

# B2B ONLINE NETWORKING

*Or how to get new leads online?*





**A SHORT STORY ABOUT THE BRIEF.**

# Offline networking (fairs) vs Online networking

## OFFLINE NETWORKING

*The biggest source of new leads*

*We already know this is our TG*

*Attendees have intent to purchase*

*Direct approach*

*You can customize your sales approach*

## ONLINE NETWORKING

*How to find relevant leads?*

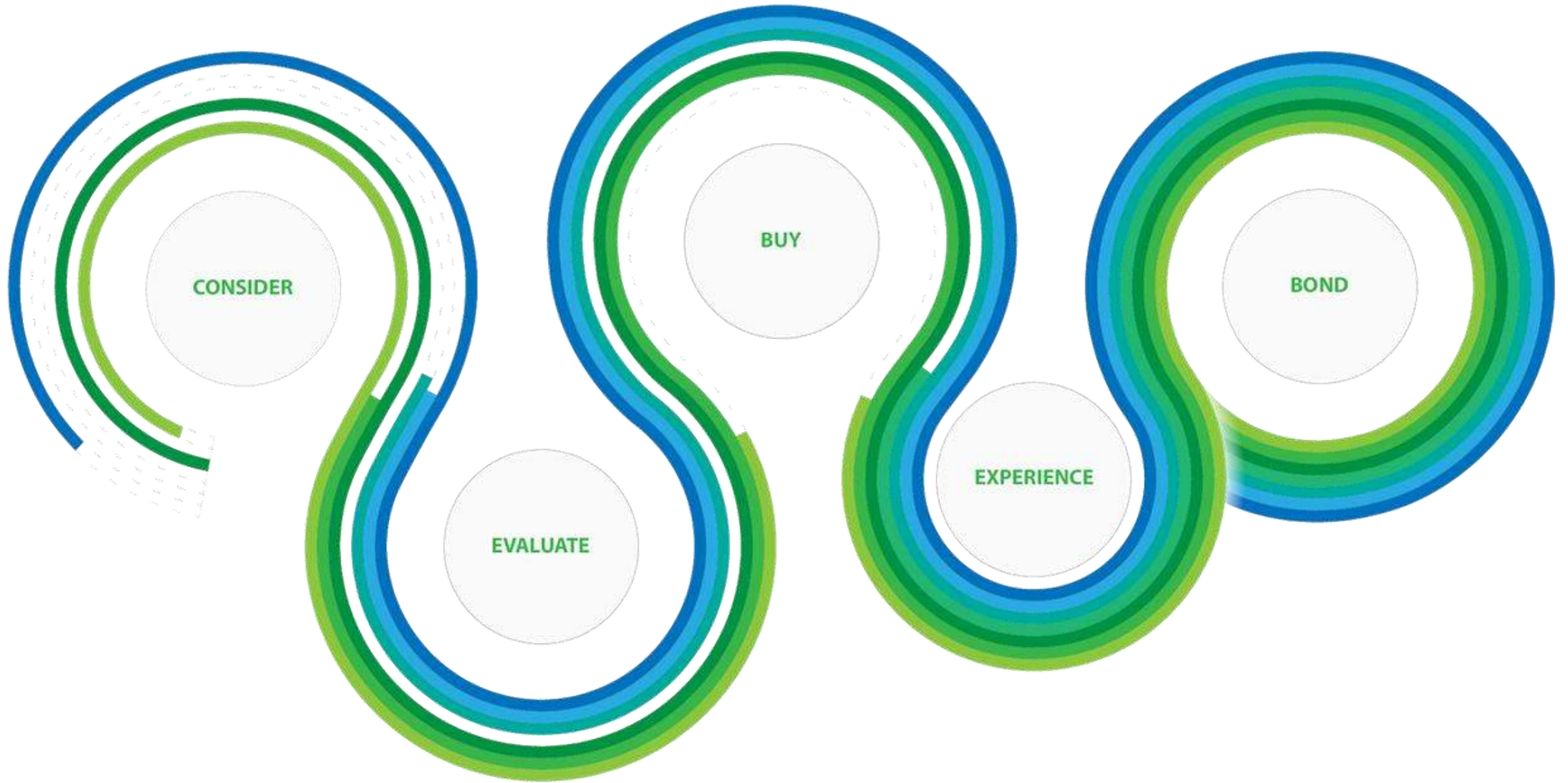
*How to target?*

*Where to find potential buyers?*

*How to find if they have an intent to purchase?*

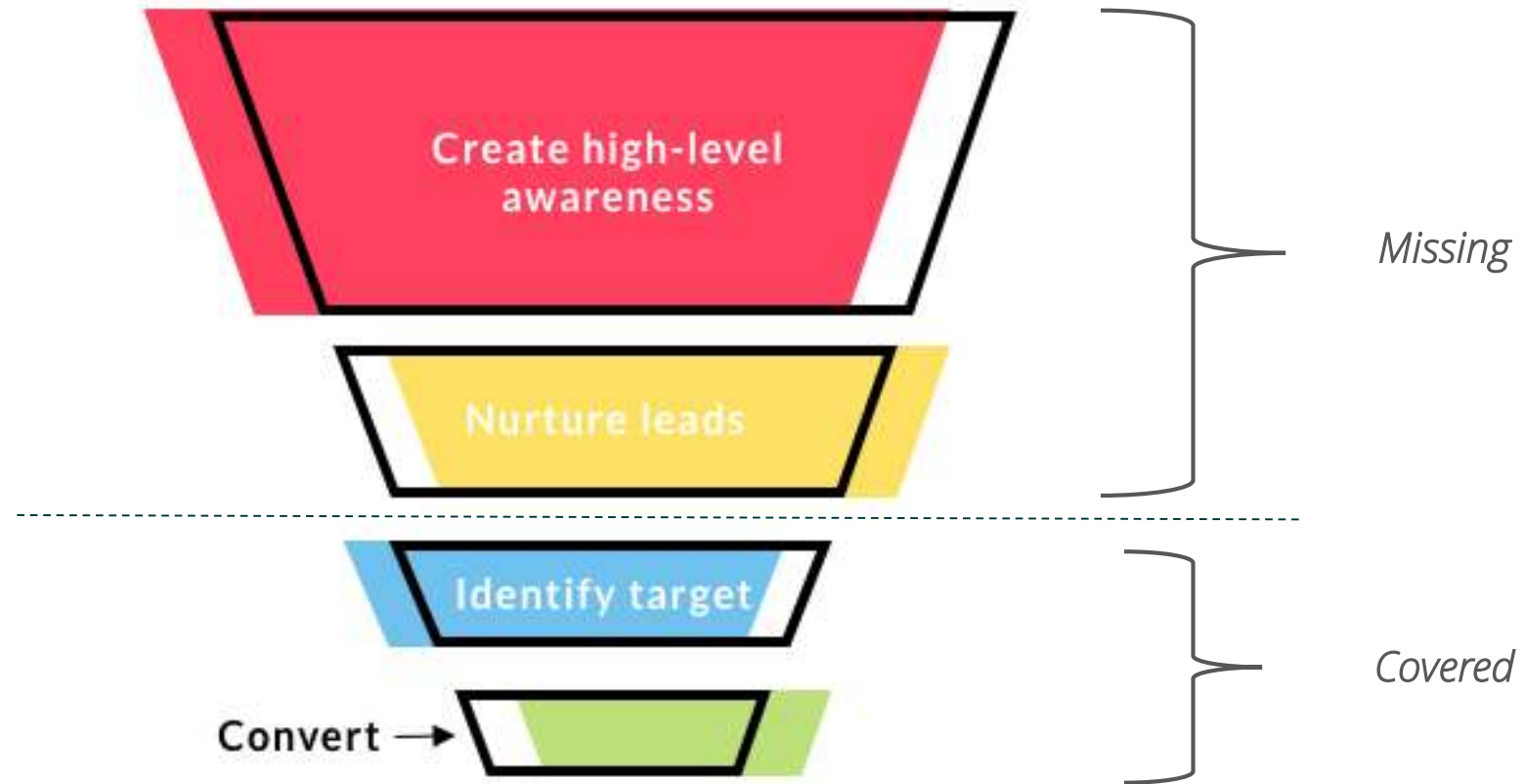
*How do you measure user engagement?*

