



TOP 5 B2B MARKETING STRATEGIES

1

Content Marketing

Content marketing is about creating and sharing valuable content to attract and retain a specific audience and drive profitable customer actions

2

Inbound Marketing

Inbound marketing focuses on attracting customers with valuable content and experiences tailored to them, rather than pushing out unwanted messages.

3

Search Engine Optimization

SEO, or Search Engine Optimization, is the practice of optimizing a website to improve its visibility and ranking in search engine results pages, thereby increasing organic (non-paid) traffic.

4

Search Engine Marketing

Search engine marketing (SEM) is a digital marketing strategy that involves promoting websites through paid advertising to increase their visibility in search engine results pages.

5

Account Based Marketing

Account-based marketing (ABM) is a strategic approach where marketing and sales teams target and engage specific high-value accounts with personalized campaigns.