



THE B2B DIGITAL SELLING TOOLKIT

Today's way to build b2b sales and unleash growth.

Welcome

to the four digital platforms that offer you virtually unlimited selling possibilities.



SOCIAL MEDIA

- Social Media Profile Enhancement
- Social Advertising
- Social Posts and Engagement
- Social Messaging Campaigns
- Sponsored Groups



VIDEO & VIDEO CONFERENCING

- Live Stream Presentations and/or Panels
- Pre-Recorded Presentations & Demos
- Video Consulting
- E-Sales Aids & Presentation Tools
- Knowledge-for-Sale



CONTENT & ADVERTISING

- Lead Magnet/Landing Page
- Paid Search
- Digital Trade Advertising
- Survey-to-Study
- Podcasts

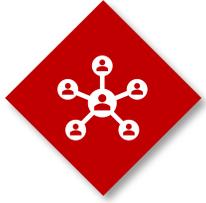


EMAIL & TEXTING

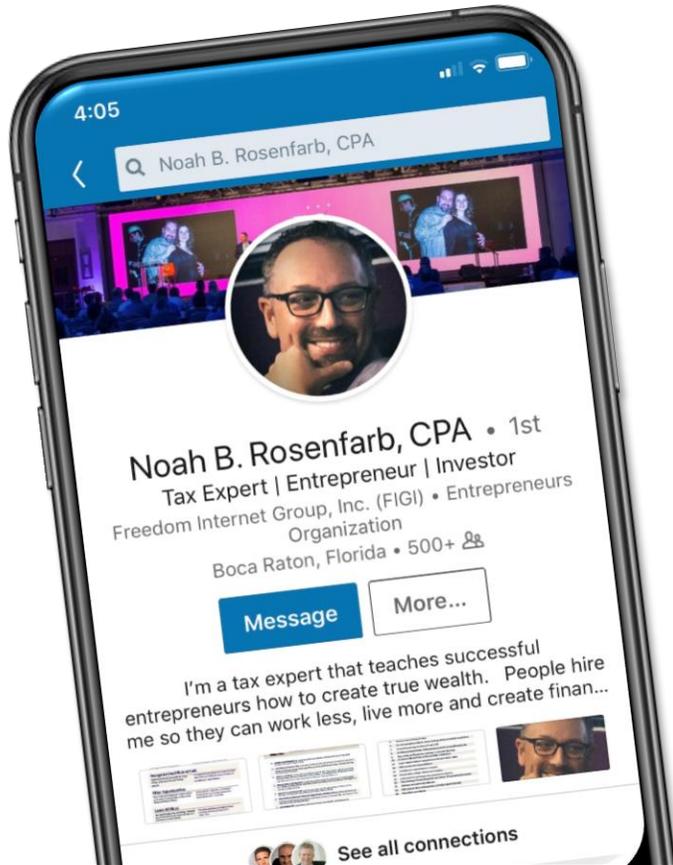
- Email Marketing
- Video Self-Email
- Automated Email Campaigns
- Text Campaigns
- One-Off Texting



SOCIAL MEDIA



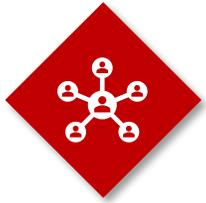
SOCIAL MEDIA



Social Media Profile Enhancement

As a brand ambassador for your company, how you represent on LinkedIn is a direct reflection of your company.

When creating a LinkedIn profile, engage people in a professional manner and showcase the things that are distinctive about you and your company.



SOCIAL MEDIA

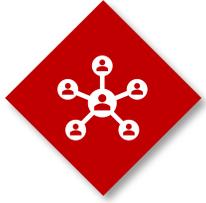
Social Advertising

Social advertising is an ideal platform to push out your professional content.

Of the various social channels, LinkedIn paid advertising is a good example. It tends to have a higher Cost-Per-Click (PPC) than Facebook and Twitter but it has a strong audience presence which provides value.

Pinning your most valuable posts to the top of your feed will generate maximum engagement.





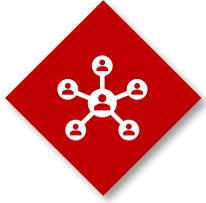
SOCIAL MEDIA

Social Posts & Engagement

A regular cadence of posting to social media is essential for the audience on that platform and is your best way to generate positive results..

