

4-STEP B2B MARKETING CAMPAIGN PLAN

Templates & Pro-tips for
Marketing Objectives | Buyer Personas
Buyer Journeys | Tactics & Content Ideas



**CONSTRUCT
DIGITAL**

INTRODUCTION

Planning campaigns is like juggling 3 cats, whilst feeding your baby, and doing budget spreadsheets at the same time.

There is a lot to keep track of – from budgets to ideation to objectives to answering “Does it work!!!???” questions from stakeholders.

As a digital marketing agency, we feel your pain. We plan and operationalise Inbound Marketing campaigns for our clients – day in, day out. Like most folks, it was confusing at the start (see *first sentence*). Now, we’ve got it down into a step-by-step process that makes it clear and easy to put together.

We thought that you – as a B2B Marketer – might be interested in using. So we turned it into a 4-step B2B Inbound Marketing campaign plan that we hope you’d find useful.

Onwards to better marketing plans!

Edwin



1

OBJECTIVES

Having an end goal in mind makes it very easy to decide who, what, and how

2

YOUR BUYER

It all starts with your buyer. If you know his pain, you'll market to him better

3

THE JOURNEY

Tactics and content are only good if you know what your buyer wants at each stage of his buying journey.

4

TACTICS & CONTENT

Now you get down to the nitty-gritty of deciding the tactics, content, and where they go onto.

Let's get started

1

OBJECTIVES

2

YOUR BUYER

3

THE JOURNEY

4

TACTICS & CONTENT

YOUR CAMPAIGN OBJECTIVES

ACTION WITHOUT PURPOSE IS WASTED EFFORT

In this section you define the purpose of your campaign. Give it a name, describe it, identify what you want to sell, but most of all – be clear about your goals and objectives.

Easy? Not quite. Creating good, clear , and meaningful objectives is tough. Particularly if you want to achieve more than just “awareness”.

Pro Tip: How Do I Write Clear Objectives?

Use **SMART** (**S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**imely) Objectives when creating your campaign's goals.



SMART OBJECTIVES

/Description

Specific

Be clear and unambiguous; without vagaries and platitudes. To make goals specific, they must tell exactly what's expected, why it's important, who's involved, where it's going to happen and which attributes are important.

Measureable

If a goal is not measurable, it is not possible to know whether a team is making progress toward successful completion. Measuring progress is supposed to help a team stay on track, reach its target dates, and spur them on!

Achievable

An attainable goal may stretch your team to achieve it, but the goal is not extreme. Identifying goals that are most important to you, you begin to figure out ways you can make them come true.

Relevant

Choose goals that matter. A goal that supports or is in alignment with other goals would be considered a relevant goal.

Timely

Ground your goals within a time-frame, giving them a target date. A commitment to a deadline helps you focus your efforts on completion of the goal on or before the due date. This prevents goals from being overtaken by the day-to-day crises that arise in any organisation.

SMART OBJECTIVES

/Questions to answer

Specific

What: What do I want to accomplish?

Why: Specific reasons, purpose or benefits of accomplishing the goal.

Who: Who is involved?

Where: Identify a location.

Which: Identify requirements and constraints.

Measurable

How much?

How many?

How will I know when it is accomplished?

Indicators should be quantifiable

Achievable

How can the goal be accomplished?

How realistic is the goal based on other constraints?

Relevant

Does this seem worthwhile?

Is this the right time?

Does this match our other efforts/needs?

Are you the right person?

Is it applicable in the current socio-economic environment?

Timely

When?

What can I do six months from now?

What can I do six weeks from now?

What can I do today

CAMPAIGN

Name your campaign

OBJECTIVES

Make it SMART!

Make it SMART!

Make it SMART!

DESCRIPTION

What is this campaign?

PRODUCT/SERVICE

What are you selling?

1

OBJECTIVES

2

YOUR BUYER

3

THE JOURNEY

4

TACTICS & CONTENT

YOUR BUYER

“Know your enemy and half your battle is won” – Sun Tze

Your buyers aren't your enemies but you get the point. You need to know your buyers.

We do this by creating buyer personas. These personas are fictional descriptions of buyers whom you meet, speak with, research into, and observe. While they are fictional, their behaviours and attributes are grounded in factual evidence.

Otherwise, they'll be as useful as Darth Vader – pure fabrication that's evil for your business.

Pro Tip: How Do I Get Started?

Start with sources familiar with them (e.g. your salespeople, tradeshow interactions). Then branch out into adjacent sources such as Social Media Listening or Online Surveys. Depending on your industry, trade journals or publications might offer insight into your buyers (e.g. HBR, Forbes). Finally, identify a few people who might be your buyers and talk to them!



YOUR BUYER

Role	Name
Duties	
How do they make decisions/find information?	
Where do they go to get information?	

Goals
Challenges
Notes

1

OBJECTIVES

2

YOUR BUYER

3

THE JOURNEY

4

TACTICS & CONTENT

YOUR BUYER'S JOURNEY

Now that you've set your objectives and identified your buyers, the next thing is to understand what your buyers are going through.

That's the Buyer's Journey – a term for the active research process that a potential buyer goes through leading up to a purchase. There are many variations of this Buyer's Journey. But we're sticking to the Hubspot version of Awareness >> Consideration >> Decision.

To make it easy for you, we've already mapped all the possible content types and tactics to each phase. Just strike off the ones that aren't suitable for you or your buyers.

