will be the “voice” of the company? Will everyone on your team “tweet” using their own names or will one person manage everything from one account?

How can we integrate existing marketing assets? If you're doing an email campaign and want to send people to a landing page, is your Website up to snuff – or will it scare people away? Can you easily add a landing page for that white paper you're offering? How about inserting an online demo call-to-action into the white paper or email? Do you have a Twitter account where you can broadcast the availability of your white paper?

The Biggest Mistake I See People Make is . . .

“Diving into new media or jumping on the latest trend without research and without a strategy.”

“Ignoring the importance of integrated marketing planning and execution.”

“Investing in thought leadership without taking the time to either develop a strategy or to actually conduct the research required to really create credible and compelling content.”

“Not aligning marketing strategy with the business model (if a company even has one).”

“Setting up a Twitter account, Facebook Fan page, and LinkedIn Group before defining your goals.”

“Embarking on a social media campaign without having a marketing strategy first.”

TOP B2B MARKETING MISTAKE #2: WEBSITE NOT OPTIMIZED

According to the survey, *Natural Search Trends of the Fortune 500 /Q4 2009*, by SEO firm Conductor, “more than half of Fortune 500 companies had almost no search engine visibility, with their targeted keywords not ranking in the top 100 search results.”

Wow! I find this stat amazing and scary! Why? The Internet has completely changed the B2B buying process, so it's really, really important that your prospective customers find your site in the search engines. I can't stress this enough. Optimizing your B2B Website is the single best marketing investment you can make.

Avoid This Mistake: Optimize Your Content.

Research by B2B search marketing firm Enquiro shows that 98% of B2B buyers go online to research products and services – and buyers' first stop is usually Google, the default B2B search engine. To ensure that searchers find your company when searching, you need to develop **lots of optimized content** including:

- **Testimonials / Client list** – Proof that you have a track record solving challenges for similar companies.
- **Case studies** – Extended stories / testimonials that explain a problem, solution, and result.
- **Reports, guides, white papers** – Information that educates prospective customers and also shows your expertise.
- **Video / podcasts** – Short presentations that give people additional ways to get to know you.
- **Blog** – Another way to continually add fresh information and to react to breaking news / issues in your industry.



The more optimized content you have, the more content shows up in search engines for dozens, if not hundreds, of targeted keywords (think “long tail”). This is because the search engines (Google, Yahoo!/Bing) index everything, and while your site may not rank number one for a competitive search phrase, it can rank in the top 10 for more than a few “long tail” phrases.

The Biggest Mistake I See People Make is . . .

“Discounting the benefits of SEO . . . when it's only the smartest investment you can make. People discount it because it takes real work.”

“Not spending money on SEO - with the proliferation of Google/Bing, being on top of search engines is more important than ever.”

“Spending weeks debating colors and design of a new website while leaving analytic implementation to the last hours before launch.”

TOP B2B MARKETING MISTAKE #3: WASTING LEAD OPPORTUNITIES

You spend thousands of dollars to develop a lead generation campaign for a white paper that includes multiple components such as direct mail, email, social media, and other elements. You had over 1,500 people click through to the landing page, fill out the form, and download the report. Your Twitter stream shows that people told their friends about the report and were enthusiastic about your white paper.

You're awash in that wonderful "we did good" feeling . . . only to be brought up short a few weeks later. What happened to all those leads you generated? You handed them off to sales but you can't "close the loop" on what happened after that. Did anyone ask for a demo? Did sales get any appointments?

As any veteran B2B marketer and sales person will tell you, not all inquiries or responses are true leads. Marketing consultants like myself, for example, like to download free reports (such as this e-book) in order to post them on their respective blogs. Just because I download a report doesn't automatically make me a "lead." In actuality, I'm an "industry influencer" or maybe even a "fan." Ditto for those people who leave comments on your blog or retweet your Twitter posts.

This mistake is then compound when marketing sends these "leads" to sales without qualifying them. The result of dumping dozens of yet-to-be-qualified leads onto sales is that you'll force your salespeople to quickly find the low hanging fruit and discard the rest or even worse, ignore all of them due to limited time and resources. Handing unqualified leads to sales reinforces the idea that the marketing has no clue what it's doing.

