

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

FIRM MANAGEMENT

Scaling Up Your B2B Marketing Efforts: Tips and Techniques for High-Growth Firms

Scaling your B2B marketing efforts can be challenging, as it requires a different set of skills and tactics compared to those used in the early stages of your firm.

Becky Livingston • Mar. 23, 2023



As a high-growth firm or one reaching toward that distinction, you are likely to be focused on expanding your client base, increasing revenue, and driving business growth. In order to achieve those goals, your marketing efforts must be aligned with your company's overall growth strategy.

However, scaling your B2B marketing efforts can be challenging, as it requires a different set of skills and tactics compared to those used in the early stages of your firm.

Tips and Techniques

Here are several tips and techniques that can help you broaden your B2B marketing efforts and achieve your growth objectives.

Define Your Ideal Customer Profile

Before you start scaling your marketing efforts, it's essential to define your ideal customer profile (ICP). Your ICP is a detailed description of the type of customer who is most likely to benefit from your product or service. By defining your ICP, you can focus your marketing efforts on the most promising customer segments, which will save you time and resources in the long run. It includes factors such as:

- Industry,
- Company size,
- Job title,
- Pain points, and
- Buying behavior.

[Referral Rock](#) offers this guidance to identify your ideal customer profile and qualify better B2B leads.

1. Review your current clients and list them based on their value to your business. This step helps you define your top 10 by looking at their budget, industry, common pain points, and company size and location. The information will help you define a clear client demographic that your marketing team can target in their efforts.
2. Examine successful client cases, no matter the size, and identify what they have in common. Is it industry, decision makers, location, company size, etc.? Once you've identified their similarities, you can create a better lead qualification funnel to attract them.
3. Create a pre-qualification process on your lead generation forms using a qualifier drop-down question like revenue options, locations, budget, services, etc.
4. Network with people in your ideal profile. "Listening to individuals in the group is one of the best ways to find nuggets of essential information for your success," writes Allyson Langhoff from [Online Optimism](#).

Develop a Marketing Plan

Once you have defined your ICP, it's time to develop a comprehensive marketing plan that aligns with your company's growth objectives. A marketing plan should include:

- A detailed analysis of your target audience.
- Your competition.
- Your marketing channels.

- An outline the specific tactics you will use to reach your target audience, such as content marketing, social media marketing, email marketing, and advertising.

Invest in Marketing Automation

Marketing automation is a powerful tool that can help you scale up your marketing efforts by automating repetitive tasks and workflows. With marketing automation, you can create personalized campaigns that target specific customer segments, automate lead nurturing and scoring, and track the effectiveness of your marketing efforts in real-time. You can also streamline your marketing operations and free up your team to focus on high-level strategic initiatives focused on your target, growth market.

81% of marketing organizations use marketing automation (Salesforce Research, 2021). – [Finances Online](#)

Focus on Content Marketing

Content marketing is an effective way to attract and engage your target audience, and it should be a key part of your marketing strategy. To scale up your content marketing efforts, create a content calendar that outlines the topics, formats, and distribution channels for your content.

To build a winning, repeatable strategy, consider these five steps.

1. Understand your target market(s)
2. Choose your core content formats (video, blogs, podcast, etc.) and channels (social, email, conferences, etc.)
3. Identify topics your audience wants to consume in long-form (e.g., ebooks) and short-form (video clips).
4. Systematize the content process using a CRM to help automate repeatable tasks and drive leads to conversions.
5. Measure and report on the successes and failures to adjust the process and maximize its potential.

Leverage Account-Based Marketing

Account-based marketing (ABM) is a targeted marketing approach that focuses on specific accounts or customer segments. ABM is particularly effective for high-growth B2B companies that have a limited number of high-value customers. To leverage ABM, identify your target accounts, create customized messaging and

content for each account, and use personalized outreach tactics to engage with decision-makers. To help you get started, [HubSpot](#) offers *The Ultimate Guide to Account-Based Marketing*.

Account-based marketing allows you to weed out less-valuable companies early on and ensure Marketing and Sales are in complete alignment — in return, your team can leap into the critical processes of engaging and delighting those accounts much faster. – HubSpot

Use Data to Drive Decision-Making

Data-driven decision-making is essential for scaling up your marketing efforts. By tracking and analyzing key performance indicators (KPIs), such as website traffic, leads, and conversions, you can identify trends and patterns that inform your marketing strategy. Use A/B testing to experiment with different marketing tactics and optimize your campaigns based on the results.

Build a Strong Brand Presence

Building a strong brand presence is essential for scaling up your marketing efforts, as it can help you stand out from the competition and attract new customers. To build a strong brand presence, focus on creating a consistent brand identity across all marketing channels, including your website, social media profiles, and advertising. Also invest in thought leadership content, such as blog posts, whitepapers, podcasts, video content, and webinars, to establish your company as an authority in your industry.

Now that you have these tips, it's time to scale up your marketing efforts to help your firm become a high-growth firm.

What's your biggest challenge when it comes to scaling up your marketing efforts?

Penheel Marketing • Firm Management • Article • Firm Management • Marketing

CPAPA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.