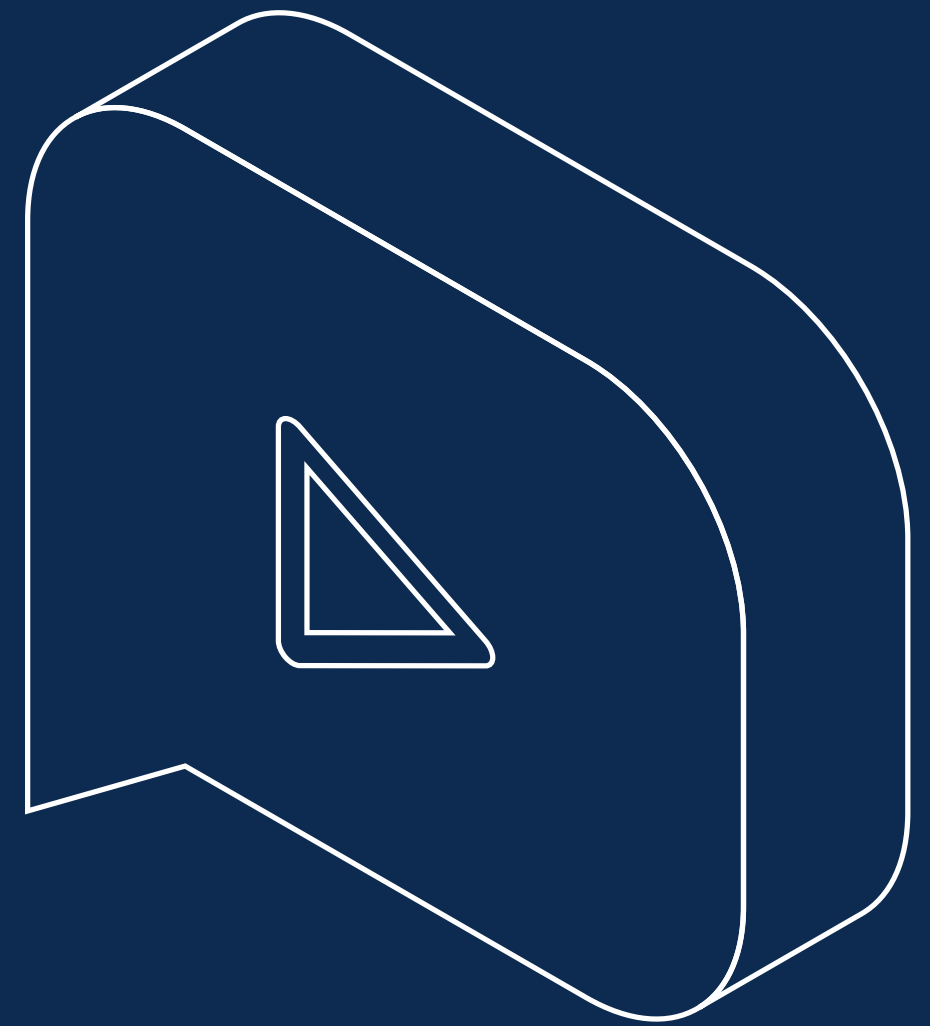


indiepics

# B2B Marketing Playbook...





Hi!

Hidden buyers who are difficult to identify... High impact content that's hard to create... Hefty targets that feel out of reach...

I know they're just three of the challenges many B2B marketers feel right now.

That's why we created this playbook to share our indiepics principles for overcoming these challenges.

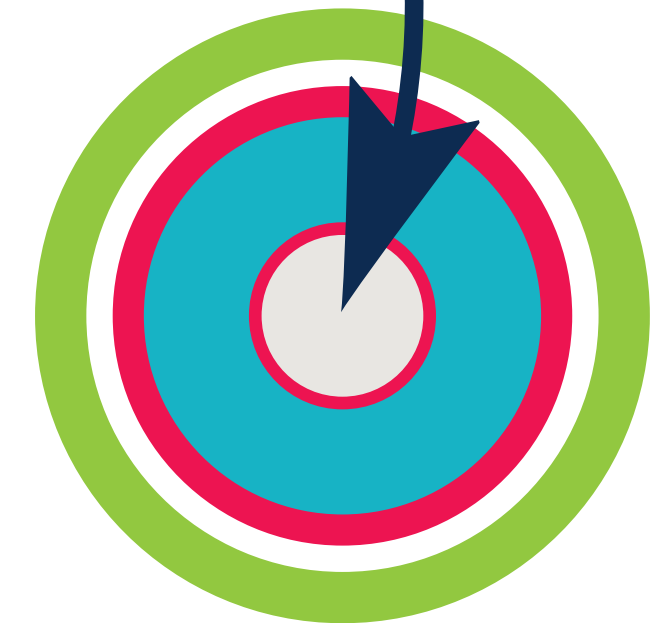
I've worked in marketing and communications for over 15 years on many successful campaigns for clients in Ireland and internationally.

