

BUILD YOUR B2B ADVERTISING STRATEGY

Creating a media plan is like putting together a puzzle. Once your goal, budget, message and target audience are defined, you can assemble the pieces of a cohesive plan. For B2B marketing, you're working with different pieces than you would for a B2C plan, but the process is the same.



GOAL

Awareness & Consideration:

Select platforms that have broad reach with your target audience

- Targeted Digital Campaigns
- National Trade Magazines
- Trade Show & Conference Sponsorships

Conversions:

Choose more action-oriented tactics.

- Direct Mail
- Email Marketing
- Native & Banner Ads



MESSAGE

How complex is your message? Can it be conveyed visually, or will you have to rely on words?

Campaigns are only as good as the creative and messaging that supports it — and those rely heavily on distribution tactics.



BUDGET

This affects which platforms and tactics are chosen, as well as the duration and frequency of your message, with options such as:

- Higher profile, high impact platforms with less frequency
- More frequency with cost efficient platforms



TARGET AUDIENCE

Creating Buyer Personas can help you narrow your focus and discover how your audience prefers to receive information.

TIP: Industry & trade publications and associations can often share customer data to help build your buyer personas.

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