

What is a B2B marketing blueprint?

The marketing blueprint defines where you will play, your ideal customer profile and the segments you will target.

It defines the ‘*buying party*’; that group of decision makers, recommenders, influencers and even users on the customer side who have the problem you solve, and therefore, you need to build awareness with and engage.

It covers your message framework for communicating your story throughout their buying journey. It also defines the ‘*how*’; the messaging and content, how you will personalise that and the martech and data platforms that will enable success.

The blueprint unpacks and defines your roadmap for implementation and activation. It becomes your foundation for growth and clarity when pursuing customers in a complex B2B marketplace.



■ STEP 1

Aligning goals & objectives.

Only half of B2B businesses have strong alignment between sales and marketing*. Bring together key stakeholders to align on mutually agreed goals and objectives, then translate into program metrics to track and optimise performance.

*Green Hat/BBN/AMI B2B Outlook Research Report green-hat.com.au/b2b-report

■ STEP 2

Know the customer.

Uncover actionable insights about your audience, marketplace and competitive set through in-depth qualitative research with prospective, current, lost and churned customers. Segment your audience within your ideal customer profile and examine their third-party (in-market) intent. Be laser-focused on building out personas, uncovering their pain points, buying journey, information needs and triggers.

■ STEP 4

Design personalised journeys.

Right time, right message, right person relevance is paramount – especially given that, generally, only 5%* of your target audience is in market at any one time. You will need to connect with a target account many times before they will become a qualified opportunity. Use test-and-learn experimentation to find which channels optimise your conversions.

*Ehrenberg-Bass Institute for Marketing Science 2021

■ STEP 3

Craft the story & content.

Based on your brand strategy and core value proposition, develop a message framework that contextually talks to your target segments. Consider core message pillars that can ladder down to relevant themes for different audience segments. In B2B, these are typically industry, use-case or persona based or may be account based for 1to1 ABM activation. Map your content across the key buying stages.

■ STEP 5

Empower sales to win.

Give your Sales team an unfair competitive advantage by feeding them account and persona buying signals. Use third-party intent signals to shed light on what your target accounts are showing interest in. Combine this with your own (first party) tracking information alongside enriched account data. Agree on the lead/account management process, terminology (eg MQA, MQL) and a scoring model.



■ STEP 6

Measure what matters.

Refer back to your goals and objectives and define metrics that will be your indicators of success. The five key B2B measurement categories are pipeline stages/conversion, brand awareness, channel attribution, content consumption and database quality. Audit your data, identify gaps and subscribe to data enrichment services suitable for your business.



■ STEP 7

Define martech & data platforms.

Integrated platform automation is a ‘must-have’ to enable an engaging, personalised customer experience. Review your current tech stack in light of your strategy. Design today’s stack with an eye on what you will need tomorrow. Your CRM, MAP and website CMS must all speak to each other. Consider an ABM platform of 1: Many and 1:1 if account targeting is fundamental for your business.

THE OUTCOME

An actionable strategy.

An actionable roadmap that provides clarity on your key areas of focus, ensures alignment across your revenue teams and with the broader business, and ultimately provides an activation model that can be tracked and optimised.



“ We now have a clear roadmap that we’re working to and Green Hat were invaluable through this process. ”

Head of Network Development
Sigma Healthcare