

# building B2B marketing excellence – the Silicon Valley way

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- 1 - Customers first
  - 2 - Deliver for the chaotic
  - 3 - Create a seamless brand experience
  - 4 - Bring value to your audience
  - 5 - Personalize your content
  - 6 - Make your brand story part of your content
  - 7 - Repurpose and multiply your content
  - 8 - Make your website a part of your strategy
  - 9 - Use events as part of your strategy
  - 10 - Combine inbound with paid techniques

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## artificial intelligence

### now

Start using existing software that incorporates AI, such as LookbookHQ, Act On, etc..

### over the next 12 months

Hire a data scientist for your marketing team!

## the marketing tech stack

### now

Make sure you have a CMS, CRM and an email provider. Once that's in place, start looking at marketing automation solutions that include website personalization technologies.

### over the next 12 months

Appoint a chief marketing technologist!

## account-based marketing

### now

Determine if your price point is high enough to validate the investment. If it is, pick and implement a few tools to get you up and running.

### over the next 12 months

Align with your sales team and pick 1-2 accounts to focus on. Make sure you have the relevant tracking tools.

## brand gen campaign

### now

Create some really juicy and unexpected content such as online videos.

### over the next 12 months

Build out a marketing plan for 2018 that includes at least one brand gen activity in addition to your standard lead gen components.

## neuromarketing

### now

Read up on your target audience and use psychographic information to really understand what drives them.

### over the next 12 months

Consider running some tests to better gauge the response and needs of your audience.

**we are sköna.  
we are a b2b creative agency.  
we launch, empower and  
nurture brands. we tell stories.  
we create success.  
we solve business problems.  
we drive results.**

