

# 7 INSPIRING B2B MARKETING CAMPAIGNS

Must-See Examples of Marketing Success That You Can Replicate



salesforce pardot

B2B marketers know how much technology has changed the way that customers interact with brands. Digital is the backbone of our marketing strategies, with a multitude of channels to think about and an endless amount of noise to compete against. Creating original content and thoughtful campaigns that can differentiate your brand is more than just hitting on the next viral sensation (although that's pretty nice too).

The 'bread and butter' digital marketing in the B2B space includes email, social media, blogs, and much more. Each element of your campaign has the opportunity to make a huge impact, generating interest, leads and revenue for your brand. But sometimes we get stuck in a bit of a rut, and it's hard to stay inspired. To help you out, we've collected examples we love from B2B marketers large and small. These campaigns highlight how clever design and great content can come together to create something that's more than the sum of its parts. Oh, and drive some pipeline, too.



## Content Marketing: GE's Thought Leadership

**First Impressions:** GE's *The Message* podcast is a novel take on thought leadership content. Subtle and broadly appealing, *The Message* aims to highlight the health and sound technologies that GE is pioneering through its story of a sound transmission received from outer space. The style of it immediately brings to mind the classic radio plays like *War of the Worlds*, and the innovative use of the often overlooked podcast as a medium is a brilliant way to show off the company's creativity while still creating content that's easy to consume. It's fun, engaging - and perhaps most importantly - it's not something that you'd expect from the company that probably made your dishwasher.

The effort was a success, climbing to the top of the iTunes charts. As a piece of stand-alone content, *The Message* helps challenge the initial impression of GE as an appliances company more synonymous with homewares, to a science and technology company that makes products that might - one day - be able to translate a message from outer space.



### General Electric (GE) Podcast

[WATCH THE PODCAST](#)

[GE HEALTHCARE](#)





**How to DIY:** Podcasts are an inexpensive medium that doesn't require much additional technology to start, but they can be a great cost-effective way to differentiate your content. Whether as simple as a few tips or shortcuts around your product, or more extensive weekly rundowns of the top news stories in your field, podcasts give you more flexibility and versatility than other forms of communication. Host yours on a landing page the way GE did to keep track of visitors, or distribute it for free through iTunes.

- As GE demonstrates, a podcast can be about anything. Make it as fun or as serious in tone as best fits your brand voice, but remember that thinking way, way outside the box can earn you points.
- Hosting your podcast on a landing page lets you track visitors and adds credibility. Podcasts are an inexpensive medium that's easy to distribute. Upload your podcast for free and distribute through iTunes and add links to your eNewsletters, emails, and homepage.

“The Message is such a fun way to show off GE’s personality, it’s actually great branding, even though logos are minimal on the content itself.”

**Maureen Flaherty**  
Senior Manager,  
Product Marketing



**Interested in adding a podcast to your marketing campaign? Find out what it takes to produce one:**

**3 CONTENT MARKETING LESSONS  
FROM SUCCESSFUL PODCASTERS**

**8 THINGS I LEARNED AFTER  
LAUNCHING MY FIRST PODCAST**





## Social Media: Capital One Twitter

**First Impressions:** In their Twitter feed, Capital One stays away from heavy technical content and focuses on imagery, highlighting some of the fun, lighter campaigns that they're running, like their March Madness sponsorship and a travel contest. Timeliness plays a big role in this, and Capital One has done a great job of making use of seasonal opportunities first with the March Madness basketball tournament, and next with the summer travel season. This keeps their content fresh, relevant and shareable.

Capital One is a good example of a company that reaches both B2B and B2C audiences. Their audience is everyone from investors to recent graduates. It's tricky to balance such different groups, especially on social media, but Capital One keeps its offering both professional and palatable. The account highlights tweets from FinServ publications as well as nods from B2C sectors, showing off its crossover appeal and ensuring a good mix of content that will reach all of its main audiences. Banking isn't the easiest industry to humanize, but the brand does a good job of communicating it's versatility in it's selection of content and the overall tone of it's posts.



Capital One Twitter

[VIEW TWEETS](#)





**How to DIY:** Social media is fast-paced and ever evolving, but there are a few things you can do to make your profiles and feeds look and feel more modern and engaging. Make sure that your content is varied, but avoid linking to dense, jargon-heavy assets. Social media is just that: social. It's a great way to show off your brand's identity and personality. Keep your copy concise and highlight your best work with bright, bold images and make use of .gifs, video and other media to make your content feel current and interactive.

