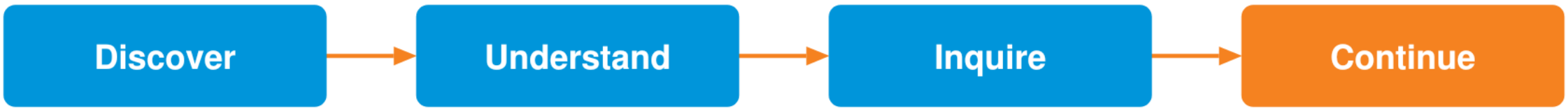
B2B Marketing Playbook

A visual guide to connecting your offer,
your campaigns and your sales follow-up.

WHERE YOUR BUSINESS COMES TO LIFE!

A CONNECTED MARKETING PLAN

The campaign connects four buyer actions



Find your business

Recognize the value

Request a conversation

Receive a response

Each stage needs a clear owner and a clear next step.

CAMPAIGN PLANNING

A useful campaign starts with the brief

The audience

Who buys, who influences the decision and which markets matter?

The offer

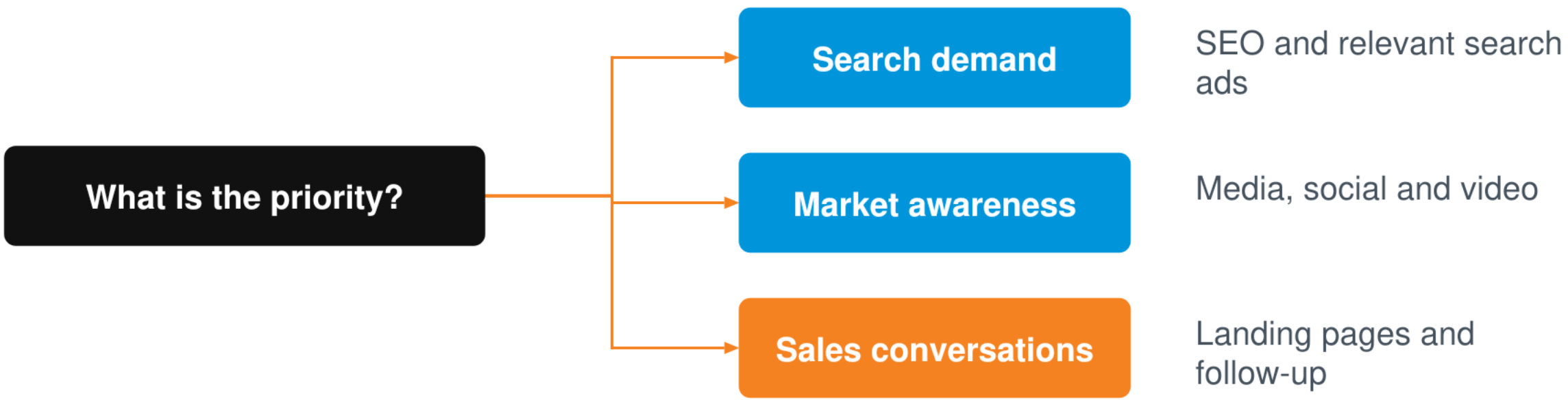
What problem do you solve, and why should a buyer contact you?

The action

Choose one primary next step, such as requesting a consultation or quote.

A SIMPLE STARTING POINT

The business goal shapes the channel plan



PROFESSIONAL SERVICES CAMPAIGN

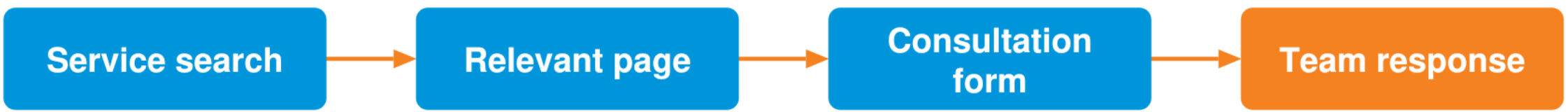
Example: consultation inquiries

Campaign approach

A specific service and audience
Search ads and useful content
A focused consultation page