Avoid This Mistake: Qualify Your Leads

Sales people don't like wasting their time sorting through poor-quality leads – they want to be out closing deals, not calling on tire kickers.



Smart B2B marketers (those who keep their jobs) know to work with sales people to determine the messages needed to sell products and services to various audiences as well as coming to an agreement on what makes a lead “qualified.” When working with sales, you’ll want to ask the following questions:

- What messages do prospects need to hear? Do they have a need for our application or service?
- When prospects view our Webinar (or other campaign tactic), what do we want them to do next?
- Who will qualify these prospects and by what measures? (Ideally, marketing should be responsible for qualifying leads.)
- When should a qualified prospect be sent to sales – and when / how will sales follow up?
- How will we nurture not-yet-ready-to-buy leads? What types of collateral will move them along the sales cycle?

You’ll also want to calculate how many qualified sales are needed (by month and by quarter) in the sales pipeline in order to meet or exceed your company’s sales revenue goals. In addition, you’ll need to develop programs that weed out the non-prospects. By asking sales for their feedback on your marketing / lead generation activities, you’ll not only get better results – you’ll also be seen as a marketing superstar by the sales team.

The Biggest Mistake I See People Make is . . .

“Blindly forwarding all inquiries to the sales team!”

“Not nurturing your longer-term prospects methodically and in a personalized way until they are sales-ready.”

“The lack of a universal definition of a lead between marketing and sales and the resulting angst that results between the two groups.”

“Getting campaigns ready without having a lead capture process. No reg form, or worse, driving respondents to the corporate site hoping they will find the ‘contact us’ page.”

“Happily attracting increased visitors to a site, but if they’re not converting into leads, and if these leads don’t turn into sales, then you’re wasting your time – while feeling good about it.”

TOP B2B MARKETING MISTAKE #4:

WRONG MESSAGING

Here's an exercise you can do on a regular basis: pick one product, service or industry, do a Google search, and then visit the companies that appear on page one and two of the search results (the more companies, the better). Read the home page of each company and in 10 seconds or less, try to figure out what the company is offering. Go through each of the Websites without taking a break and when you're done, try to remember which company stood out for you in terms of messaging.

If you found that by the third or fourth site your eyes were glazing over and your brain turning to mush, then you've just encountered what your prospective customers experience when they do searches. "Mush brain" occurs because many B2B Websites sound and look the same (see Mistake #8). When writing Web content, marketers in a company will copy what their competitors are doing – versus creating original, fresh content that clearly explains what the company does and how its products and services help people solve their business challenges.

Avoid This Mistake: Develop Personas

As B2B marketers, we need to remember that we're writing to people, not companies, which is why it pays to create customer personas. A persona, versus a customer profile generated by a CRM system, explains in detail what your typical customer is like. As Ardath Albee explains in her book, *eMarketing Strategies for the Complex Sale*, a B2B persona "must recognize that the prospect's professional standing and priorities will hold additional sway over what catches her attention when it comes time to solve a business issue." Personas will vary company to company, Albee explains, but should include the prospect's internal political situation, business and career goals, likes and dislikes, and even what her day is like (i.e. is she one of those crazy busy people that's constantly interrupted? If so, she might take lots of time to make a decision due to overwhelm).



How do you get this insightful information about your customers? First, consider going on sales calls with your sales people. Mac McIntosh recommends that marketers go on sales calls twice a month. As you sit through meetings listening to customers and prospective customers talk, you'll learn plenty. And, since you're observing rather than talking, you can quietly take in the workplace environment. (Cube? Factory floor? Enclosed office? Corporate? Branch office? Dirty? Clean? Noisy? Quiet? Lavish digs? Spartan furnishings? All of this can tell you a lot about your prospects.)

