

No CMO?

Tiny team?

Itty-bitty budget?

Small B2B marketing teams can still apply brand building principles used by big marketing teams with bonkers budgets.

Top 3 pro tips for B2B brand building like a boss...

Thought starters for B2B marketing teams to try to punch above their weight and get big results:

1/ Make messaging memorable

Messaging strategy doesn't mean you say the same thing over and over.

But it does mean you can repeat the same themes — just make each instance fresh.

Situation: A highly fragmented professional services firm with many areas of expertise.

Sample messaging theme:

Daunting challenges, solved.

Sample message 1

Our company helped one of the world's largest airports add a runway without disrupting air traffic.

Sample message 2

Our company convened a group of experts to identify tools to respond to human trafficking after a disaster.

2/ Be thoughtful with thought leadership

Thought leadership is not repeating old news – and it's not an intro to your products.

Thought leadership is providing a unique perspective facing the industry, and should be “info-taining”.

Situation: A supply chain software company wanted to convey leadership and innovation, without sounding like everyone else.

Thought leadership strategy:

Show novel uses of supply chain software.

Content Topic 1

Supply chain software can power delivery of medicine to underserved villages in Africa using drones.

Content Topic 2

Instantly prototype different M&A integration strategies using supply chain software simulations.

3/ Dominate the right social media channel

Lean into LinkedIn, making it the primary source of your social media content.

154MM Americans have LinkedIn profiles, and 91% of marketing execs use it for quality content.

Situation: A logistics company wanted to increase impact on social media, but was spread thin.

Sample channel strategy:

Power up professional networks

Sample tactic 1

Build professional networks within the industry by sending LinkedIn invitations to build a better feed with colleagues.

Sample tactic 2

Designate 2-3 executives to regularly post content, while encouraging sales reps to make connections and tag contacts with that content.



thanks

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