

How B2B Brands Can
Build A Quality Email
List Without Spending
Millions Of Dollars

 **Ross
Simmonds**

SHARE VALUE & RESOURCES THROUGH QUORA ANSWERS

If you've ever asked Siri or Alexa a complex question, it's possible you were met with:

I'm sorry, I didn't quite get that.

The question-and-answer site Quora has spent the last few years collecting insights and information that could eventually fill in those gaps. After growing to more than 190 million monthly users, the app raised \$85 million from investors, pushing its valuation to nearly \$2 billion.

But that's not the only interesting thing about Quora. What's also interesting is the amount of traffic the site is getting every single day from Google.

Top Sites Recieving Google Search Traffic:

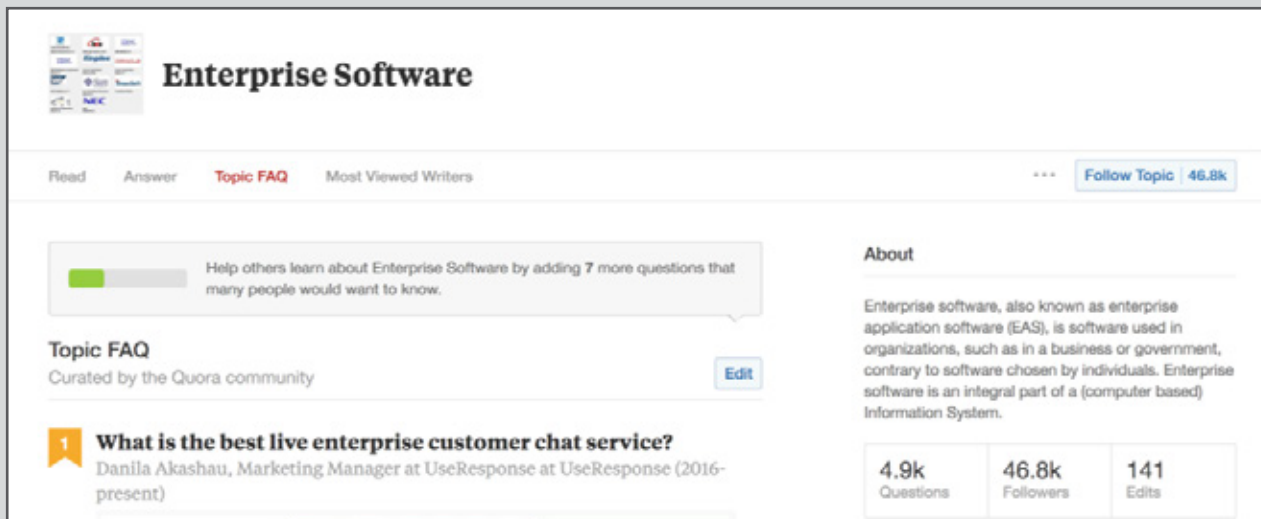
- | | |
|----------------------|-----------------------|
| 1. youtube.com | 12. yelp.com |
| 2. wikipedia.org | 13. xvideos.com |
| 3. facebook.com | 14. quora.com |
| 4. amazon.com | 15. tripadvisor.com |
| 5. stackoverflow.com | 16. walmart.com |
| 6. pinterest.com | 17. answers.yahoo.com |
| 7. reddit.com | 18. pornhub.com |
| 8. ebay.com | 19. nih.nlm.ncbi.gov |
| 9. zillow.com | 20. netflix.com |
| 10. imdb.com | |
| 11. linkedin.com | |

Together, these 20 sites account for 22.8% of all Google search traffic referrals.

People are going directly from Google to Quora to find answers to their questions.

For B2B marketers, Quora offers a great opportunity to inject your brand and lead magnets into the conversation and drive real results for your business. Just to give you an idea of the potential reach: The Enterprise Software topic has more than 46,800 followers subscribed to receive updates and notifications when new answers are published.

Quora is filled with questions that range from simple definitions to complex comparisons or insider information. To identify questions that are relevant to you, conduct a search in the Quora search bar using keywords that your audience would likely use. For example, if you're selling sales services, you might want to search for CRM:



The screenshot shows the Quora topic page for 'Enterprise Software'. At the top, there's a header with the topic name and a 'Follow Topic' button showing 46.8k followers. Below the header, there's a section for 'Topic FAQ' with a 'Curated by the Quora community' note and an 'Edit' button. A callout box encourages users to help others learn by adding more questions. The main content area features a question: 'What is the best live enterprise customer chat service?' by Danila Akashau, Marketing Manager at UseResponse. To the right, there's an 'About' section defining Enterprise software (EAS) and a statistics box showing 4.9k questions, 46.8k followers, and 141 edits.

Enterprise Software

Read Answer **Topic FAQ** Most Viewed Writers [Follow Topic](#) 46.8k

Help others learn about Enterprise Software by adding 7 more questions that many people would want to know.

Topic FAQ

Curated by the Quora community [Edit](#)

1 What is the best live enterprise customer chat service?

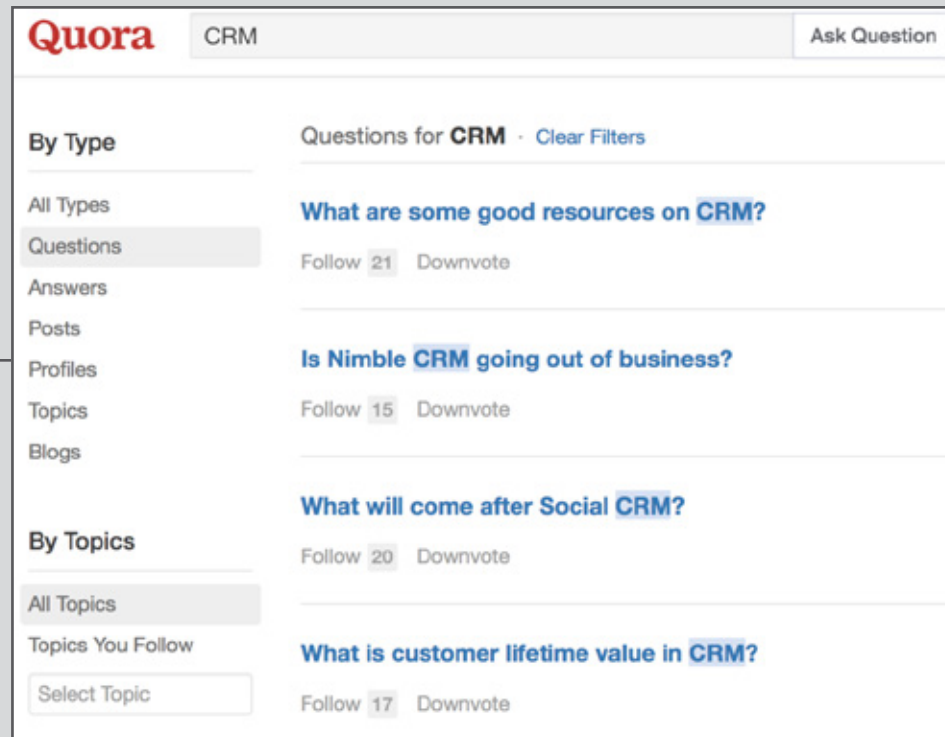
Danila Akashau, Marketing Manager at UseResponse at UseResponse (2016-present)