# Consumer decision journey





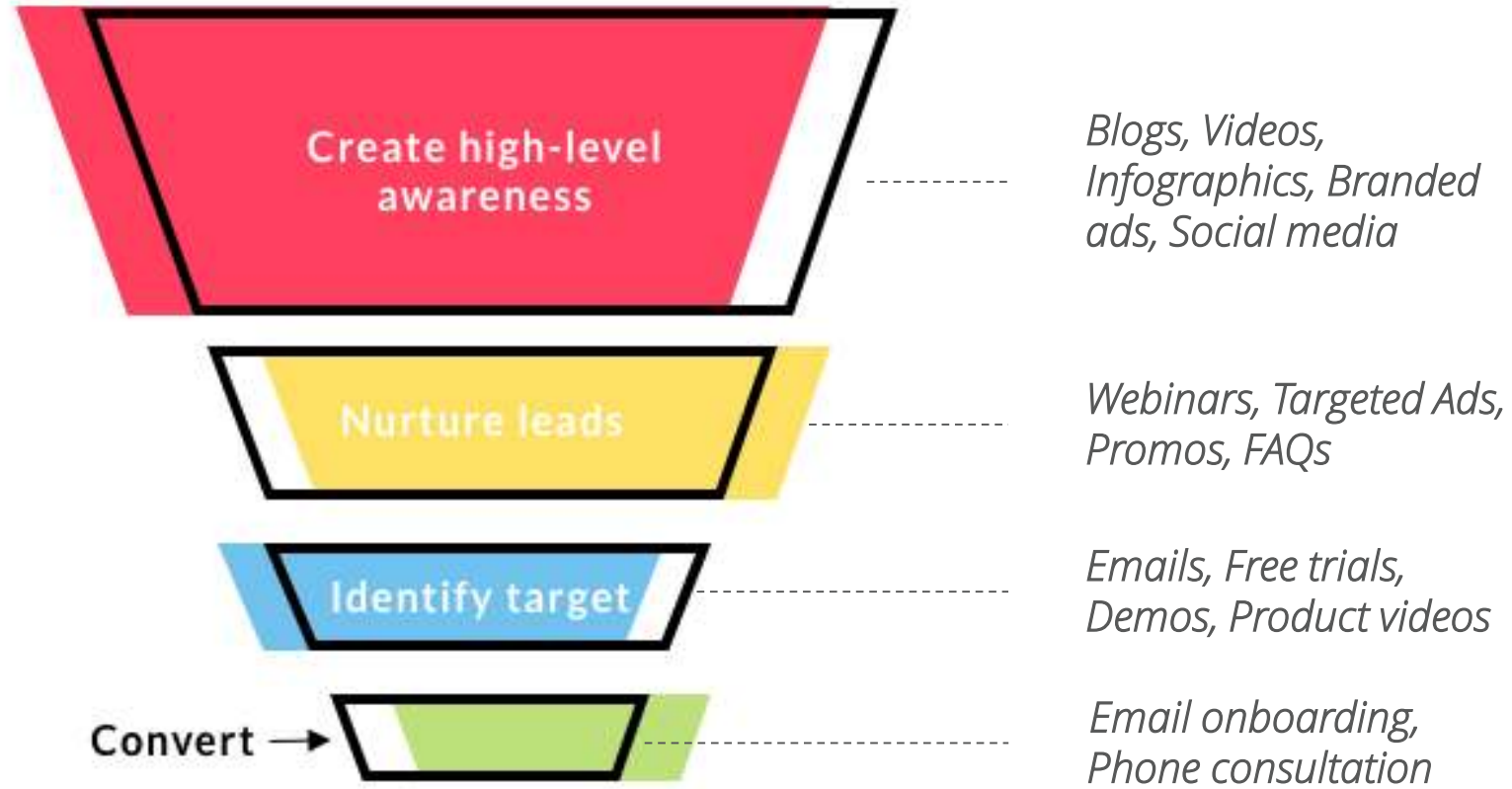
# Marketing funnel



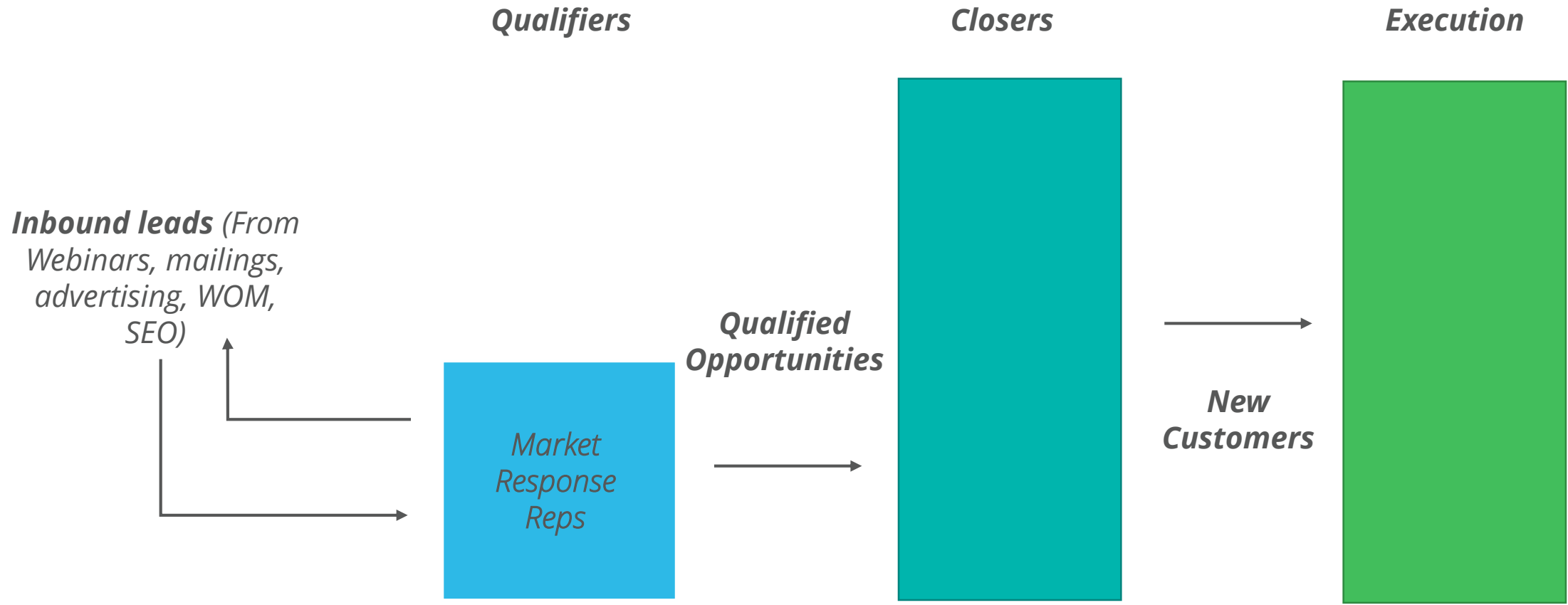
**BUYERS MAKE 85% OF THE RESEARCH ON THEIR OWN  
BEFORE THEY EVEN TALK TO A HUMAN AT A COMPANY.**

Source: Predictable revenue

# Marketing funnel



# *Pulling sales or Inbound marketing & sales process*





**HACK**  
**BEFORE DOING ANYTHING, KNOW YOUR ICP.**

**ADD LINKEDIN PIXEL AND REVIEW DATA  
IN LINKEDIN ANALYTICS.**

## Website Demographics: InOrbit

Gain insights about your website audience with professional data from LinkedIn. Demographics metrics are approximate to protect member privacy. [Learn more](#)

