

B2B Marketing Blueprint

Let's Go!



How to establish a B2B Marketing Roadmap



Business Model Canvas

Define business structure, goals and target audience

B2B Marketing Blueprint

Develop lead generation tactics and build up marketing stacks

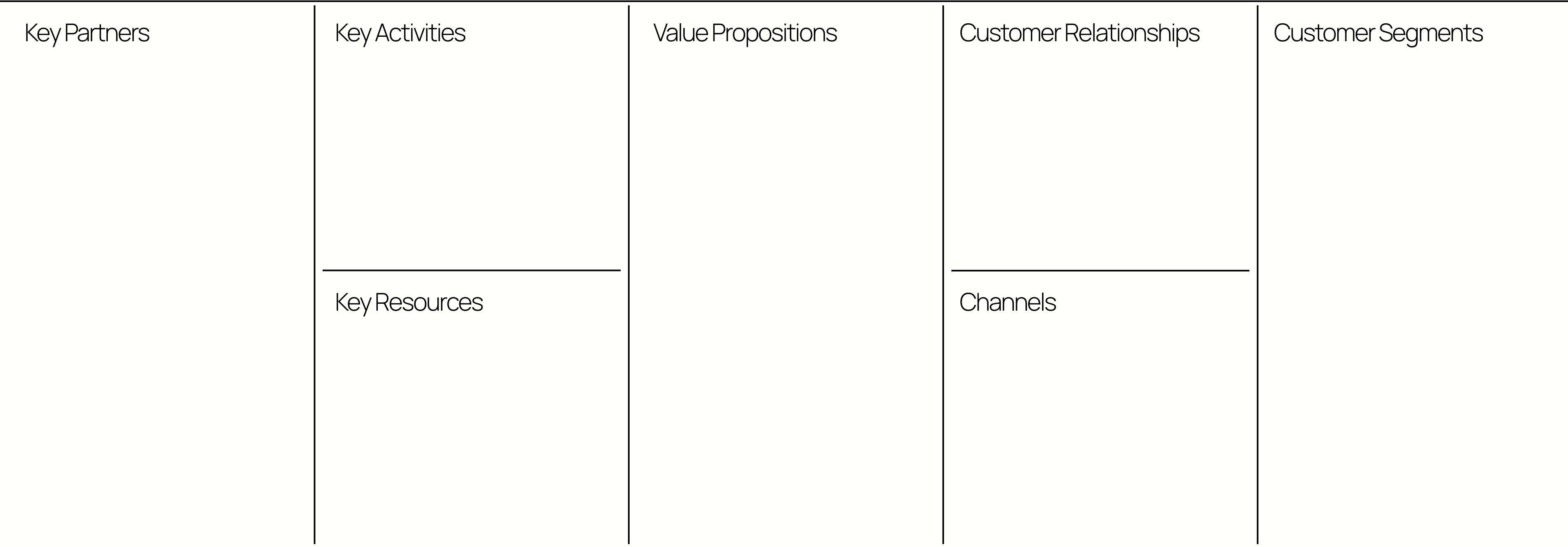
B2B Customer Journey Mapping

Aligned sales and marketing plans for seamless communication

Measure Success

Establish key performance indicators (KPIs) to measure the success of your marketing efforts.

Business Model Canvas



Cost Structure

Revenue Streams

Who are your customers?

Define the ideal customer personas your value proposition is intended to benefit, then describe the key differences between these segments and potential steps in the customer journey. If you can, create one or more persona for each segment you serve.

Firmographic

Customer persona

Highlight your customers' motivations, their problems, and a few descriptors that capture the essence of who they are.

LOCATION

DECISION MAKING

COMPANY SIZE

STATUS

INDUSTRY

DEPARTMENT

Customer Persona



Name:
Harlow Stockert
Age:
33 years old
Occupation:
Director
Location:
Shirley Lane

User Description:

Harlow is a busy director who has a fast-paced lifestyle. She believes skill acquisition, collaboration and hard work are the key to success.

