

Tactics and tracking for every buyer stage

In the world of B2B, the buying journey is lengthy and complex. Your brand needs to build trust and stay front of mind, all the way from a prospect's first search to becoming a loyal advocate.

But what tactics can you use to drive brand awareness at every buyer stage? And how can you track success?

Awareness

"Help! I have a problem."

Tactics

Thought leadership content

PR

Events

SEO

Paid ads

Tracking

Brand mentions

Share of voice

Website traffic

Organic search impressions

Click-through rates

Interest

"Aarrgh! Who can best help me?"

Tactics

Gated content

Retargeting

Nurture email journeys

Webinars

Website personalisation

Tracking

Open and click rates

Website engagement

Social media engagement

Sign-ups

Return visitor rates

Decision

"Eeee! I'm ready to make a decision."

Tactics

In-depth thought leadership content

Awards

Case studies

Personalised brand touchpoints

Branded proposals and presentations

Tracking

CRM data

Win rates

Brand perception surveys

Sales cycle length

Downloads

Retention

"Wow! What a brand."

Tactics

Customer success stories and videos

Loyalty programmes

Community building activities

Newsletters

Triggered email marketing

Tracking

Net Promoter Scores (NPS)

Customer lifetime value

Referral rates

Engagement in customer communities