

Give your brand image the ultimate boost with B2B marketing

90% of buyers expect their brand experience to be similar across all platforms and devices, however many organizations struggle on a regular basis to consistently maintain their brand. Use your B2B marketing skills and tactics to boost and maintain an impactful, exciting brand image:

1 Start by **kick starting your social media**. Instagram is a platform perfectly poised to be your best brand advocate.



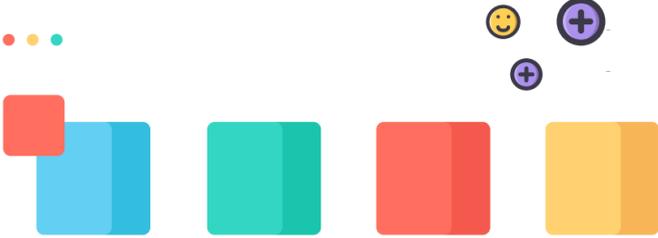
2 As **95% of adult's aged 18-34 prefer to follow a brand's movement via social media** above any other medium, sharing images on Instagram is an incredibly fun and exciting way for people to keep up with your brand.

Every image you share should **reinforce your brand message** whilst also telling a story.

Don't forget the power of graphics too – they are a great way to **share interesting facts/stats**, especially around popular holiday periods.

3 Then look to **refresh your website**; so many B2B marketing ventures aim to drive website traffic or promote a landing page.

Your website is the **online hub of your brand**, it's a very important tool that needs to be flying your brand's flag!



Website design can get expensive, so take time to **decide what you want on your website**; know your colours, fonts, graphics, copy – the lot! So when you approach a web designer, you can be as exact as possible.

4 **Try doing something offline** to boost brand awareness, and get people onto that newly branded website!

Be it a direct mail shot piece, an event, or a piece of "guerilla" marketing such as a flash-mob or social stunt, **make it intriguing** – you want people to ask questions and learn more!



5 Don't forget to **give something back to the business community**; show people your brand cares about more than just making money.

Content marketing is the perfect place to let your brand shine. Create **high-quality content promoting your brand message** so people learn what you can do for them.



There's no doubt, brand image is paramount to a successful organization, as is the ability to portray that image consistently, across every channel and department.

Why not look to Lead Forensics to help revolutionize your B2B lead generation? We can identify your anonymous website traffic, and provide contact details for an instant, tailored follow up.

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

GET STARTED