"Lernerra helps me keep up to date and knowledgeable with the latest online business apps and platforms."

Personal Characteristics:	Problems
<ul style="list-style-type: none"> • Willing to learn • Solution-oriented 	<ul style="list-style-type: none"> • Looking for an affordable, perfect and complete editing and designing software
Goals:	Challenges:
<ul style="list-style-type: none"> • To find an easy-to-use learning app or platform • To expand her digital skills 	<ul style="list-style-type: none"> • Increase in complex emerging online applications • Lack of available, up-to-date learnings apps
Needs:	Sources of Info:
<ul style="list-style-type: none"> • Comprehensive course offerings for the latest digital advancements 	<ul style="list-style-type: none"> • News • Online media

Summarize the different value propositions that set your business apart from your competition.

01

What is the gain you provide or the need you satisfy?

02

What are the core benefits you provide for your customers?

03

What are the unique differentiators and reasons for them to buy from you and not the competition?

How are your products and services delivered to the market?

Channels refer to how your products or services are sold to customers. They are the ways in which you reach your customers, and can include either channels you own (like your website or newsletter), or channels you achieve via partnerships or paid distribution (like advertisements.)

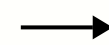
To identify your core channels, ask yourself:

- How do your customers want to be reached?
- How are you reaching them now?
- How do our channels work together?
- Which channels perform best?
- Which ones are most cost efficient?
- How are we integrating them with customer routines?

Define and describe the primary relationships you have with your customers, including how you interact with them and how these interactions differ among different segments. The easiest way to define this is by walking through the customer journey, showing how your customers typically find out about you, decide whether or not to buy your product, and eventually purchase it and remain loyal after purchase.

Acquire

How do customers find out about you? For example, this could be through advertising on Google.



Keep

How do you keep customers? For example, excellent customer service might help keep customers.



Grow

How do you get our customers to spend more? For example, you could send out a newsletter to keep them informed about your latest products.

Key Activities

What strategic activities does your business perform?

Summarize the key activities that allow your business to provide services and deliver on your value proposition.

Production

This is all about how you deliver your product. Typically, this is either focused on achieving high quality or high quantity.

Problem solving

Describe the ways your company is coming up with new and innovative solutions to existing customer problems.

Platform/Network

This can apply to either networks or software platforms that are essential to overall success.

Tip: Don't try to list all the activities of your business, instead only include activities which are absolutely core to delivering your value proposition.

