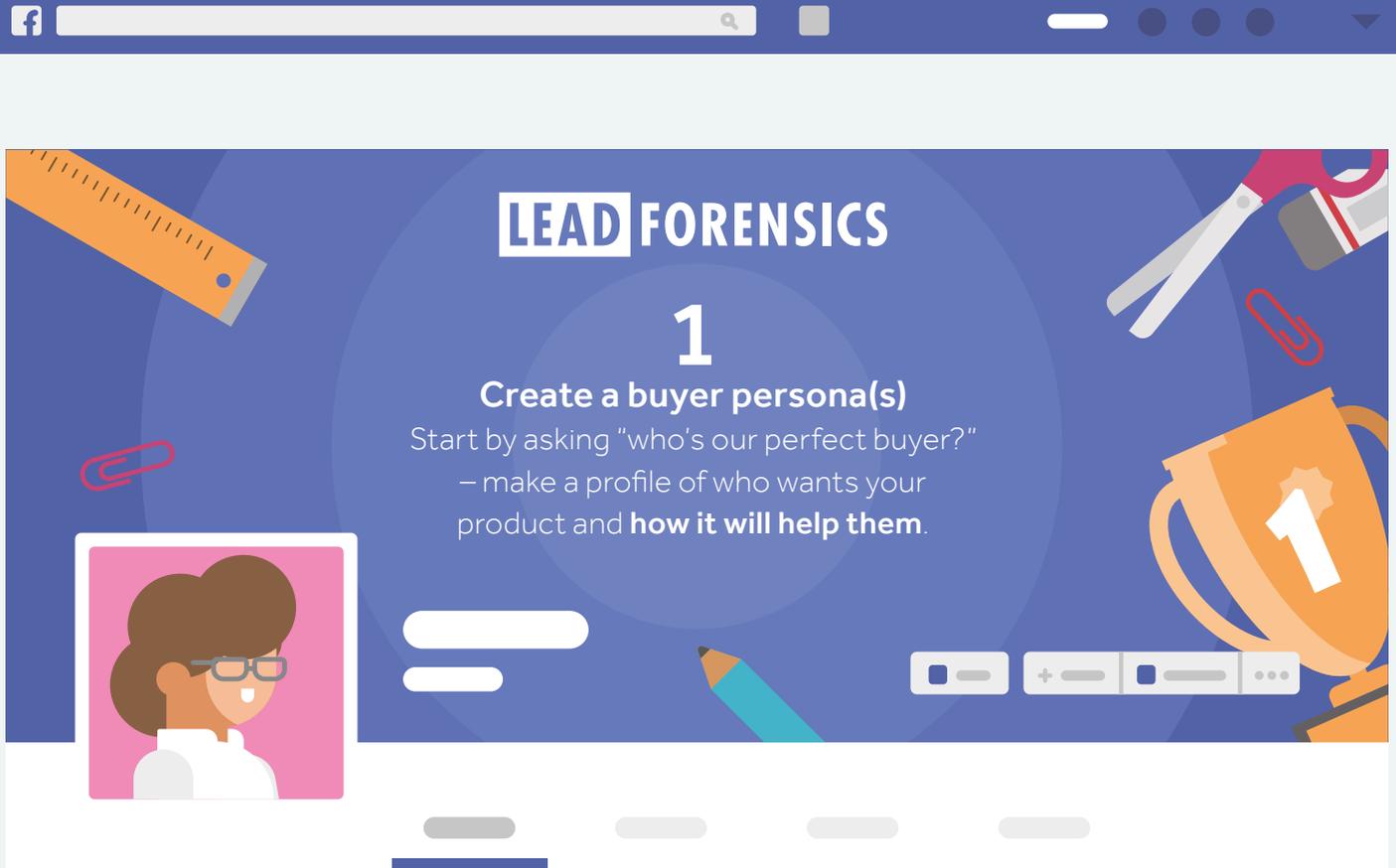


Integrate a multi-channel approach to your B2B marketing

72% of buyers prefer using multiple channels to engage with a brand. Employing a multi-channel approach in your B2B marketing allows you to boost your funnel and maximize your pipeline. Implementing this approach is easy work – we have all the knowledge you'll need to get started right here, with these six easy steps.

