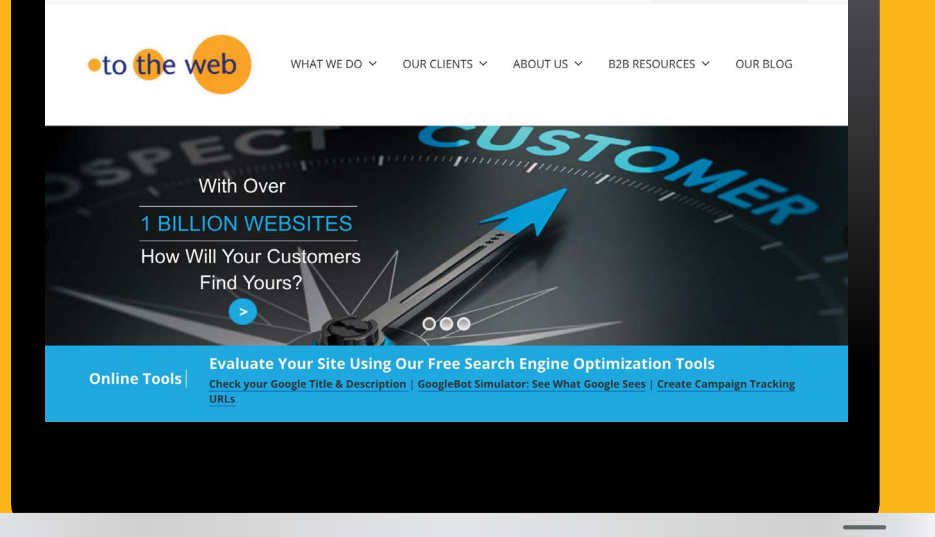


WHICH MEDIA CHANNELS DO THE BRIGHTEST B2B MARKETERS USE TO DRIVE LEADS?



Smart marketers use multiple platforms and channels in their strategic marketing mix to **influence buyers** along their journey to a purchase decision.



OWNED



GET STARTED

Create a content-rich website, viewable across desktop and mobile devices, that meets the needs of buyers across all stages of the sales cycle.

• Mobile-Friendly Website

• Original Content (Reports, Surveys, White Papers, eBooks, Infographics)