About

Enterprise software, also known as enterprise application software (EAS), is software used in organizations, such as in a business or government, contrary to software chosen by individuals. Enterprise software is an integral part of a (computer based) Information System.

4.9k Questions	46.8k Followers	141 Edits
-------------------	--------------------	--------------

For example, if you're selling sales services, you might want to search for CRM:



As you review the results, look for questions where you know you can deliver value. This is an important point because too many marketers make the mistake of going in to these conversations solely trying to sell rather than giving the community insightful, valuable answers.

A great example of someone adding value to the conversation while still driving results for their business is Jason Lemkin of SaaStr Ventures. His Quora efforts are worth reading and emulating.

For instance, when the community asks, **What are some easy ways to increase sales?** He provides this valuable and detailed answer along with references to the SaaStr website that are built into the answer but are not the focus. Weaving these articles into a helpful answer is a great way for Lemkin to drive more visits back to the SaaStr website and acquire emails for their newsletter.

You should also note that this answer has generated more than 63,000 total views!

That's huge.

Lemkin has embraced this idea of adding value on Quora through detailed answers to the point that he's become one of the Most Viewed Writers In Sales.

What are some easy ways to increase sales?



Jason M. Lemkin, Partner @ SaaStr Ventures

Answered Apr 30 · Upvoted by Mira Zaslove, Sales Director, Ramesh Sinha, MBA Marketing, and Brian Roemmele

7 top tips:

1. **Hire a great VP of Sales.** Yes, I am a broken record here. But I've seen it 100+ times. Hire a great VP of Sales, and even if nothing else changes ... she'll increase the revenue per lead by 20% [saastr.com](#) one sales cycle or less. More here: [How My VP, Sales Doubled Our Sales in 90 Days. And No, It Wasn't...](#)

2. **Raise prices 20%.** Pricing is not a science, even in B2C companies. Not really. Raise prices 20%. You can always also discount 20%-25% the next day. Discounting back to your *old* list price even if far better than discounting *from* your old list price.

7. **Decrease churn. Less churn = more revenue ... and many other benefits.** So invest more here, in general — and especially if you don't have any better ideas. Reach out to your customers more. NPS them. Have customer meet-ups. Get on a jet and go visit them. Hire more CSMs. Whatever it takes. Measure churn. And then drive it down. In the end, decreasing churn by \$X a year is the same as selling \$X a year more product. Maybe even better.

Also a great post here on some tactical ideas: <https://www.saastr.com/how-we-in...>

63.6k Views · 442 Upvotes · View Timeline

Upvote 442


Downvote Comments 8+




The more questions you answer on Quora, the better your chances of reaching potential leads. The key is to ensure that you're delivering valuable insights in your answers and only plugging your products, lead magnets and resources when it's appropriate.


Here's another example of someone doing it right. Gilles De Clerck, growth strategist for a CRM software company, found multiple questions on Quora where people were looking for SaaS vendors that offered affiliate programs. Seeing this, he was able to join the conversation while promoting the influencer program offered by his company:


What's the best affiliate program from an SaaS vendor?

 Gilles De Clerck, Growth Strategist Salesflare
Answered May 5


Our Salesflare Influencer Program  might be worth checking out. Up to you to decide if it's the best. You can earn 40% monthly commission on every sale you bring us, for the lifetime of that account. ... [\(more\)](#)


[Upvote](#) 9 [Downvote](#) [Comment](#)







Which SaaS companies have affiliate programs?

 Gilles De Clerck, Growth Strategist Salesflare
Answered May 5





You might want to check out our Salesflare Influencer Program.  You can earn 40% monthly commission on every paid sign-up you promote for the lifetime of the account. Anyone can join for free. You don't... [\(more\)](#)

[Upvote](#) 12 [Downvote](#) [Comment](#)






Credentials & Highlights [More](#)

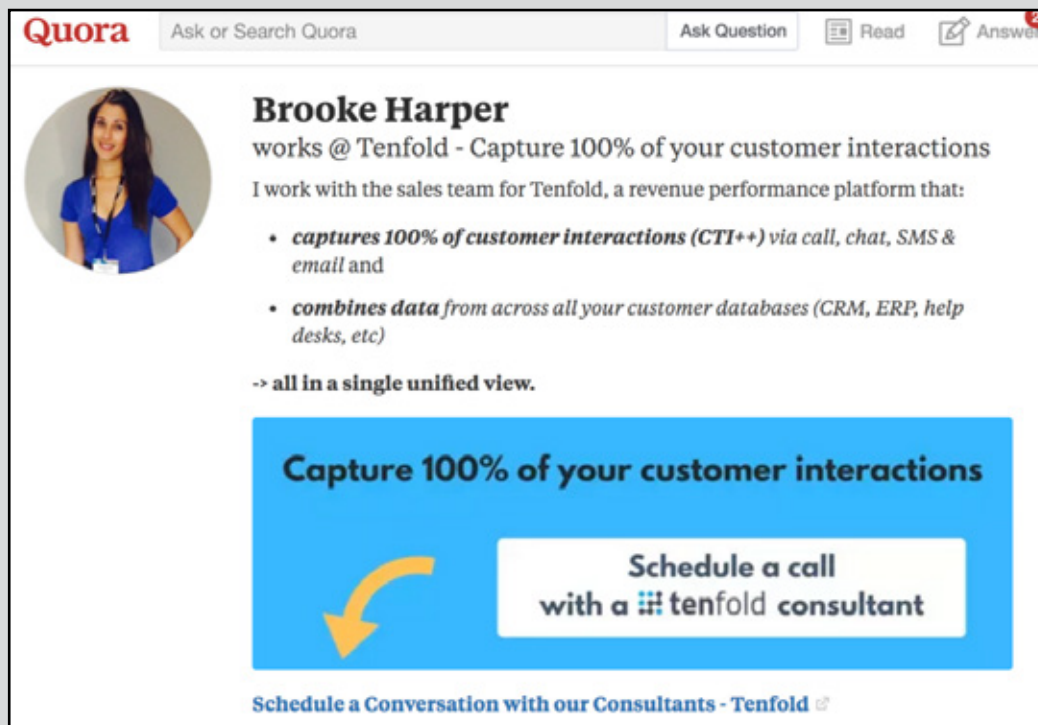
-  Works at Salesflare - Intelligent CRM
-  Studied at Antwerp Management School
-  Lives in Antwerp, Belgium
-  332.4k answer views
38.4k this month

