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Autore	Schulkind Andrew
Titolo	Marketing for Small B2B Businesses : How Content Creates Marketing Muscle and Powers Traditional and Digital Marketing // by Andrew Schulkind
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Nota di contenuto	Chapter 1: The Marketing Mindset -- Chapter 2: Defining Your Marketing Goals -- Chapter 3: Creating Content that Provides Value -- Chapter 4: Generating Great Content - From Ideas to Execution -- Chapter 5: The Content Creation Process -- Chapter 6: Branding and Design for Content Marketing -- Chapter 7: Website Technology, Security, and Privacy -- Chapter 8: Your Website As Marketing Hub -- Chapter 9: Landing Pages, Lead Magnets, and Lead Products -- Chapter 10: Promoting Your Content - Email, Social Media, and Beyond -- Chapter 11: Measuring Success - Metrics and Analytics -- Chapter 12: Systems for Ongoing Success -- Chapter 13: Content Marketing Resources .
Sommario/riassunto	Small business marketers don't need to understand technical minutia of websites or the high-level social media strategies of national consumer brands. They need to understand how to build successful marketing machines that they can sustain with the resources they have available. This book will help small-business B2B marketers build a strong digital presence designed to drive growth. Most B2B buyers are about two-thirds of the way through their purchase process before they are willing to engage with a salesperson. Therefore, having a strong digital presence is the difference between making your prospect's short list and your prospect not even knowing you exist. Most critically, a

strong digital presence relies on content written from your audience's perspective. This book provides insight and tools that will help you answer the questions that your prospects are asking. It is the key to capturing their attention, gaining their trust, and winning their business. Marketing can't work its magic alone. It needs the support of strong branding and must provide support to well-executed sales processes. Marketing for Small B2B Businesses will dive into the relationship between each of these areas. You will: Build a website that serves as the hub of your marketing Establish a content promotion plan that puts your content in front of the right audience Develop strategies and tactical plans for finding the channels best suited to your message such as social media and email marketing Create effective content in a timely manner with the resources you have available Track what is working and what needs improvement via an analytics platform to consistently produce strong marketing returns.