Albee recommends that you "connect the dots" by reading industry blogs and social media groups (i.e. LinkedIn and forums), industry journals and news outlets, monitoring competing companies, your customers and their new projects, new hires, promotions, etc. Mac recommends that you give your personas names – i.e. John the Director of IT – to make them real. You might even want to include an animated drawing or photo to make your persona look like a real person.

By developing personas and then developing content geared toward these very real people, you'll find it much easier to be "on message" as well as develop original content that addresses your prospects' concerns.

The Biggest Mistake I See People Make is . . .

"Failure to clarify company, service or product differentiation."

"Assuming you're selling to a company when your buyers are actually PEOPLE."

"Using the boss' whims as your customer research."

"The failure to develop complete buyer personas before planning marketing activities. Messaging then revolves around company and products instead of answering 'what's in it for me?' for prospects & customers."

"Marketing to organizations, not humans. Humans buy, companies pay."

"Focusing too much on your software features and not on the needs of your customer."

"Assuming 'everyone already knows who we are.' Only true for Intel and AMD."

TOP B2B MARKETING MISTAKE #5: NO OFFER

When Mac gives presentations, he likes to go up to a woman in the audience and say, “Let’s pretend we’re on our first date.” He’ll get down on one knee and holding her hand he’ll ask, “Will you marry me?” Of course the woman exclaims, “No!” That’s because you would never ask someone to marry you on the first date. Instead, you start off by getting to know each other – you have coffee, maybe you go to a few movies, concerts and plays, you hold hands, you work up to the first kiss . . . you get the general idea.

From a marketing and sales standpoint, offers are the equivalent of dates as they allow prospects to identify themselves and start sales-winning relationships. Offers help people take the next step in the sales process. The information they contain helps people understand if or how your company might be able to help them. Yet the biggest mistake I see companies make is also one that’s backed by survey results: No offer.

Avoid This Mistake: Have Multiple Offers

According to *B2B Magazine*, “Print advertising’s most important role in the Internet era may be to drive readers to a company’s Web site. It’s there that b-to-b advertisers can do branding, selling, and just plain informing with the kind of depth that can’t be done anywhere else.” Yet look at a trade journal and you’ll see that maybe 1 – 2% of companies running ads use offers to drive readers to their Website. The remaining 98% send people to their home page – effectively eliminating any chance of measuring the ad campaign let alone helping people take that next step. The same holds true to for email, direct mail and even TV and radio campaigns.

To get people to take the next step, use multiple offers – each designed for different stages of your prospects' buying cycles. For example, offer information such as white papers or info kits for those B2B leads just beginning the process.



Offer checklists or Webinars for people further along in the buying process, and offer in-depth seminars, demos and on-site evaluations for those close to making a decision.

When developing your campaigns, it pays to send people to a specific landing page where they can register for your offer. Sending people to your home page or to a page that lists multiple white papers, for example, means they'll have to click around looking for your offer and your conversion rate will be very low.

Should you make your offers registration free? This is a good question, especially since many marketing gurus advocate that you make high-value content available without having to register for it. Mac and I recommend that you offer a combination of "free" information – meaning people don't have to register for it – and more "high-value" content that you place behind a registration barrier. Your case studies, e-books, checklists and blog articles are freely available. Your white papers, research reports, guides, e-newsletter and Webinars, on the other hand, will require registration. This way you draw people to your content and as they get to know and trust you, they more freely give you their contact information. Remember, you're dating people, not asking them to marry you (yet).

The Biggest Mistake I See People Make is . . .

"Not having a strong offer on every page of your website."

"Not having an offer. Marketers put their brand ads in envelopes then mail them to prospects thinking they're doing 1:1 targeted advertising. No offer = no response. Period!"

"Thinking a white paper written four years ago is a valid email marketing offer."

TOP B2B MARKETING MISTAKE #6: NOT TESTING

Do you participate in Anne Holland's, *Which Test Won?* Every other week or so, Holland features a company that tested a newsletter, landing page, or other online piece of marketing. Holland shows the control and test versions and lets you guess which version pulled the better response. The test results are always surprising because even small details, like subtly shading a logo or moving a photo or image, will affect response rates. The weekly tests Holland features prove that one of the biggest marketing mistakes people make is making marketing decisions based on your "gut" – and then not testing them. (A corollary mistake is making decisions based on what you like – and assuming that what you like everyone else will, too.)