Knows About

-  Customer Relationship Management (CRM)
59 answers

When De Clerck answered these questions, he didn't use the same cut-and-paste answer for both. He offered different answers with the same goal of highlighting his company's influencer program to an audience who's squarely in their target market.

As you establish yourself as an authority on Quora, you also will see an increase in the number of people visiting your profile. Take advantage of this space—adding eye-catching calls to action is a great way to increase the number of visits to a landing page or lead magnet. This profile from Brooke Harper is an example of how to use your Quora profile as a channel for driving results:



The image is a screenshot of a Quora profile for Brooke Harper. At the top, the Quora logo is on the left, and navigation links for 'Ask or Search Quora', 'Ask Question', 'Read', and 'Answer' (with a red notification badge showing '23') are on the right. The profile section features a circular profile picture of a woman with dark hair wearing a blue shirt. To the right of the photo, the name 'Brooke Harper' is displayed in bold, followed by the text 'works @ Tenfold - Capture 100% of your customer interactions'. Below this, a short bio states 'I work with the sales team for Tenfold, a revenue performance platform that:'. This is followed by a bulleted list: '• captures 100% of customer interactions (CTI++) via call, chat, SMS & email and' and '• combines data from across all your customer databases (CRM, ERP, help desks, etc)'. Below the list, it says '-> all in a single unified view.' A large blue rectangular banner is positioned below the bio. On the left side of the banner is a yellow curved arrow pointing towards the right. On the right side of the banner is a white button with the text 'Schedule a call with a tenfold consultant', where 'tenfold' is accompanied by its logo. At the bottom of the banner, the text 'Schedule a Conversation with our Consultants - Tenfold' is displayed with a small external link icon.

Quora Ask or Search Quora Ask Question Read Answer 23


Brooke Harper
works @ Tenfold - Capture 100% of your customer interactions


I work with the sales team for Tenfold, a revenue performance platform that:

- captures 100% of customer interactions (CTI++) via call, chat, SMS & email and
- combines data from across all your customer databases (CRM, ERP, help desks, etc)

-> all in a single unified view.

Capture 100% of your customer interactions

Schedule a call with a  **tenfold consultant**

Schedule a Conversation with our Consultants - Tenfold 

As you can see, she's using the bio section to encourage people to schedule a call with one of her company's consultants. The same strategy can be used to tell people to download an ebook, try a new tool, sign up for a newsletter or check out your latest blog post.

THOUGHTFULLY PARTICIPATE IN INDUSTRY FORUMS

No matter your industry, there's probably a niche community (or two, or many) where your target audience hangs out.

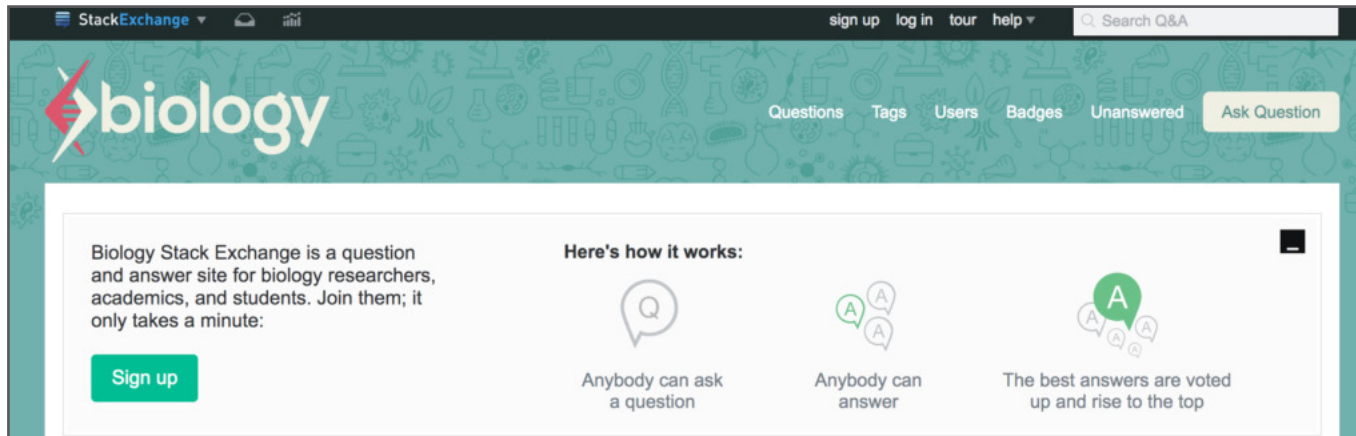
People may think forums are dead, but in reality, they're very much alive. Thousands of people from different industries visit online communities every day to have conversations with their peers, whether it's in a health care forum or a marketing forum.

You can find these communities by conducting a search on Google or even Quora.

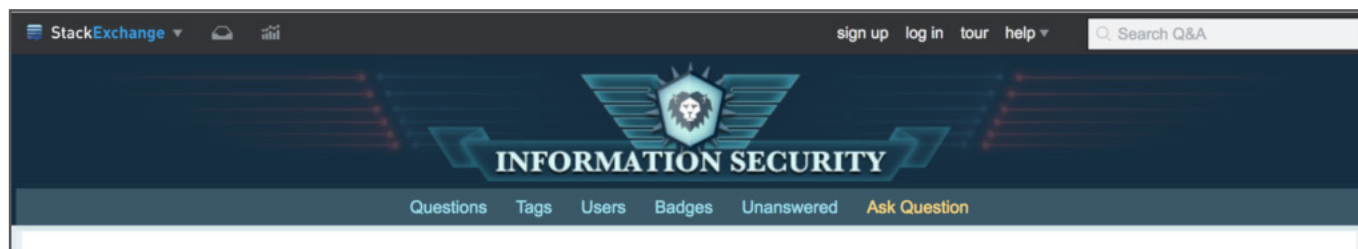
For B2B brands looking to connect with marketers, the most popular forums are Inbound.org and GrowthHackers.com. In the startup community, HackerNews and ProductHunt are both well-known communities for investors, founders and product people.