By putting our proven principles into action, you'll be able to ensure the success of your own B2B marketing campaigns - without the headaches.



**Diarmaid Mac Mathúna**  
Director-Agency, indiepics

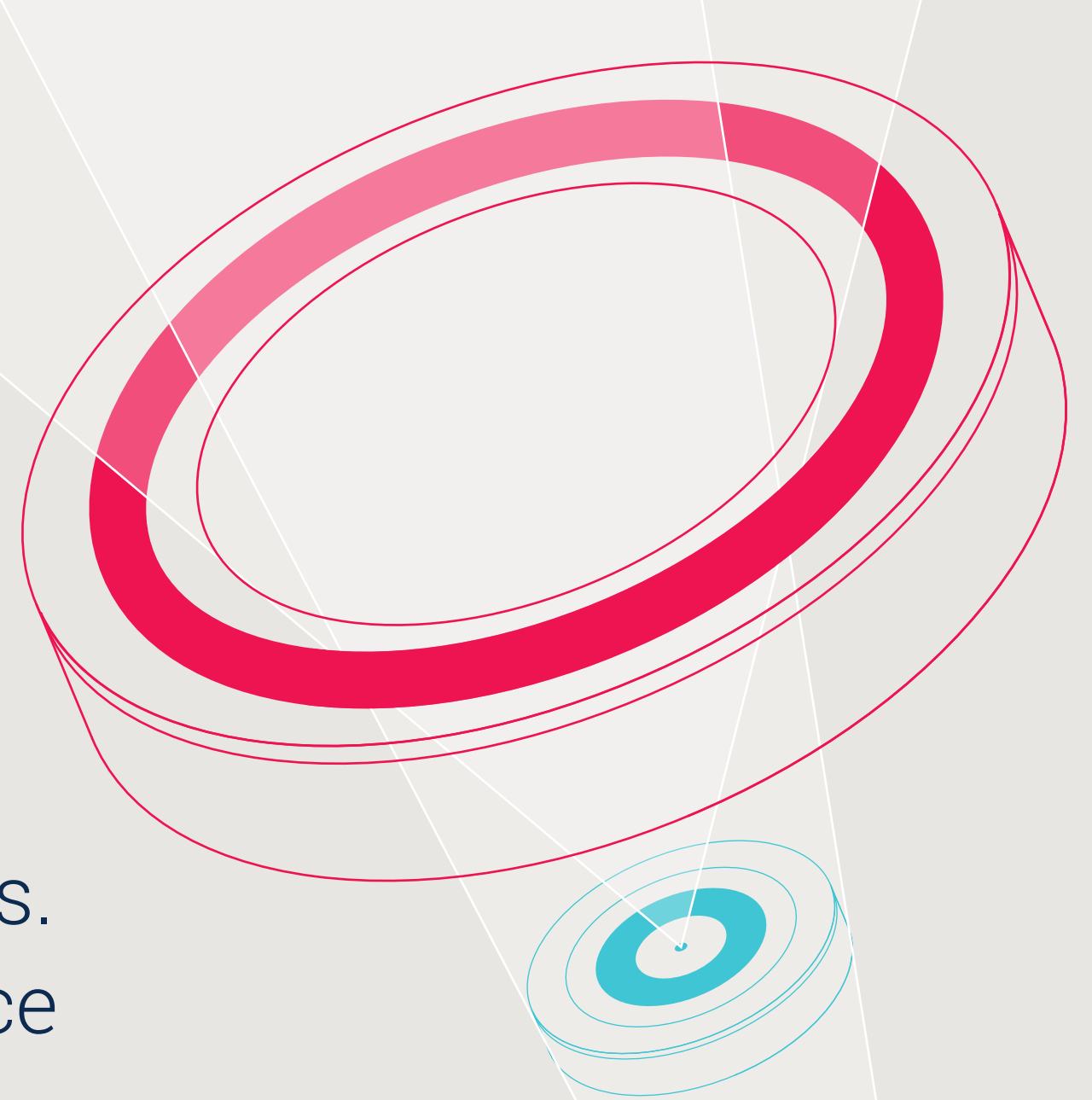
# So let's dive in...



