

The Growth Guide for Digital Marketers

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Lead2Pipeline

BREAK
THE
FUNNEL





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How do Digital Marketers Contribute to their Company's Sales Pipeline?

Digital marketers contribute to the company's sales pipeline by using simple to complex strategies to accelerate the initiation of the sales funnel. More than that, they find leads that need a company's products and services, which increases prequalified leads and sales. How do they do that?

By Increasing Brand Awareness and Increasing Brand Reach

Digital marketers engage with audiences throughout the sales pipeline by leveraging platforms like social media, websites, and emails to enhance brand awareness. Consistent engagement puts the brand at the top of the minds of potential leads and builds a community around the brand's awareness.

This fosters trust and credibility, increases brand awareness, and inevitably increases brand reach, as well as the number of warm and prequalified leads a company accesses. Then, based on the sales pipeline stage, digital marketers leverage content marketing, SEO, and personalized engagement strategies to convert leads.



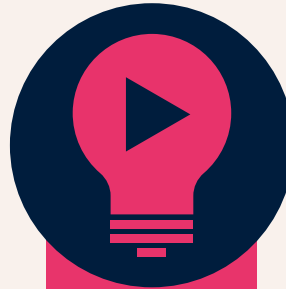
How do Digital Marketers Contribute to their Company's Sales Pipeline?

Content Marketing

Through high-quality, targeted content, digital marketers provide education that prospects use to empower their purchase choices. Blog articles and engaging social posts build brand credibility. When curated to solve problems for prospects, readers can engage with or share the content, ultimately increasing brand reach.

Content like reviews allows leads to experience the product or service from a source they might trust easily. Success stories provide social proof, real-life applications, and benefits of the products or services, making it easier for prospects to envision similar success.

These tactics guide users toward taking desired actions, such as signing up for a demo, downloading a resource, or purchasing outright.



SEO

Google favors high-quality content, too. Therefore, digital marketers aim to produce high-quality content to perform better on search engines and enhance brand awareness.

Practices like improving a website's quality and usability and ensuring content remains relevant to improve ranking on Google. Optimizing for SEO also drives organic traffic to the company, increasing brand visibility and awareness.

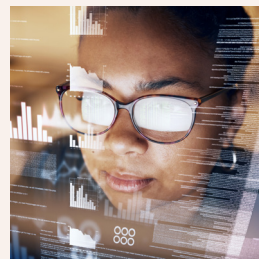
Personalized Engagement

When content is tailored to the interests and behaviors of prospects, it informs, engages, and nurtures them, which gradually leads prequalified leads toward making an informed purchasing decision.

Platforms like webinars provide an interactive platform where a company answers questions and addresses prospect concerns, showcasing the company's expertise. This also establishes the company as a thought leader, moving prospects further down the sales funnel.

Tactics like email marketing and advertising target specific leads with relevant information or offers, like discount coupons, which increase conversions.

How do Digital Marketers Contribute to their Company's Sales Pipeline?



By Improving the Quality of Leads

Digital marketers aim to ensure the right people find the products and services of a company. They also ensure that each lead is met by the company where they are—dependent on their stage of the sales funnel.

This is where effective use of data and analytics comes in. Digital marketers use tools like SEMRush and Google Analytics to determine what leads are looking for, how they find the company's products and services, and where they are in the sales cycle.

Using this information, digital marketers create an ICP for the sales pipeline and then refine their content strategy to reach each lead based on where they are in the sales funnel. Digital marketers equally prioritize efforts on leads more likely to convert using lead scoring systems.

Timely engagement based on lead behavior ensures leads get content at the right time and with the right call to action for conversion. An example is precision targeting, which is used for tailored ads for specific audiences.

These strategies ensure that the leads entering the sales pipeline are highly qualified and more likely to convert, driving sustainable business growth.

A photograph of two people, a woman and a man, looking at a computer screen. The image is overlaid with a digital code pattern, suggesting a tech or data theme.

How can Digital Marketers Help Accelerate their Company's Sales Pipeline?

It Provides Insights for Implementing More Effective and Impactful Marketing Strategies

Harnessing customer data allows digital marketers to pinpoint precisely what content to produce during specific seasons and determine the most effective channels to enhance engagement and drive lead conversion.

