

Getting the right eyes on your marketing content



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It's busy out there

Trying to stand out in a crowded market can be really tough. Sometimes it can seem that all your competitors are saying the same thing, so it's no surprise that your marketing and lead generation isn't delivering as well as you'd hoped.

But when you take a look at all the marketing content on social media and in the emails that ping into your inbox each day, you'll notice that lots of it is very generic, with a very broad message that could be relevant to so many people.

Does that hook you? No, I didn't think so.

With loads of businesses promoting their products and services in your market you need to get smarter about how you attract the best customers and make it clear why your company is the best provider for what they need.

The trick is to be more targeted with the narrative of your marketing by focusing on specific audiences and being ok to take your time to nurture these as a priority



Appeal to the right people

The UK TV streaming market is worth over £3bn and I'm sure you and your family are helping contribute to that as you pay your monthly subscription and watch episode after episode of your favourite series.

The revenue is there for the taking, because the execs and writers know exactly how to get their audiences hooked – create content that appeals to specific demographics.

We've all done the scrolling thing as we look to find our next binge watch, and we've all moved past loads of the different series that just don't appeal to us.

We know what we like...and what we don't.

But then something stands-out from the rest and catches our eye – yes, that's the one. Check out the blurb and the reviews, press play and that's you sorted for 5 series and 60 episodes.

For your business to stand out from all the other companies selling the same thing, your marketing needs to target specific audiences, just like the TV and film industry do with their content.



Catching the eye

So, to catch the eye of your ideal buyer you need to get specific about who you want to speak to, otherwise your messages will just get lost in amongst all the other marketing content. And if what you say doesn't stand out, or if it doesn't leave a lasting memory, it will soon be forgotten.

Many business owners think this focused approach, where you spend your time nurturing relationships with just a few audience segments, goes against common business sense.

"I want everyone to know about our products"

"But we might miss someone"

"Why wouldn't we just tell everyone about it?"

We'll, just like you scrolling through all those Amazon and Netflix series to find the one that grabs you, that's the effect well targeted marketing can have – it will stand out and grab decision makers, rather than being more blah, blah, blah.

Generic content that's created for everyone get's scrolled past all the time.



Where to focus

In the B2B market, if you've not taken that bold step to just focus your marketing on a few target audiences, the best place to start is industry or sector.

So if you're business supplies IT or telecoms support, look at which industries you seem to be strongest in, where do you have some great testimonials, and spend your time tailoring your messaging to them.

If you're in construction, you could get specific about the sector of projects you do well in. Highways, energy, retail. Whichever you feel you can best demonstrate your capability to deliver a great product and services, target those.

And you can focus on more than one. I would normally recommend that you pick 2-3 different audiences to tailor your marketing for:

- 1 that could give you some quick wins;
- 1 that you know will deliver big results for you, but might take time to nurture;
- 1 that you really enjoy working with.



Say what interests them

When it comes to the job of planning your marketing campaigns and creating the content, to make sure you stand out and create a connection with your audience, the messages, themes and look and feel should be relevant to the businesses you want to take notice.

This is where it pays to do a little bit of research. By spending time searching for industry stats, research and news articles online, you'll be able to find relevant information to weave into your content to show how your product can help their specific situation.

Show how can you help them with...

- Challenges and opportunities –The big challenges the sector is facing. Opportunities that are available in their market.
- Market conditions – Uncertainty, industry disruptors and changing customer demands.
- Regulation and compliance – Limitation, restrictions and opportunities when working within legal boundaries and codes of ethics.
- Scenarios – Demonstrate how your product will help in scenarios your audience will be familiar with.



When and where to personalise

As you're planning your marketing with this new, focused approach, you need to identify how you'll use it across your marketing channels:

- Website – Create industry or sector specific pages on your site, while the main of your site can be more generic.
- Social – Focus a large amount of the content you post on your target audience, with a small percentage being more generic in message.
- Email – Build emails for your specific audiences and more generic for everyone else.
- Lead magnets/assets – Put your money into assets for your target audiences.
- Webinars – As with the lead magnets, concentrate on delivering live sessions where you go much deeper into subject areas that relate to your target audiences.
- Podcasts – Because these take a bit more time, keep these focused on your key industries too.



Conversations with value

When you approach your ideal customers with this level of personalisation, you're putting your business in a much better position to attract and nurture the interest of buyers. You'll already be way ahead of your competitors in the customer's mind, and you'll be forming the basis for really valuable conversations, because the buyer will feel that you understand them...and we all like that.

What about the companies and buyers outside of the target sectors? Honestly, don't worry. While you focus on your 2 or 3 specific audiences, people from outside those industries will still be able to see the more generic content on your website, social and emails.

If you want to find out more about how to get this right and generate marketing that really connects with your ideal buyers, get in contact and we can work out a plan for your business.

Michael

Chief Thinker & Do-er, Beyond-Consulting

07816 787293; michael.evans@beyond-consulting.co.uk

www.beyond-consulting.co.uk