Avoid This Mistake: Test, test, test.

"It's pretty easy and cheap (even free) to optimize a form by using better design and a quick A/B test. Proven tactics such as increasing the size of your submit button, adding a benefit-orientated headline and getting as much of your form above the fold as possible will help improve response rates by double digits," says Anne. In a well-publicized case study, Conversion Rate Experts [increased revenues for SEOmoz](#) by \$1 million dollars by tearing apart SEOmoz' landing page and then testing everything – from long copy and short copy to adding video and testimonials.

With so many tools out there – from Google's free Web Optimizer to Yield Software, which tests landing pages on the fly across all three search engines – you no longer have an excuse to bypass testing.





“Assuming you know what will work. You have test to find out.”

“Spending a lot of time and effort on creative and offer, and then throwing up the actual registration form without much thought at all.”

“Not continuously testing something new on your website to optimize lead conversion.”

The Biggest Mistake I See People Make is . . .

“Using 19 fields on your web registration form and ignoring your 97% abandonment rate to placate Sales.”

TOP B2B MARKETING MISTAKE #7: JARGON

This mistake is a perennial favorite – and one that countless marketing experts and copywriters have complained about since companies began marketing their products. Rather than repeat what others have said, I highly recommend you read David Meerman Scott's e-book, *The Gobblydegook Manifesto*. Working with Factiva, a Dow Jones & Reuters Company, which analyzed over 388,000 press releases over a nine-month period, David presented the top 20 “Gobblydegook” or jargon-y phrases. The top five no-no words? “Next generation,” “flexible,” “robust,” “world class,” and “scalable.” The problem? These words no longer have any meaning. They're just white noise – and when you have a Web page of 700 to 800 words in 4-point type that uses these words repeatedly, you're not really saying anything. Your prospects aren't looking for a “flexible scalable” anything. They're looking for people who can help them solve their day-to-day challenges.

Avoid This Mistake: Tell a Story

Rather than use meaningless jargon words, tell the story behind them – and instead of answering the “what,” answer the “why.” Why are you in business? Why did you develop this product or that service? Why is it important people know about it? Says B2B marketing consultant Michele Linn, “B2B marketers need to remember that they're writing to people like you and me. To help, I always picture someone from my audience and then write specifically to that person. By always keeping the reader in mind, I find my tone is more conversational and approachable and my writing is more relevant.”

The Biggest Mistake I See People Make is ...

“Using jargon. Be short, simple, and sometimes sweet.”



TOP B2B MARKETING MISTAKE #8: NOT PAYING ATTENTION TO THE DETAILS

Not paying attention to details can make or break a piece whether it's online or off. A printing company, for example, sent out a gorgeous (and expensive) three dimensional mail piece that included five Crayola® Crayons as a way to illustrate their five-color printing services. The piece looked good and smelled good. (Imagine opening a fresh box of Crayons . . . yum.) Unfortunately, the headline had a major typo (it's versus its). Not paying attention to details not only reflects poorly on your company, it also can cost your company thousands of dollars as you'll end up trashing the piece or realize very little in the way of ROI. Even worse, you could possibly offend recipients – something Red Three Consulting found out inadvertently with one of its mailings. Reports Adam Jacobson:

“We decided to use regular USPS stamps on our direct mail letters instead of metered mail. I didn't give a moment's thought to the stamps the mail house would use – I figured the Liberty Bell or the American flag. Well, our mail house decided to use stamps with US State flags on them. Seems innocuous enough – except that the letter that came directly to me at the office, and no doubt to many others, had a stamp on it with the state flag of Mississippi. Of course, that flag contains an image of the Confederate flag. Not exactly the marketing message that we want to be sending.”