This data-driven approach ensures that marketing efforts are timely, relevant, and resonate with the target audience, maximizing impact. Moreover, insights into ongoing customer purchase behavior are invaluable for crafting personalized and targeted marketing strategies.

For example, by understanding the preferences and habits of your audience, digital marketers can tailor advertising campaigns to meet their specific needs, resulting in more focused efforts and significantly better results. That is because leveraging customer data enables digital marketers to craft highly personalized marketing messages and tailored offers, significantly enhancing conversion rates.

By understanding individual customer preferences and behaviors, marketers can deliver content that truly resonates with their audience, leading to more effective, meaningful, and impactful marketing efforts.



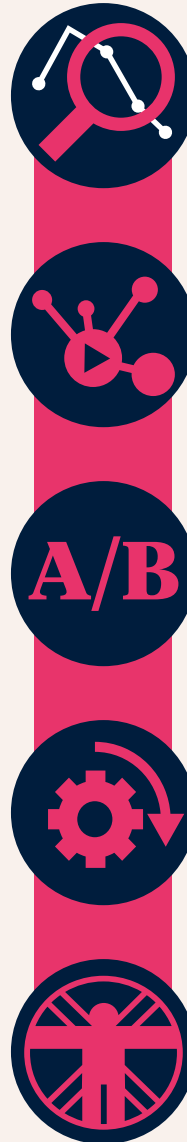
How can Digital Marketers Help Accelerate their Company's Sales Pipeline?

It Helps Prove Marketing Value for ROI

Determining marketing ROI can be challenging. For instance, while metrics like likes and shares on social media posts are easy to track, they often don't directly translate into revenue. This type of engagement data is invaluable for digital marketers as it provides opportunities to build deeper relationships with potential leads, ultimately leading to higher sales conversions.

Nonetheless, it still doesn't quantify marketing ROI. This is where the value of data in measuring ROI comes in: to accurately quantify marketing ROI, digital marketers must leverage data to set and achieve specific, measurable, achievable, relevant, and time-bound (SMART) goals.

Consider also that a well-optimized marketing strategy often aims for a marketing ROI ratio of 5:1, meaning that for every dollar spent on marketing, there should be a return of five dollars in revenue. Achieving this ratio will involve:



- **Data Analysis:** Continuously analyzing data from various marketing channels to understand which strategies are most effective. Also, by analyzing data from past campaigns, marketers can identify trends and patterns that indicate what resonates with their audience.
- **Channel Optimization:** Focusing on channels that yield the highest engagement and conversion rates.
- **Iterative Testing:** Conducting A/B testing to refine marketing tactics and improve performance over time.
- **Agile Marketing:** Adapting and experimenting with new strategies quickly ensures that marketing efforts remain effective and aligned with current market conditions.
- **Holistic View:** Understanding the interplay of various factors affecting campaign performance helps make comprehensive adjustments that enhance overall results.

By utilizing customer data and setting SMART goals, digital marketers can enhance engagement and effectively measure and optimize their marketing ROI.

How can Digital Marketers Help Accelerate their Company's Sales Pipeline?

Digital marketers can utilize specialty techniques like predictive modeling and automation to identify new opportunities to drive sales uniquely. These include:

1. **Predictive Modeling:** Predictive models can forecast potential conversions or sales, helping marketers allocate resources more efficiently before launching campaigns. Also, continuous analysis and adjustment based on predictive insights can refine marketing strategies, improving their effectiveness over time.
2. **Marketing Automation:** Automation ensures resource optimization since marketing teams stretch their budgets by performing tasks that would otherwise require significant manual effort. Automation also ensures consistent engagement where prospects receive timely and relevant communications, nurturing them through the sales funnel.

Digital marketers can also significantly accelerate their company's sales pipeline by integrating continuous experimentation into their strategies. These approaches enable more precise targeting, efficient resource management, and the agility to adapt to changing market conditions, ultimately driving sustained sales growth and improved ROI.

Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?

The process begins by profoundly understanding the client's pain points. By identifying these challenges, marketers can tailor each stage of the buyer's journey to provide customized solutions.

