If you'd like to learn more, then we invite you to check out the Ultimate Guide to Driving Revenue with a B2B Customer Data Platform today.

## 12-STEP GUIDE TO B2B LEAD GENERATION IN THE NEW NORMAL

The streets are emptier. The stores are calmer. Yet, businesses are witnessing a time of chaos like no other. Many B2B companies today are struggling with working remotely and maintaining lead generation.

Some may even have an issue with retaining their current accounts.

Whatever your woes, you’ll find this guide helpful for prepping your B2B marketing for the “new normal.”

1. **TARGET THE RIGHT AUDIENCE WITH RELEVANT SOLUTIONS.**
   - There are changing fall. We care your products and services. For example, you might have focused on in-person demonstrations before. But how COVID-19 is impacting your customer base and adjust your marketing and product/services marketing.

2. **SHIFT EVENT DOLLARS TO DIGITAL EXPERIENCES.**
   - Face-to-face meetings are out of the question, but your teams can still show their faces. Video can be an alternative that’s often more effective and impactful than phone calls.

3. **ENABLE SALES/MARKETING DEVELOPMENT WITH VIDEO.**
   - More key decision-makers are at home, and they’re spending time on social media. Take advantage of this by sharing social proof (i.e., reviews and testimonials) to get their attention and interest.

4. **DON’T BE SALESY; BE HELPFUL.**
   - It’s critical to have sufficient amounts of content for those at the top of your funnel. This includes blog posts, guides, e-books, and other informative materials.

5. **SHOW EMPATHY IN YOUR MARKETING.**
   - More people are online simultaneously than ever before. This is the ideal time to advertise your product or service using social media or search ads.

6. **SHARE WHAT YOU’RE DOING DIFFERENTLY.**
   - Times are changing fast. Be sure your products and services are presented to prospects in a way that caters to their current needs.

7. **USE SOCIAL & SEARCH ADVERTISING.**
   - With more people searching the web, you want to do everything possible to keep your content at the top of search engine pages.

8. **DON’T STOP YOUR SEO EFFORTS.**
   - More local events are canceled. This doesn’t mean you have to give up on your presentations. Instead, shift your dollars toward online channels, such as pre-recorded webinars, live virtual conferences, online expos, etc.

9. **DON’T BE SALESY; BE HELPFUL.**
   - Let your audience know what you’re doing to acclimate to the new normal under COVID-19. Are you open and amplifying hygiene procedures? Or are you operating strictly remotely, but have an awesome knowledge base to make up for limited staff? Let everyone know.

10. **PRODUCE MORE TOP-OF-THE-FUNNEL CONTENT.**
    - With many decision-makers now at home, and more people spending time on social media, the top-of-funnel content of by sharing social proof (i.e., reviews and testimonials) to get their attention.

11. **BASE YOUR DECISIONS ON DATA.**
    - More top-of-the-funnel content is relevant for those at the top of your funnel. This includes blog posts, guides, e-books, and other informative materials.

12. **USE SOCIAL & SEARCH ADVERTISING.**
    - More people are online simultaneously than ever before. This is the ideal time to advertise your product or service using social media or search ads.

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