When posting, use high-traffic and specific hashtags. Optimize what you post by applying some artificial intelligence and machine learning through tools like [RiteTag](#).





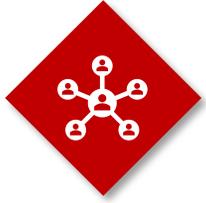
SOCIAL MEDIA

Social Messaging Campaigns

Setting up a series of automated messages and deploying them across social channels to a prospect profile that matches your key audience is an effective way to create engagement.

A channel such as LinkedIn is a great example and a good place to start.





SOCIAL MEDIA

Sponsored Groups

Set up and curating a sponsored group around your company's products or services. It's a smart way to generate connections and engagement without overtly selling.

You can also participate in other group discussions or even create your own group that may be appealing for others to join and follow.



GROWING
UP
B2B

**It's never too soon
to join Growing Up B2B... **JOIN
NOW!****



VIDEO & VIDEO CONFERENCING



VIDEO & VIDEO CONFERENCING

Live Stream Presentations and/or Panels

Start with a 30-60 minute live webinar or presentation.

You can then evergreen the webinar or presentation by using a tool such as [WebEx](#) or [GoToWebinar](#) to broadcast the content.

When you do, offer ways for people to sign up and add it to their calendar.





VIDEO & VIDEO CONFERENCING

Pre-Recorded Presentations & Digital Demos

Here's an opportunity to tell buyers why working with you makes their life easier and more valuable through pre-recorded, visual content.

To attract the most viewers, schedule the premiere of your presentation on a specific day and time, then announce and promote the anchor piece through all your social media channels.





VIDEO & VIDEO CONFERENCING

Video-Consulting

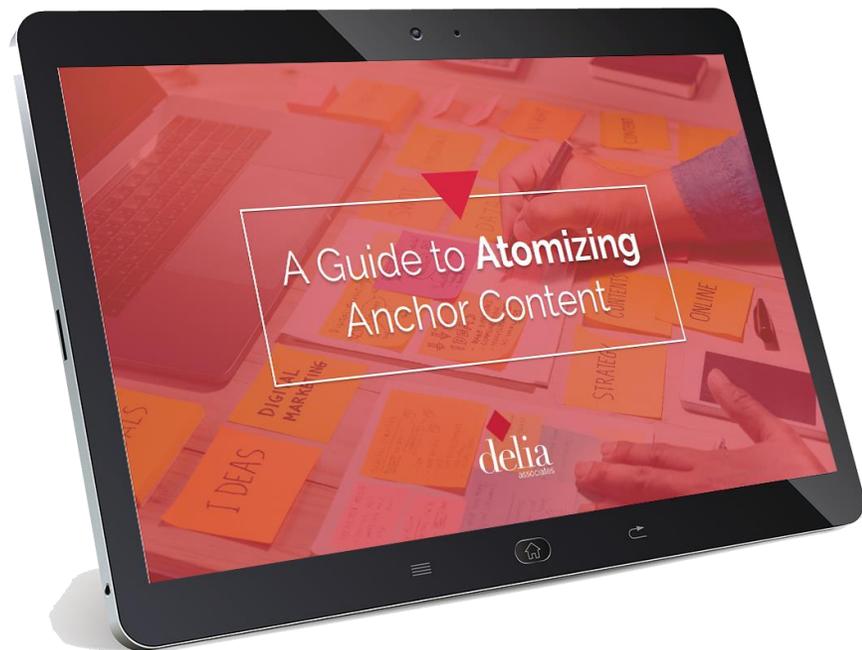
Video marketing is an important tool in today's economic environment. It enables you to connect with clients and prospects in a very real and human way.

Offering you audience a no-strings-attached consultation offers great value to them and the return appreciation can often result in future business opportunities.





VIDEO & VIDEO CONFERENCING



E-Sales Aids & Presentation Tools

We all have brochures and flyers. They can easily be converted into a digital format such as a PDF.

As part of your video activities, these digital information pieces can be offered to viewers for digital download and through a simple online download form, you can capture their contact information for future engagements.