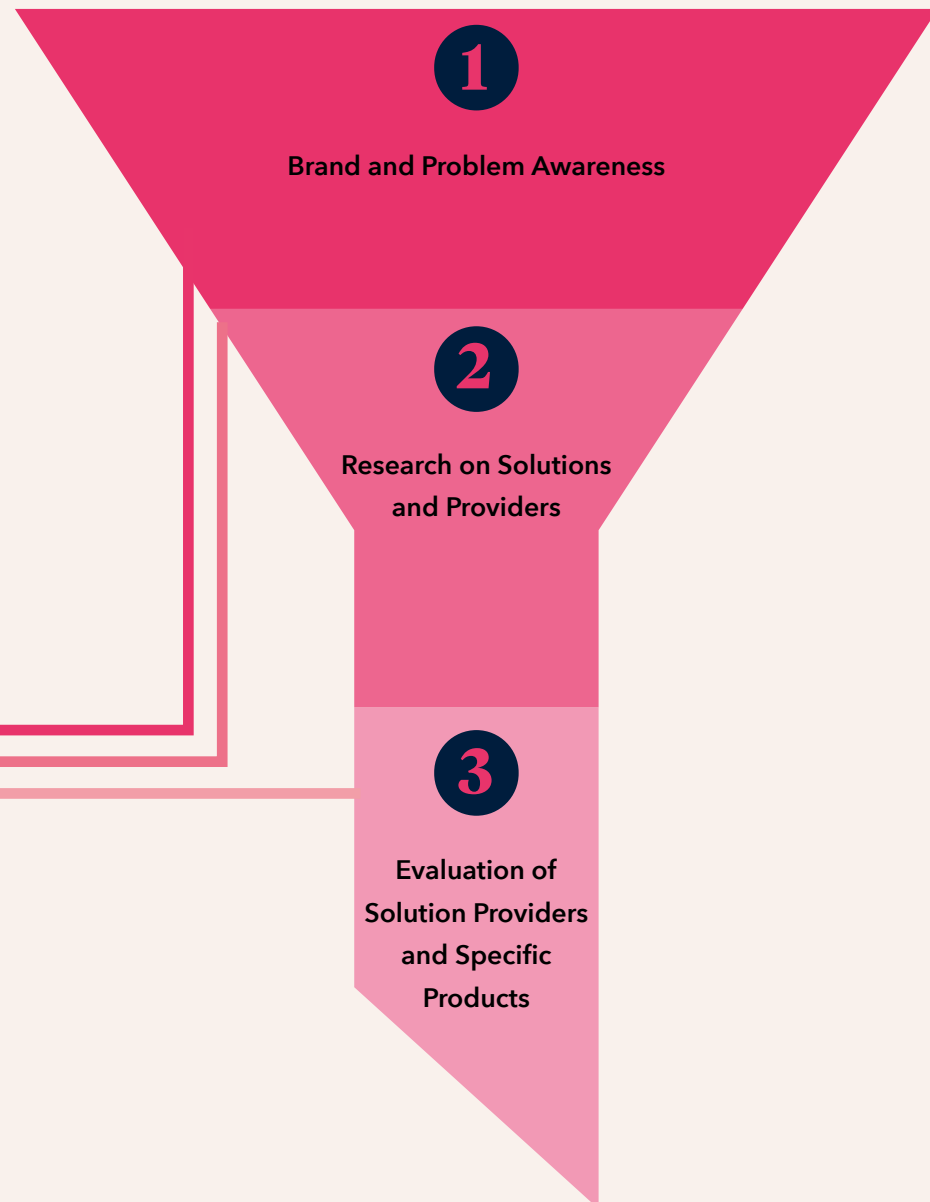
This approach ensures that every interaction and piece of content is precisely crafted to address potential client's specific needs and concerns—from the moment they recognize a need to when they make a purchase and eventually become loyal customers.

