

# MARKETING TEAM TRAINING FOR B2B

**10 BEST PRACTICES  
EVERY MARKETER  
SHOULD KNOW  
AND USE**



Marketing is one of the fastest-paced fields in today's business world, and staying on top of the latest industry trends is a must for any forward-thinking B2B company.

Even if you already have a highly efficient marketing department, making sure your team is up-to-date with the newest and most effective marketing trends is paramount for delivering successful results. Being equipped with the best tools and expertise will give your marketing team the advantage it needs to expand the influence of your B2B brand.

The process of acquiring the essential marketing team skill set starts with a thorough understanding of the needs and experience lifecycle of your customers, and closes the loop with a focus on your audience through community building and engagement. Knowing the main techniques and tools your team can benefit from between these two points is what can give your company a competitive advantage.

So what's of utmost importance for your marketing team's skill set? Here are 10 of the most significant patterns from recent years.



# 1 UNDERSTANDING YOUR CUSTOMER'S JOURNEY

The first step in successful marketing team training is achieving alignment between the teams responsible for marketing, business development, and sales. Only through a thorough understanding of the overall business strategy and sales goals of your company can you properly set marketing targets and get your team on the right path.

Once you've executed this internal alignment, it's time to obtain proper training in customer journey mapping and the creation of buyer personas. ([Almost half of B2B marketers see customer insight, segmentation, and profiling](#) as a top skill for their trade.)

## Which Three Skills Do Feel Are Most Important for B2B Marketers to Have?



Source: [inBound.Org](#)

After completing in-depth customer journey training, your marketing team will learn how to:

- Use a **customer mapping tool** to identify the points of interaction between people and your product's presence
- Conduct **customer research** to pinpoint the pain points and needs of your target audience, addressing them through brand messages and adequate product representation
- Craft semi-fictional **buyer personas** that represent the typical customers your brand targets or wants to attract
- Navigate the **customer experience lifecycle** in order to take your customers from the awareness stage to full engagement and even brand advocacy

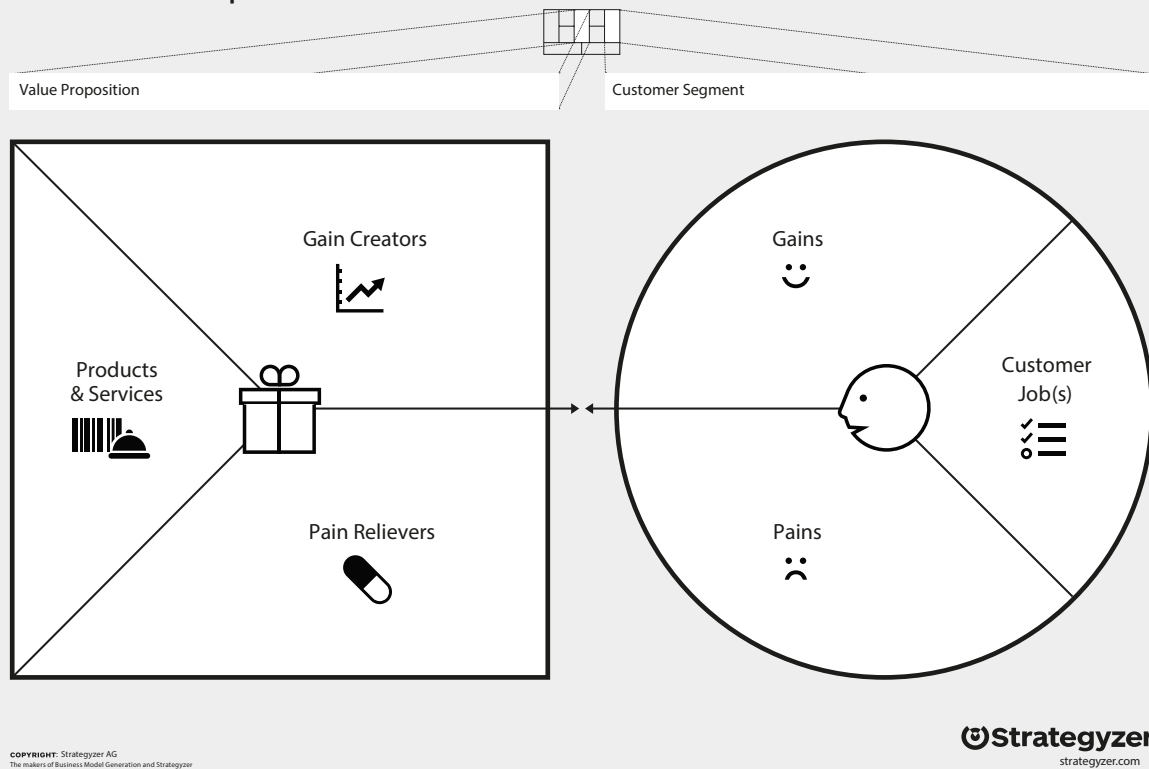
Acquiring these skills leads to a better understanding of the actual needs that your product is satisfying. Observing the way customers interact with your brand through your social networks, company website, email, paid search, and ads is crucial to making the right marketing decisions on where to invest your time and resources.

