



The 2021 Digital Marketing Playbook

For The B2B Industry



In B2B digital marketing the difference between winning and losing deals comes down to the ability to continually target and engage prospects throughout the buying process.

Digital advertising has gone from beyond keywords and placement. Today's successful digital B2B marketers are identifying high intent accounts, putting personalized ads in front of those accounts, and continuing to measure their engagement with sales.

We've built a digital marketing strategy playbook for the B2B industry to give you the tools and techniques to grow your brand.

— THINGS TO KNOW ABOUT US

We're a team of passionate innovators who love all-things digital. We are incredibly hands-on with our clients as execution partners for brands that have strategy in place and need help executing, or taking the lead for clients building from the ground up. Every stage of our client engagement has multiple levels of approval and control so everyone is always aware of what's going on. Our goal is results based. Understanding your business goals, how you define success and how to deliver the highest ROI for your brand.

01

Strategic Thinkers

We're not a paint by numbers agency. We work with you intimately to craft solutions that will propel your business to new heights.

02

Process Driven

We always start an engagement with upfront discovery, and draft detailed strategy that ensures a successful outcome.

03

Engaging Creative

Design is really an act of communication, which means having a deep understanding of the customer we're helping you engage and connect with.

04

Tech Innovators

We're relentless problem solvers, delivering cutting-edge technology solutions to serve as the foundational growth elements to our clients' businesses.

01

Brand Identity + Creative

B2B buyers are people, and people are emotional. People largely make decisions relying on their first impressions of stored memories, images and feelings. These emotions impact economic decision making. In one sense, brands inherently operate on an emotional level by stimulating that part of the brain that stores emotional reactions. By nurturing the right brand associations in your prospects' minds, you can begin closing the deal before the selling has even started.

Click on an item for a full definition page with tools and helpful links.

- ☐ [Brand Design](#)
- ☐ [Full Identity Development](#)
- ☐ [Brand Naming](#)
- ☐ [Customer Journey Design](#)
- ☐ [Brand Strategy](#)

02

Web Design + Development

Designing an effective website for your B2B company needn't be difficult or astronomically expensive. It simply requires that you put the buyer, not the design, first – meeting their needs at every stage of their journey. It requires that you effectively capture the right data and push your leads and prospects into appropriate funnels to ensure you capture their attention, communicate your value propositions and effectively convert the leads you're capturing into new sales and customers.

Click on an item for a full definition page with tools and helpful links.

- | | |
|---|---|
| <input type="checkbox"/> Website Development | <input type="checkbox"/> 301 Redirect Mapping |
| <input type="checkbox"/> Lead Generation/Lead Capture | <input type="checkbox"/> Technical SEO |
| <input type="checkbox"/> CRM Integration | <input type="checkbox"/> ADA Accessibility Compliance |
| <input type="checkbox"/> Martech Integration | <input type="checkbox"/> Performance Optimization |
| <input type="checkbox"/> Schema Markup Development | |

03

Digital Marketing

Whether you're an IT consulting firm or a growing Franchise broker looking to sell businesses to investors, the digital age has changed the way B2B communication is handled. That includes how you can successfully market your products. With technology constantly evolving, digital marketing requires a more 'fluid' approach. You have to be ready to adapt to changes in order to meet the expectations of your audience.

Click on an item for a full definition page with tools and helpful links.

- | | | |
|--|--|--|
| <input type="checkbox"/> Organic SEO | <input type="checkbox"/> Paid Social | <input type="checkbox"/> Database List Acquisition |
| <input type="checkbox"/> Social Media Management | <input type="checkbox"/> Lead Generation | <input type="checkbox"/> Lookalike Audiences |
| <input type="checkbox"/> Content Marketing | <input type="checkbox"/> PPC / Display Ads | <input type="checkbox"/> Channel Development |
| <input type="checkbox"/> Email Marketing | <input type="checkbox"/> Integrated Marketing Stacks | <input type="checkbox"/> Blogging |
| <input type="checkbox"/> Account Based Marketing | <input type="checkbox"/> eCommerce Feed Management | |

04

Strategy + Analytics

The ability to process every data point related to your B2B marketing efforts is, and will continue to be the driving factor of success. Are you able to track customers from the second they've clicked on your google listing, all the way to the moment they inquire online, through to when someone on your team has closed the deal? POS integration, CRM integration, AMB and tracking + analytics platforms may all feel like overkill, but they paint an important view of how you're being found, how customers are interacting with your business, and how successful your marketing efforts really are.

Click on an item for full definition pages with tools and helpful links.

- | | |
|---|---|
| <input type="checkbox"/> Strategy Development | <input type="checkbox"/> Competitive Research |
| <input type="checkbox"/> Analytics + Tracking | <input type="checkbox"/> Capabilities Assessment |
| <input type="checkbox"/> Martech Stack Auditing | <input type="checkbox"/> ROI Tracking + Reporting |
| <input type="checkbox"/> Customer Profiling | |

— SO HOW'S IT GOING?

Check your digital marketing health for 2021

Based on the above playbook we invite you to check your health and see how well you're positioned to succeed. In just a few clicks you'll know just how well your company's marketing is setup for the year ahead.

[Click here to check your score](#)

— SERVICES

Helping ambitious brands move at the speed of the internet with award winning creative, ground breaking technology + unsurpassed strategy.

01

Brand Identity + Creative

Tired of the same ol' same ol' cookie cutter brands that play it safe and try to walk a delicate path of being for everyone, while standing for nothing, consumers are demanding a voice, a stance, a personality, accessibility and most importantly authenticity from the companies they do business with.

- Brand Strategy
- Brand Naming
- Brand Messaging
- Visual Identity
- Creative Services

[Learn More](#)

02

Web Design + Development

Our award-winning web design and development produces highly visual web solutions that offer best-in-class user experience on desktop, mobile, and tablet devices.

- Strategy
- UX + UI Design
- Full Stack Integrations
- Technical Planning + Testing
- Development
- Quality Assurance
- Ongoing Maintenance

[Learn More](#)

03

Digital Marketing + Advertising

The days of "If you build it, they will come" are over. Transmyt produces category-defining advertising and marketing solutions that connects brands with their customers. We take your messages, products and services to the platforms where your consumers are spending their time and most likely to engage.

- Social Media Campaigns
- Content Marketing
- Email Marketing
- SEO / PPC / Display Ads
- Customer Acquisition
- B2B Lead Generation
- Account Based Marketing

[Learn More](#)

04

Strategy + Analytics

In today's internet driven economy, all companies need to have a plan to succeed along with ongoing tools and systems in place to ensure your efforts are successful towards driving growth and protecting budget.

- Martech Stack Auditing
- Strategy + Planning
- Benchmarking
- Ongoing Analysis + Reporting
- Advisory + Adjustments
- Interim CMO Services

[Learn More](#)