It equally involves knowing the proper channels to utilize, making aligning marketing strategies with the customer journey stages crucial. So, here are the channels digital marketers can optimize for the B2B buyer's journey at every stage of the sales funnel:

Top of the Funnel

Middle of the Funnel

Bottom of the Funnel



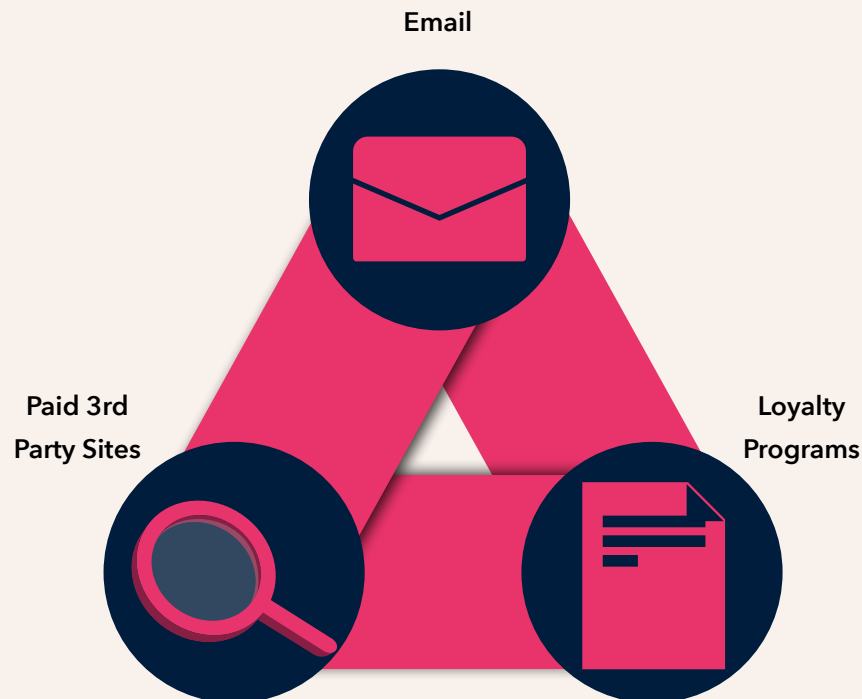
Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?



Brand and Problem Awareness

At this stage, B2B buyers are becoming aware of a pain point or a business need. Therefore, optimizing brand awareness and engagement strategies will help expose a company to B2B buyers, engage them, and show credibility and potential in the company's products and services.

The best channels to optimize for this stage include:



Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?

Email:

Email marketing is a powerful tool for regularly engaging B2B buyers, especially at the top of the sales funnel. Consistent email marketing builds relationships with B2B buyers and increases brand awareness.

Emails are also budget-friendly and offer measurable results, like showing the number of clicks on the link. So, to ensure emails attract and engage potential leads effectively, digital marketers can optimize emails through:

- Sharing relevant industry news, insights, and trends positions the brand as a thought leader.
- Providing in-depth guides and whitepapers that address common challenges and industry pain points.
- Segmenting email lists based on factors such as industry, company size, and job role to reach the right people for increased conversions.
- Using a clear visual hierarchy to guide the reader's eye to the most critical points.

TOP



Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?

Paid 3rd Party Sites (Advertising)

Paid 3rd Party Sites allow businesses to reach a broader audience beyond their websites by expanding a company's reach, building credibility, and driving targeted traffic.

They include platforms like industry-specific directories, content syndication networks, and affiliate networks. The benefit of using Paid 3rd Party Sites is that it increases visibility and drives traffic to a company's website by placing content on popular websites with a broader audience who may not discover the content otherwise.

This works because B2B customers will preferably go to platforms they know or ones they consider authoritative. As such, platforms like industry-specific directories that help businesses get discovered by users searching with a specific industry are perfect for enhancing brand awareness.

Backlinks from high-authority sites will also improve a company's search engine rankings and drive organic traffic. Digital marketers should use analytics tools to monitor the effectiveness of these campaigns.

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Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?

TOP

Loyalty Programs

Optimizing loyalty programs for B2B buyers at the top of the sales funnel involves designing programs that attract new prospects and provide immediate value and engagement opportunities. For instance:

Digital marketers can offer exclusive access to in-depth industry reports, whitepapers, and research findings that provide valuable insights to prospects. A good example is HubSpot, which offers free resources like eBooks and industry reports that attract new users and provide them with valuable information.

Companies can also offer sign-up bonuses or rewards for new prospects registering for the loyalty program or engaging with initial company offerings.