# 1

## Wide vs Narrow

Social media platforms give us B2B marketers the opportunity to narrowly target specific people and their lookalikes. They can be used to reach niche audience segments directly where they are spending time online. But this can only work well if we know exactly who is making the buying decisions in the companies we're targeting.





It's easy to forget that our future users aren't always our current buyers. Instead, our buyers are often lots of different people inside a business that are loosely arranged into buyer groups. If we focus too much on one type of decision maker, we risk alienating others in those groups who can also influence the buying decision.

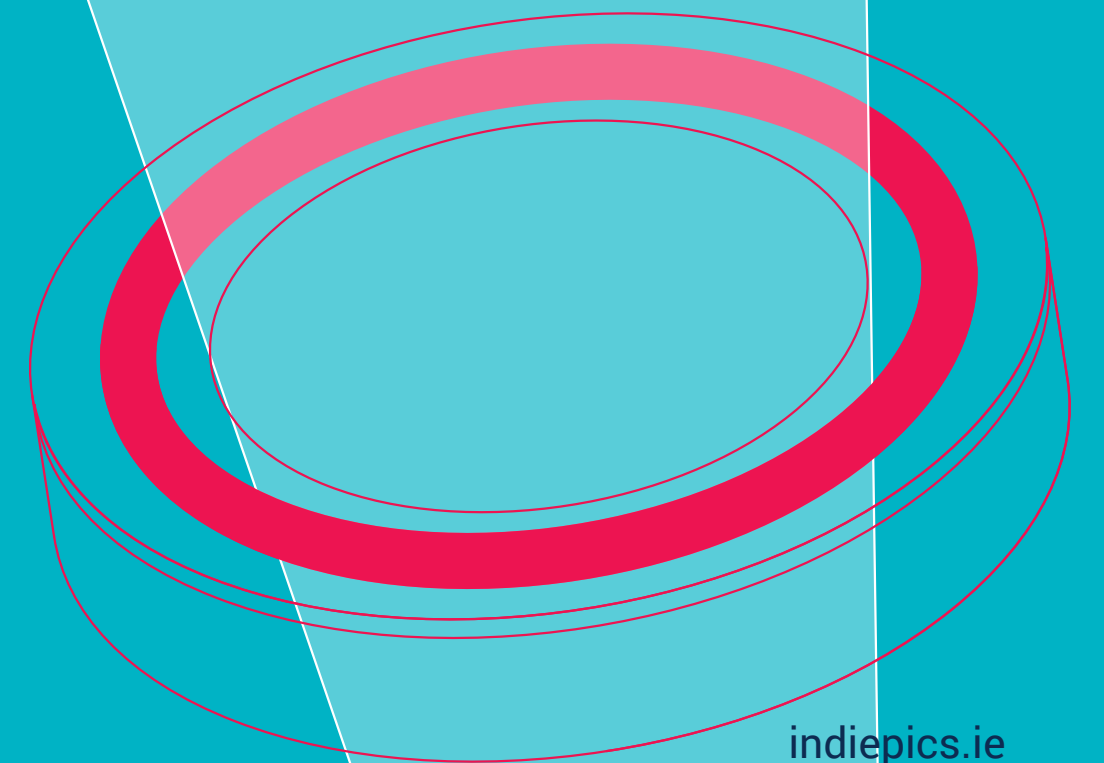
That means we have to adopt both a brand-building and a laser focused messaging mindset to drive sales. In essence we need to combine both Wide and Narrow approaches.



# Wide

We should keep our targeting broad to ensure that all the members of the buyer groups see our campaign and not just the future user.

Digital buying preferences now mean that the classic funnel is being replaced in B2B buyer journeys by early, middle and late stages. And not all the people in a buyer group are necessarily synchronised in each stage because they move back and forth between them.