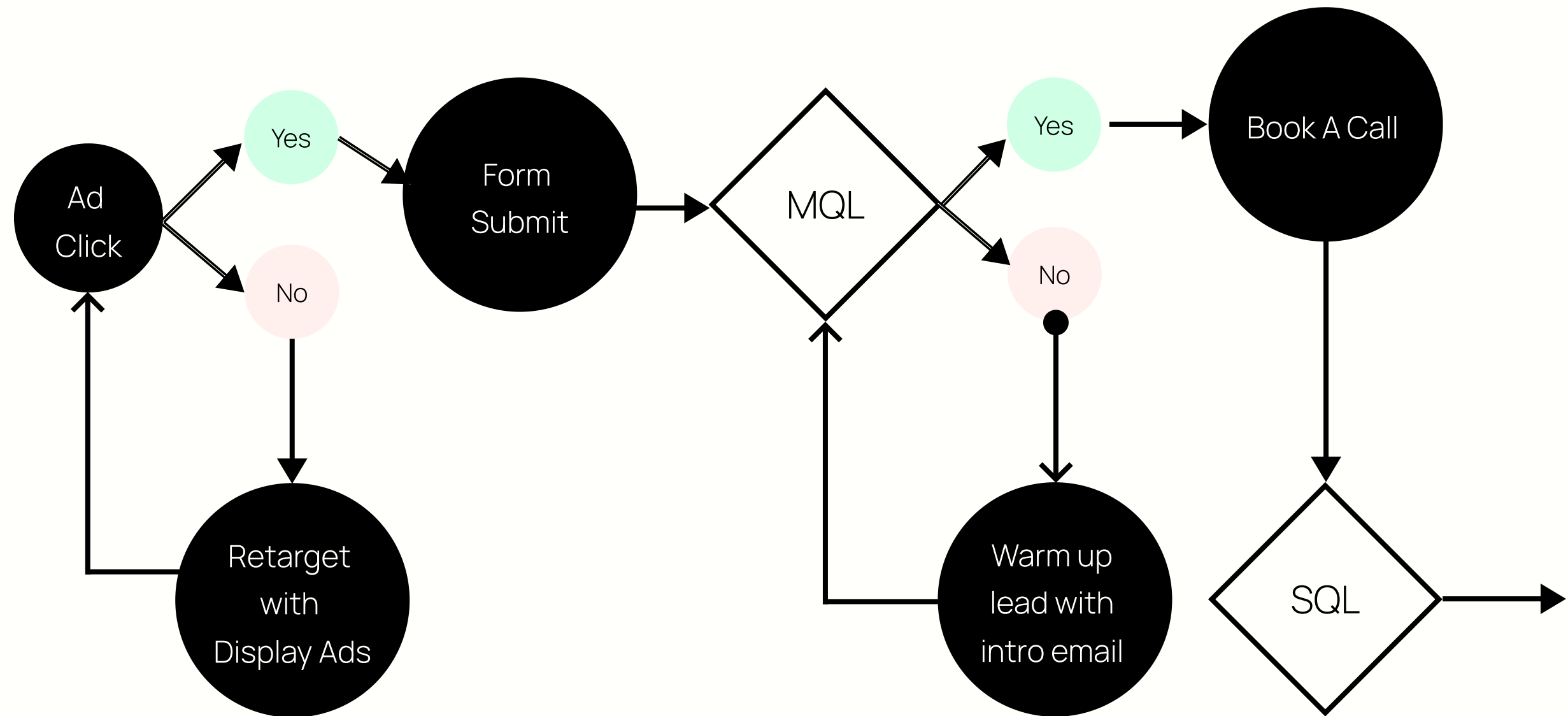
Define Key Sale Message

What are your company's key sales message?