By implementing these strategies, digital marketers can optimize loyalty programs to engage B2B buyers at the top of the funnel.

Speaking of
In-Depth Content...



Read Now

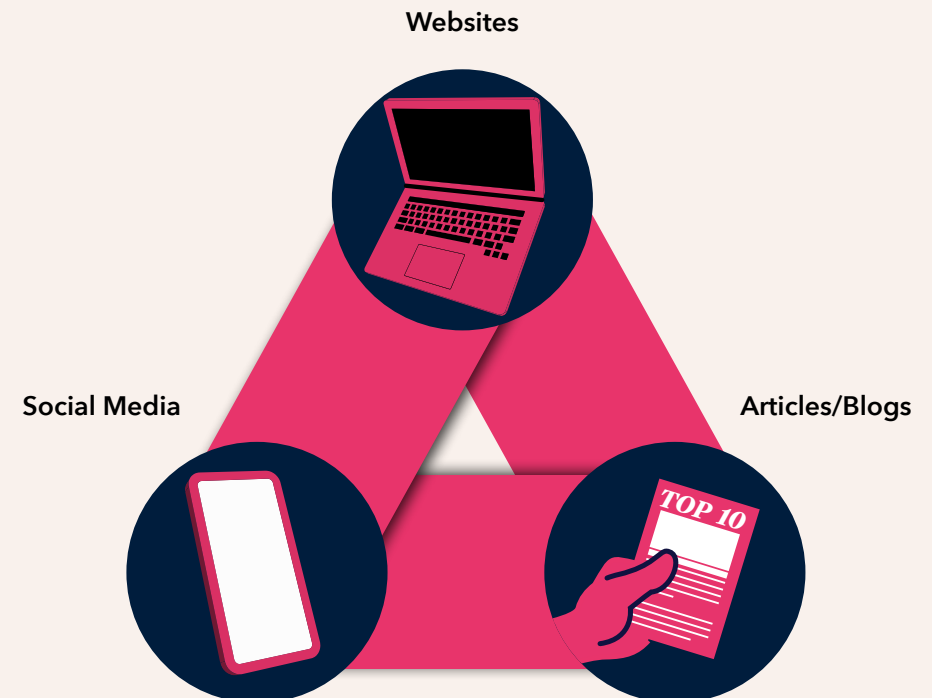


Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?

Research on Solutions and Providers

In the middle of the funnel, B2B buyers actively seek solutions or information to help them solve their pain points. Here, digital marketers should make digital marketing channels easy to find and be positioned as thought leaders.

This is where using search engines or web platforms like social media becomes a conduit for providing solutions B2B customers want. That said, the best channels to optimize for this stage include:



Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?

Website

Your website is the first impression a B2B buyer has of a company's brand. Therefore, it should be optimized to attract buyers and incentivize them to learn more about a business's products and services and how they can directly solve their challenges. Optimization here looks like:

Fast load times to reduce bounce rates and improve user experience.

- Easy to read and navigate pages
- Visually appealing content
- Fluid user experience on different devices, including mobile devices
- On-Page SEO using relevant keywords throughout the website to improve search engine rankings and attract organic traffic
- Technical SEO to crawl, scan, and rank websites across search engines

Optimization helps businesses find information quickly.



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Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?



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Social Media

Social media connects businesses to other businesses, especially on YouTube and LinkedIn platforms. Nonetheless, optimizing social media for B2B buyers in the middle of the funnel (MOFU) sales stage requires strategic engagement to nurture leads and move them closer towards purchasing.

For instance, digital marketers can provide value-driven content on social media to showcase expertise, engage with businesses in real time, and answer questions or address concerns directly. Posts or videos that gradually educate and nurture leads keep them engaged with a company's brand.

Businesses can also practice direct marketing to engage with potential leads, providing personalized content and addressing specific questions or needs. Businesses can also share thought leadership articles, industry reports, and research findings that establish a company's brand as an authority in their field.

An example is IBM—the company frequently shares thought leadership content on its LinkedIn page, positioning itself as a leader in technology and innovation.

Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?