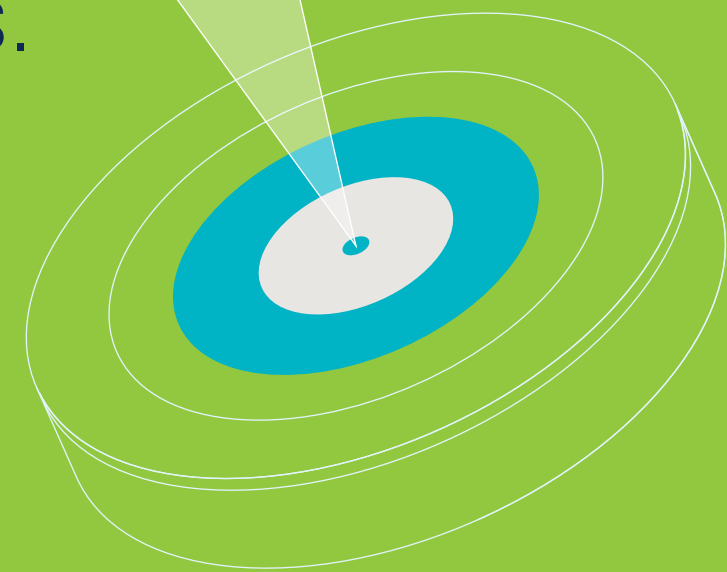


A decorative graphic on the left side of the slide consisting of several concentric circles. The innermost circle is a thick red ring, and it is surrounded by several thinner, lighter red circles. The circles are slightly offset from each other, creating a sense of depth and movement.

We need to create digital content that solves problems for our buyers at each of those stages. By targeting more widely we can reach more decision makers more efficiently and avoid wasting time hyper-targeting the wrong people.

# Narrow

Building consensus among themselves is key to a buyer group making a purchasing decision. That's difficult these days when people are bombarded with an overwhelming amount of often conflicting information about different product and service options. That's why we need to make sure we stand out by delivering narrowly focussed and consistent messaging. By doing this consistently across all digital and human touch points we will give buyers confidence in their own decision-making, solve their buying problems at each buyer journey stage and guide them towards purchasing our solutions.

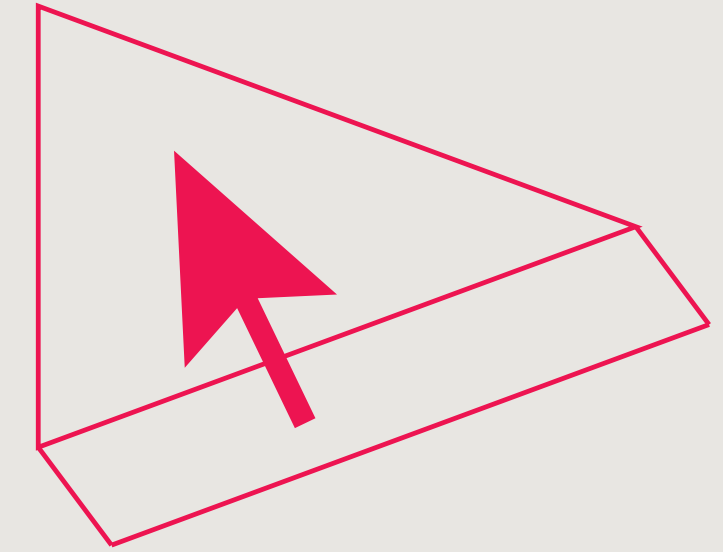




By combining both these aspects of **Wide and Narrow** in all our B2B marketing campaigns, we can ensure that we engage our buyers effectively at each stage of the modern buyer journey and deliver increased sales results.

# 2

## Creating Content



In today's world of content saturation, we need to see things from our audience's point of view to get their attention. The indiepics **ZEUS** principles help ensure content is effective across all B2B marketing sectors by appealing to cross-cutting aspects of human nature.

# Zeitgeist



Linking campaigns with topics that are already on people's minds helps cut through the noise. It's easier to join a conversation than to start one.

# Emotion



Us humans are emotional creatures. We respond to a whole range of emotions that marketers can evoke (even on business topics) from joy all the way to excitement.

# Useful



Content that explains “how to” do something is one of the most popular types of content on the web. Buying B2B products and services is complicated and any campaign that helps people navigate their own buyer journey is welcomed.