For other industries, you can rely on sites like Reddit or Stack Exchange to have subsections filled with people talking about their passions.

Take Stack Exchange for example. It's a network of 150-plus Q&A communities including Stack Overflow, one of the most popular sites for asking and answering questions about software development. In 2015, Stack Exchange generated more than 100 million monthly visitors as people from around the world discussed biology...



...information security...



...mathematics, geographic information systems, UX, physics, electrical engineering, video production, motor vehicle repair, academia and much more.

Like Stack Exchange, Reddit offers a vast variety of subjects for people to discuss in designated sections of the site. These niche communities are called Subreddits, which are essentially groups of passionate people coming together to engage on a particular topic.

For example, the Subreddit /r/Bitcoin is filled with Bitcoin fans, users and professionals talking about the cryptocurrency every single day:



While the Bitcoin Subreddit community is definitely active, it's not the only Bitcoin community on the web.

A simple Google search for “Bitcoin forum” will show you a community that looks like something out of the ‘90s but has almost a million members:



This is why it's important to spend time looking for these communities and creating a list that you can rely on.

Once you've discovered communities relevant to your audience and your product, you can start distributing content that these communities will appreciate. You may be able to distribute this content using paid media efforts, or you can always place yourself in the community as a member.

On Reddit, you have the ability to run advertisements that directly target specific Subreddits.

For example, if you're looking to acquire leads that are primarily freelancers, target freelancing-related Subreddits using Reddit advertising and deliver a resource that you know would be of interest.

If you're nervous about using Reddit as a marketing channel because of the potential backlash from users, turn off the comments on your ad. (I'd hope you would create content your audience would actually want, but if you're nervous, that's an option to save face.)

The screenshot shows the 'Set Up Campaign' step of the Reddit Ads setup process. The interface has a top navigation bar with the Reddit logo, 'reddit ads', and links for 'Create Campaign', 'Dashboard', and 'Billing'. Below the navigation bar, there are two numbered steps: '1 Set Up Campaign' (active) and '2 Creative'. The main content area is titled 'Audience' and contains three sections: 'Interests', 'Locations', and 'Subreddits'. The 'Interests' section has a search bar with 'Business' selected and an 'Add interests...' button. The 'Locations' section has a search bar labeled 'Search locations...'. The 'Subreddits' section has a search bar with four subreddits selected: 'r/freelance', 'r/freelancewriters', 'r/startup', and 'r/startups', each with a close button. There is also an 'Exclude' link and an 'Add subreddits...' button.

reddit ads Create Campaign Dashboard Billing

1 Set Up Campaign 2 Creative

Audience

Interests ⓘ

Business × Add interests...

Locations ⓘ

Search locations...

Subreddits ⓘ Exclude

r/freelance × r/freelancewriters × r/startup × r/startups ×

Add subreddits...

Just as you want to add value on a Q&A site like Quora, you want to add value when you contribute to a forum. When someone recently asked, Do you have any advice for a new Reddit user?, I jumped into the dialog and offered as much insight as I could while also referencing a blog post I wrote on the subject.


The answer received more upvotes than 60 other comments in the thread.

When you add value, people don't care if you reference your own material. The key is to ensure that the content you're sharing will improve the lives of the people reading it.

62 Comments

Sort by: **Votes (high to low)** ▾

[SUBSCRIBE TO THIS DISCUSSION](#)



Ross Simmonds @TheCoolestCool • 3 months ago

Reddit is one of those channels that give many marketers the heeby jeebys.

In reality, it's a great channel for driving traffic and a place where you can build some awesome relationships. The key is to understand the structure of the channel and ensure that you're not making the mistake that many marketers make: Spam it.

[Redacted text]

4) Don't Use Reddit To Sell, Sell, Sell

If you think you're going to succeed on Reddit writing a huge sales pitch about how great your product is - You're going to fail. The best way to promote your work on Reddit is to do so through association. For example, if I'm working with a brand that sells Vegan Hamburgers, I'm going to upload a recipe to /r/Vegan that comes with a beautifully shot video created by a recipe blogger who I hired to create this Vegan version of the Big Mac.

Here are some of the other tips I wrote about [Reddit marketing](#) on Inbound a few years back.

G'luck!

[Reply](#) ▲ Upvote (24) 🔗 Link 🗨️ Edit

UTILIZE PAID & EARNED MARKETING OPPORTUNITIES ON LINKEDIN

LinkedIn isn't just a website for uploading your CV and hoping to get a job. The site can be used as a channel to build and nurture professional relationships. It can also be used as a marketing channel for B2B brands looking to connect with their target audience through what is still considered the preferred social network for business.

LinkedIn offers a handful of paid media efforts that brands can leverage to get their story in front of their target audience: Display Advertising, Native Advertising, Sponsored InMail, PPC Advertising & Dynamic Advertising. The folks at HubSpot found that the conversion rate from LinkedIn ads is quite impressive.

Globally Hubspot customers average a 9% conversion rate from LinkedIn Sponsored Content.

AdWords (\$1,000 budget)	LinkedIn (\$1,000 budget)
CPV Average = \$3.35	CPC Average = \$5.74
CVR Average = 2.58%	CVR Average = 6.1%
$\$1,000 / 3.35 = 298$ Clicks	$\$1,000 / 5.74 = 174$ Clicks
$298 * 0.0258 = 8$ Conversions	$174 * 0.061 = 11$ Conversions
$1,000 / 8 = \$125$ per Lead	$1,000 / 11 = \$90$ per Lead

LinkedIn also recently launched their new LinkedIn Forms, a way to capture emails and leads without any landing pages.

While these are great tactics for generating B2B leads, paid media efforts are not the end all, be all for LinkedIn marketing.

One of the most powerful elements of LinkedIn is the social aspect: the connections you've made and the relationships you have with those people. The more people you're connected to on LinkedIn, the better the chances that your content will reach people outside your network.

That's not to say you should go out and start adding everyone to LinkedIn!