Blogs/Articles

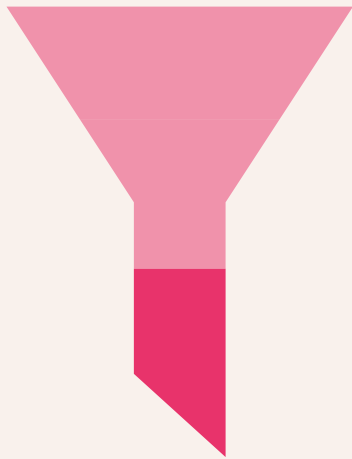
Remember, B2B buyers at this stage actively want solutions to their problems. Therefore, blogs here should carry high-quality content that addresses the needs and pain points of target B2B buyers.

Meta tags, descriptions, and alt texts for elements within the blog or articles should also be optimized for search engines to improve click-through rates. Internal linking practices within the blog will enhance web visibility.

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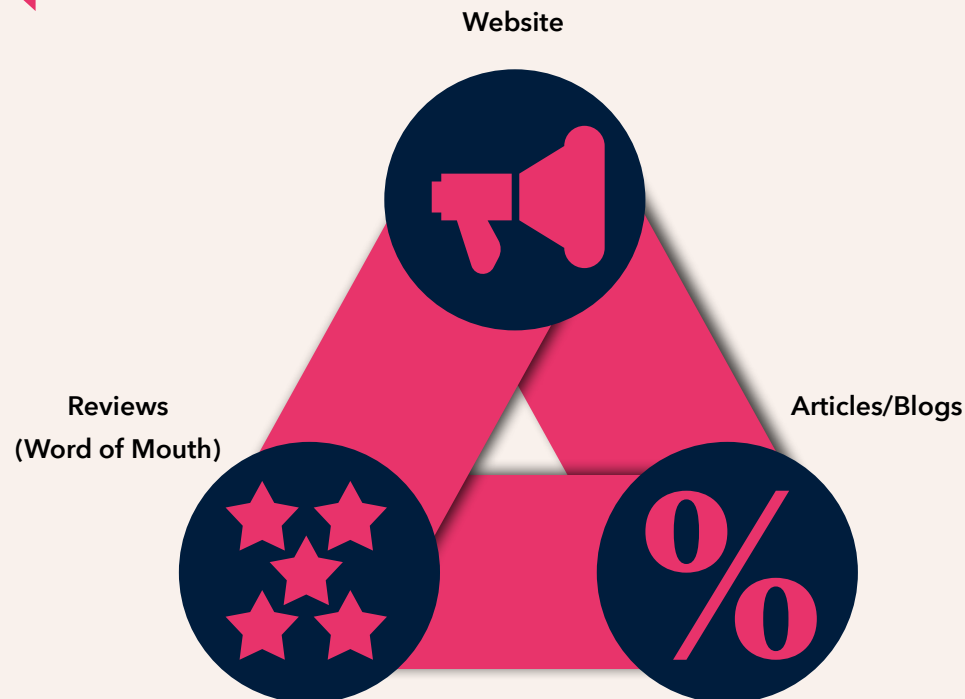
Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?



Evaluating Solution Providers

This is the stage where B2B buyers are aware of specific products and services, but they still need conviction before settling on a solution provider for their challenges. Here, B2B buyers check the reputation and credibility of a company and making social proof a critical tool for optimization in this stage.

The best channels to optimize for this stage include:

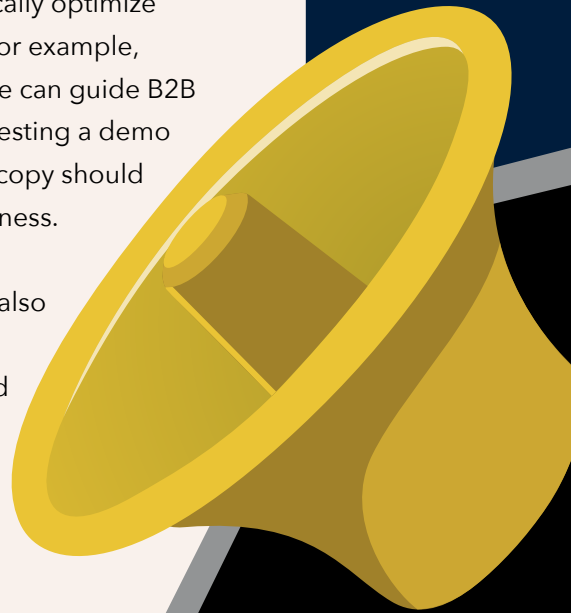


Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?

