

5 New B2B Customer Engagement Strategies





1

Position for the long term

2

Know who your customer's customers are

3

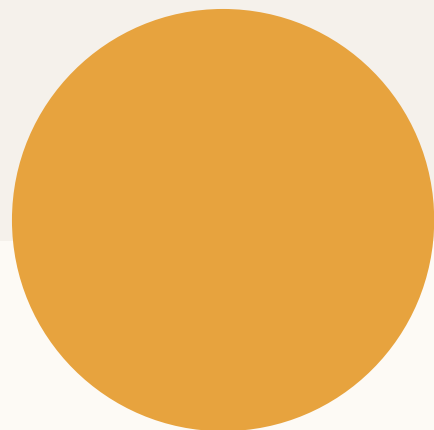
Revolve around the customer journey

4

Strengthen your sales and marketing collaboration

5

Earn trust through thought leadership



Strategy #1

Position for the long term

Think ...

“ Which value props seem best to highlight given the current environment?

“ Can we revisit our corporate messaging and offerings to help clients emerge from the pandemic stronger?

Revisit and highlight your mission, purpose, and offerings in light of what will be most helpful to your customers.



How to implement this at your marketing organization

- ✓ Conduct market research
- ✓ Ask for honest feedback from customers
- ✓ Check CRM notes

How to implement this by leveraging LinkedIn

- ✓ Update your Page
 - Revisit your organization's "About us" section
 - Refresh the hero image banner
- ✓ Invest in brand awareness campaigns — using organic and paid tactics

Strategy #2

Know who your customer's customers are

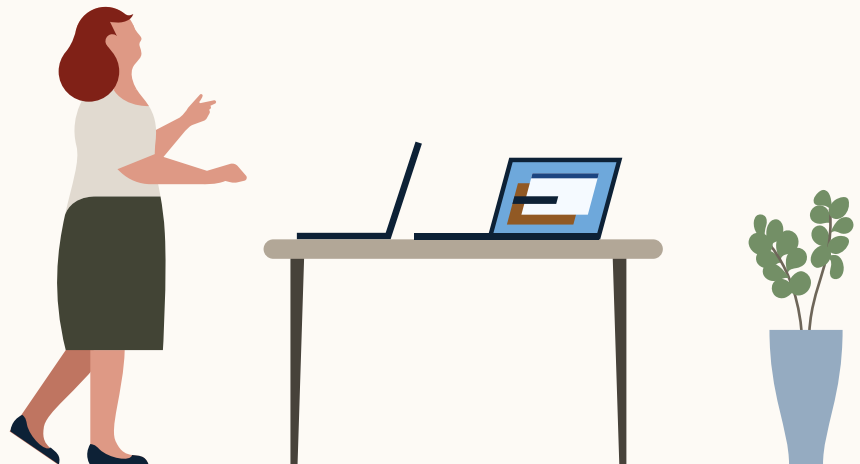
Think ...

“ How can we win new customer relationships, build trust, and engender loyalty in an environment where customer churn can have outsized impact?

“ Can we adjust our approach to meet a variety of customer challenges?

“ What value can we deliver through our research or data gathering?

Refocus on knowing your customer—and their customers



How to implement this at your marketing organization

- ✓ Capitalize on segmentation strategies

How to implement this by leveraging LinkedIn

- ✓ Take advantage of LinkedIn's unique targeting and filtering features to hone in on your audience
- ✓ Look for commonalities, patterns, and trends within the cohort
- ✓ Try LinkedIn's Insight Tag, Matched Audiences, and Account-based marketing tools

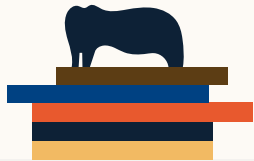
Strategy #3

Revolve around the customer journey

Think ...

“ How can we move our efforts beyond lead generation, to include journey enablement and customer relationship management?

“ How do we earn the permission to sell?



How to implement this at your marketing organization

- ✓ Identify potential buyers early — and engage them via content marketing
- ✓ Pursue content and experiences aimed at reducing barriers to prospective customers

How to implement this by leveraging LinkedIn

- ✓ Build a quality Page for your company:
 - Regularly publish quality content
 - Engage in community management
 - Ask and answer questions and respond to comments
- ✓ Build trust by sparking meaningful and thought-provoking conversations within LinkedIn Groups
- ✓ Take notice of what content your customers are engaging with

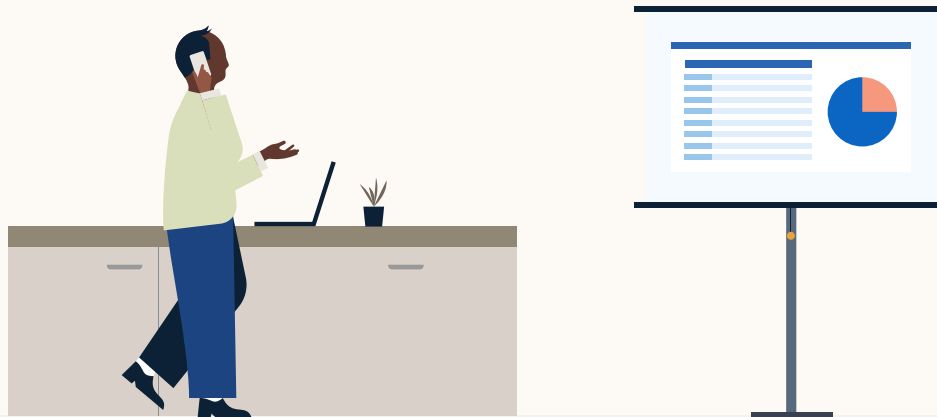
Strategy #4

Strengthen your sales and marketing collaboration

Think ...

