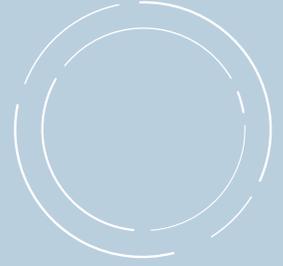


# Ep 30: 4 Principles of Successful B2B Marketing

Like direct-to-consumer marketing with some nuances



- Get to know your customers intimately.
  - Just like a consumer, consider their demographic AND psychographic profile.
  - Understand their industry so you can understand how they do business including their processes, challenges, opportunities and goals.
- Get to know your customer's consumers intimately.
  - No matter where you enter in the funnel, there will always be a consumer at the end.
  - You will never be the best solution if you don't understand what your customer's consumer's needs, pain points and opportunities are.
- Always speak from the customer's POV vs. your own.
  - This is about creating value for your customer vs trying to sell yourself.
  - Use their language, overtly speak on how you will address their needs as well as their consumer's needs, and go on the journey with them.
- Do not sacrifice your own brand for your customer's.
  - Don't forsake your long-term business equity for short-term gain.
  - Red-flags should go up if you feel your brand values, mission, story, credibility and integrity are at risk.

## Areas to address immediately are:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_

## Action Plan:

Action	Timing	Progress	Complete