Website

Besides optimizing websites for more visibility and organic traffic, digital marketers should strategically optimize websites to encourage conversations. For example, strategically placed CTA within a website can guide B2B buyers toward desired actions like requesting a demo or signing up for a newsletter. The CTA copy should be compelling and concise for effectiveness.

Using conversion tracking analytics will also measure the effectiveness of your CTAs and marketing campaigns, enabling and facilitating data-driven optimization.



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Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?



Jacob Erling



“Avanan is experiencing tremendous growth. Supporting our sales pipeline is our marketing team’s top priority. Our funnel programs with Lead2Pipeline have outperformed other providers, giving us an edge over our competition. Data quality and targeting security buyers is just what we need to hit our goals.”

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Reviews (Word-of-Mouth)

At the bottom of the funnel, potential buyers are close to purchasing. Reviews and word-of-mouth can significantly influence their final decision. Here’s how digital marketers can optimize these elements effectively:

- Actively requesting reviews from satisfied customers. Sending follow-up emails or surveys asking for feedback after implementation or project completion.
- Displaying positive reviews and testimonials prominently on the website, especially on product pages and landing pages.
- Regularly sharing customer success stories, testimonials, and reviews on social media channels and engaging with customer reviews on social platforms and sites.
- Implementing referral programs that reward existing customers for referring new clients. The referral program should be visible and accessible to join.

By strategically leveraging customer reviews, case studies, social proof, referral programs, and active feedback monitoring, digital marketers can optimize their efforts at the bottom of the funnel. These strategies build trust and credibility, helping to convert prospects into loyal customers.

Which Digital Channels can Digital Marketers Optimize for their B2B Buyer's Journey?

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Social Posts

Social media is a powerful tool to reinforce buying decisions, address lingering concerns, and provide the final nudge to convert B2B buyers into customers. Here's how digital marketers can optimize social posts in this crucial stage:

- Creating posts summarizing detailed case studies, highlighting key results and the impact of products or services on businesses.
- Announcing limited-time discounts, free trials, or special offers to create a sense of urgency.
- Using clear and compelling calls-to-action (CTAs) to drive conversions.
- Sharing posts highlighting key metrics, ROI, and benefits that products and services provide.
- Creating social posts that compare products and services with competitors, emphasizing unique, specialty features and advantages.



Summary

Digital marketers contribute to their company's sales pipeline by increasing brand awareness, increasing brand reach, and improving the quality of leads within their sales pipeline. Leveraging platforms like social media, websites, and emails allows digital marketers to enhance brand awareness throughout the top of the funnel. Additionally, leveraging content marketing, SEO, and personalized engagement increases brand reach and convert leads.

Improving lead quality is largely made possible using tools like SEMRush and Google Analytics allow digital marketers to determine and prioritize efforts on converting leads using scoring systems. Responding to these analytics at the right time with the right calls to action generate higher conversions, which is best displayed by the precision targeting used to tailor advertising for specific audiences.

How do digital marketers help accelerate their sales pipeline? By implementing more effective and impactful marketing strategies and providing market value for ROI.

Working on a campaign's ROI requires digital marketers to intensely evaluate customer data, conduct agile marketing, testing iteratively, optimizing channels, and providing a holistic view of one's marketing strategy. Social media posts are a fantastic example of providing data and analytics to best optimize their sales channels and overall pipeline.

There are tools out there to help with some of these discrepancies. Predictive modeling, continuous engagement, and marketing automation are just two of these examples where digital marketers can accelerate sales pipelines and drive sustained sales growth and improved ROI.

There are a plethora of channels that digital marketers can use to optimize their B2B buyer's journey. These include channels ranging from websites, articles, social media posts, CTAs, testimonials, and much more. As digital marketers, it's our job to best handle our company's marketing campaigns to boost their profit margins. Using these growth marketing strategies will help you do just that.

Thank You



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