

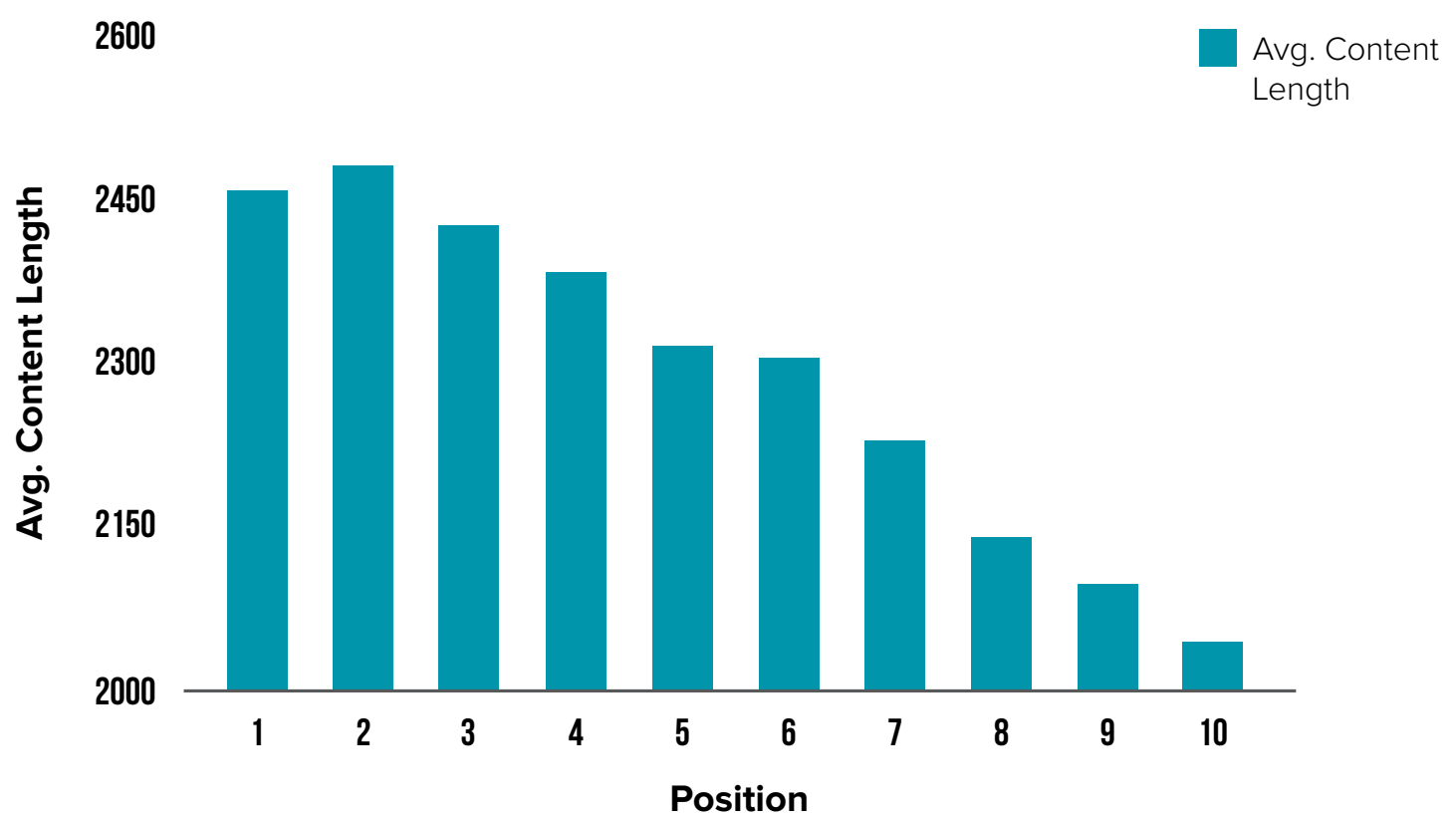
6 WAYS TO STRENGTHEN YOUR FIRM

01 CREATE EVERGREEN CONTENT

Longer content about issues that will remain relevant for years helps your content stay higher in search rankings.

(Source: <http://searchengineland.com/seo-user-science-behind-long-form-content-230721>)

Avg. Content Length of Top 10 Results



02 OPTIMIZE YOUR WEBSITE FOR VOICE SEARCH VISIBILITY

Globally there are more than 2 million devices equipped with Google Assistant, Siri, Cortana and Alexa. Traditional search is still king, but voice search is growing.