Pro Tip: What Are Buyer Questions & Messages For?

This template is just a framework. Writing questions that your buyer might have in each phase is a great reminder of their problems and how you'll help to solve it (messages).



YOUR BUYER JOURNEY



AWARENESS



CONSIDERATION



DECISION



AWARENESS

➔ **YOUR BUYER HAS...** realised & expressed symptoms of a potential problem or opportunity

➔ **YOUR BUYER IS ASKING...** _____

➔ **YOUR MESSAGE CONTAINS...** _____

➔ **CONTENT** (select those that apply)

☐ eBooks

☐ Educational pieces

☐ Analyst research

☐ eGuides

☐ Expert advice

☐ Whitepapers

☐ Industry research

➔ **TACTICS** (select those that apply)

☐ Online Advertising

☐ Landing Pages

☐ SEO/SEM

☐ 3rd Party reviews

☐ Education eDMs

☐ Phone Apps

☐ Social Media Posts,
Listening & Engagement

☐ Blogging



CONSIDERATION

→ **YOUR BUYER HAS...** committed to researching and understanding all of the available methods to solving their defined problem or opportunity

→ **YOUR BUYER IS ASKING...** _____

→ **YOUR MESSAGE CONTAINS...** _____

→ **CONTENT** (select those that apply)

- | | |
|--|--|
| <input type="checkbox"/> Comparison Sheets | <input type="checkbox"/> Expert guides |
| <input type="checkbox"/> Webinars | <input type="checkbox"/> Product Pages |
| <input type="checkbox"/> Podcasts | |

→ **TACTICS** (select those that apply)

- | | | |
|--|--|-------------------------------------|
| <input type="checkbox"/> eDMs | <input type="checkbox"/> Blogging | <input type="checkbox"/> Phone Apps |
| <input type="checkbox"/> Social Media Engagement | <input type="checkbox"/> Content Marketing | |
| <input type="checkbox"/> 3rd Party reviews | <input type="checkbox"/> SEM/SEO | |



DECISION

→ **YOUR BUYER HAS...** compiling a long list of all available vendors and products in their given solution strategy

→ **YOUR BUYER IS ASKING...** _____

→ **YOUR MESSAGE CONTAINS...** _____

→ **CONTENT** (select those that apply)

☐ Vendor & Product Comparisons

☐ Trial Download

☐ Case Studies

☐ Product Literature

→ **TACTICS** (select those that apply)

☐ Your Website

☐ Facebook Commerce

☐ 3rd party sales partners

1

OBJECTIVES

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THE JOURNEY

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TACTICS & CONTENT

TACTICS & CONTENT

Sink Your Teeth Into The Meat Of Things

In this section, you'll be defining what goes into the content and tactics of your campaign.

Each phase of the Buyer's Journey gets its own tactics & content template.

In it, there are spaces for you to define the content's topics (e.g. eBook topic: 1 X "12 ways that your network routers can let you down"), tactic descriptions (e.g. Online Advertising: "3 X Display banners on Yahoo!; 12 X Facebook ads (Boost Post)"), and estimated cost.





AWARENESS

MESSAGE

CONTENT

TYPE	TOPICS	QTY	COST
eBooks			
eGuides			
Whitepapers			
Educational pieces			
Expert advice			
Industry research			
Analyst research			

TACTICS

TYPE	DESCRIPTION	CHANNEL	COST
Online Advertising			
3 rd Party Reviews			
Social Media Posts			
Social Media Listening & Engagement			
Landing Pages			
Education eDMs			
Blogging			
SEO			
Phone Apps			
SEM			



CONSIDERATION

MESSAGE

CONTENT			
TYPE	TOPICS	QTY	COST
Comparison Sheets			
Webinars			
Podcasts			
Expert guides			
Product Pages			

TACTICS			
TYPE	DESCRIPTION	CHANNEL	COST
eDMs			
Social Media Engagement			
3 rd Party Reviews			
Blogging			
Content Marketing			
SEM			
SEO			
Phone Apps			



DECISION

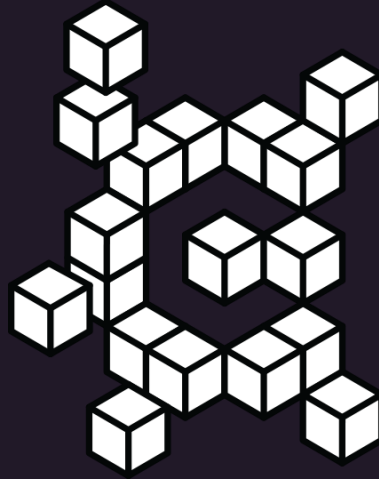
MESSAGE

CONTENT			
TYPE	TOPICS	QTY	COST
Vendor & Product Comparisons			
Case Studies			
Trial Download			
Product Literature			

TACTICS			
TYPE	DESCRIPTION	CHANNEL	COST
Your Website			
Social Commerce			
3rd Party sales partners			

We hope that the **4-step B2B Inbound Marketing Campaign Plan** helped you to make it easy to roll out campaigns. If you have any feedback, please email us at **info@construct.sg**

Have a great day!



CONSTRUCT DIGITAL

Turn your digital initiatives into high quality digital campaigns. From social media, web and mobile, Inbound Marketing, and anything in-between, we have the capabilities to think, imagine, and produce anything digital.

Get a free assessment of your digital assets from our digital marketing expert.

Contact us at www.constructdigital.com