VIDEO & VIDEO CONFERENCING

Knowledge-for-Sale

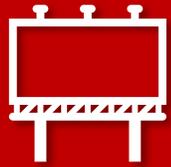
Sharing your knowledge with clients and prospects in a video conference builds connections that add value and distinction to both you and your company.

You can make the offer specific to your product and services or broaden it to include the general categories your company serves.

It's a great way to build confidence and trust in your ability to serve their needs.



CONTENT & ADVERTISING





CONTENT & ADVERTISING



Lead Magnet / Landing Page

Here are two direct and engaging ways to provide specific solutions and answers to your specific target personas.

Lead Magnets come in a variety of content formats, among them are white papers, videos, demos, guides and many more.

A content-related landing page on your website can house information you would like to share and offer downloads, such as your lead magnet or other relevant materials, all in PDF format.



CONTENT & ADVERTISING

Paid Search

As the biggest search and data company in the world, Google's offers capabilities that provide outstanding reach.

They have the highest intelligence for distributing ads and with a variety of sales tools and options, you can leverage their network and target your audience through text ads that show up everywhere.





CONTENT & ADVERTISING

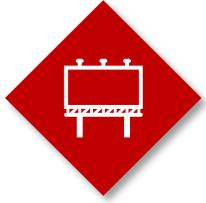


Digital Trade Advertising

Digital trade publications are a destination where industry-specific audiences go for news and information from a recognized source.

Much in the way traditional ad space is offered by "physical" magazines, digital ad banners and posts are sold directly by these online magazines and publications.

Unique to digital trade ads, a common phrase heard is "run of site." In this instance, a company's ads are featured throughout a publication's website for a specified time period.



CONTENT & ADVERTISING

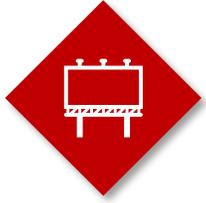
Survey-to-Study

This is an effective engagement tool in gathering details about your prospective customers.

A proven technique to encourage prospects to fill out a survey is by offering a free giveaway or download as a “thank you” for their participation.

If your company can offer a product or other deliverable you can make them available in a representative sample form.





CONTENT & ADVERTISING

Podcasts

Podcasts are an outstanding complement to traditional text-based content for the web. By putting out top quality podcasts that educate your prospects, you will be able to position yourself as an authority.

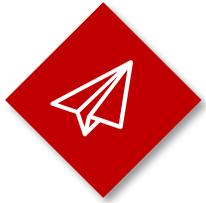
Keep your podcasts at around 15 minutes. This should be enough time to get your message across to the listeners without them feeling bored and to turn it off.

A piece or two of recording equipment are all that's needed to create a monthly podcast that you can distribute via [Anchor](#), [PodBean](#) and several others.