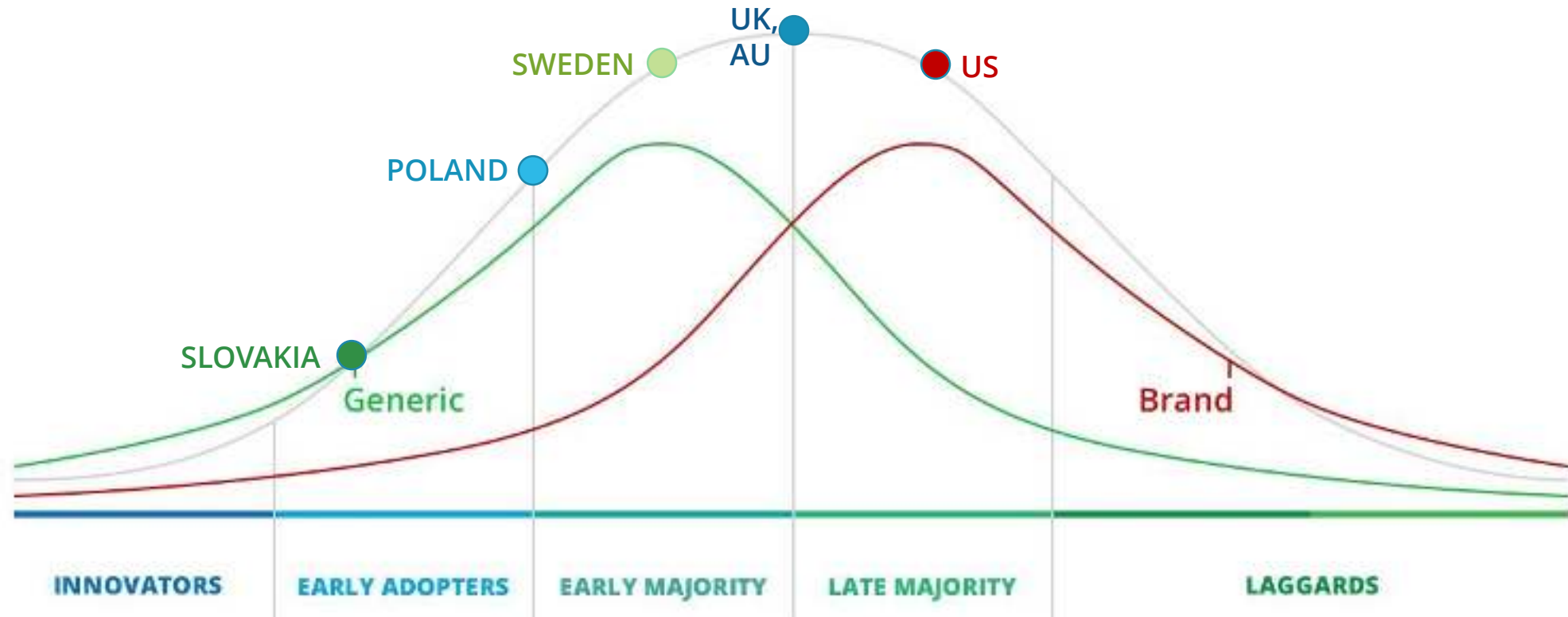
Website audience: All visitors - 90 days ▼    Compare to website audience: Select Audience ▼    Display: Job function ▼    Time range: 1/5/2021 - 2/4/2021 ▼  
1 / 8 pageviews

Name <span>🗕</span>	% of pageviews <span>🗕</span>
Marketing	55.5%
Business Development	15.30%
Media and Communication	13.51%
Operations	6.59%
Art and Design	6.59%
Sales	4.2%
Education	3.51%
Human Resources	3.52%
Community and Social Services	2.24%

**HACK**

**USE DIFFERENT TOOLS TO RESEARCH THE MARKET YOU  
ARE ENTERING.**

*Market strategy needs to be adapted to the market maturity curve stage*



**HACK**  
**REQUEST AS MUCH DATA AS POSSIBLE**  
**FOR THE LEAD GEN.**





# BUSINESS SUCCESS SCORECARD

Personalised Insights into Your Business



Sign up for a quick and free test.

(Please fill out all fields.)