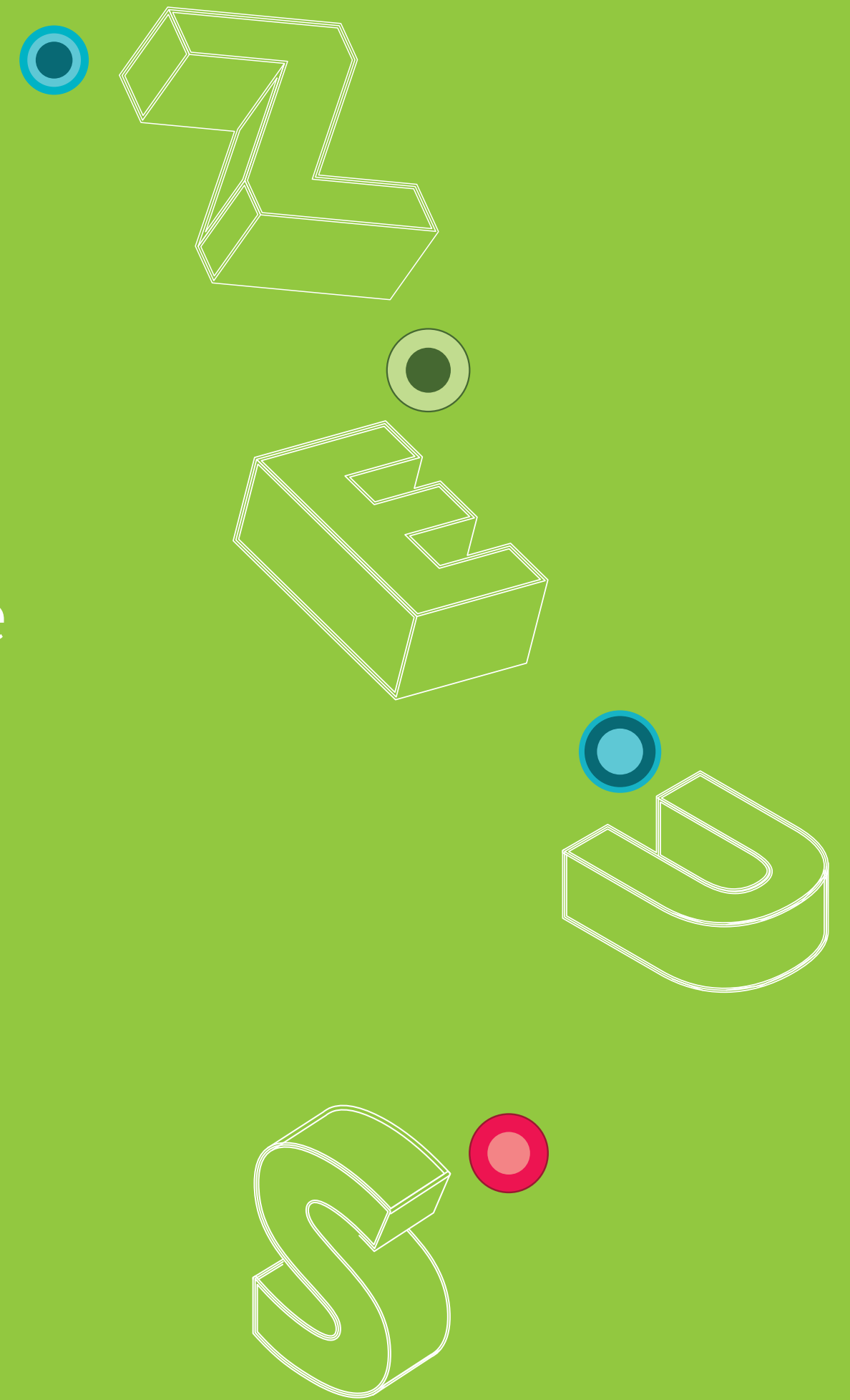
# Stories

A decorative graphic on the left side of the slide. It features three concentric arcs: a dark blue outer arc, a teal middle arc, and a light grey inner arc. A white line drawing of a pen is positioned diagonally across the arcs, with its tip pointing towards the bottom left.

We all respond to stories. Ideally, we'd be focusing on telling authentic human and customer success stories in our campaigns. And even when that's not possible simply ensuring our content has a clear beginning, middle and end can work wonders.

