DIGITAL MARKETING FOR B2B

Course overview

This course opens the gate of Digital Marketing specifically for B2B (Business to Business). How does the Marketing funnel work for B2B? How to use LinkedIn as a Marketing tool for B2B? How to use e-mail Marketing as a tool for B2B? Does Personal and Employer branding play a role in B2B Marketing and what tools can be used to enhance them? These are all questions you'll find their answers in this course.

What will you learn?

- Understand B2B Marketing Landscape
- Be able to build your B2B Pipeline
- Learn B2B Pipeline
- Learn the best practices of using LinkedIn as a Marketing tool for B2B
- Learn how personal and employer branding affect your B2B
- Learn how to use LinkedIn as a Marketing tool for enhancing personal and employer branding
- Learn how to get leads using LinkedIn advertising
- How to read LinkedIn advertising insights and take corrective actions
- Learn how to run an e-mail campaign for B2B
- Learn the best practices of e-mail campaigns for B2B

12 Total Course **HOURS**

3 DAYS (**4** hrs each)

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Course Outlines:

The Landscape of B2B Marketing:
B2B Marketing Landscape
Definition & fundamentals of B to B Marketing
B2B vs. B2C: Marketing Funnel or Pipeline?
Competitive Analysis between B to B and B to C Marketing

B2B Pipeline:
Building your B2B Pipeline
Getting Leads
Scoring leads

Best Practices of using LinkedIn for B2B Marketing:
Introduction about LinkedIn
The History of LinkedIn
The Status of LinkedIn Nowadays in B2B Marketing
Why LinkedIn Is Useful in B2B Marketing
How Personal Branding Affects your B2B
How to Fulfill Personal Branding via Linkedin
How Employer Branding Affects your B2B
How to use your LinkedIn company page as a Marketing tool
LinkedIn Lead Generation advertising
LinkedIn InMail advertising
Other types of advertising on LinkedIn
How to read LinkedIn advertising insights

Best Practices of using e-mail campaigns for B2B:
Introduction about e-mail campaigns and how they work
The winning e-mail format that drags your clients
Best Practices for e-mail campaigns timing
Best Practices for e-mail campaigns targeting
Other Best Practices for e-mail campaigns