

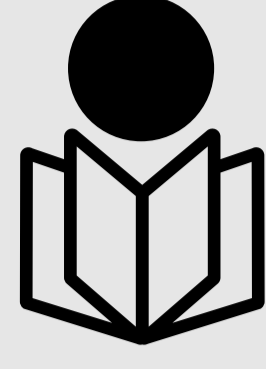
CHECKLIST OF A BEST-IN-CLASS B2B MULTI CHANNEL STRATEGY

INFOGRAPHIC



What core components are required for a highly successful B2B multi channel strategy that your competitors will seek to benchmark? How can you ensure it continues to deliver a fully integrated, seamless cross channel experience?

We've taken our first party research – conducted among 200 senior B2B marketers within our **Insights for Professionals (IFP)** community – one step further to uncover the top 8 features of a best-in-class multi channel strategy to understand exactly what this entails...



8 FEATURES EVERY MULTI CHANNEL STRATEGY NEEDS TO INCLUDE

1

CHANNEL ALIGNMENT WITH HOLISTIC MASTERPLAN



- Define your target audience
- Select appropriate channels to reach them
- Ensure channel content aligns with overarching plan and that messaging is consistent across all channels
- Regularly monitor and report on performance.



2

BRAND AWARENESS ACTIVITY TARGETING TOTAL ABM LIST THROUGH MULTI CHANNEL EXECUTION

Target your total Account-Based Marketing (ABM) list through multiple channels – primarily across a combination of Paid Social, Email and Programmatic Display...

...to create an immersive B2B brand awareness campaign, delivering timely messages at critical touchpoints.

3

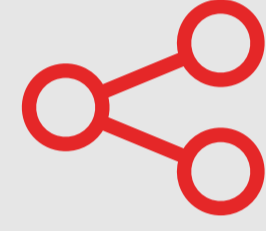
DATA INFORMED SEQUENTIAL MESSAGING AND REMARKETING FOR SUSTAINED MULTI CHANNEL ENGAGEMENT

2 key components of sequential messaging:

- Understand the engagement or buying state your target user falls under
- Adapt your messaging to enhance its relevancy and ability to resonate with them.

4

DATA INTEGRATION FOR UNIFIED REPORTING



Data integration allows you to:

- See the bigger picture
- Assess which channels are on track towards achieving your overarching goals, objectives and ROI.

Invest in a **centralized dashboard** that combines key metrics for a more unified and integrated overview – enhancing cross channel alignment and accurate reporting.

5

CHANNEL INTEGRATION WITH AUTOMATION PLATFORM FOR SEAMLESS EXPERIENCE THROUGH DEMAND GEN JOURNEY

Nurturing buyers keeps your brand front of mind.

Channel integration with your automation platform is key to achieving this: it consolidates data to provide an all-encompassing view of your buyers – allowing you to orchestrate cross channel messaging that delivers seamless multi channel experiences.

6

CLEAR OBJECTIVE AND KPI SETTING



What's the main objective of multi channel marketing?

- To reach your target audiences across multiple channels with consistent messaging that drives them to a purchase decision in favor of your brand.

They need to be **SMART**: Specific, Measurable, Achievable, Relevant and Time-bound.

KPIs need to focus on what your objectives are aiming to achieve. They can include:

- Conversions
- Revenue growth
- Website traffic
- Cost per lead
- Marketing Qualified Leads (MQLs)
- ROI



7

REGULAR COMMUNICATION AND ALIGNMENT OF CHANNEL TEAMS

Frequent communication to ensure:

- Channel messaging
- Content formats
- Performance learnings

are shared across channel teams is crucial to create:

- Transparency
- Consistency
- True alignment.

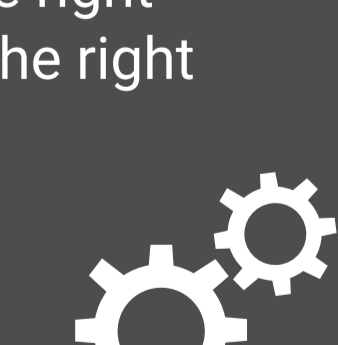
Weekly reporting = top method for ensuring all channels teams are working towards the same agenda, according to almost half (47%) of senior B2B marketers.

8

CONTINUOUS MONITORING, OPTIMIZATION AND IMPROVEMENT

Greatly helps to:

- Maintain control and visibility
- Better understand how your target audiences want to consume your content
- Serve the right content, to the right people, on the right channel and with the right messaging.



ABOUT INBOX INSIGHT

Inbox Insight amplify content globally to a community of 4.1M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360° perspective of your target audience with the right specialist knowledge to deliver effective B2B demand generation programs. Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

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