

Are you making these **Common B2B Marketing Mistakes?**



1. Getting Started without a Marketing Plan

“If you fail to plan,
you are planning to
fail”.

This is especially true in
the field of marketing
because a marketing
plan consists of **six**
logical steps -
number 5 is the **Actions**
step.



Getting Started without a Marketing Plan

If you dive into the Actions phase and don't work through the preceding 4 steps, your actions may not be based on ***sound logic or data-driven evidence.***

Therefore, it is imperative to **create a marketing plan** or develop a plan with a marketing agency before you waste valuable time and money on marketing activities which may not bear fruit.



2. Expecting Instant Results



Marketing will not produce instant results. **Most B2B buyers will not make a purchase unless they trust you** and your business. Building trust takes time, therefore you need consistent, well planned marketing activities that address buyers at all stages of their buying journey.



3. Neglecting Optimisation

A strong online presence is vital for B2B success. Failing to optimize your website for search engines, AI overviews and other search types can limit your visibility.

Invest time in understanding SEO, AEO and GEO best practices.

Then, create at least 3 blogs for your website and ensure that they are correctly optimised for search engines. These blogs will bring suitable traffic to your website.

These blogs can be updated periodically to ensure that your website continues to rank for the correct search terms.



4. Only Doing Marketing When Sales Drop Off



In order to get the best results from marketing, you need to **carry out marketing activities consistently**, instead of a flurry of random marketing actions when business revenue has declined. This does not mean you need to do a huge amount of marketing.

If you only have time or budget for one post per month, then commit to doing that post every month even you are busy.



5. Using Personal Preferences to Make Marketing Decisions

Making marketing decisions based on personal preferences alone is poor marketing practice.

For example, you may have an aversion to using a particular social media platform. However, this may be the platform where most of your target market is.

All of your decisions must be based on the relevant data and information about your business, your customers, and your competitors from your digital marketing plan.



6. Making Your Marketing Content All About You

Your prospects care only about how your product/service can help them. They actually don't care about your business....so don't waste valuable resources creating blogs and posts about your business only.

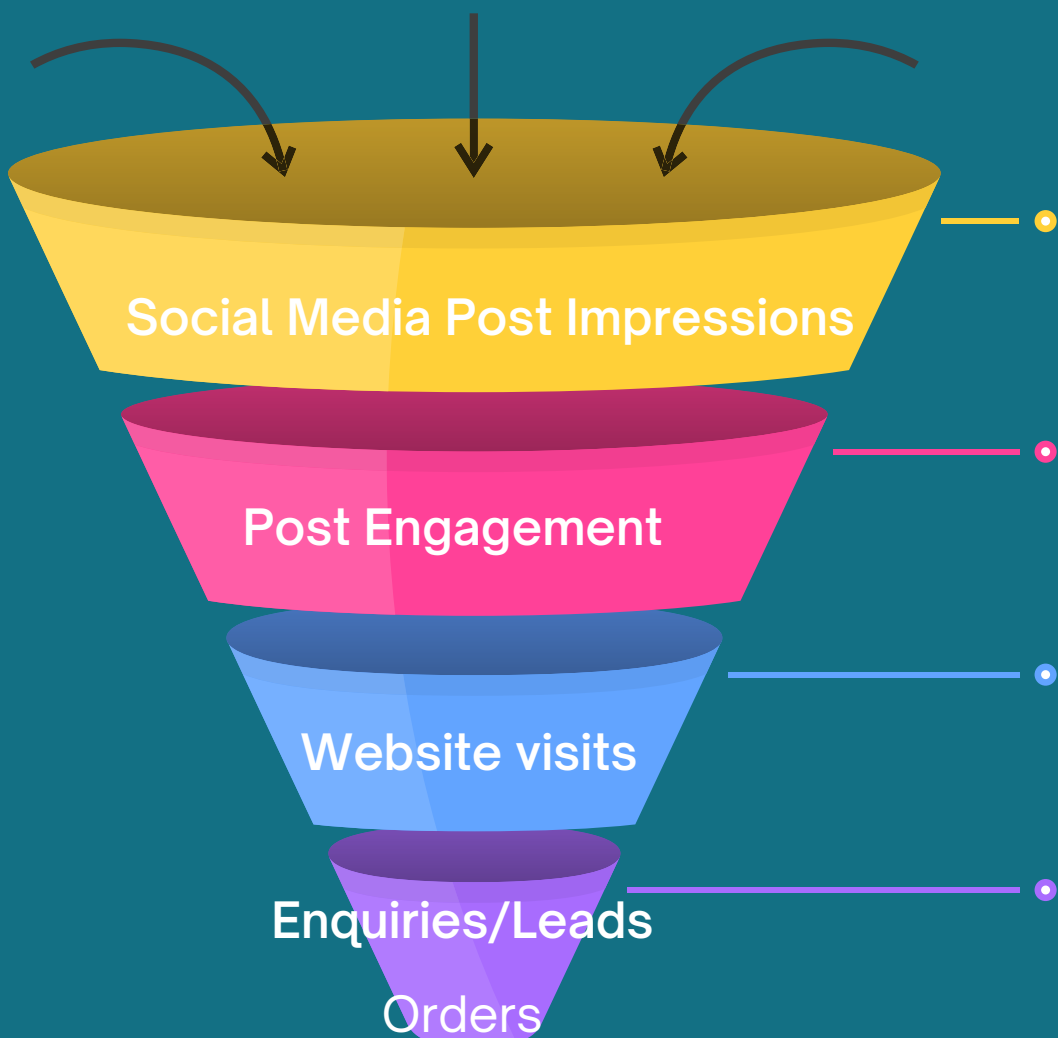
Instead, **keep most of your content focused on how your business can help solve your customer's problems.** Make sure you first understand your customer's biggest problems.

Create content in different formats and different levels of depth to ensure you appeal to prospects at all stages of their buying journey.



7. Not Understanding the Sales Funnel

To avoid feeling frustrated at the speed of progress and possibly abandoning a potentially successful marketing campaign, **learn about the sales funnel** and how it applies to your business. Below is a *very simple* version* of a sales funnel.



The Sales Funnel explanation

For example, in the early stages of building brand awareness, increasing the amount of impressions your social media posts get is actually a “win” because it means that more possible customers are seeing your posts.

This is the start of a future customer’s progress down your sales funnel (top of the funnel). Next, you need to create some engagement (i.e. comments, likes, shares) with the posts. (middle of funnel)



The Sales Funnel explanation (cntd)

If possible, you can begin to build relationships with those who have engaged with your posts.

As a result of your content and relationship building, a small percent of people will visit your website/reach out to to enquire more about your products/services (bottom of funnel)

**This graphic is a highly simplified version of how the sales funnel works. There are many other elements to a sales funnel and you need to understand how the sales funnel works for your business as each business is unique.*





**Like to get moving
on your B2B
marketing today?**

**Message me today to
arrange
an initial consultation!**



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