## 2 NAILING YOUR VALUE PROPOSITION

Once your marketing team has become acquainted with the struggles, needs, and attitudes of your customers, it's time to craft your unique value proposition. A value proposition must be based on what you've identified as your customers' main problem and the overall **customer and market research** findings you've obtained. With all this information in mind, create a value proposition that offers a sharp and effective solution, expressed in a succinct and powerful way.

Value proposition training is a tricky ground, as it combines skills from a variety of fields: business development, sales targeting, and copywriting, to mention a few. It also requires close collaboration between all teams within your company to make sure the proposition is aligned with business opportunities and the current market landscape.

# The Value Proposition Canvas



**Value proposition canvas, Copyright: Strategyzer AG,**

Source: [Strategyzer AG](#)

**Value proposition canvas explained, Strategyzer**

Source: [YouTube - Strategyzer](#)

While those requirements may sound overwhelming, there are proven methods to improve your marketing team's ability to formulate a strong value proposition. Your team members will be much better equipped if they are trained in using a system such as the [value proposition canvas](#), which identifies the matches between customers' needs and the ideal messages that will build a successful relationship with the target audience.

Your B2B marketers will also benefit from learning about the crucial function of nailing down a strong value proposition, the step-by-step process of achieving it, and the analytical assessment of its quality. These insights will help your team – equipped with a powerful skill set – [strive for top product/market fit](#).

## 3 LEAD GENERATION 101

With a solid value proposition in place, the next training step your marketing team needs to take involves how to conduct successful lead generation. This is the actual process of engaging potential customers, offering them useful and educational information about your product and the playing field, and leading them through the different stages of your sales funnel.

The expertise your team needs to acquire in order to create a lead generation strategy that fosters quality leads and conversions includes the ability to:

- **Spark interest and engagement** in your customers through adequate content, campaigns, and customer relations
- Guide potential leads through the various stages of the **sales funnel**
- **Educate prospects** by explaining the problems they're facing and inspiring them with the value of your solutions
- Put powerful **lead nurturing** into effect for qualifying prospects through personalized emails and premium content
- **Measure quality leads** to help assess ROI