Response process

A concise inquiry form
CRM capture and assignment
A defined follow-up task



AWARENESS CAMPAIGN

Example: a new service launch

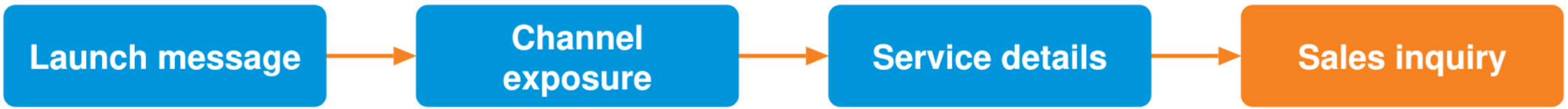


Campaign approach

A clear launch message
Social, video or selected media
Print and sales materials

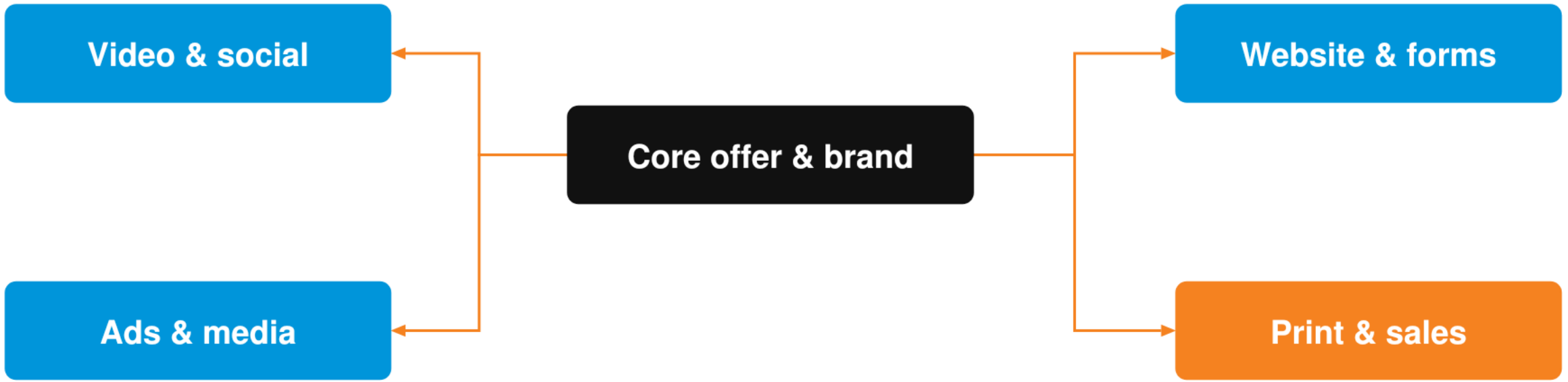
Buyer experience

One focused service page
An explanation of the offer
A clear quote or inquiry action



ONE CAMPAIGN MESSAGE

The creative brief keeps channels aligned



A REPORTING FRAMEWORK

Measurement follows the buyer journey

Stage	What to review	What the finding may suggest
Discovery	Relevant visits and reach	Audience or channel fit
Interest	Page engagement and actions	Offer clarity and page quality
Inquiry	Qualified inquiries and bookings	Lead quality and sales fit
Follow-up	Response and next-step completion	Ownership and workflow

BEFORE THE CAMPAIGN GOES LIVE

A launch checklist for your team

Brand and message	Approve the offer, creative, service details and calls to action.
Forms and systems	Test the inquiry path, CRM routing and notifications.
Ownership and review	Assign response owners and schedule campaign performance reviews.

YOUR NEXT STEP

A campaign plan tailored to your business

Share your goal, target audience and current marketing. Required Marketing Group can help scope the services and next steps for your campaign.



Request a consultation

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