- Using a lighter friendlier tone makes content less intrusive and more shareable.
- Use bright, bold, unconventional images to draw people's attention to your brand.
- Take advantage of your most interactive content for social media.

“Capital One’s Twitter feed has a great conversational tone, which is important, since social media IS a conversation.”

**Jason Dominy**  
Content Marketing Specialist  
Salesforce Pardot



**For More B2B social media tips, download:**

**THE B2B SOCIAL MEDIA  
GUIDE TO BEST PRACTICES**





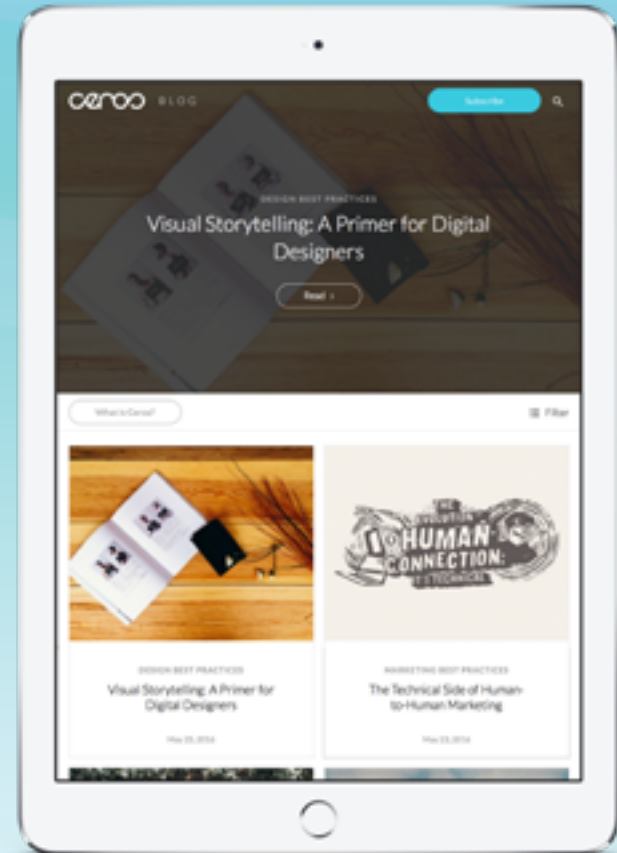


## Blog: Ceros

**First Impressions:** Streamlined, vivid and simple, Ceros' blog looks like a magazine. Crisp, bright images draw you in and make you want to wander through the headlines. The Pinterest-style tile layout is reminiscent of a vision board, and immediately gives it a strongly creative, intuitive feeling.

The search filter is hidden in a drop down menu, and this suggests that searching isn't really what this blog is about, because this is a blog about *style*. What's interesting is that looking more closely at the headlines, the topics are recognizable and firmly grounded within the B2B marketing space. The clever use of images adds a noticeable style and elegance to topics that aren't about fashion or design.

When you open each post, the visual format that Ceros uses makes each blog post feel like it has its own landing page, and gives it a sense of importance that really makes it stand out. As a visual and interactive content company, Ceros' blog is essentially a gallery of their work, and it shows off what they do beautifully. That said, like any B2B, they're aimed at driving leads, and they reconcile this with cleverly placed CTAs. There's an unobtrusive but noticeable call to download a free e-book that sits at the top of the main page and on the bottom of each blog post. After browsing for a bit, there's also a pop-up that encourages you to sign up for their newsletter, if you've missed



Ceros Blog

LEARN MORE





the big blue subscribe button in the top right corner of each post. The tone of the CTAs is consistent with the rest of the blog, and makes them feel less like being sold to and more like being offered great content.

**How to DIY:** Relating your content to things that everyone is familiar with can be a beneficial technique for simplifying it, and simple works well when it comes to blogs. Don't be afraid to use images that are more creative than traditional, because as Ceros demonstrates, this can be a good technique for adding flair and a distinct style to your content without needing to alter the tone of your copy. Multimedia is another big content opportunity that works very well in blog format. Embedded videos, podcasts, and .gifs can all be great ways to illustrate your content.

- Simplify your approach with good, solid blog posts that direct readers to more in-depth information elsewhere on your site.
- Use videos, podcasts, soundbites, and other interactive media to dress up your blog posts and include more information without additional text.
- Keep your blog layout clean and go for a stylized or artsy approach if it fits your brand strategy.
- Add CTAs additional opportunities for engagement to drive further interaction with your brand.

