

ANATOMY OF A SUCCESSFUL B2B BRAND COMMUNICATIONS PLAN: **THE 10 ESSENTIALS**

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A powerful, brand-based marketing program creates stronger ties with key customers.

It also creates selling opportunities through outreach into new market sectors, customer segments and territories.

Keeping pace with the constantly evolving digital marketing environment has never been more important.

The following ten components form a core B2B marketing program for achieving success.



STRONG BRAND FOUNDATION

Buyers want to feel positive about their buying decisions.

A well-defined brand that strikes an emotional chord with audiences is essential to developing and maintaining great relationships.

A strong brand foundation involves looking inward and outward at the total marketing effort to provide customers with brand experiences and interactions that generate distinctive and enthusiastic emotion-based responses.



1

A FEW WORDS MAKES A BIG **DIFFERENCE**

CRAFT YOUR BRAND STATEMENT: A short, emotional and audience-focused call to action, think of it as your rallying cry.

CULTIVATE YOUR KEY MESSAGING: Key messages build off of the brand statement and vary depending on audience type, product/service type, as well as market vertical. Develop a maximum of three absolute truth statements that apply to each segment. Each key messaging point should be backed up by three supporting data points.

2

THE RIGHT PICTURES: 1000 WORDS +

ESTABLISH A “VISUAL VOCABULARY” These unique and distinctive graphic and photographic elements enable your audiences to identify your brand instantly.

Once established, your visual vocabulary should be universally and continuously applied throughout all brand touch points, including business card, email signature, signage, sales materials, vehicles, equipment labeling, website and all other promotions and communications.

EFFECTIVE SALES-BUILDING TOOLS

Operations, engineering, manufacturing, service and delivery personnel each need the right tools to execute their jobs with excellence.

The same is true of your sales team.

With the right tools, they can be highly effective in delivering the message with absolute confidence and maximum impact.



3

AN ENGAGING WEBSITE EXPERIENCE

A responsive website designed for effective engagement is one of the greatest assets for your sales team.

One they can access anytime and anywhere to help assist in closing business.

Today, websites continuously evolve in a fluid, dynamic fashion.

Set reasonable goals, establish a timeline, build (or rebuild) it and launch it.

Then commit to enhancing and improving upon it every month.

4

FOUNDATIONAL PRESENTATION

PUT THE “POWER” BACK IN YOUR POWERPOINT PRESENTATIONS

Limit presentations to 10 to 15 concise, high impact frames that can be delivered in no more than 20 minutes.

Designed as a deck or for in-person presentations, and small enough to send via email.

FEWER WORDS + MORE VISUALS = GREATER IMPACT

5

ONE-PAGE LEADERSHIP STORY

Big bulky corporate capabilities brochures are so last-century.

Instead, say it in a single info-graphic styled page that provides an instant understanding of your brand's unique value at a glance.

What do you do that brings value and benefit to your clients? Tell the story.

Keep reminding, reinforcing, and sometimes re-explaining what your value as a best-in-class brand means to them.

An ongoing outreach and engagement program will make this happen.

MAXIMUM OUTREACH & ENGAGEMENT

There's an unfortunate condition afflicting all-too-many B2B brands. We call it the "Everybody Knows Us" syndrome, and it's most noticeable with the more established B2B organizations. It's an unfortunate ailment, because the plain fact is that new people are entering into positions of purchasing authority all the time, frequently with no knowledge of your business, services or accomplishments.

You have to keep reminding, reinforcing, and sometimes re-explaining your value as a best-in-class brand. An ongoing outreach and engagement program makes this process easier and more efficient, (not to mention successful), than person-to-person communications alone.



6

THE ANNUAL CONTENT PLAN

Content reigns in the B2B marketing world.

Create a calendar and highlight all significant business periods during the year like tradeshows, industry events, product launches, seasonal buying spikes, etc.

Deploy regularly scheduled content that aligns with these goings-on of your business, audience, and industry.

Be disciplined and stick to your calendar. On average, it takes seven times to be noticed for the first time.

Automation and data intelligence tools like SharpSpring makes the process faster and easier. Above all, stay committed.

7

TARGETED SEARCH MARKETING EFFORT

A combination of organic and paid search methods drives viewers to your site.

Paid services have become increasingly important as a key element in an effective B2B search campaign.

Search considerations include a variety of paid formats, in addition to on-site and off-site organic search, with content fully integrated into the mix.

Focus on select keyword groupings, work on Long Tail market segment opportunities through content.

8

SOCIAL MEDIA INTEGRATION

Adopt and establish a comfort level with social media interaction.

Content can be deployed in a streamlined manner via scheduled posting platforms like Hootsuite.

It's the content itself that should form the foundation of your effort.

For social media platforms start with LinkedIn, then add Twitter.

Include YouTube videos as part in the content mix. It's essential.

9

TRADESHOW PRESENCE **AUGMENTATION**

It's important to be at industry events.

It's event more important to go with a strategic plan.

First, identify the one thing you want your attendance at the event to accomplish.

Drive all communications around that goal to maximize the quality and quantity of selling time.

Incorporate social media to create more engagement and provide instant gratification to prospects visiting your booth.

10

TRADE ADVERTISING EXPOSURE

Participate in trade media selectively.

Use directories or special editions to highlight new products, introduce services, announce technology innovations, etc.

It's not important to be in all publication, but selecting the right ones to maximize your visibility is. Research and choose wisely.

SALES SUCCESS!

With each one of these 10 components well developed and properly functioning, your sales team will achieve better success and greater results in the marketplace.

With the effort, the commitment, and yes, the budget to make it happen, prosperity follows.

We've seen it happen countless times.



WE'RE HERE TO HELP YOU.

Like so many things in today's 'never enough time' business world, doing these 10 things is easier said than done.

They can, however, be more easily and effectively achieved with a little help from the team at Delia Associates.

Let's talk about building a bigger, brighter future for your brand.

Call us today (908-534-9044) or [click here](#).