• Corporate Blogs

• On-Site Tools

• Mobile Apps

• Videos and Podcasts

• Webinars

• LinkedIn Corporate Page & Management Profiles

• YouTube, Vimeo, iTunes Channels

• Corporate Facebook, Twitter, Google+ Profiles

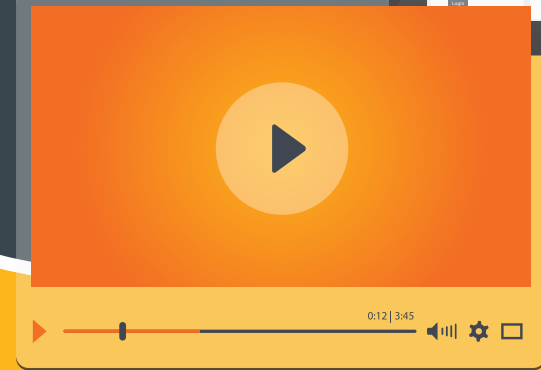
• SlideShare Presentations

• Email Marketing

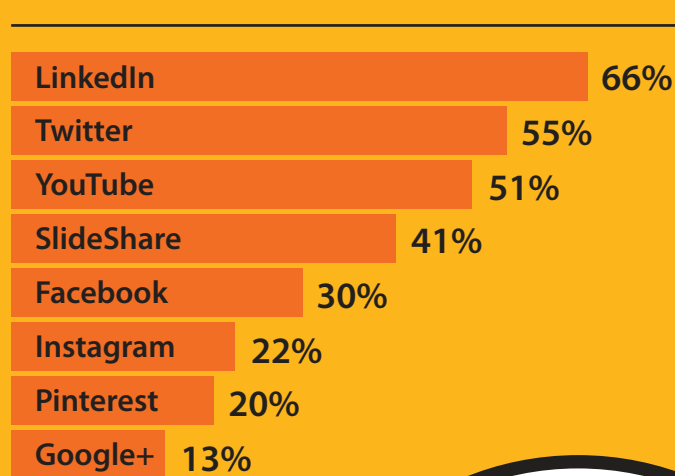
• LinkedIn Sponsored Updates

70%

OF B2B BUYERS ARE WATCHING VIDEOS THROUGHOUT THEIR PATH TO PURCHASE²



EFFECTIVENESS RATINGS FOR B2B SOCIAL MEDIA PLATFORMS⁴



ALMOST
1 IN 5
B2B BUYERS WATCH OVER AN HOUR OF B2B-RELATED VIDEO CONTENT⁵

B2B CONTENT MARKETING TACTIC USAGE³



³2016 B2B Content Marketing Benchmarks, Budgets, and Trends
Source: Content Marketing Institute and MarketingProfs



EXCITE YOUR BUYERS WITH EASY-TO-CONSUME CONTENT THAT YOU PROMOTE EVERYWHERE.



EARNED

Optimize all online content for high search visibility. Repurpose your best content on other platforms. Create a lead magnet by offering something buyers value – give it away for free!

- Search Engine Ranking
- Word of Mouth, Contributed Comments, Likes, Shares
- High-Quality In-Bound Links
- Relationship w/ Bloggers
- Wikipedia Corporate Page
- User Forum Discussions
- Press and News Articles, Written Reviews
- Posts on Facebook, Quora
- Twitter Retweets & Hashtag Content
- Posts on Google+
- LinkedIn Groups & Recommendations
- Crunchbase, ZoomInfo (business directories)

ABOUT
71%
OF B2B BUYERS START ON A GENERIC SEARCH QUERY⁶



PAGE POSITION MATTERS. THE MOST VIEWABLE POSITION FOR ADS IS RIGHT ABOVE THE FOLD, NOT AT THE TOP OF THE PAGE.⁷

76%

OF B2B SEARCHES FOR TECH PRODUCTS AND SERVICES IN ENGLISH OCCUR OUTSIDE OF THE U.S. AND CANADA⁸

81% OF NON-C-SUITERS HAVE A SAY IN B2B PURCHASE DECISIONS⁹

MILLENNIALS

Account for almost half of all B2B buyers, an increase of 70%¹⁰

76%

OF NON-VIEWABLE ADS WERE NEVER ON SCREEN. THEY WERE IN A BACKGROUND TAB OR NOT ON THE SCREEN AT ALL.¹¹



90%

OF B2B USERS WHO ARE ONLINE USE SEARCH SPECIFICALLY TO RESEARCH BUSINESS PURCHASES.¹³

PAID

Expand marketing efforts with paid advertising to reach new, relevant buyers.

- Paid Search Advertising
- YouTube Advertising
- LinkedIn InMail, Display Ads & Sponsored Updates
- Remarketing & Display Advertising
- Content Syndication: Paid Content on 3rd Party Sites

REVENUE

Worldwide mobile advertising revenue will expand 3.5X its present size by 2016.¹²

ARE YOU USING ALL THE CHANNELS THAT SMART MARKETERS USE?

GO BENEATH THE SURFACE & DRIVE MORE LEADS

Call ToTheWeb

650.627.8800

Test your Title & Meta Description Visibility in Google

USE OUR FREE TOOL

Sign Up for our eLearning Content



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^{1,2,5,6,9,10,13}Google/ Millward Brown Digital, "B2B Path to Purchase Study," 2014 | ⁷Google, "The Importance of Being Seen: Visibility Insights for Digital Marketers and Publishers" study, November 2014 | ¹¹Google Internal Data, Q4 2013 | ¹²Google, "Are Your Video Ads Making an Impression?" study, April 2015 | ¹³Yankee Group

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