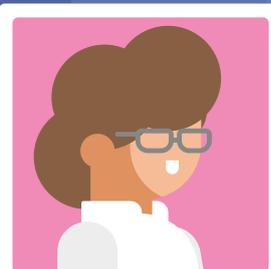


LEAD FORENSICS

1

Create a buyer persona(s)

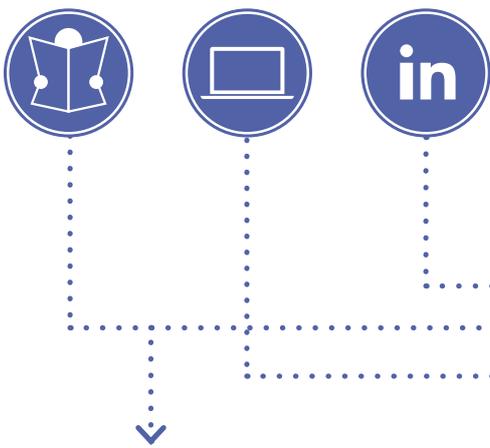
Start by asking "who's our perfect buyer?" – make a profile of who wants your product and **how it will help them.**



The image shows a Facebook post interface. At the top, there's a search bar and navigation icons. The main content is a post from 'LEAD FORENSICS' with a large number '1' and the title 'Create a buyer persona(s)'. Below the title is a short paragraph of text. To the left of the text is a profile picture of a woman with glasses. The background of the post is dark blue with various office-related icons like a ruler, paperclip, pencil, and trophy.

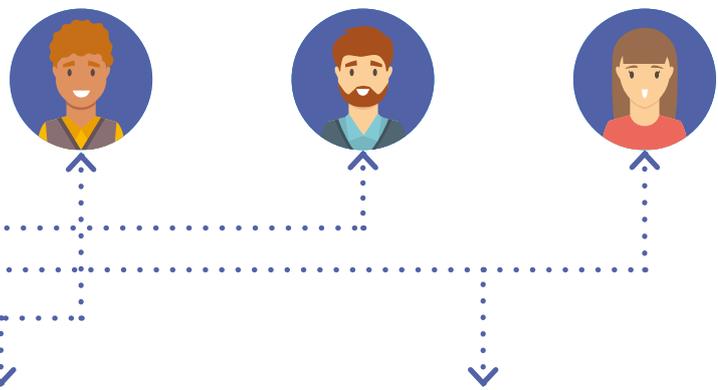
2. Draw up a model to match

Use your buyer persona to find the right channels to maximize on, then draw up a multi-channel model (or use one from our **free guide!**).



3 Manage each channel individually

Give each channel the **same amount of care** – assign separate channel managers and ensure they all have the necessary budget and facilities.



4 Set up performance trackers

Be prepared to measure every channel separately as well as together – know what success means for each individual channel before you access the performance of channels when united.



5



Review your multi-channel

These channels can change as often as marketing and sales themselves! Set up a date to review multi-channel performance and be prepared to tweak how they work together.

6

Remember your offline presence

It's easy to get caught up with the technological world – don't forget the real world is just as important!

Multi-channel approaches improve every element of your marketing, from brand awareness to lead generation; though it may be difficult to get through those first steps, once implementation is done, the results will pour in.

Why not include a lead generation solution in your multi-channel approach? Lead Forensics can help, by identifying your anonymous website visitors and providing you with contact details, turning them into actionable leads. **Get started today, and revolutionise your B2B lead generation!**

Why wait?

Identify your anonymous web visitors and experience turbo-charged lead generation today.

Take the **free demo** & **no obligation trial** today!

GET STARTED