

B2B A To Z: Marketing Tools and Strategies That Generate Leads For Business-To-Business Companies

By Bill Blaney

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"If you want to grow your business, you need to adopt the strategies Bill outlines in this book."

David Meerman Scott
bestselling author of *The New Rules of Marketing and PR*,
now in over 25 languages from Bulgarian to Vietnamese.

"It was written in the stars that a man named Bill Blaney would write the best B2B marketing book ever!"

George Lois
advertising legend and author of eight books,
including *Damn Good Advice (For People With Talent!)*

"Blaney does a fantastic job of synthesizing traditional and digital marketing tactics and strategies and making them relevant for B2B marketers. In fact, I'd go so far as to say that Blaney's explanations of strategies and tactics are more clear and more grounded and focused on generating sales and profits than you might get from a more consumer focused book."

Ivana Taylor
Small Business Trends

"4 1/2 out of 5 stars! I really enjoyed reading this book and bet you will to.
Bill pulls no punches and tells it like it is."

Jeff Ogden
Marketing Made Simple TV

"It's a changed business environment for most companies these days.
This entire book offers vitally important information for B2B'ers."

Patricia Faulhaber
Blog Critics

Finally, a B2B marketing handbook for the digital age!

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"When I first read this book my reaction was "Yes, a book that actually hits the mark and by someone who knows what he is doing!"

Dodd & Associates Having trouble gaining traction with your business-to-business marketing strategy? Fret no more. From a B2B marketing expert with years of experience consulting Fortune 500 companies and aggressive startups, learn what's necessary to catapult your company into the spotlight through both digital and traditional means. B2B A To Z will explain:

• *How to create advertising that brands your product or service smartly and breaks through the clutter.*

• *How the new tools of the trade, from social marketing to video, web to mobile, have changed the way marketers need to plan.*

• *How LinkedIn, Slideshare, Twitter, Flickr, Facebook, PRWeb, and Blogging can expand your reach to your target audience.*

• *How Fedex and UPS bridged the gap with creative B2B campaigns and what can be learned from them.*

• *How building a category or market-focused website will give you great flexibility and put you on a page one organic Google search.*

• *How to stay ahead of the competition with lead-generating campaigns that use every tool (from traditional to digital) — and the logic behind why they work.*

From the trenches of the marketing business and for a clientele that's included Canon, Chase, Capital One and more, B2B A To Z gives away the secrets on how successful B2B marketing can be accomplished for any company, with any product or service, and on any budget.

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Editorial Review

About the Author
Principal and Chief Creative Officer of SOUP, Bill Blaney is a Marketing Expert, Creative Director and Social Media Strategist whose Fortune 500 client work has included Canon, JP Morgan Chase, Capital One Bank, DSM, NBC and many others. He is also co-founder of HDCameraGuide.com, one of the top professional camera websites focusing on B2B camera sales.

Users Review

From reader reviews:

Scott Halpin:

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