

- Trends und benchmark
- Performance of your website
- specific recommendations for your digital strategy

[Find out more](#)

Why Digital B2B Marketing

B2B marketing thrives on contacts and exchange. More and more often, the first contact starts digitally. Companies that **shape these touchpoints in a positive way and clearly display their brand will secure advantages**. So you are faced with important questions: Where do you start? How far along are you? Who can you learn from? After the workshop, you will have clear answers to these questions.

What the impulse workshop contains

Preparation, implementation, and follow-up are included. An excerpt from the agenda:

- Digital B2B trends
- Best practices & cases
- Website analysis
- Your target group's channels
- Successful content
- Search behavior
- Quick wins
- Next steps

Preparation

You decide how deep the analysis should go and, therefore, how strong the impulses will be. We will clarify in advance **which audits are useful for you and what access we need**, e.g., to Google Analytics or Tag Manager. Everything else will be determined individually.

Costs

The workshop, including preparation and follow-up, costs €3,600 plus VAT.

This is what you get

- Moderation of a full-day workshop
- Insights and experiences from digital B2B marketing
- Roadmap for your marketing

Your contact person



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