

Metigy podcast



THE B2B PLAYBOOK

B2B marketing 101:
Why it's all about content

 Metigy podcast

Transcript

Daren (00:03):

Selling to businesses online isn't as hard or as expensive as the experts tell you. With the right plan, anyone can get amazing business growth online. Find out how to market and grow your small-to-medium business in a simple and cost-effective way on this episode on This Week in Marketing.

Daren (00:21):

Hey, everyone. I'm Daren Lake. And welcome to This Week in Marketing. Another podcast by Metigy. Each episode, we answer questions or talk about one specific idea to help you market and operate your small-to-medium enterprise better. And we do that by making them easy to digest, short, and concise because we've all got a business to run.

Daren (00:42):

We've got our friends, Kev and George, from The B2B Playbook podcast to take over the next few episodes. Kevin Chen and George Coudounaris are a unique team. They are both ex-lawyers turned digital marketing wizards. And with over 10 years of experience between them, their main objective is to help business owners with proven detailed strategies to drive demand and growth. Their podcast is the holy grail playbook that any business owner or marketer can use no matter how early or advanced they are in their marketing journey. Make sure you go and check it out anywhere you can get podcasts or the show notes description.

Daren (01:17):

This is part one of five in a miniseries takeover by the B2B podcast. In this episode, you'll learn, one, the foundation of Kevin and George's strategy, The Five Be's, two, B2B marketing one on one, and, three, why all of this comes back to what content you are actually putting out. Enough from me, let's get into the conversation with Kev and George.

George (01:39):

You know, Kev, marketing in a B2B business really isn't that complicated. You know, you hear so much jargon out there. You hear about SEO. You hear about SEM. And it's really a little bit of fluff, isn't it?

Kevin (01:52):

Yeah.

George (01:52):

When it comes down to it, B2B marketing can just be very, very simple.

Kevin (01:57):

Yeah, I think the easiest way, and we're going to run through a framework in a minute about looking at it holistically, but in very simple terms, it's effectively looking at your offline networks and the relationships that you're building. And instead of doing them face to face, as you would traditionally, is building those B2B relationships online through building trust

with your content. And that's the key difference is instead of being offline and doing it face to face, you're doing it online and through your content.

George (02:22):

Yeah. I mean, I think that's probably the one main distinguishing factor, isn't it? Ultimately, it's still about taking those relationships that you built offline, bringing them online. And the great thing is once you go online, you can continue to build those relationships at scale. So you don't just have to do it one to one like you would in the traditional offline world.

George (02:44):

Kev, we've come up with what we think is a pretty simple framework for B2B marketing online, something that you and I wish we had years ago when we started this journey ourselves. And we call it The Five Be's. Do you want to jump in, let us know what they are?

Kevin (02:56):

Yeah. Definitely. Hopefully, get I get full marks here. So The Five Be's are be ready, be helpful, be seen, be better, and be the best.

George (03:05):

That's all five. You did it.

Kevin (03:06):

All five.

George (03:06):

Very well done.

Kevin (03:10):

Well, a bit of context for our listeners. What The Five Be's mean is basically a framework for bringing your business, B2B marketing online. And really the first three, the be ready, be helpful, and be seen parts, are the foundations and the core parts to focus on at the beginning. And then the last two, be better and be the best, is really to help elevate your B2B marketing game to where the industry leaders are and making sure that you're an industry leader as well.

George (03:36):

It's very easy to follow, it's easy to action, and we're excited to share it over this little miniseries we're doing.

Daren (03:43):

From Metigy, you've listened to This Week in Marketing. Again, I'm Daren and Metigy hopes we helped you find more insights and tips into your business. To find out more about Metigy and get a listener exclusive three-month free trial, visit us at metigy.com/podcast. And while you're there, go and check out some more episodes. If you like what you heard, please share a link to another business owner or marketer who you think could get something from this. Also, to help us out, it would be great if you left a five-star review on your favorite

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Speaker 4 (04:20):

Metigy.