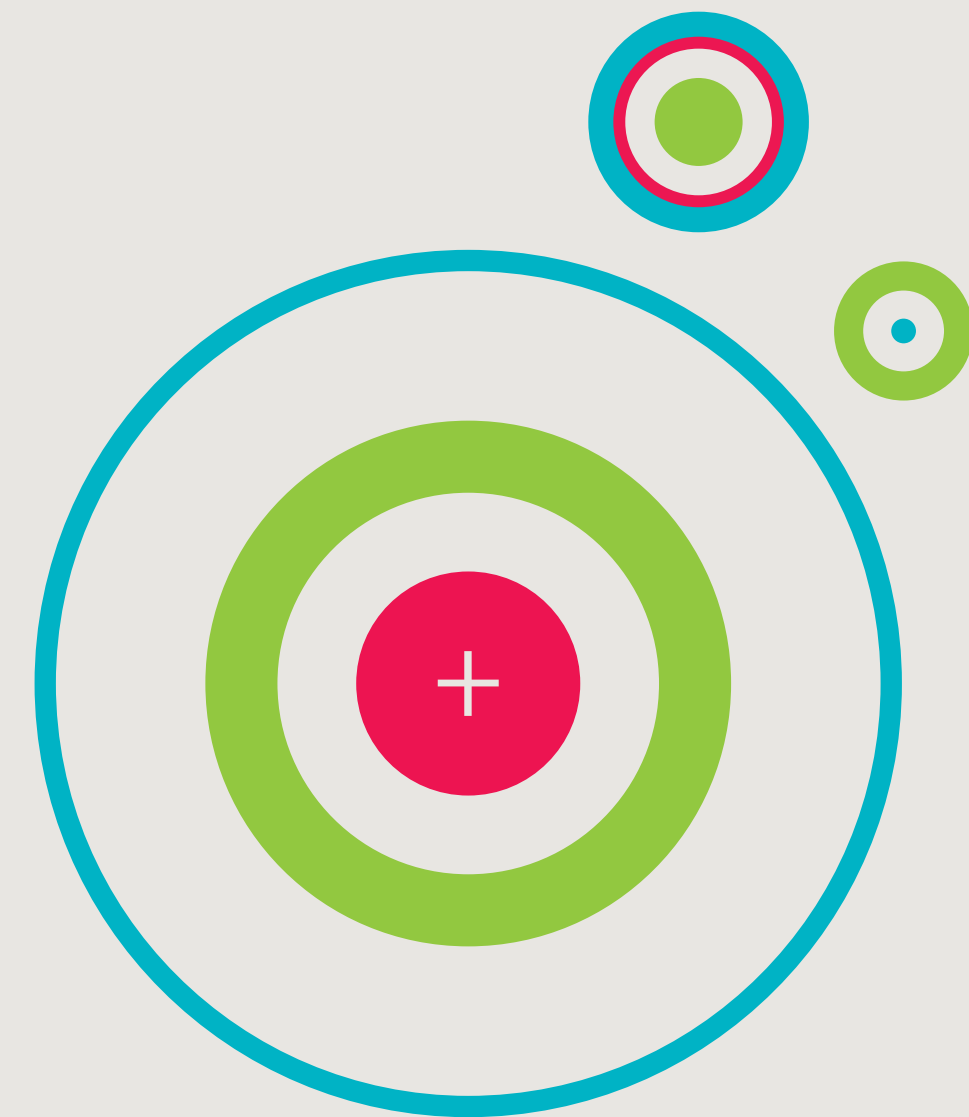


Applying as many of these ZEUS principles as possible will ensure success for your B2B marketing campaigns by cutting through noise to reach the right people.



# 3 Summarising Strategy

Effective B2B marketing campaigns need everyone in your organisation to be aligned around a shared sense of purpose for the campaign.