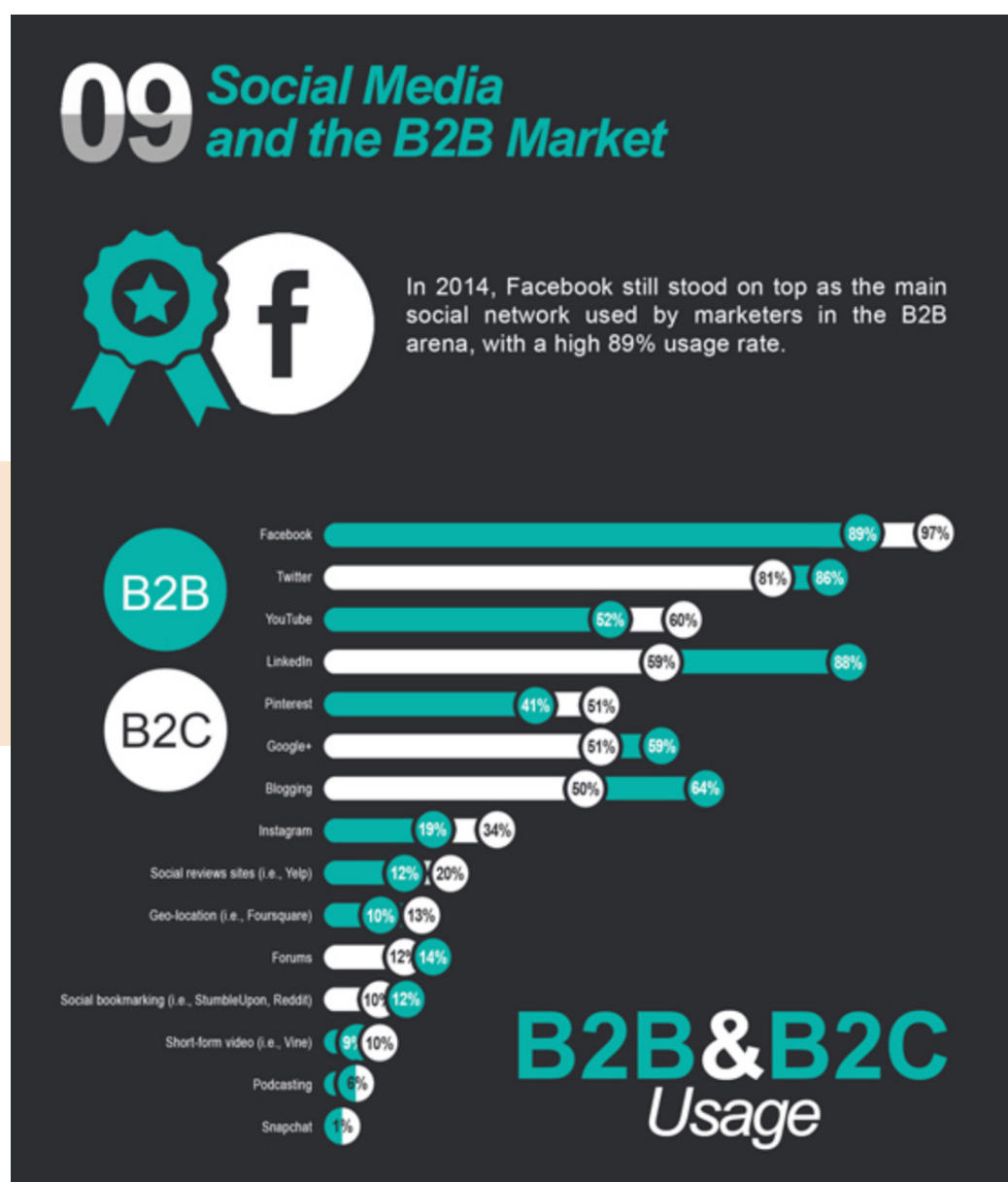
Ultimately, it's practical for your marketing team to get lead nurturing training and [make the best use of proven lead generation tools](#) such as [Salesforce](#), [Marketo](#), [InsideView](#), and [Unomy](#).



## 4 SOCIAL MEDIA MARKETING

A crucial element of lead generation is mastering how your company communicates on social media and other online outlets. To excel at this, your team must stay [on top of social media marketing trends](#). So what are the social media essentials that your marketing department needs training in?

It's no surprise anymore that one of the most effective ways to bring prospects to your website is through social media marketing. Today, it's not only the company talking to the buyer, but also the peer community influencing the decision of the buyer. In order to take advantage of this new social media landscape, your team needs to gain skills in [influencer marketing](#) and [social sharing](#).



[Screenshot from 10 Social Media Marketing Trends to Watch Out for in 2015 \(Infographic\)](#)

Coming up with a thorough B2B **social media strategy** is another must, and it should be frequently updated and adapted to fit new trends. In relation to this, your team should also learn how to conduct social media audits to assess objectives and results.

Besides boosting lead generation efforts, social media marketing is useful in many areas of your business development. With **social media monitoring**, you can find valuable information about your customers and the channels they use. Plus, you can obtain immediate feedback on your products or solutions to use for product development.

## 5 B2B COPYWRITING FOR THE WIN

Making the most of your B2B company's social media presence includes sharing valuable and relevant content with your potential customers. While everyone may not have a hidden Hemingway lurking inside of them, your marketing team can definitely benefit from **training in B2B copywriting**.

The top skills that your in-house copywriters should acquire include **copywriting techniques for B2B audiences**, as well as for **SEO optimization** and **lead generation**. It's best to choose a training course that details both the practical sides of copywriting (such as content structuring, editing, and formatting), as well as the overarching [B2B language, style, and tone](#). Technical knowledge in search engine optimization can, of course, take your content efforts to a higher level, so it's also highly recommended as a part of the training.

On a broader level, your marketing team would be even better equipped with training in **content marketing strategies**, as the overall content approach is crucial for the success of individual content campaigns.





## 6 ENGAGE WITH B2B STORYTELLING

Content writing alone might simply not be enough, though. Since there's an overwhelming amount of content being produced on a daily basis, your B2B marketing team can add one more skill to give you a competitive advantage by mastering **B2B storytelling**.



