

# 45 B2B GROWTH TACTICS



Here are 45 proven b2b marketing and sales tactics that will double new sales!

## > Attract More Customers

1. Lead Magnet
2. Samples/Trials
3. Interaction (Quiz/Survey)
4. Assessment/Consult
5. Podcast/Webinar
6. Live Events/Live Stream
7. Blog
8. Public Relations
9. Content Syndication
10. Tradeshows/Conferences
11. Social Messaging
12. Catalog
13. 3D Gift
14. Social Advertising
15. Paid Search (Display, Text)
16. Direct Mail/E-mail
17. Trade Advertising
18. Review Sites
19. Organic SEO
20. Social Posts

## > Increase Their Spending

21. Upsells
22. Cross Sells
23. Slack Adjusters (Super Upsell)
24. Downsells
25. Bundles, Kits, Value Brackets
26. Line Extensions
27. Subscription, Continuity
28. Membership, Group, Association
29. Consulting, Training
30. Customer Appreciation Events
31. Done-For-You Service
32. Client Exclusives
33. Warrantees, Insurance

## > Increase Buy Frequency

34. E-mail Newsletter
35. Automated E-mail Follow-up
36. Exit Offers
37. Bounce Back Offers
38. Product Includes...
39. Retargeting
40. Loyalty Program
41. Direct Mail
42. Outbound Phone Follow-up
43. Coupon, Gift Cards
44. Newsletter, Magazine (Physical)
45. Client Appreciation Offers

Founded in 1964, second generation lead Delia Associates® is a business branding and marketing firm based in Whitehouse, NJ. The company specializes in the development, repositioning and revitalization of manufacturing, industrial and technical brands.

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Where B2B Brands Go To Grow.