

How to optimize your B2B marketing budget

A small budget doesn't have to mean small results; a well-constructed and well executed B2B marketing strategy can be cost effective and produce incredible outcomes. You just need a few cheap marketing ideas, cutting costs to propel your budget further, and increase the revenue your efforts generate – get started with this checklist!

Look at your content creation

Are you using an agency?
Can you make it cheaper in-house?



SEO is free and costs you nothing

Fully maximize this across all content and landing pages.



Instead of paying for content distribution, **ask your team** to share it across their social media profiles.



Integrate your social media platforms

So you can save time and resources managing them from one place.



Before spending on a social media advert, **ensure that platform is effective** for your business audiences.



Don't impulsively spend

Even when you're desperate for last minute results!



Look into how **workflows** can help automate previously time consuming, expensive tasks (such as follow up communications).



Invest in **multi-talented tools** like Lead Forensics!



Identify your anonymous website visitors, gain invaluable contact details and understand your website analytics with Lead Forensics.

Follow up your hottest leads instantly, with an impactful approach whilst gaining a full understanding of your website performance.

Get started today, and book your **free demo** and **no obligation trial!**

GET STARTED