

# B2B Communications



3 Lessons

NEW

Lesson 1 20 min

Lesson 2 26 min

Lesson 3 18 min



## Learn about

With more channels and information available to buyers, the B2B landscape has shifted dramatically, and B2B businesses are now transforming the ways they communicate. In these lessons, we explore how this landscape has changed and what this means for B2B businesses; we discuss the components that all need to work together to form an effective communications plan; and we outline some best practice principles for planning and implementing a B2B communications strategy.

### By the end of these lessons you will understand:

- ✓ How and why approaches to B2B communications have changed
- ✓ The roles content, channels and communicators should all play in a B2B communications strategy
- ✓ How to plan and implement an effective B2B communications strategy



## Lesson Overview

### Lesson 1: The B2B Landscape

An introduction to B2B communications; from an overview of the current B2B landscape, to a look at how real-world businesses have transformed their communications.

#### In this lesson you will learn:

- ✓ How and why approaches to B2B communications have changed
- ✓ Why B2B businesses are moving away from strictly functional communications aimed at their direct buyers
- ✓ How real-world B2B businesses are transforming their communications

### Lesson 2: Content, Channels & Communicators

An in-depth look at three of the components that need to work together for B2B communications strategies to be successful: content, channels and communicators.

#### In this lesson you will learn:

- ✓ The different areas to consider when making impactful content
- ✓ How to select the best channels for your content
- ✓ The importance of Word of Mouth interactions and reviews

# B2B Communications (continued)



## Lesson 3: Building a Strategy

A detailed guide to planning and implementing an effective B2B communications strategy.

### In this lesson you will learn:

- ✓ How to plan an effective B2B communications strategy
- ✓ Some best practices for implementing your strategy