EMAIL & TEXTING



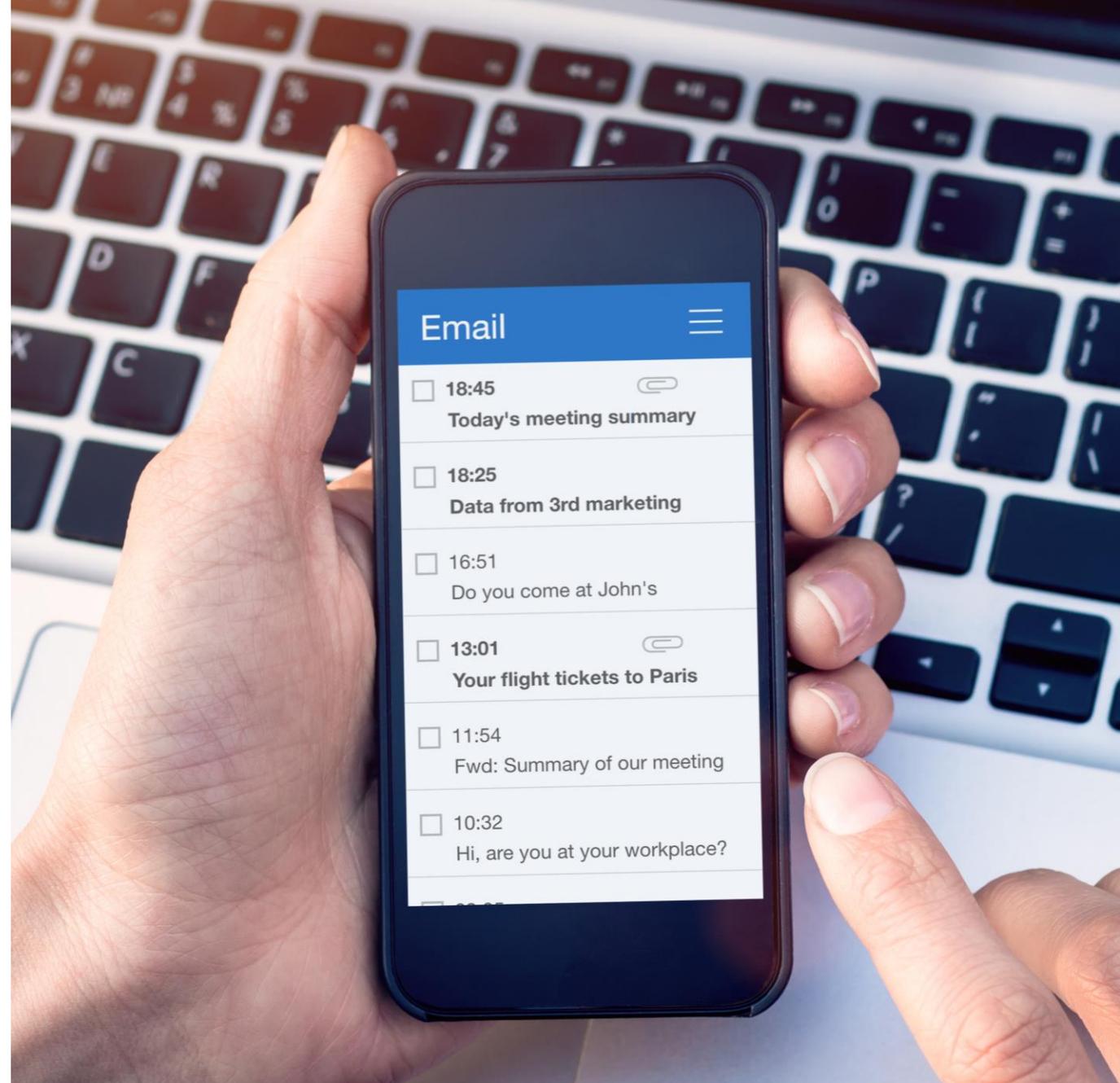
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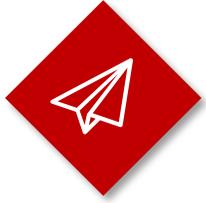
Email Marketing

Email Marketing offers a variety of different options. You can advertise via email services such as [Hubspot](#), [SharpSpring](#), [Mailchimp](#), or [Constant Contact](#), or you can purchase placements in other newsletters or email distributions such as NASA Tech Briefs.

Additionally, consider applying an RSS functionality to your blog content.

Finally, don't just distribute. Use this activity as an opportunity to collect data through the tools available on these email marketing platforms.





