Quick Guide to Contextual B2B Marketing
The landscape of B2B marketing is rapidly shifting, making it difficult to stand on two feet confidently. This is exactly how your customers feel.

The key to converting this audience is first to understand their woes and then implement relevant solutions into your messaging. With contextual marketing, you can nail this process every time.

Here's a look at how you can implement contextual marketing into your B2B strategy.

- Find a reliable customer data platform (CDP) to manage and analyze your leads and accounts and develop hyper-personalized messaging.
- Use your CDP to follow the lifecycle stages of your leads and accounts to identify key moments (and channels) to use.
- Re-imagine your buyer personas based on the current landscape.
- Regularly clean and audit your contact database (or invest in a CDP that does this for you).
- Determine the best-performing content and channels (and why they succeeded).
- Use social media, review sites, and other channels to listen to your audience and their needs and then implement them into your B2B marketing strategy.
- Develop persona profiles and scoring to enhance your buyer profiles and to identify leads you should be targeting.
- Use social media to build relationships and empathize with your audience (think empathy over sales content).
- Continue to use firmographic, demographic, psychographic, and technographic data to segment and personalize your campaigns.
- Customize your advertising using some of the elements above.
- Stay abreast of SEO developments to ensure you're ranking for your intended audience.

Putting together a contextual B2B marketing strategy requires the right tools and mindset. Empathizing with your audience and generating hyper-targeted messaging is critical, along with using the right tools.

If you're not sure if a CDP is right for your B2B strategy, then [watch the webinar: The Secret to Customer Obsessed Marketing Ops to learn more.](#)