

10 easy steps: Bringing "the human touch" to your B2B marketing

FREE TRIAL

We're all looking for the secret to cutting through the competitor noise, B2B buyers want us to simply be "human", but this can prove difficult in a digital marketing world. Here are 10 steps you can take to humanize your approach and help you see incredible results!

- 1 Benefit your content by understanding human desires**
Pinpoint what content your audience really want (B2B infographics have become 800% more popular in recent years) **800%**
- 2 Strategize by understanding human behaviour**
B2B buyers like to encounter 3 different brands before making buying decisions – its human instinct, so prepare for this! **3 BRANDS**
- 3 Start speaking like a human**
Business lingo is all very well, but if you're not talking like a human, how can they believe you are one?
- 4 Stop scheduling everything!**
Only 25% of buyers trust social media adverts – prove your marketing is trustworthy by relying less on automation for social posts. **25%**
- 5 Be organic**
Make content, publish posts and share images of things happening right now inside and outside your office – be in the moment!
- 6 Personalize**
78% of buyers are more likely to engage with a communication if it uses their name – so simple, and yet so effective! **78%** **50%**
- 7 Master your data**
By 2020, over 50% of buyers will expect brands to interact with them and remember their movements, so start getting your data systems in order!
- 8 Embrace mistakes**
We all make mistakes – they're human! We all know nothing is perfect, so stop trying to convince everyone you are.
- 9 Keep brand image consistent**
90% of buyers expect their brand experience to be similar across all platforms and devices, so ensure your brand's "human" voice is present in every channel. **90%**
- 10 Promote an idea, not a product**
Stop trying to sell something, and start sharing ideas for a better business world (helped of course, by your product!)

Humanizing your B2B marketing can be simple, especially with Lead Forensics allowing you to make tailored contact with prospects instantly after they show an interest in your brand. Discover the identity of the anonymous businesses visiting your website, and access contact details for instant, impactful follow up.

Book your free demo today to find out more!

GET STARTED