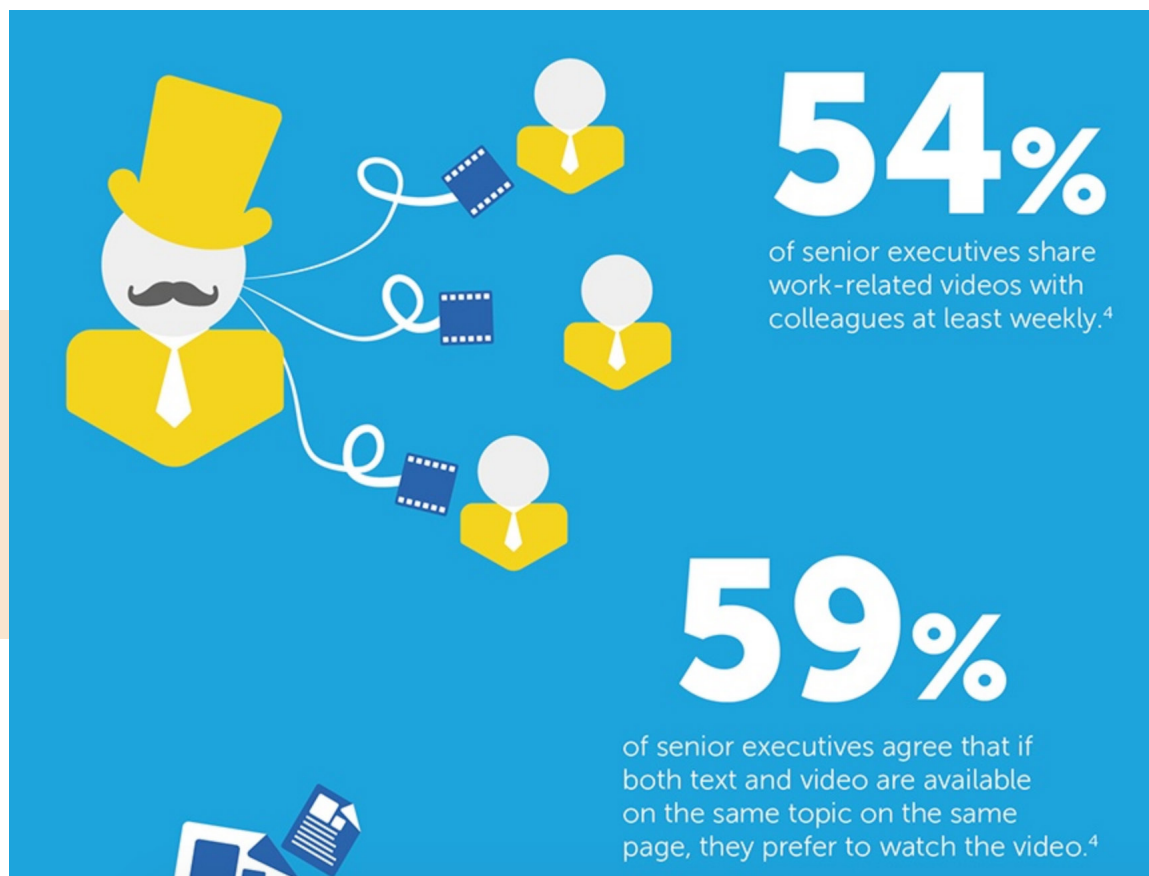
Screenshot from [Infographic: How to Use Storytelling to Cut Through the B2B Content Clutter](#)

[Storytelling is a highly engaging way](#) to educate and draw in your B2B audience, because everybody loves a good story. Learning about the good ol' storytelling techniques that narrators have been using since the cavemen times – and their application for modern businesses – is an infallible method for creating buzz around your brand.

To be able to engage your B2B customers with a story, your marketing team will need to gain knowledge in **storytelling techniques** that include finding your particular **brand story**, utilizing **social media for storytelling campaigns**, and **brand building** through narratives.

## 7 THE POWER OF VIDEO MARKETING

Another powerful tool to create both educational and catchy content for your B2B audience – that also employs storytelling methods and feeds into your lead generation efforts – is video marketing. Plus, [58% of B2B marketers see video as an effective form of B2B marketing](#). With some basic skills in video making or by collaborating with a video production house, your marketing team can create inspiring brand or explanatory videos that take your company's chance to succeed one step further.



