B2B Marketing: 12 Ways to Do More with Less
Disruptions aren’t new in the B2B marketing industry. In fact, the best marketers prepare for them because they’re inevitable.

So you may have tricks up your sleeve to overcome economic slumps, emerging competitors, and other factors that can interrupt your flow of business. But what happens when you have to deal with a maelstrom of problems all at once, such as is now the case with the COVID-19 pandemic?

Today, B2B marketers are battling economic uncertainty, many amid downsizing or furloughing portions of their teams. You may have also witnessed your marketing budgets being cut.

Even with all this going on, there are ways you can survive and thrive in this time of uncertainty.

1. **Focus on your customers:** As they say, it’s cheaper to keep ‘em, so it makes sense to spend a large portion of your time and effort on re-engaging your current customers vs. targeting new ones.

2. **Create more informative content.** Businesses are cutting their budgets. If those businesses can learn about your product or service and how it can help them (on their own), then they’ll be less inclined to turn down your offer, and you’ll cut down the sales process exponentially.

3. **Use intent data to identify and reel in the best accounts and leads.** Find out which customers are actively looking for your product/service so you can focus on them.

4. **Make it easier for prospects to find and evaluate your product/service.** People are turning to the internet more now than ever to research and find the things they need. Make sure you’re implementing SEO and social media marketing to make it easier to find you.

5. **Revamp your email marketing:** Re-engage your accounts with personalized emails and promote more email signups with educational and inspirational content.

6. **Be active on social.** Surely, you already have your social profiles created. Well, now’s the time to engage with your audience by offering helpful tips and guidance through the pandemic.
7. **Host webinars and podcasts.** Live events have been canceled or postponed. However, this doesn’t mean the show can’t go on. Move your events to digital by hosting webinars and podcasts with notable guests.

8. **Use a chatbot** Have fewer people who can offer customer support? Then why not integrate a chatbot into your website so leads and accounts can get the help they need around the clock?

9. **Put your executives in the spotlight.** People want leaders in a time of uncertainty and anxiety. This is an excellent time to present your executives to the world via webinars and social media. By demonstrating thought leadership, you can build trust and fellowship.

10. **Offer product demos.** Seeing is believing; use product demos (live or pre-recorded) to showcase the benefits businesses can realize if they purchase from your brand.

11. **Improve your website content.** Your website works for your business around the clock. Make sure you have fresh and relevant content that guides new visitors through the buyer’s journey. Are you operating through the pandemic, or do you have limitations? Let current and potential customers know on your home page.

12. **Build an online community.** In times of adversity, you want to band together and help each other out. Now that you have fewer resources, you can use your community to create amazing and helpful content (and conversations).

Having less doesn’t mean you have to do less. As a B2B marketer, you have to find creative ways to be more efficient and continue being a beacon of light and hope for your customers.

Are you considering how to best use intent data? Download the guide: 5 Things You Need to Know First.