

# The 7-Step B2B Marketing Strategy Blueprint

## What is a Strategy Blueprint?

An effective and proven marketing Blueprint strategy specifically for B2B organisations.

This is achieved by working collaboratively with our clients and taking them through a robust methodology – one we've developed here at Green Hat. Over the past five years, we've completed over 50 Blueprints for clients and continue to refine and adapt this strategy development process to ensure it stands the test of time.

It provides B2B marketers with a firm platform from which to strengthen brand across launch campaigns, build lead generation and nurture programs, gain stakeholder buy-in and support for their go-to-market activities.

**"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

## Step 3. Communicating Your Brand Proposition

We develop messaging that aligns with your audience's needs, challenges and expectations. This will help you build context that ignites interest, strengthens brand recognition and builds credibility and trust. We help you personalise your customer engagement, identify the preferred customer channels and build a best-practice nurture program.

## Step 2. Understanding Your Customer

Starting at a high level, we define your segmentation and ensure you have market intelligence to clarify the size and value of your market. Then you can be laser-focused on building out the personas of decision makers and influencers, uncovering their buying journeys, consideration set, touchpoints and triggers. We can then assess the target audience coverage and gaps in your database.

## Step 1. Aligning Goals & Objectives

Bringing key stakeholders together from across the business – such as C-suite, Sales, Marketing and IT – is critical to ensure complete alignment of goals and objectives. Our foundational diagnosis helps to define the key focus areas for the business, the brand, Sales and Marketing. These shape the priorities for the blueprint to address.

## Step 4. Mapping Your Content

By creating a touchpoint journey map, we map what's in the hearts and minds of your personas at the various stages. This allows us to align your content to present at the right time. There are many dimensions to content marketing and we help ensure your branded content will add maximum value to your customer, across the most relevant channels and touchpoints.

## Step 5. Designing Your Customer Lifecycle Process

Collaboration between Sales and Marketing is paramount. Lead classification, tracking, scoring and routing are all necessary for effective lead management. Lead classification should be aligned to the Sales team's expectations, tracking should be in place before activation, scoring enables you to measure readiness to buy, and systematic lead routing minimises lead leakage as they are marked 'sales-ready' in the CRM.

## Step 6. Measuring Performance

The performance of your marketing activity must be meaningful to your stakeholders as they need to see value from their perspective. ROI expectations can vary between stakeholders – we help you identify what's important to measure and design systematic reporting processes that support the business case for ROI-aligned marketing investment.

## Step 7. Determining Your Martech Stack

Your 'martech stack' can be a significant investment – and with so many options, very confusing! When we have clarity on strategy, we can provide independent assessment of platforms that will support your go-to-market. A key factor here is integration, so we consider data flows between the MAP, CRM, website, your analytics dashboard and other marketing tools.

## The Outcome: An Actionable Plan

The deliverable from a Green Hat Marketing Strategy Blueprint process is a tailored roadmap that provides clarity on your key areas of focus, ensures alignment with broader business and growth goals, a strategic go-to-market direction and, ultimately, implementation readiness.

We invite you to find out more  
Have a chat: 03 9290 9777  
Visit: [green-hat.com.au](http://green-hat.com.au)

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