

# 6*Best* practices for using inbound marketing for B2B

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*As we have already established, inbound marketing is an important part of B2B marketing because in today's business world, the focus is on the customer – no matter what you're selling or who you're selling to. By providing valuable information for your business customers and end users, you can earn their trust and boost brand awareness without using traditional, more disruptive marketing techniques.*

*Here are some best practices for incorporating inbound marketing into your B2B strategy.*

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# 1 . *Think long-term*

[ This long-term approach is ironically what makes inbound so suitable for B2B. The reason for this is that B2B companies are usually selling higher-priced products and services, so prospects take longer to research, compare, and evaluate before purchasing. Successful inbound marketing also takes time, patience, and effort. Whether its establishing your company as an industry expert through frequent blog posts or engaging with prospects via social media, it's critical to show you care about their experience with your company by being in it for the long haul. This is how you build your reputation as the go-to place for business customers. ]

## ***2 . Use an integrated online and offline marketing approach***

[ Face-to-face interactions are especially important in the B2B world where long-term relationships are central. As you increase your online engagement with customers, find valuable ways to complement it with offline strategies that offer value. Examples include attending trade shows to meet prospects face-to-face, giving away free samples through online portals, offering live demos of your product, and joining social media groups to find in-person networking opportunities. Read more about this integrated approach here. ]

### ***3 . Get input from industry experts***

**[** 96% of B2B buyers say they are looking for content that offers industry thought leadership. Collaborate with those who are known for their industry expertise and reach out to knowledge leaders who already have an audience. It gives extra substance to your content, and your collaboration will increase your company's exposure. **]**



## 4 . *Create content regularly and go deep*

You can easily apply and reap the benefits of inbound marketing by increasing the number of blogs you publish and creating more in-depth posts. Hubspot reported that B2B companies that published more than 11 blogs per month saw nearly 3X more traffic than those who blogged 0-1 times monthly. Companies that posted 16+ blogs per month had 4.5X more leads than those who blogged 0-4 times monthly. Statistics also show that longer posts attract more traffic and google search attention. To boost your digital marketing, create quality content often and go deeper with longer blogs backed by cited sources and statistics.

## ***5 . Get the content in front of your targeted prospects***

[ In order for your content to be relevant, you need to understand your potential customers' buyer's journey. Then, get the tailored message in front of your targeted audience at all stages of the journey through blogs, social media, email marketing, SEO, paid campaigns, and promoted posts. Improving SEO alone significantly impacts lead generation and boosts sales. By getting the right content out in front of your prospects, you can increase the exposure of your business, products, and services. ]

## 6 . *Nurture your leads*

Once your content starts to generate leads, you'll want to have a seamless process in place to nurture them until they are ready to purchase from you. This means making sure your marketing and sales teams are aligned and fully understanding what stage of the process your leads are in so that you don't contact them prematurely, or lose them if you wait for too long before you do.