Avoid This Mistake: Take the Extra Step and Check Every Single Detail

For printed materials, get two or three people to proofread copy (including all photo captions, headlines, and sub-heads). Double check photos, pick up the phone and call the phone and fax numbers (one of my colleagues found this out the hard way when he realized his Web designer had transposed his phone number on a landing page – effectively sending people to a girlie hotline!), and make sure all names are spelled correctly.

Don't rely on spell check as it won't find errors such as "your" when you mean "you're," or words you've spelled correctly but have used incorrectly, (think "effect" versus "affect").

For electronic materials, click through to all URLs, print out pages and proof them, and view content on different browsers (i.e. Internet Explorer, Safari, Firefox, Chrome) as well as in different email platforms (i.e. Gmail, Outlook, etc.). And, don't forget to check your electronic materials on smart phones – what looks good on a desktop monitor can look terrible on the iPhone, especially if the site or page is composed in Flash, which the iPhone renders as a blank page. I learned that people couldn't navigate my site on the iPhone or iPad because of the way the drop-down menus had been formatted. (My WordPress person fixed it.)

Even more important, don't rely on stock photography, which is ubiquitous these days. David Meerman Scott tells of when he helped develop a brochure while working at an IT company: "We spent a bunch of time choosing the perfect stock photo. Unfortunately, we failed to check the competition – who were using the exact same image! The entire ten thousand piece print run went to the recycle bin." I know what he's talking about as I've seen the same African American woman used on the home page of three different Websites. The first time I saw the woman, I thought she worked for the company. Now I know it's a stock photo – that's been used too much.

The Biggest Mistake I See People Make is . . .

"Signing off on the proof sheet without doing a final check because they think we (the design firm) does it."

"Sending out an email blast with a Coupon Code, but not setting up the code on the website for customers to use!"

"Not calling the phone numbers on printed materials before going to print."

TOP B2B MARKETING MISTAKE #9: NOT TAKING ADVANTAGE OF HOW PEOPLE PROCESS INFORMATION

People process information in different ways: some process information visually and others process through auditory stimuli. Other people process kinesthetically – or via their emotions / senses.

According to Mac McIntosh, people also process information depending on what type of person they are. A “Driver” wants you to get the bottom line, chop, chop! An “Amiable” wants to be your friend and will tell a story and will include lots of visual detail. (A Driver comes across as very rude to an Amiable.) An Analytical, on the other hand, is under considerable stress or overwhelm. He/she wants a logical progression of what to do: Step One, Step Two, Step Three. A Driver will read headlines and sub-heads.

An Amiable will read the first paragraph. An Analytical will read every word. Newspapers know this – it’s why you see the headline / sub-head, a recap of the story in the first paragraph, and then the rest of the story (i.e. inverted pyramid style).

Problems arise when B2B marketers don’t take these stylistic differences into account when creating content. I’m forever battling designers who want to minimize Web copy and maximize pictures. You need a combination of pictures and copy to appeal to everyone and the way they process information. (As an aside, I get lots of feedback on my text-heavy Website. Some people think there’s way too much copy. Other people often comment that they read every page word for word!)

Avoid This Problem: Think Beyond One Dimension

When developing content, marketers need to appeal to all five senses and include all three hooks: visual, audio, and kinesthetic. This means that it behooves you to take one piece of content and repurpose it so that people can process it in different ways.



Mac, for example, has a client who conducted industry research. The client then took this report and turned it into a white paper that interpreted the findings using pie charts, bar graphs and other images (visual) as well straight numbers. They then took this white paper and turned it into a podcast (auditory). How did they appeal to the emotional or kinesthetic folks? The company took all of this material and created a “Marketing Hero ToolKit” that included a guide, checklists, etc. The words, “Marketing Hero” appeal to the emotions – who doesn’t want to be seen as a hero saving the day?



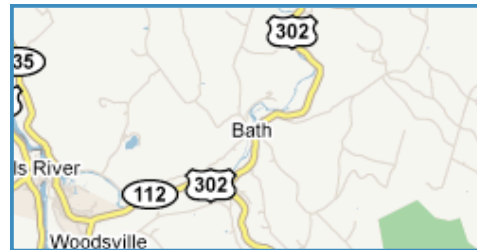
The Biggest Mistake I See People Make is . . .