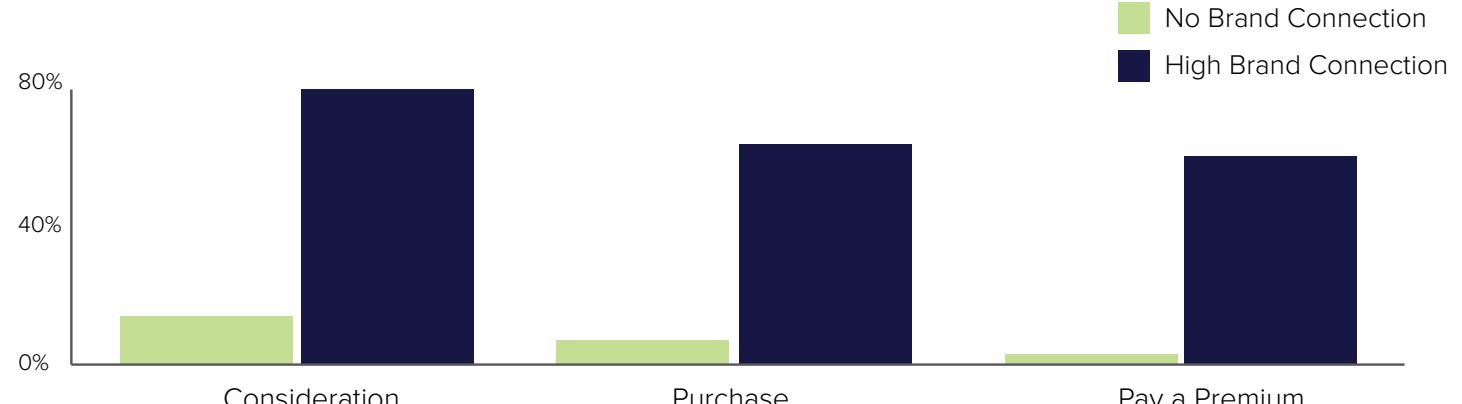
Source: BrightLocal Study

03 CREATE A MEMORABLE BRAND

“A useful framework for understanding the duality of human decision making comes from Jonathan Haidt’s metaphor of the elephant and its rider. The rider is the conscious, rational mind while the elephant represents the unconscious, emotional mind that cannot be controlled by the rider’s sheer force. In the world of B2B buying, the rider is the buyer trying to make a rational decision but often influenced by gut feelings and emotions (the elephant)—whether consciously or not.”

(Source: “From Promotion to Emotion” white paper from the CEB Marketing Leadership Council)

Impact of B2B Brand Connections



n = 3,000
Source: CEB/Motista Survey

04 EXPLORE ACCOUNT BASED MARKETING

Response rates from ABM accounts:



Online activity from ABM accounts:



Number of new contacts in ABM accounts:



Internal stakeholder feedback:



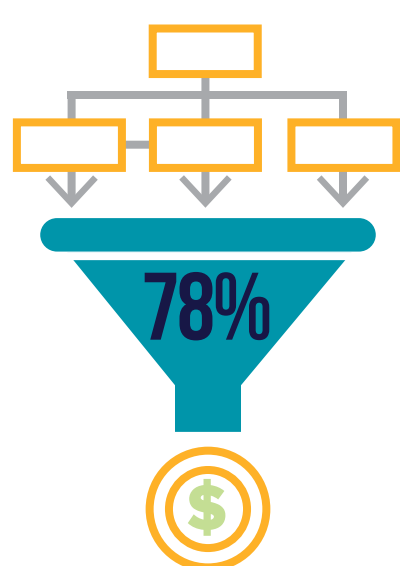
Participation in all marketing activities:



(source: <https://blog.kissmetrics.com/account-based-marketing-no-brainer/>) *Account-based marketing targets specific companies as potential clients rather than an entire niche industry.

05 USE AUTOMATION AND SEGMENTATION

More and more B2B organizations are using marketing automation tools. According to a recent study, 78% are using marketing automation, primarily to improve lead nurturing and lead generation.



(Source: <http://www.marketingprofs.com/charts/2016/31276/how-b2b-companies-are-using-marketing-automation>)

06 FOCUS ON THE CLIENT EXPERIENCE

Emails that respond directly to a person’s needs are the most likely to be opened and shared. The same holds true for content on your website and social networks. Make sure your clients and prospects can find what they need when they need it.



(Source: <https://www.marketingsherpa.com/article/chart/viral-email-tactics>)

