



B2B Marketing Services

Go-To-Market Strategy

- ☐ Strategic market positioning
- ☐ Account-based marketing
- ☐ Customer segmentation & targeting
- ☐ Channel selection & development
- ☐ Business model design & implementation
- ☐ Advanced pricing strategies
- ☐ Sales leadership
- ☐ Brand partnerships & events
- ☐ Commodity marketing & hedging
- ☐ Gathering market intel
- ☐ Sales contracts
- ☐ Revenue data analysis

Marketing Tactics

- ☐ Website design & development
- ☐ Google Analytics set-up
- ☐ Google Tag Manager set-up
- ☐ Google Data Studio reporting
- ☐ Key account management
- ☐ Direct mail outreach
- ☐ Paid LinkedIn campaigns
- ☐ Sales calls & negotiation
- ☐ Podcasting & videography equipment
- ☐ Customer service & growth plans
- ☐ Sales contract reviews
- ☐ Marketing goals & playbooks