“Assuming that customers speak the same language – consulting firms who speak in nothing but ‘consulting-ese’ in their external communications, for example. The messaging is clichéd, unoriginal and missing the point.”

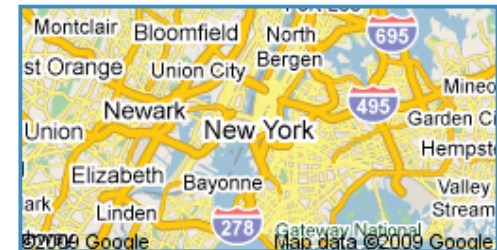
TOP B2B MARKETING MISTAKE #10: NOT MARKETING THE WEBSITE

In their book, *Inbound Marketing: Get Found Using Google, Social Media, and Blogs*, authors (and founders of HubSpot, Inc.) Brian Halligan and Dharmesh Shah talk about viewing one's Website as a city or hub.

You can have a Website that's a small town, like Bath, New Hampshire (pop: 893), which has one road in and out — like this:



Or, you can have a Website that's New York City where all roads, trains, buses, and planes lead to it — like this:



You build these “roads” to your site through blogs, social media, print ads, offers, press releases, articles, Webinars, offline tactics, etc. Despite the relative ease of building these roads, many B2B company Websites are like Bath, Maine. **Consequently they have little or no traffic**, which in turn means they are wasting one of the most important marketing assets a company has – its Website.

Avoid This Problem: Market Your Website

Marketing your B2B Website really isn't that difficult, especially today with the plethora of methods for doing so. Here are a few:



Leave comments on blogs – You don't have to blog to take advantage of the blogosphere. Find 5 – 10 blogs in your industry and subscribe to them via a blog reader (i.e. Google Reader) and begin reading them on a regular basis. When you feel compelled, leave a comment. By leaving a comment, you show your thought-leadership – and you're able to leave a clickable link to your Website.

Participate in social media – Twitter and LinkedIn are the two most applicable (and easiest to use) social media platforms. Set up your profiles with each service and then begin participating in the conversation. As you generate new content, let your followers know by posting links to it in your Tweets and LinkedIn status updates.

Send out press releases – Anytime you have a new e-book, white paper or industry report, send out a press release. These releases get picked up by news sites as well as bloggers – leading to more links or “roads” back to your site.

Post your URL on everything – This sounds like a “duh” tactic but you'd be surprised at how many companies don't do it. Your URL should be in your email subject line, voice mail announcement, on all marketing collateral both print and electronic, and even on your trucks and packaging (including your shipping boxes).

Write articles – The Internet is a hungry beast and needs a constant stream of fresh, original content. You can provide this content as a guest blogger or contributor. When you do, most sites will give you a bio page plus a link back to your site.

“Spending money to drive traffic to a poorly designed or content-poor website. Perfect the website, content and landing pages first.”

The Biggest Mistake I See People Make is . . .

“Failing to integrate social media marketing and content marketing with traditional B2B marketing plans and objectives.”

“Having your kid's college roommate design your site and your daughter, an English major, write it.”

CONTRIBUTORS

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ABOUT DIANNA HUFF

If I had a PR department, they would tell me to write a corporate-y description about myself – i.e. I've won awards, I'm regularly quoted in the media, blah, blah, blah. (If you really want to know all this, [follow this link](#).)

Here's the real deal: I'm an all around B2B marketing expert who has been in the trenches since before the Internet disrupted life as we know it. Because I cut my business and marketing chops working at small manufacturing companies, I know the challenges small businesses face. This perspective allows me to help my clients grow their businesses through customized marketing tactics versus cookie cutter approaches. I care about what I do and work hard to get results for the people who trust me with their business. All of this is pretty standard. If you want to know what really makes me tick, ask me about my geeky teenage son. My greatest pride and joy is that I've been able to raise a terrific kid while building my business. Both of them are thriving. Woot!

Thanks for downloading and reading this e-book. If you enjoyed it, please share it with your social network. Thanks!



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