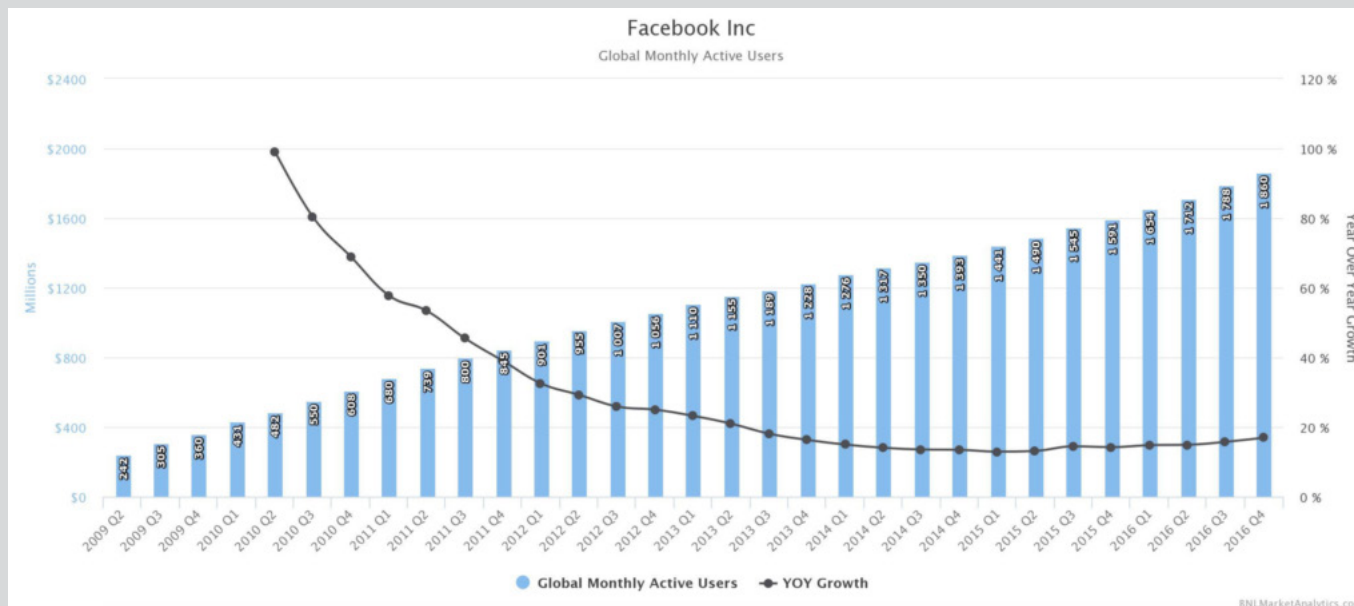
Not at all.

What I'm suggesting is that you start strengthening your relationships with your current connections by engaging with their content and being more intentional about creating your own content for LinkedIn. That means writing articles, sharing updates, contributing to groups and taking the time to engage and add value. As you increase your activity on LinkedIn, more people will begin viewing and following your account to stay in the loop on whatever content you're sharing or publishing.

USE RELEVANT FACEBOOK GROUPS TO FIND POTENTIAL LEADS

With over 1.5 billion active monthly users, Facebook is the undisputed champion when it comes to networks.

And if that's not enough to convince you that Facebook is a great place for B2B, did you know that it's also the channel where B2B decision makers spend the majority of their time online each month?



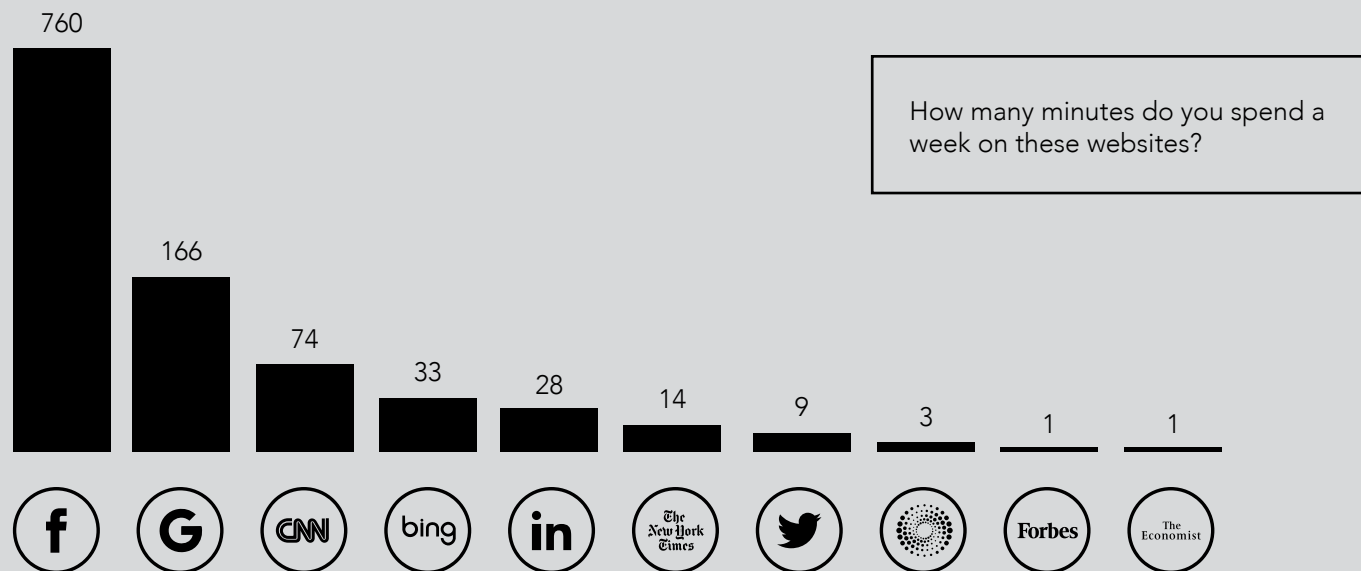
Do I have your attention now?

Good.

Because Facebook is not just a place where millennials are sharing baby pictures, selfies, cat videos and fake news.

It's a channel where great B2B marketers are building an audience, generating leads and closing deals in Facebook messenger. A lot of businesspeople don't realize that Facebook is quickly becoming a channel for both professional and personal connections. People are selling products and services, collaborating, running webinars, hosting events and staying in touch directly through Facebook.

B2B Decision Makers time spent (Source: ComScore)



Yet, so many B2B marketers still turn their noses up at the site as if it's not worth their time.

One of the most underrated opportunities on Facebook is the world of Facebook Groups. They're similar to the online communities described earlier except there's no anonymity—and, of course, they live within the walls of Facebook.