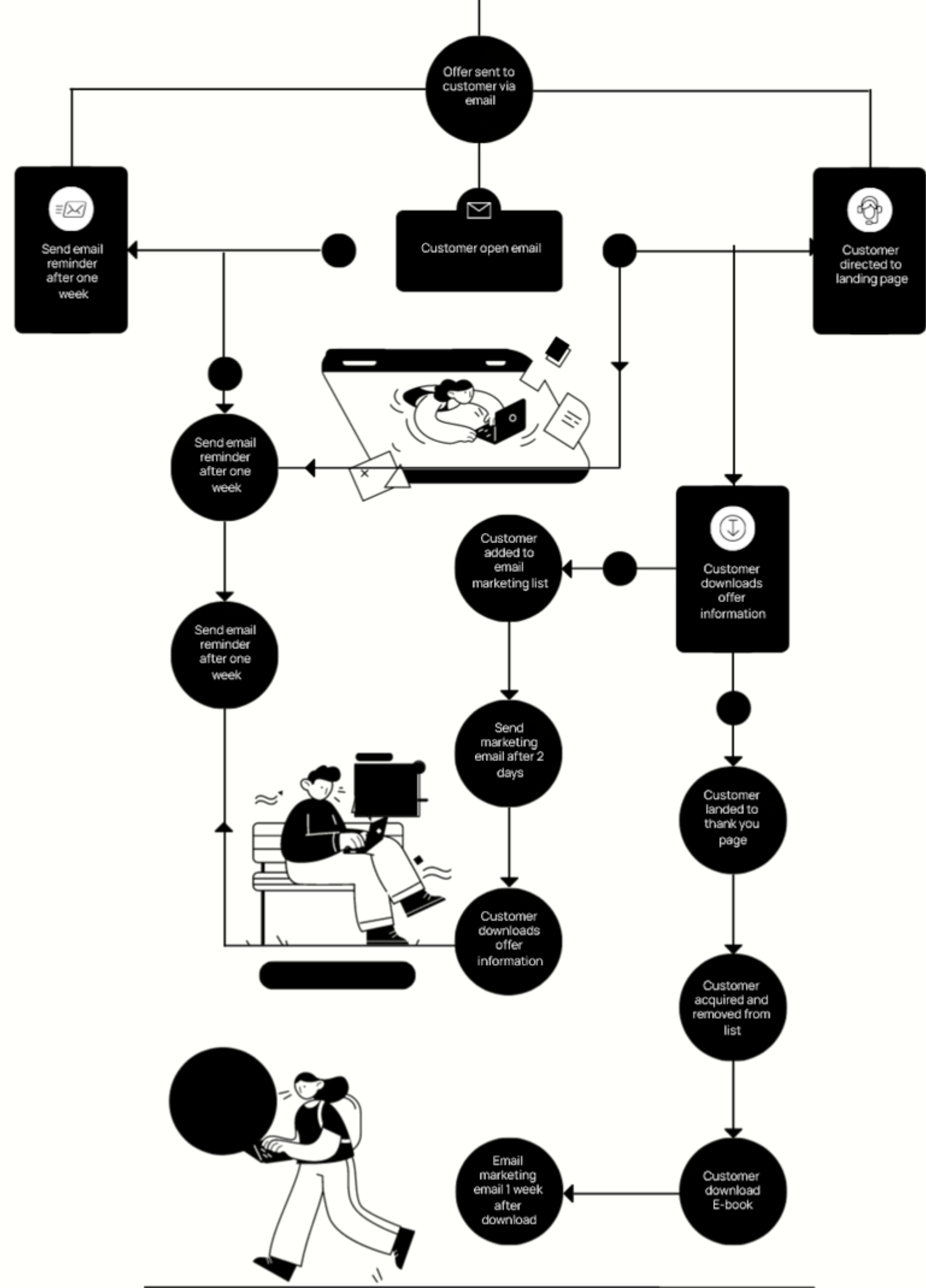
A clear, concise statement that communicates the unique value of your product or service to potential business clients.

It highlights how your offering solves their specific problems or meets their needs better than competitors. This message should be consistently used across all marketing and sales channels to ensure a unified brand voice.

An example scenario flowchart that outlines a structured approach to guide leads through the customer journey, facilitating a smooth transition from **prospecting** to Marketing Qualified Lead (MQL) to being **sales-ready** through well-defined actions.



