

Creative B2B Marketing

10 Point Checklist

Monique de Maio

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**

**"Make sales more fun. Make it relevant.
Make it personal."**

MONIQUE DE MAIO

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Get to know a company before I reach out. Ensure that they are someone who would benefit from my services and share similar values with my company.
- Think long-term when it comes to acquiring customers. B2B should be about building and nurturing trusting relationships.
- Ensure that anything my business produces is of high value. Uphold the highest standards and establish this principle in the company culture.
- Be more human and personal in the way I approach business. Don't forget that I am selling to people and not a corporation.
- Establish a robust lead gen campaign. Utilize the right strategies and tools that have been tried and tested by my company.
- Nurture my leads. Take them on a memorable customer journey, so they find my services remarkable and worthy of a long-term professional relationship.
- Keep refining my onboarding process. Find ways to ensure a smooth transition from hot lead to client. Let them feel how much I value their business.
- Try creating a referral program so my clients can refer my services to their connections rather than having to deal with cold leads all the time.
- Be diplomatic when dealing with business transactions. Always look out for my client's best interests by practicing the mindset of preeminence.
- Check out the OnDemandCEO's [website](#) to learn more about the tools and strategies that promote insightful and impactful marketing.