

Really.



5 TOP TIPS TO STOP RELYING ON YOUR BIG-FISH CUSTOMERS

According to the Pareto principle, 80% of your profits come from just 20% of your customers. This fact is useful to know when it comes to your B2B marketing strategy, but it also puts your business at a significant risk. After all, what will happen if you lose your top two or three clients in the same month? The consequences are almost too much to bear. That's why we've put together our top tips to help you broaden your customer base, better protect your business and maximise your ROI...

Tip 1: Identify big-fish prospects with ABM

Account-based marketing offers the perfect tool to expand your customer base and drive serious revenue for your business. The key is determining the right decision-makers to target. This requires a combination of extensive B2B marketing expertise and industry-leading technologies, like Marketo. Next, you should utilise forensic levels of research to determine your decision-makers' pain points, goals, personality profiles, preferred channels, topical interests and any other

information which will support your messaging and approach. Finally, you'll need to create a highly impactful and memorable campaign that maximises awareness and encourages prospects to contact you.

Tip 2: Optimise your website

Your website is the face of your business. If you're looking to attract new customers or expand into new markets, you'll need to ensure that both the messaging and design appeals to your new prospects' unique challenges and goals. There are a number of ways you can achieve this – from creating bespoke pages that speak to each industry, to utilising personalisation software like Webeo to target each of your new prospects with bespoke messages, images or personalised offers.

Tip 3: Implement multi-channel marketing

One of the best ways to increase awareness of your business and ultimately expand your customer base, is to multiply the number of opportunities that prospects have

Really.

to engage with your brand. That's why multi-channel marketing is so effective. Start by researching the channels most popular with your desired customers, then begin utilising these channels to engage with your prospects, promote your content, and sell your products and services.

Tip4: Expand your geographic reach

How many businesses across the world could use your product or service, but simply don't know about it yet? To reach these untapped markets, you'll first need to research how your prospects' needs and challenges differ depending on their location, and refine your value proposition accordingly. You should also focus on targeting geographies where there are high customer, go-to-market and operational synergies, as this will maximise your chances of success.

Tip5: Market to niche audiences

Marketing to niche markets is a fantastic way to broaden your customer base – particularly if you focus on multiple marketplace segments where your product or service will be most relevant. When combined, all of these small markets might generate the same revenue as a single big fish customer, but will not be subject to the same level of risk, as it's highly unlikely that you'll lose all of these customers at once. If you're interested in taking this route, you'll need to consider how best to position your offering for

each marketplace. This means conducting rigorous research into your decision-makers and the messaging they'll be most receptive to.

Broaden your horizons with Really B2B

Relying on your top two or three customers for the majority of your revenue is risky business. Fortunately, at Really B2B, we can help minimise this risk by identifying new prospects for your organisation, using our unrivalled expertise in prospect research & insight, and delivering outstanding campaigns that encourage these prospects to buy from your business.

To find out how we can help you broaden your prospect base and optimise your B2B marketing strategy, simply give us a call on 0845 519 8517 or email info@reallyb2b.com.