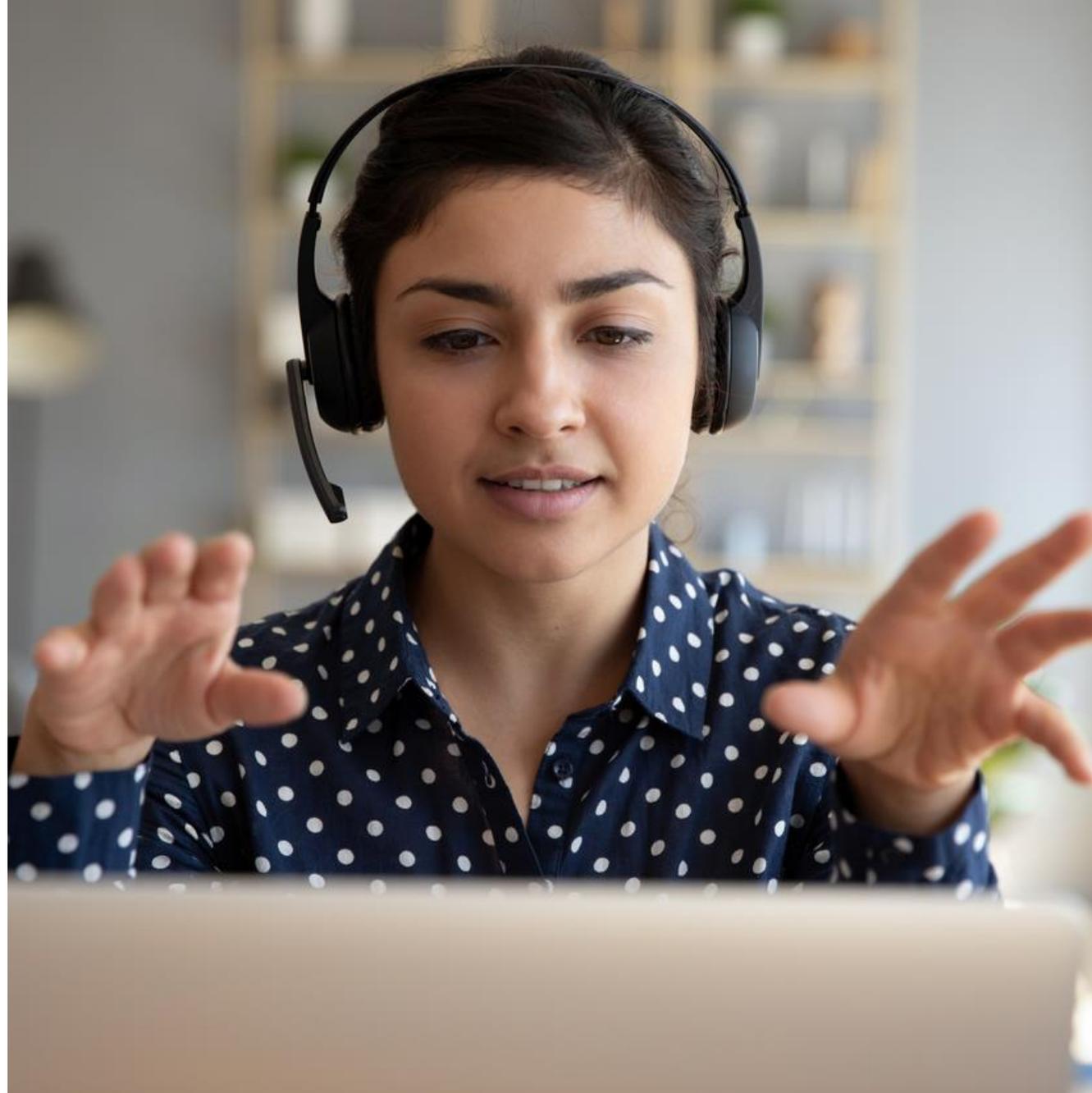
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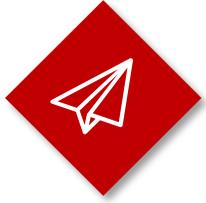
Email Marketing

In this digital era, sales professionals are leveraging visual content like video marketing to connect with more leads.

A self-recorded video is a great way to capture more attention when it's imbedded in your e-mail.

Today it's very difficult to meet a prospective customer in-person. Recording a video of yourself is the next best thing to a face-to-face interaction.



