Resilience Checklist for B2B Marketers
Dire times sometimes call for drastic measures. What are you willing to do to ensure your B2B marketing remains resilient?

Of course, the answer to that depends on the crisis and the potential outcome of it, but there are steps you can take today to prepare for the worst.

Here’s a quick checklist you can use to sharpen your B2B marketing.

1. **Figure out what’s happening inside and outside of your business:** Learn how the crisis is impacting your customers, shareholders, and internal functions.

2. **Re-evaluate your business goals.** Determine if you need to shift your strategies to ensure they’re aligned with current market events. You don’t want to publish irrelevant content that doesn’t speak to your audience.

3. **Determine if you need to change your messaging.** Do your tone and message fit the time of crisis? Adjust it to ensure you’re being sensitive and practical to the current needs of your audience.

4. **Over-communicate with your teams and customers.** If you’re in a crisis that prevents one-on-one contact, then resort to digital means. Be sure to over-communicate, so there’s no confusion or misunderstanding about projects and your business operations.

5. **Practice active listening.** You need to keep your ear to the ground to ensure your marketing strategies remain agile enough to adapt to rapid market changes.

6. **Periodically re-assess your messaging, goals, and campaigns.** During times of crisis, you need to be flexible enough to make changes on the fly.

7. **Stay visible through all the noise.** No, this doesn’t mean buy more ads and sales content. Instead, be where your prospects and customers are. Offer helpful content and join in social media conversations. Do whatever it takes to shine a positive light on your business.

8. **Become philanthropic with your marketing.** Now’s not the time to focus on the hard sell. Lending a helping hand every chance you get will show compassion. This can turn prospects into future loyal customers.
9. Focus on customer retention. It may be a bit tougher to land new accounts during a time of crisis. Although you don’t want to forgo trying, you should give special attention to your accounts. Keeping them is much cheaper than finding new ones and it helps to maintain regular cash flow.

10. Build up your library of content. Your audience is constantly looking up information to help their businesses succeed. Be sure you have valuable content lined up that can help them navigate the crisis.

11. Switch over to virtual events. During times of crisis, live events will become non-existent. This doesn’t mean you can’t still gather and share information virtually. Focus on hosting webinars with notable speakers.

12. Adopt the right tools to automate your marketing: Use tech platforms that can help you get more done with fewer hands on deck (without sacrificing quality). During times of crisis, you need to maintain your resilience. This means having a plan A, plan B, and even a plan C.

Remaining vigilant about what’s going on and how to adapt will be the key to your success. Plus, it also helps if you can turn your account data into meaningful insights.

If you’re curious to learn how a CDP can help maintain your resilience, then watch the webinar: The Secret to Customer Obsessed Marketing Ops to learn more today!

If you’re curious to learn how a CDP can help maintain your resilience, then watch the webinar: The Secret to Customer Obsessed Marketing Ops to learn more today!