“ Where are we delivering sub-par experiences in our customer journey?

“ How can we better partner to achieve positive customer outcomes?



How to implement this at your marketing organization

- ✓ Source insights and inspiration from sales counterparts to acquire understanding of critical pipeline KPIs, customer journey stages, and touchpoints where challenges are occurring
- ✓ Generate content that can tie directly to sales efforts
- ✓ Generate late-stage materials to prove value to reluctant buyers

How to implement this by leveraging LinkedIn

- ✓ Design a content plan that connects your branding — and lead gen efforts — to sales activation
- ✓ Run a Sponsored Content campaign on a specific message. Then, ask sales to outreach with content that mirrors and expands upon the same messaging.
- ✓ Introduce one of your sales reps in a virtual event to establish familiarity and rapport with attending prospects

Strategy #5

Earn trust through thought leadership

Think ...

“ How can we lean into our expertise to establish goodwill and build brand equity?

“ How can we empower our sales team with permission to sell?

How to implement this at your marketing organization

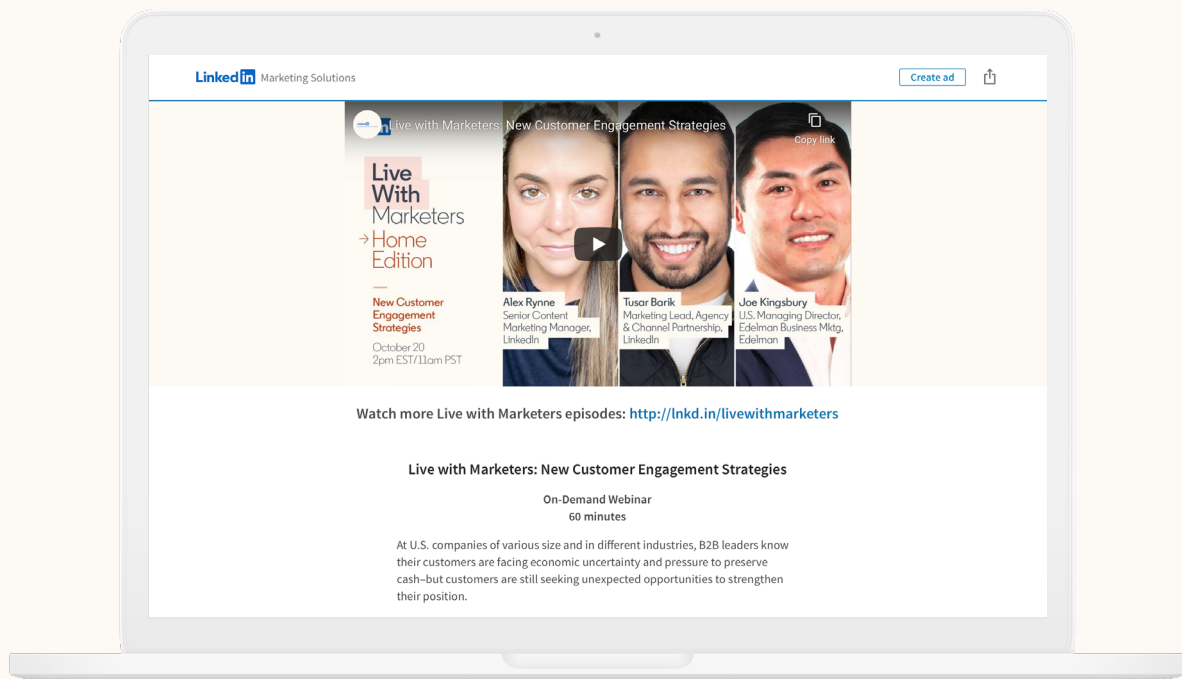
- ✓ Perform primary research — this empowers you to help your customers to solve timely challenges in concrete ways
- ✓ Measure progress
- ✓ Take advantage of all your channels (e.g., blogs, social channels, industry forums)
- ✓ Review [Edelman's Thought Leadership Flywheel](#) (shown to the right)



How to implement this by leveraging LinkedIn

- ✓ Host a LinkedIn Event, then use organic and paid options to boost awareness. Post about your upcoming LinkedIn Event on your LinkedIn Page and Group.
- ✓ Share relevant industry research conducted by your company or a trusted third party partner on your Page
- ✓ Feature your company's leaders within videos and posts
- ✓ Partner up with industry influencers to co-create content

For more tips on how to best engage customers in 2021, watch the full episode of “Live with Marketers: New Customer Engagement Strategies.” →



About LinkedIn

LinkedIn operates the world’s largest professional network on the Internet with more than 700 million members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent, and educated people.

Relationships matter

With LinkedIn Marketing Solutions, brands build relationships with the world’s professionals by using accurate targeting to deliver relevant content and communications. As today’s connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish relevant content in a professional context. Brands extend reach through the social sharing that occurs naturally on LinkedIn.