For B2B Brands, there are two obvious strategies that can work well for generating leads in Facebook Groups:

- Create or join a Facebook Group for an upcoming corporate event or conference that you know your audience will be attending
- Create or join a Facebook Group that is a watering hole for your target audience to network and discuss industry topics

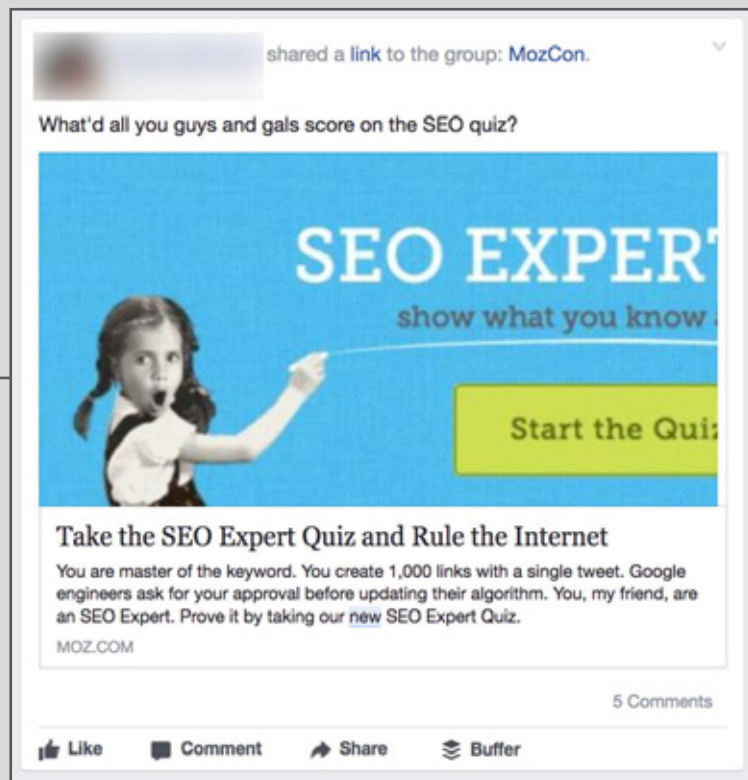
The team at Moz have a year-round Facebook Group dedicated to their conference, MozCon:



Over the course of the year, the Moz team uses the group as a channel for keeping people in the loop on ticket sales, speaker announcements and other happenings related to the event.

Creating a group around your own event gives you a platform to share your content with people who are clearly interested in what you have to offer. But you don't have to host your own group to benefit—for a B2B Brand, participating in a group for someone else's event can also be a great way to get your content in front of your audience.

Here's an example of a lead magnet (a quiz!) shared in the MozCon group:



Industry-centric Facebook groups are an opportunity for B2B marketers to build their email list as well. Before setting off to found your own group, research the existing groups on Facebook to ensure that you're not adding more work to your plate than necessary. If you're targeting SaaS founders, you might want to start by doing a quick search for SaaS groups.

The SaaS Growth Hacks group already has more than 4,300 members. If that's your target audience, it's very likely that at least a handful of the people in this group would be interested in your brand.

If you create your own group, it's important to ensure that the group name contains a keyword your audience is likely to search for and that you put a bit of promotion behind the group to get it started.

Once you've launched your Facebook group, you'll need to make sure that the community stays active and that you're consistently sharing content in the group to keep people engaged. I recommend using Buffer as a scheduling tool so you don't have to constantly remind yourself to post—you can upload a handful of posts in advance, and your posts will be distributed based on a preset schedule.

As you build your Facebook group or establish stronger relationships in existing ones, take the time to share content that is likely to generate leads. Furthermore, embrace the idea of using Facebook as a channel where you can have both professional and personal relationships. Add people from your Facebook group as friends and establish a closer connection.

CREATE A SLACK CHANNEL FOR YOUR TARGET AUDIENCE

As of January 2017, Slack has more than 5 million daily active users.

If you haven't heard of Slack, today is your lucky day. It's an honour to be the person to introduce you to this great service.

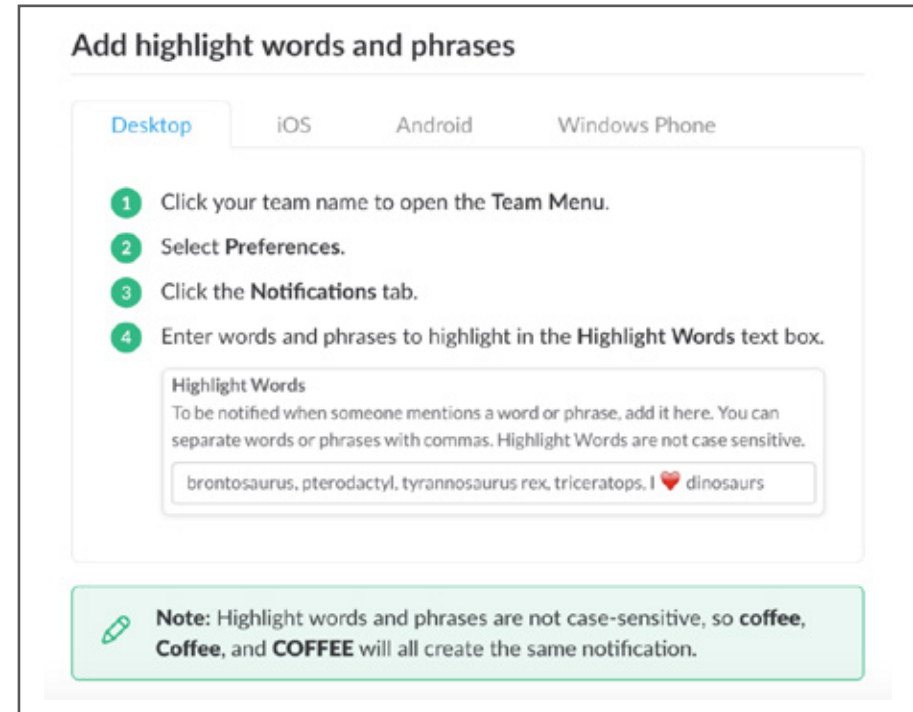
Slack is a messaging app for teams and groups that share a similar interest. And I have a confession to make.

I'm a Slack-aholic.

I'm a member of 15 different Slack channels. Some of them are filled with people talking about tech, some of them are built specifically for my projects, some are for products I use and some are simply general interest groups.

For B2B brands, identifying a Slack group that is filled with your target audience can be a great way to generate leads. Not only will joining give you a chance to communicate broadly with your audience, it will also enable you to communicate privately through direct messages.