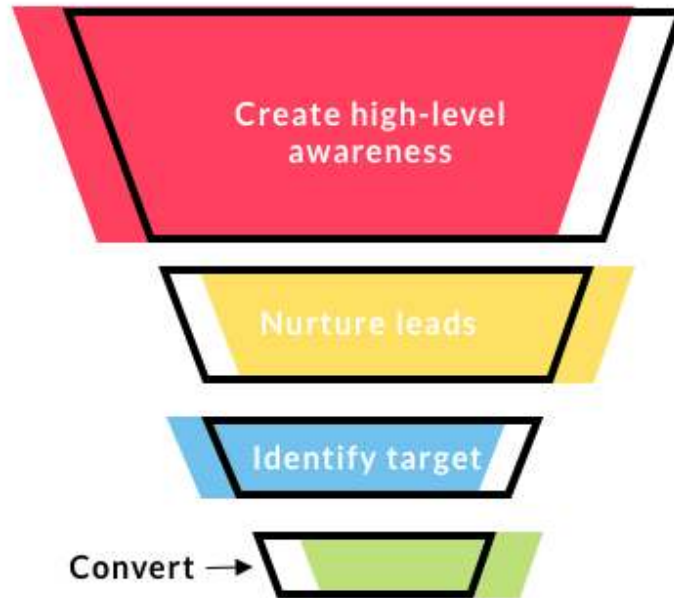
Country

By registering, you confirm that you agree to the processing of your personal data by Salesforce as described in

