

# **The** **B2B MarComms** **Toolkit**

## Business communication is changing

---

When your potential clients are constantly targeted with marketing messages, how do you break through the noise and offer them timely, valuable information they can leverage in their business activity?

With the fragmentation of media channels and increasingly new ways to engage your target audience, what is the right approach in delivering effective content-driven marketing campaigns?

It's not easy – but your clients are actively seeking out information on your products. In a recent US survey, 99% of IT buyers said they search for vendors and products online.

At Marketforce, we have over 20 years' experience engaging senior-level executives, providing environments where thought-leadership campaigns are developed and debated, and sales leads are generated.

*“99% of IT buyers said they actively researched vendors online”*  
(source Techtarget)

## Filling the funnel

---

The ultimate job of any marketing department is to support the business in winning new clients and retaining existing ones. Developing the pipeline is like filling a funnel where leads are nurtured and sales attained.

*But it's not about volume...*

*Through content-led campaigns marketing can differentiate its communication from the competition and produce strong qualified leads to put through the sales funnel.*



## How can Marketforce help you deliver these campaigns?

---

In the current climate marketing departments are under unprecedented pressure to deliver more impressive results with less resource. Marketforce can help relieve this pressure and assist with certain aspects of your campaigns, by utilising our own expertise and contacts.

### knowledge

Marketforce has in-depth cross-industry knowledge from producing annual strategic conferences and running thought-leadership campaigns across the Financial Services, Utilities, Transport, Media, IT/Sourcing and Public Sector verticals.

### contacts

Marketforce has a database of approximately 300,000 industry contacts across the UK and Europe. This audience is targeted through digital and direct marketing for our conferences. It is this activity coupled with our work for communications clients that makes us experts in managing multi-channel campaigns.

### resources

Having this B2B media focus allows you to select from a resource pool of industry analysts, communications experts, marketers, event managers and copywriters.

### metrics

Never has measuring ROI been more critical. Marketforce will build in key metrics across the campaign to ensure activity is measured and recorded using a tool developed through our client workshops.

## Selecting your Comms Tools

---

With the changing shift in the way we do business and communicate, selecting the tools to support your content is critical to success. Here's an overview of the toolkit we can help you execute your campaign with.

### Surveys, reports and white papers

We will work with you to develop and shape questions for your survey. Drawing on our industry knowledge and access to decision makers, we can build, execute, and analyse responses, turning the raw data into a written report or white paper.

If required, we can work in conjunction with one of our conferences benefiting from an association with established strategic event and alliance partners like the Institute of Economic Affairs, Adam Smith Institute or the National Outsourcing Association.

Using video within active pdf's is a growing technique. Marketforce can help integrate this medium within your white paper or report.

A distribution plan will be actioned covering online/offline channels. By carefully selecting the audience and monitoring activity, we can supply qualified leads and information on read rates / engagement.

### Webcasts / Podcasts

Webcasts turn panel discussions / presentations into powerful marketing content. We have the experience and access to create issue-based webcasts, either as client presentations or as industry debates.

By incorporating SEO/PPC techniques, social media and podcast formats in the distribution plan, your marketing message has the ability to go further and leave a deeper impact.

### Seminars / Workshops

Events are an important medium to get close to your prospects. Marketforce has been running conferences and seminars for over 20 years and knows how to create good content, foster the right environment and deliver the best contacts.

### Media Relations

Your content-led campaign has newsworthy potential. Whether it is through press releases, feature articles and/or journalist briefings, Marketforce has the experience and know-how to get coverage for your campaign in the right media.

## Talk to our team

---

Whether it be a turnkey solution or assistance with a current initiative, we would love to discuss your objectives and campaigns.

Contact our sales team and they will put you in touch with one of our communications experts: +44 (0)20 750 8699 or [sales@marketforce.eu.com](mailto:sales@marketforce.eu.com)

## Examples of work and further reading / downloads

---

### Industry report

Marketforce conference special report in association with IBM  
*Meeting tomorrow's infrastructure challenges*  
Access the pdf here <http://bit.ly/y8EY4>



### Conference webcast

Webcast product of Marketforce's flagship media event *The Future of Broadcasting*  
<http://ow.ly/pW27>

Fill in your contact details and use the password below  
Password: MFfob2009



### Tweet Tweet



Follow Marketforce on twitter @ <http://twitter.com/marketforce09>

### Stay connected



Join our Marketing / Business Development discussion group on LinkedIn @ <http://bit.ly/hA4p3>

### Conference TV



View footage from our Utilities TV channel @ <http://www.youtube.com/MarketforceConfs>