As you join Slack channels with large memberships, it's easy to get lost in all the chatter and noise. I'm in a few Slack teams where there are hundreds of messages shared every single day. That's a lot of content flying around, and some of these conversations last for hours! If you're like me and don't have the time to constantly be wired in to these conversations, Slack's Highlight Words feature is a dream:



Highlight Words allows you to customize settings for your Slack teams so that you'll receive a notification whenever a certain word is shared in the group.

For example, if you're running the marketing for a CRM software company, you can set up notifications for keywords like CRM software, sales software, your competitor's name, and your brand's name. Whenever someone in that Slack channel mentions those words, you'll be notified immediately so you can become a part of the discussion.

DISTRIBUTE YOUR LEAD MAGNETS ON CHANNELS LIKE TWITTER & FACEBOOK

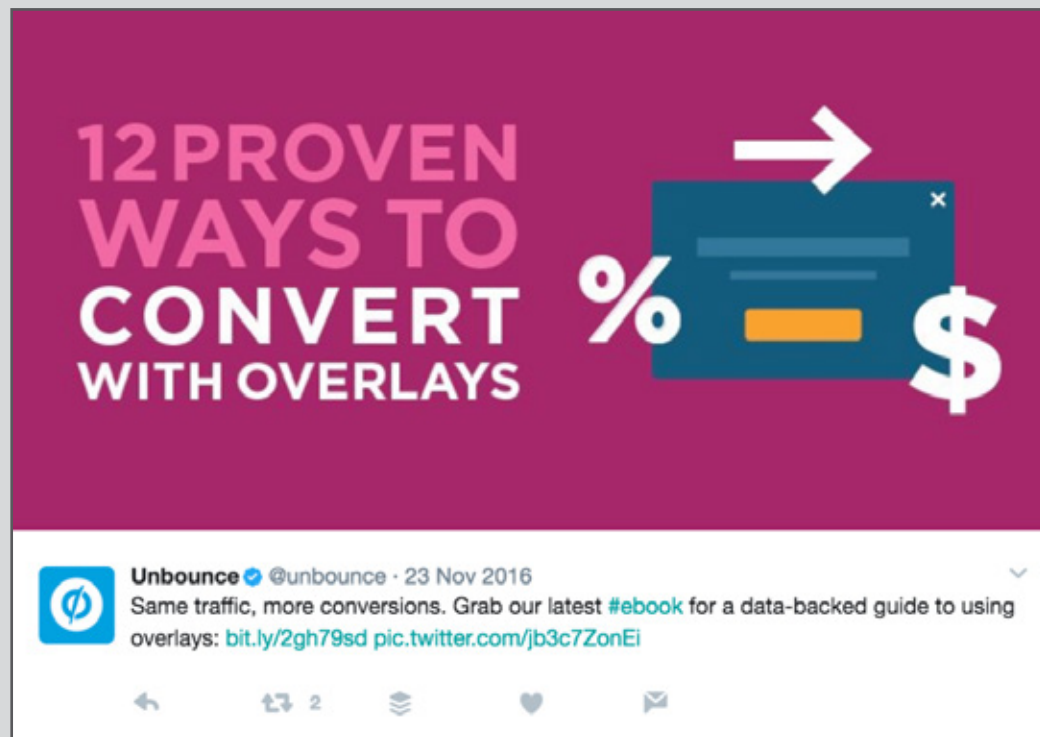
This should go without saying but here we are.

Create & distribute lead magnets on both Twitter & Facebook!

You would be surprised how many brands I've seen who truly believe in the idea that if they build it, people will come. Unfortunately, folks, this isn't the field of dreams—you really do need to let people know when you publish an ebook or release a new report.

B2B marketers are also the biggest offenders of not continuing to promote their content after they share it once. Yes, it's completely OK to share the same ebook you shared on Twitter at 8AM again at 3PM. The people who are on Twitter at 8AM might not be the same people who are on Twitter at 3PM.

So embrace the idea of sharing your content multiple times over the course of a week!



CREATE JOINT PARTNERSHIPS WITH OTHER B2B BRANDS

Like Doritos and Taco Bell, the best B2B partnerships are a win-win for both brands and customers.

Two brands promoting a webinar is better than one. If you're using a webinar or ebook as a tool to generate more B2B Leads, think about potential opportunities to partner with another brand. By collaborating on the content and sharing the lead list, both companies will be incentivized to promote the content and make the campaign a success.

The folks at BuzzStream (which is one of the best PR/SEO outreach tools on the market) have embraced a great content partnership approach with influential marketers in the industry. Their joint webinars are

beneficial for both the marketers and BuzzStream as they gain exposure to each other's audiences:



If you're a smaller brand in the B2B space, you'll need to determine your strength in a partnership. If you don't have a significant following or existing mailing list, it's going to be on you to deliver some other type of value to the engagement. One great way that early-stage B2B brands can position themselves well for content partnerships is to do the heavy lifting in creating the content or conducting research. If you offer to make the bigger brand's job easier, they'll be more likely to agree to the partnership.

REPURPOSE YOUR CONTENT & DISTRIBUTE THROUGH MEDIUM PUBLICATIONS

One of the goals for B2B brands creating content is obviously to get that content in front of the right people. If you're already using your blog as a gateway to drive readers to download an ebook, schedule a demo or sign up for a webinar, then repurposing content can be a great way to give your content more life.

Medium.com is a blogging platform where thousands of people upload and share their thoughts every single day. It's primarily a place for insightful blog posts that touch on a wide variety of topics. Some brands have gone so far as to scrap the idea of hosting a blog on their own site and instead make Medium their default blogging space.

For B2B brands, Medium offers the chance to get your story in front of a relevant audience by contributing to content feeds on topics related to your business. I'm not recommending that you scrap the blog on your website entirely, but I am recommending that you consider using Medium as a distribution channel. Not only does Medium distribute your content to people who follow you on social media, it also allows the content to spread based on the topics you tag the content with.