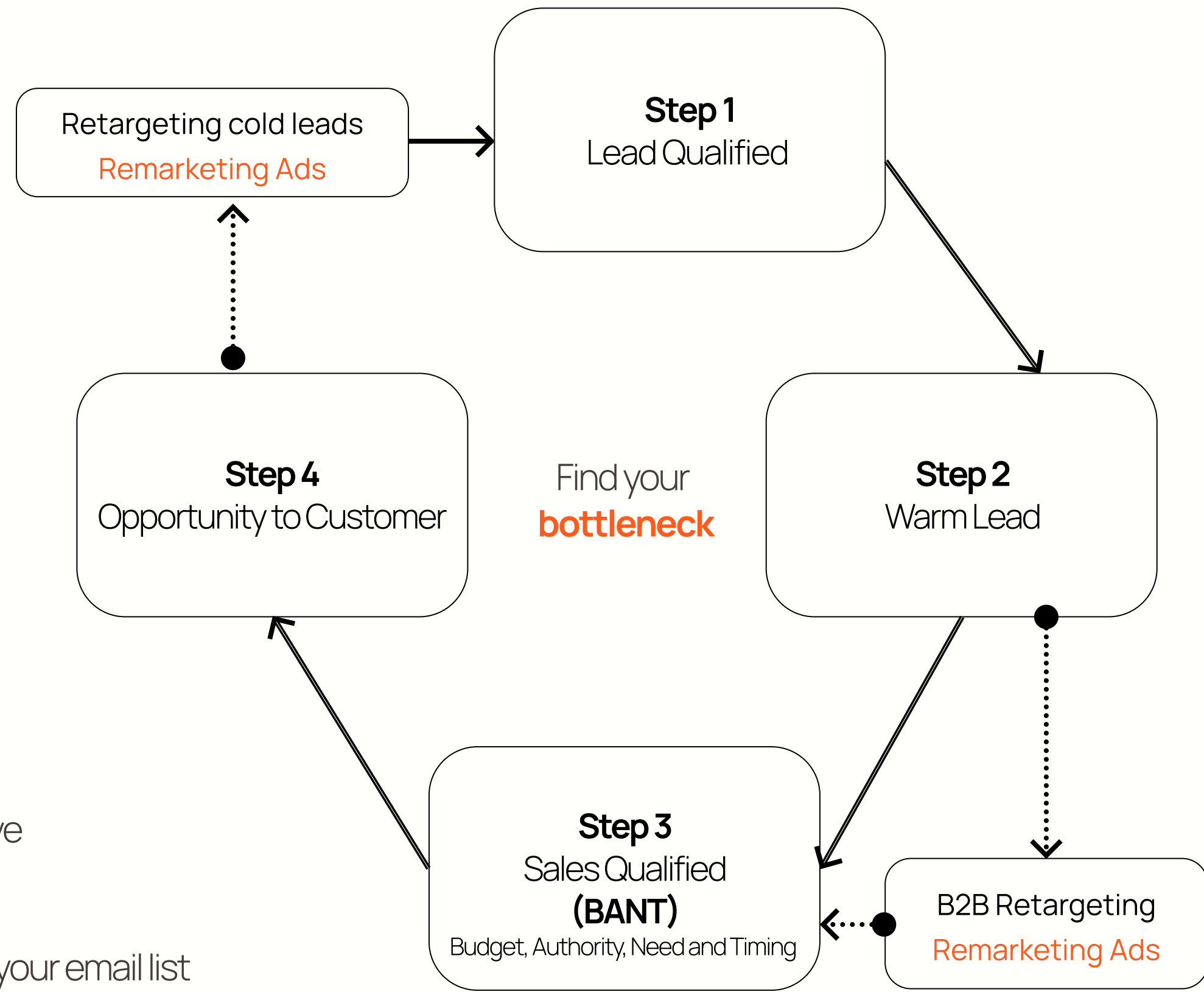
You're looking at an **email flow chart** that will help you **streamline** your communication with your prospects.



Employ the **BANT** framework to qualify leads and leverage **Remarketing Campaigns** to nurture leads until they are sales-ready

Running ad campaigns that specifically target B2B buyers who have already engaged with your company in some way.

- Interacted with your social media posts
- Visited your website
- Purchased a product from you in the past
- Signed up for your email list
- Completed one of your free trials



Measure Success

When it comes to understanding the performance of a business, there are several **key metrics** that can provide valuable insights. Here's a brief explanation of each one:

01 ROI (Return on Investment)

04 Customer Acquisition Cost (CAC)

07 LTV or CAC Ratio (Lifetime Value to Customer Acquisition Cost Ratio):

02 Lead to MQL Conversion Rate

05 Visitor to Lead Conversion Rate

08 Monthly Unique Visitors

03 ROAS (Return on Ad Spend)

06 Ad/Link Clicks

09 Ad CTR

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