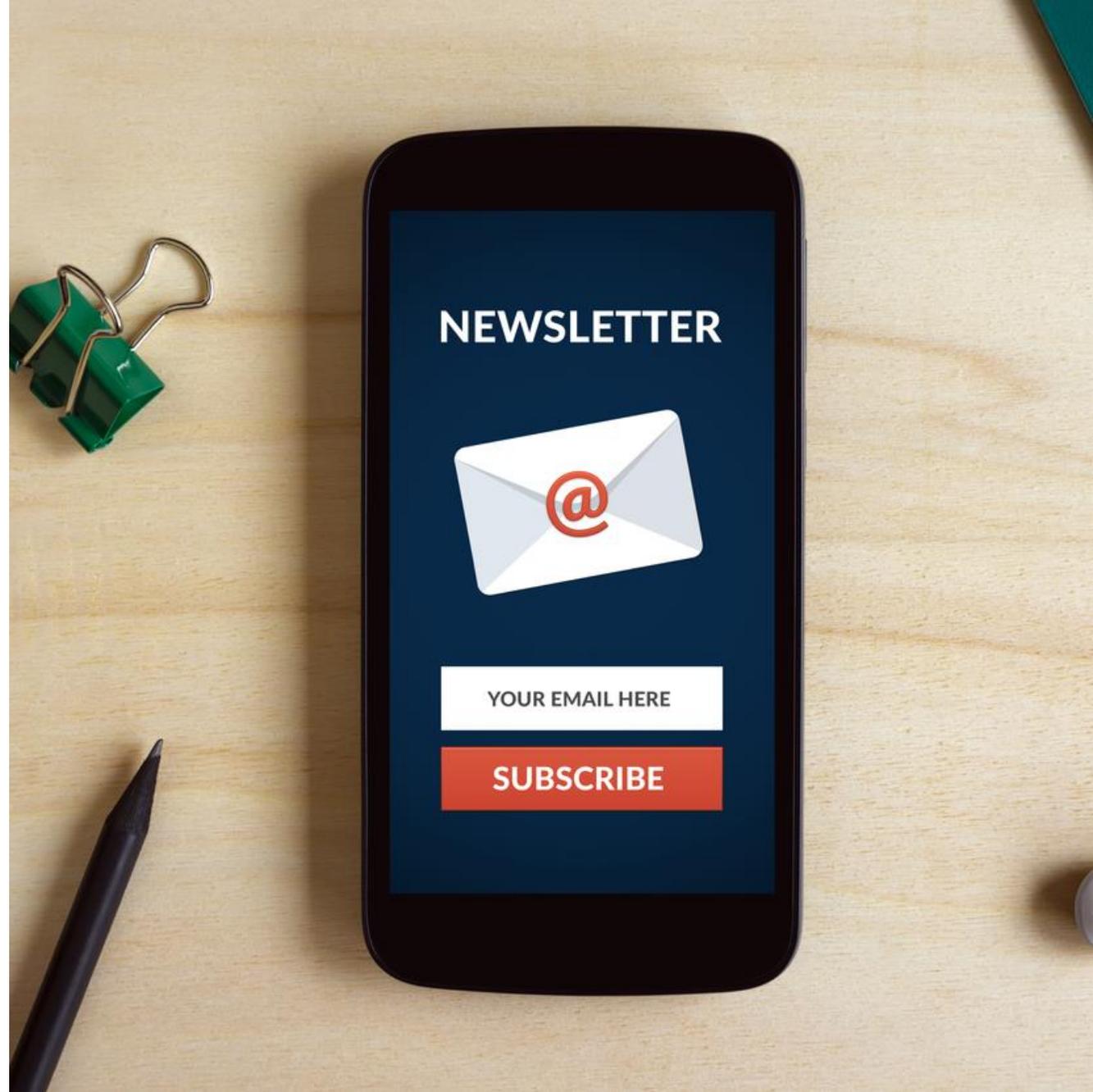


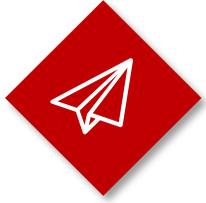
EMAIL & TEXTING

Automated Email Campaigns

Automated Email Campaigns are deployed via email services like [Hubspot](#), [SharpSpring](#), [Mailchimp](#) or [Constant Contact](#) and others.

Once you've developed a message that will interest the reader, set up several well-designed emails and deploy them to those opting-in. Automate your emails to reach your audience on a weekly or bi-weekly basis.





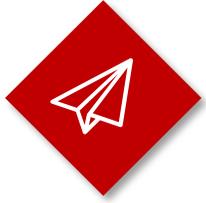
EMAIL & TEXTING

Text Campaigns

Text campaigns are another opt-in strategy.

A successful campaign can drive action, engagement and sales by notifying customers of your company's upcoming promotions, product launches, events and activities.





EMAIL & TEXTING

One-Off Texting

One-Off Texting will enable you to contact and advertise directly to your target list one-time with a clear call-to-action.

Use it as a way of encouraging engagement.
To be most effective, keep your message simple.





ARE YOU READY TO ... **GROW?**

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