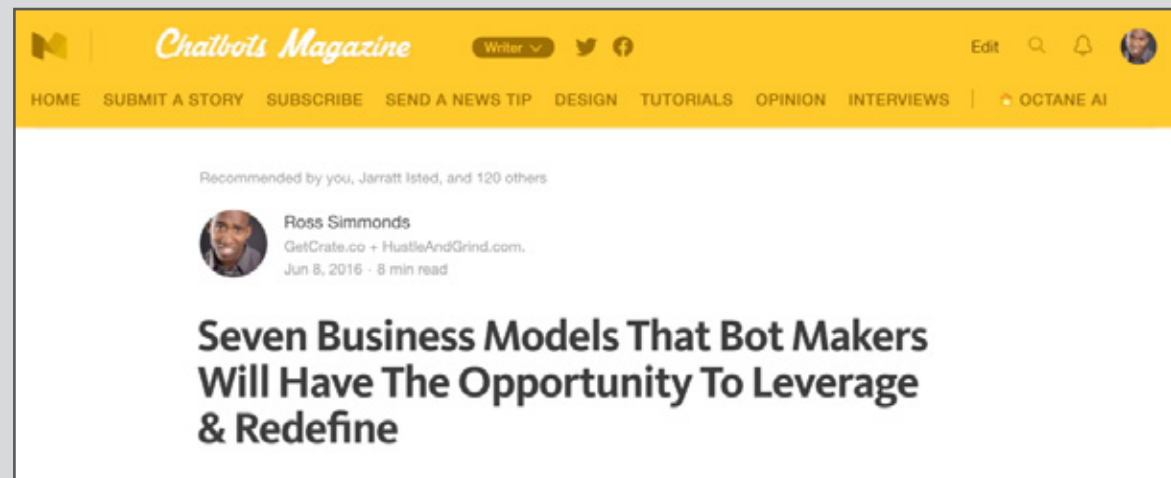
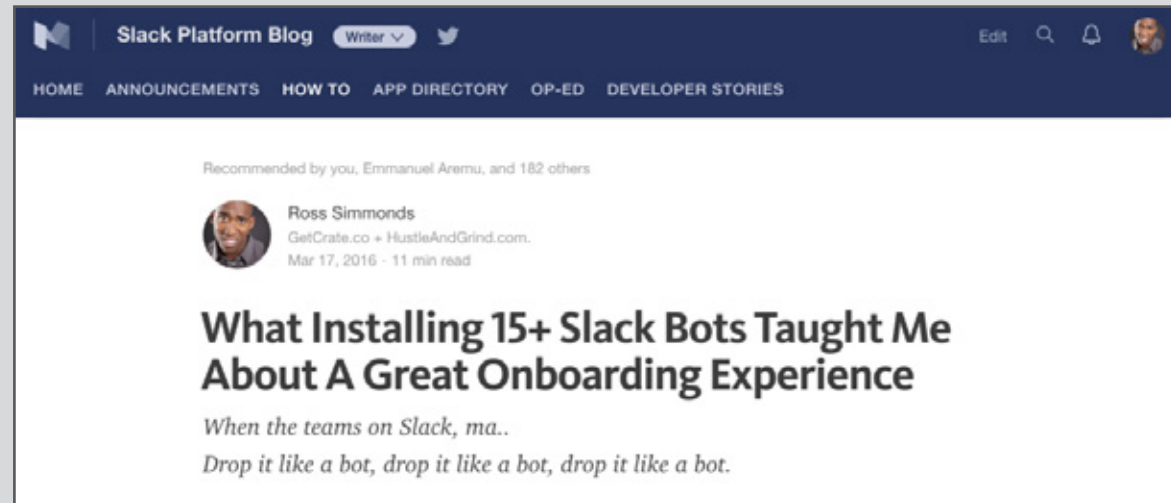
And that's great. But here's the thing:

The best distribution channels are existing publications.

A Medium publication is a collection of stories centered around a specific subject or theme—kind of like a newspaper or magazine. At this time, I'm a writer for five publications and an editor for three. As people subscribe to their favorite publications, their newsfeeds are filled with content they (ideally) want to read.

Your goal should be to establish relationships with people who run popular publications and convince them to let you contribute. My most popular posts on Medium were published to third-party publications that have a significant following. Here's one submission I shared to Chatbots Magazine & Slack Platform Blog:

Both got hundreds of views and resulted in new relationships, email subscribers and leads.



LIVE CHAT POP UPS RELATED TO SPECIFIC CONTENT ON YOUR WEBSITE

If there's one thing B2B leads are constantly on the hunt for, it's new research & insight.

If you can craft some content on your website that is directly linked to your audiences typical search behavior and interests – you can leverage that page for generating leads. In some instances, it's possible that these pages already exist on your website and offer you an opportunity to generate more leads by simply installing a widget on these pages that have a call to action or chat box that pops up asking the user if they'd be interested in more detailed information or a PDF version of the content.

UPDATE YOUR SOCIAL MEDIA ACCOUNTS TO INCLUDE A LINK TO THE FORM

Rather than sending people to a basic homepage through social media, update the About Us section of your profiles to include a landing page that has the goal of capturing emails.

Whether it's on Instagram, LinkedIn, Facebook or even Twitter – Update your profile to drive people to landing pages that would be of interest to them. If possible, you can even craft the content to be more personalized by making the landing page say something like:

Welcome Instagrammer! You've seen the content I share on Instagram but did you know I also share content through my monthly newsletter?

INCLUDE A CTA TO YOUR NEWSLETTER IN YOUR EMAIL SIGNATURE

This is pretty straightforward:

Use your email signature for content promotion.

Don't be shy. Update your email signature to include a simple call to action telling people to download a guide, sign up for a webinar or schedule a call with your sales rep. As you're nurturing a relationship with a potential lead, you might send them an email with a resource, new research or a proposal. If they like it (or don't), they may forward your email to other people in their network or company to review. As your email is passed along, a signature that drives people to download your content is an easy opportunity to keep building your list.

WRAPPING THINGS UP

“

Opportunity is missed by most people because it is dressed in overalls and looks like work.”

As you’ve read through this guide, you might be thinking:

Whoa, that’s a lot of work! - Darn tootin’ it is.

Thomas Edison once said:

The same logic applies when it comes to marketing: Too many marketers don’t want to put in the work. You need to invest time and energy in discovering and understanding the channels your audience is using, and then invest more time and energy in actually unlocking those channels as avenues to generate leads, schedule demos and close deals.

Even if you’re committed to putting in the hard work associated with B2B marketing in today’s landscape, the going will be tough. As I pointed out earlier, you’re competing with thousands of other brands trying to get the attention of your prospects and current customers. If you want to win the attention of your audience, you’ll need to roll up your sleeves and ensure that your team is equipped with the insights they need to execute.

And, of course, if you liked what you read above, don’t keep it to yourself. Share the blog post!

Did you enjoy
this resource?
Want more?

Follow me on Twitter @TheCoolestCool