

building B2B marketing excellence – the Silicon Valley way

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- 1 - Customers first
 - 2 - Deliver for the chaotic
 - 3 - Create a seamless brand experience
 - 4 - Bring value to your audience
 - 5 - Personalize your content
 - 6 - Make your brand story part of your content
 - 7 - Repurpose and multiply your content
 - 8 - Make your website a part of your strategy
 - 9 - Use events as part of your strategy
 - 10 - Combine inbound with paid techniques

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artificial intelligence

now

Start using existing software that incorporates AI, such as LookbookHQ, Act On, etc..

over the next 12 months

Hire a data scientist for your marketing team!

the marketing tech stack

now

Make sure you have a CMS, CRM and an email provider. Once that's in place, start looking at marketing automation solutions that include website personalization technologies.

over the next 12 months

Appoint a chief marketing technologist!

account-based marketing

now

Determine if your price point is high enough to validate the investment. If it is, pick and implement a few tools to get you up and running.

over the next 12 months

Align with your sales team and pick 1-2 accounts to focus on. Make sure you have the relevant tracking tools.

brand gen campaign

now

Create some really juicy and unexpected content such as online videos.

over the next 12 months

Build out a marketing plan for 2018 that includes at least one brand gen activity in addition to your standard lead gen components.

neuromarketing

now

Read up on your target audience and use psychographic information to really understand what drives them.

over the next 12 months

Consider running some tests to better gauge the response and needs of your audience.

**we are sköna.
we are a b2b creative agency.
we launch, empower and
nurture brands. we tell stories.
we create success.
we solve business problems.
we drive results.**