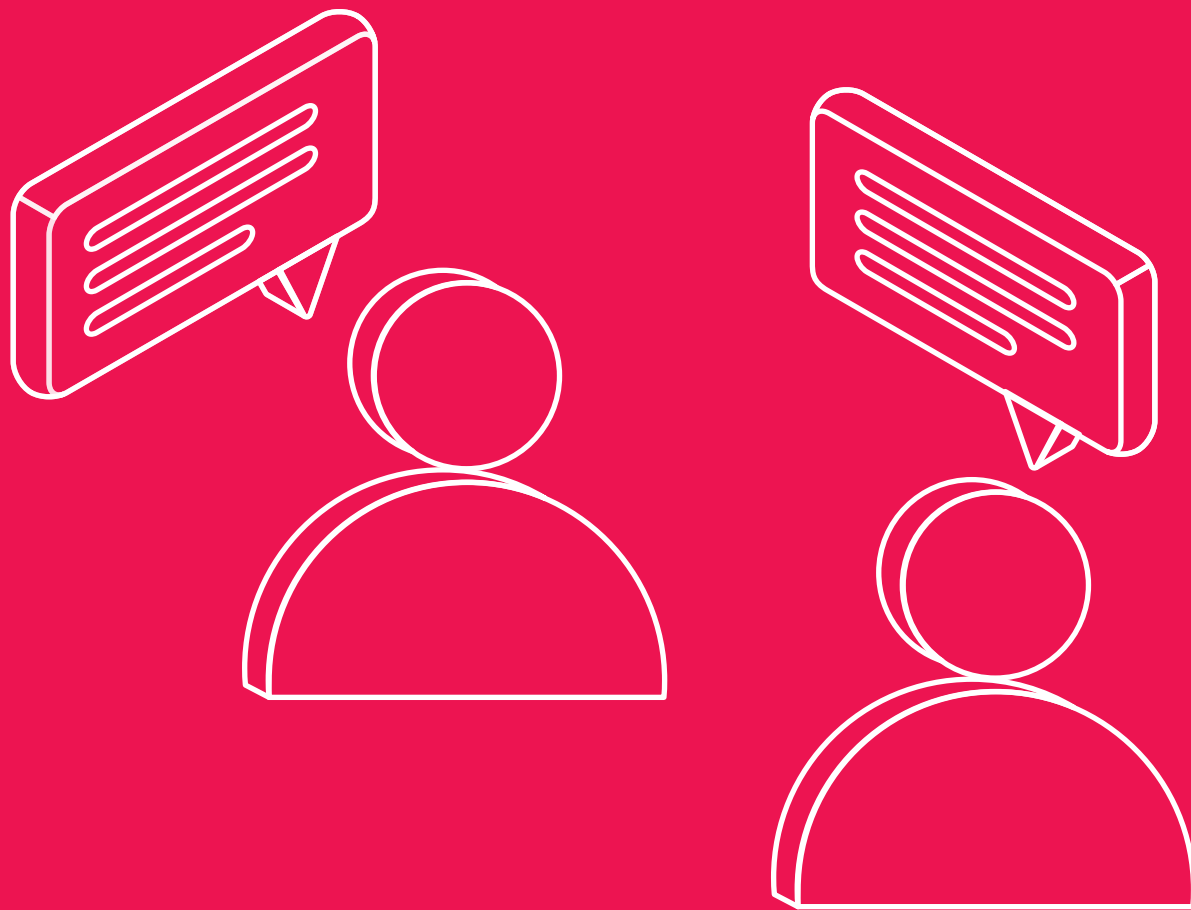
Ironically, selling your ideas internally can sometimes feel even more challenging than selling your company's products and services externally. That means it's useful to summarise your campaign strategy and what the outcomes are going to be when you're trying to get decision makers at different levels of your business to see its value and buy into your campaign.

At indiepics, we distil our  
campaign objective into one  
sentence using the  
**“Persuade...To...By...”** structure.



# Persuade...

This is all about the “who” of the campaign. Who the target audience is. Don’t try to be too specific because the more broadly you can target the people in your prospective buyer groups the more effective your campaign will be in getting them to choose your solution.



# To...

This is about the results of the campaign and what you want to achieve. In other words, it's what you want to get your buyers to do or think or feel. Set big picture goals here that you'll be able to measure with more granular metrics - and include brand-centric measures of success as well as pure sales numbers.



# By...

This is where you define in high level terms how you're going to do it. Your content mix and communications channel selection will flow from it.





# Putting it all together

Joining up these three elements creates a powerful combined sentence that neatly summarises the overall campaign objective. For example, a marketing campaign for corporate health insurance could have the objective to “**Persuade**... *people in large businesses ...* **To** ... *choose our corporate health insurance plans ...* **By** ... *using testimonials from existing clients to convince them that our plans are the best in the market.*”



# Thanks!

**indiepics**