[Screenshot from Video Marketing Statistics Infographic](#)

Before jumping into video production, there are a few things to learn. Coming up with a successful **video marketing strategy**, which is neatly integrated into your B2B marketing mix, is the first step that your marketing team should focus on. Then, it's worth exploring the [top trends in video marketing](#) to guide your choice of stories, format, and execution.

As with all content, **distribution** is essential for video marketing. But how can video become a real powerhouse for your brand? Give your team members the tools they need to master the top channels for circulating video content and creating memorable campaigns.

## 8 ACING THE ESSENTIALS OF EMAIL MARKETING

Email marketing is an essential distribution method for B2B businesses that are using content marketing to reach their audiences. In fact, it has proven to be [one of the top B2B communication channels](#). Taking advantage of the vast reach of email marketing methods can be of great use to your brand, so empowering your marketing team through training is a wise move.

But what could be so difficult about drafting an email? Well, even the slightest nuance can make or break your marketing campaign. In order to craft powerful email messages, your marketing team would benefit from training in:

- Understanding **the role of email marketing** throughout the customer journey, particularly in lead generation, lead nurturing, and customer feedback
- How to **manage email lists** and email marketing automation
- Mastering the right words and messages through **B2B email copywriting**
- How to evaluate email efforts and **measure success**

Using the full potential of email marketing starts with laying out a strong strategy. Once your marketing team learns the intricacies of producing sharp email content and finding the right recipients and proper timing, your company will be well on its way to gaining broad exposure through email.


## 9 ADDING MARKETING AUTOMATION INTO THE MIX

When correctly applied, all of the latest marketing trends can bring about amazing results. And with marketing automation, this process can be faster and more efficient. That's why it's worth investing in [training your marketing team to use automation tools](#).

The most basic asset for your team at this point is learning the technical application of automation in nitty-gritty detail, but only with the goal of using the most relevant functionalities. However, in order to get to that stage, your marketing crew should understand how these tools fit into the big picture. Namely, that automation creates a shortcut to executing **lead nurturing, lead scoring, email marketing**, and an array of other essential marketing tactics.

Marketing automation training can provide your team with the technical skills it's missing. It's especially useful in case you've already started utilizing such tools but have been slow in adopting them or aren't using their most essential features. In most cases, your automation tool provider will be able to supply basic training, but you can find alternatives for more advanced coaching that go beyond the specific solution you're using.

## 10 SUCCESSFUL COMMUNITY BUILDING AND ENGAGEMENT

When it comes to marketing team training, it all starts and ends with the customer in mind. The last (but not least) essential training that your team needs to acquire is on how to [successfully build a community and keep it truly engaged](#). 

Indeed, forming a community and sparking lasting interest in your brand can be achieved through the exact same techniques that were explained at the very beginning of this whitepaper. Thus, your marketing team needs training in **segmentation** and **audience targeting techniques**, as well as in **multichannel marketing**, in order to understand and tap into your customer journey. Additionally, it would be beneficial to learn how to **use programmatic advertising** to scale the number of people interested in interacting with your brand with minimum time investment.

It's only logical that quality content, effective B2B storytelling, mastery of social media marketing, and a coherent content marketing strategy all contribute powerfully to effective community building and high engagement with your brand. That's why every element of your marketing team's training seamlessly contributes to achieving this final goal of keeping your customers happy and engaged.



## TIP ON CHOOSING THE RIGHT MARKETING TEAM TRAINING

When selecting a training program for your marketing team, it's important to consider what the curriculum entails to ensure that the courses match the skill set your team needs to acquire. Besides the actual content that will be taught, selecting a reputable training provider is also of significance, as this guarantees the quality of the training.

It's worthwhile to invest in programs that'll give your marketing team the appropriate certification in the tools and platforms you're employing, both in terms of practical use and overall marketing strategy. And optimizing the workflow of your marketing team members starts with providing them with the right training for the skills they still need to master. ([Hubspot Academy](#) and similar programs are good examples of industry leaders that offer marketing certification.)

Ultimately, investing in your employees' skills is one of the first – and best – steps to take when formulating a marketing strategy. And if you're prepared to dedicate the necessary resources to it, you'll be on the path to success.



### Alexander Kesler Bio:

Alexander Kesler is a visionary B2B digital marketer and has been practicing in the fields of technology, software, education and digital security, among others, for over 15 years. As the Founder and President of inSegment, Alexander leads a team of digital marketing experts and specializes in the areas of B2B Lead Generation, Content Marketing & Syndication, SEO & Paid Search, Conversion Oriented Web Development, Programmatic Media Buying and Direct Response Marketing.

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