



Impulse workshop for your B2B marketing

- Trends and benchmark
- Performance of your website
- Specific recommendations for your digital strategy

netz.ly/impulsetworkshop

Why Digital B2B Marketing

B2B marketing thrives on personal contacts and intensive exchange. Increasingly, the first contact between potential customers and B2B companies is taking place digitally. Companies that turn these **digital contact points into a positive experience** and at the same time **remain true to their brand communication** gain important competitive advantages. It is therefore crucial for B2B companies to align their marketing digitally. You and your team are therefore faced with essential questions: Where should you start? How far along are you already? And who can you learn from? At the end of the workshop, you will be a little smarter about these questions.

What the impulse workshop contains

Preparation, implementation and follow-up of the workshop are part of your booking. Here we have a small part of the agenda for you so that you know what to expect:

- Digital B2B trends
- Current market trends and studies
- Best practices and cases from our previous work
- Analysis of your website
- Sources and channels of your target group
- What is the most successful content
- What exactly are they looking for?
- Quick wins
- Next steps

Preparation

You decide how in-depth the analysis should be and therefore also how far-reaching the impulses we can set. That's why we discuss in advance which additional audits make sense for you and how we proceed. Depending on which additional audit you book, we need access and authorizations. This could be access to Google Analytics or the Tag Manager, for example. We determine this on an individual basis and then take care of it when it is concrete.

Costs

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

What you get

- Moderation of a full-day workshop
- Impulses and experiences from digital B2B marketing
- Identification of specific playing fields and a roadmap for your digital marketing

Your contact person



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