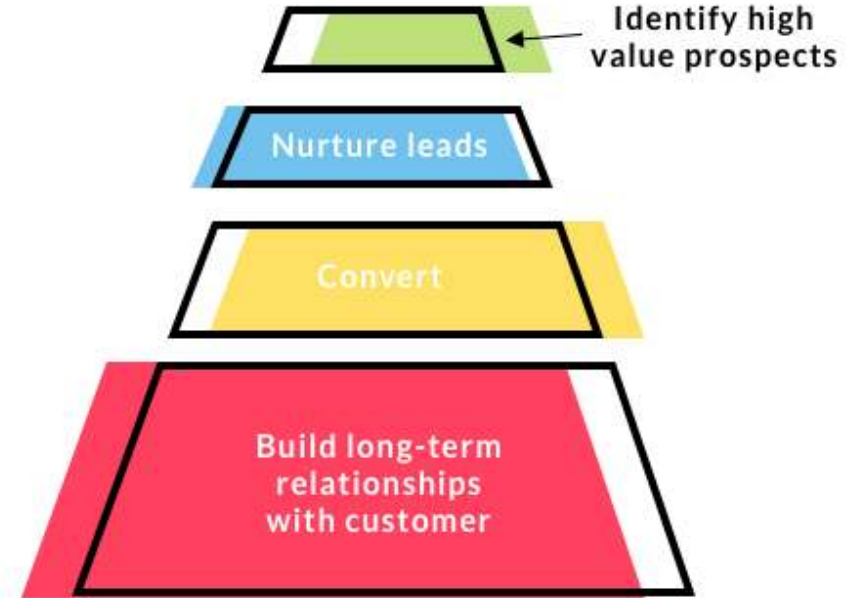


# Pushing sales or flipping the funnel around

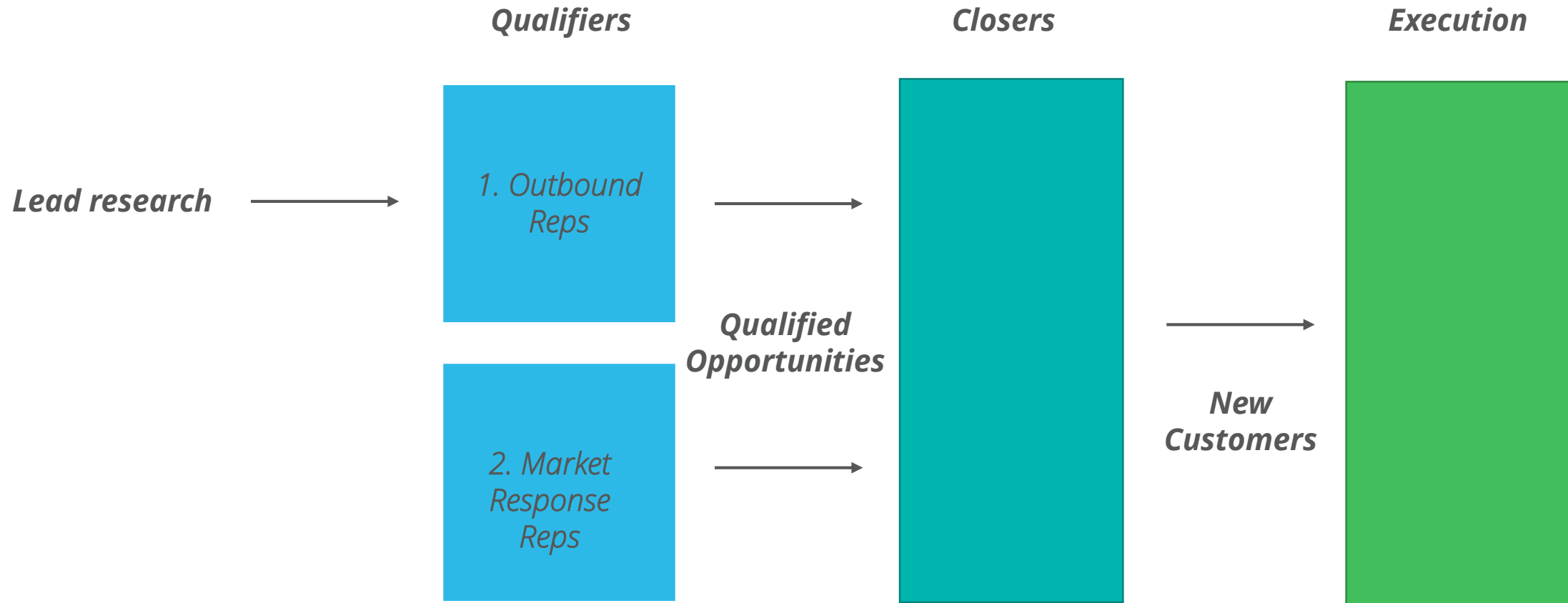
## Traditional Marketing Funnel



## Account-Based Marketing Funnel



# Pushing sales or Outbound marketing & sales process



**HACK**  
**LEAD RESEARCH**

*Personalization is key*

# ICP

(revenue size, team size,  
industry, employee number  
...)

# Buyer persona

(challenges, motivations,  
fears, tools they use, relevant  
content ...)

# Individuality

(contact, job title ...)

*Lead research*

**USE LINKEDIN SEARCH.**





online marketing manager



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My Network



Jobs



Messaging

People

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Locations

Current company

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Connect

y Productions

ared connections



LinkedIn Member

Online Marketing Manager at Instagram  
Slovenia



LinkedIn Member

Online Marketing Manager, at Private Contractor  
Slovenia

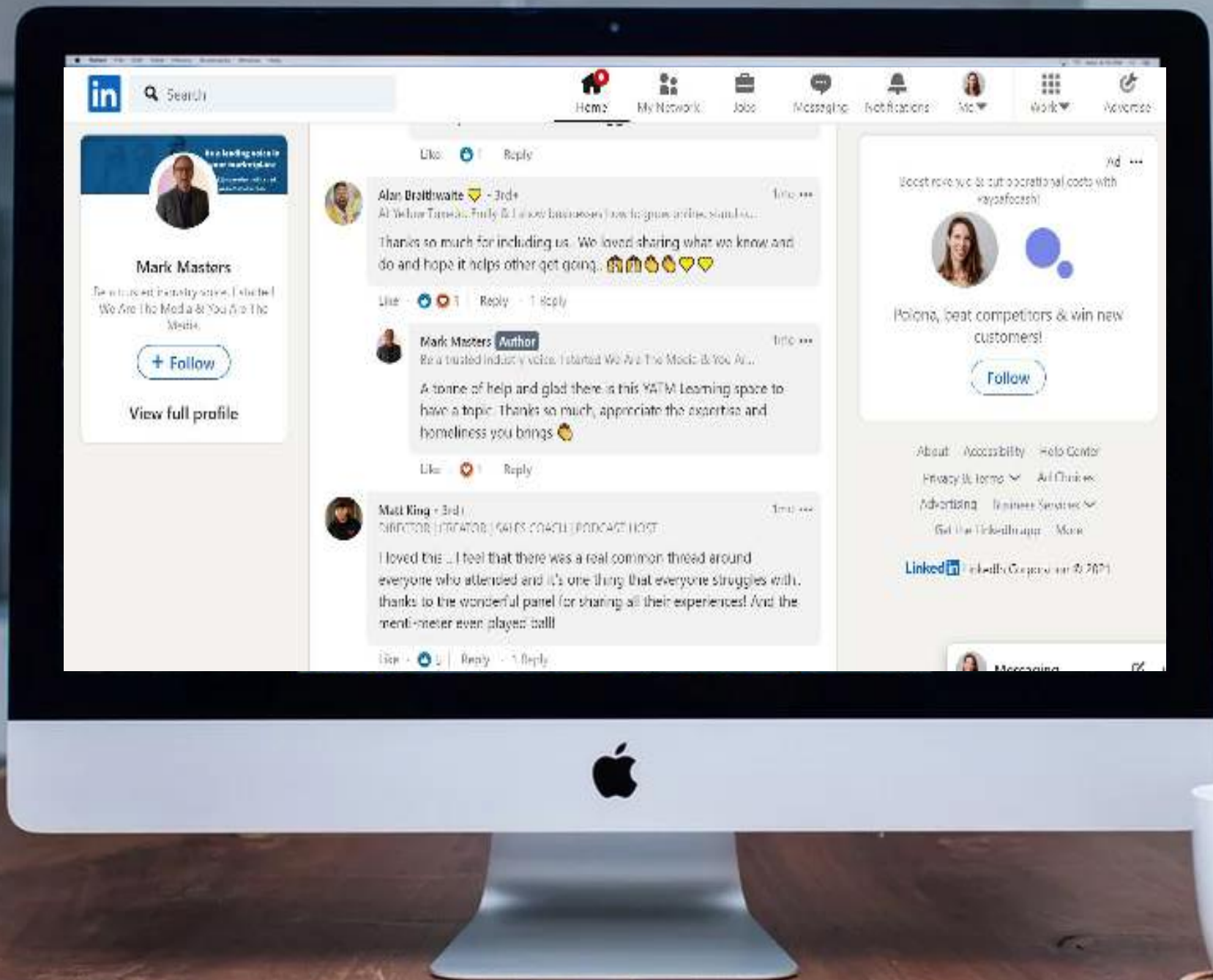


*Lead research*

**REVIEW ONLINE EVENTS FROM YOUR INDUSTRY.**

*Lead research*

**USE LINKEDIN / TWITTER & SEARCH FOR EVENT`S #.**



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Home



My Network



Jobs



Messages



Notifications



Me



Work



Advertise



**Mark Masters**

Be a trusted industry voice. I started We Are The Media & You Are The Media.

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**Alan Bradthwaite** · 3rd

At Yellow Tapes, Truly & I asked businesses how to grow online standouts...

Thanks so much for including us. We loved sharing what we know and do and hope it helps other get going. 🙌🙌🙌🙌🙌

Like 1 Reply 1 Reply



**Mark Masters** Author

Be a trusted industry voice. I started We Are The Media & You Are...

A tonne of help and glad there is this YATM Learning space to have a topic. Thanks so much, appreciate the expertise and homeliness you brings 🙌

Like Reply



**Matt King** · 3rd

DIRECTOR | STRATEGIC SALES COACH | PODCAST HOST

I loved this ... I feel that there was a real common thread around everyone who attended and it's one thing that everyone struggles with. thanks to the wonderful panel for sharing all their experiences! And the menti-meter even played ball!

Like 1 Reply 1 Reply

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Messaging

66



**LOOK FOR THOUGHT LEADERS AND LOOK TO SEE WHO  
ARE ENGAGING WITH THEIR CONTENT.**






*Lead research*

**CHECK REVIEW SITES & FIND YOUR PROSPECT`S PAIN POINTS.**



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## 5 Takeaways







01

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02

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03

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