“Ceros is a great resource. They offer genuinely helpful information for their readers while subtly showing off their powerful technology.”

**Laura Horton**  
Director, Marketing  
Salesforce Pardot



**Interested in learning a little more about creating a top-notch content strategy?**

**AN OVERVIEW OF THE INTERACTIVE CONTENT SPECTRUM**







## Microsite: Beautiful Medicine (Novartis)

**First Impressions:** Beautiful medicine is a beautiful (naturally!) microsite. The interplay of text and images and video creates a truly unique, immersive, interactive experience. There's not a strong drive to explain Novartis here, what they do or what they are, but the work they do is highlighted nonetheless through taking the viewer on a journey through the evolution of medicinal science, and demonstrating the links between nature and medicine. Through the microsite, Novartis takes complex, technically dense information that you might be more likely to find in a white paper, and distills it into a history that is both interesting and powerful.

Beautiful Medicine (Novartis)

VISIT THE MICROSITE





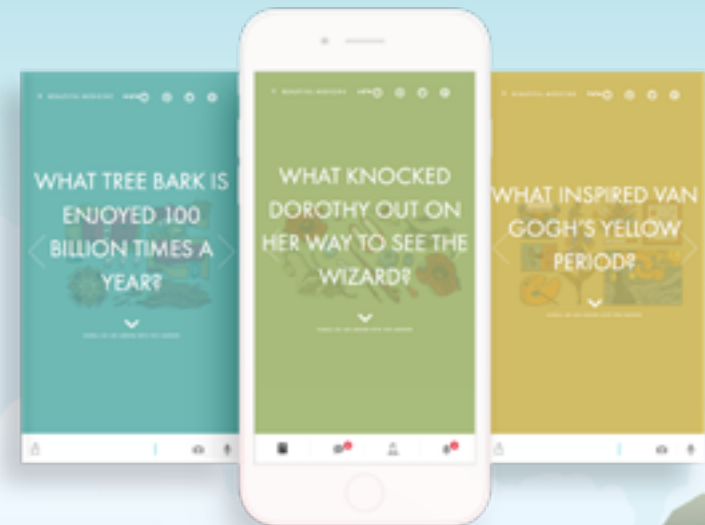
There is no link to the microsite on the Novartis company website, but there is a conscious similarity of design that makes the microsite feel natural and organic. The Novartis website has the same stylistic, story-driven feel with videos across the pages telling the human story of what the company does, from fighting Malaria to diagnosing and treating Psoriasis, they tell the story of their technological advancements and medicinal discovery through individuals.

**How to DIY:** When you're building your microsite, think about how you can approach the topic from the other side. How did it all begin? What will the future hold? Turn your microsite into a standalone piece of content by exploring topics that demonstrate a unique perspective. Using just the overarching design elements from your website will make the microsite stand out as a distinct piece of content, while still feeling like a natural extension of the main website.

- Use the whole microsite to tell a story or take viewers on a visual journey.
- Differentiate your microsite by only using the major design elements from your website to create a unique piece of content with greater longevity.

“The medical industry hasn’t historically been known for beautiful marketing, but Novartis uses the power of beauty along with a compelling narrative to drive engagement with their content.”

**Bill Reed,**  
Manager, Product Marketing  
Salesforce Pardot





## Webinars: Vidyard

**First Impressions:** Too often we put a TON of effort behind a single webinar, and then fail to use it as an ongoing resource for lead generation. Vidyard has remedied that with an engaging and user friendly webinar library. The way the page is designed with the big, artistic images really makes these webinars stand out. Vidyard really uses white space well, and it presents their content to its best advantage with a clean, crisp look and layout.

Using white space and big images doesn't have to mean 'no text' however. Mousing over a video displays a description with a few tags to help with sorting. It's a seamless way to keep clutter down while still providing enough information for viewers to make use of. Another stand out is the types of images that Vidyard uses to illustrate their webinars. These aren't your run-of-the mill stock photos, they're clever, visual and aesthetically pleasing.

Vidyard's creativity extends to the webinars themselves: the slides in the presentations are simple, not text heavy and well laid out. Many of the webinars feature other companies, demonstrating their relationships with their customers and highlighting a variety of perspectives from speakers across levels and industries. In webinars around their own thought leadership content, such as the 'How to Use Video for Events...' webinar, they incorporated an example of their video content, to demonstrate a method that they used in their own product



### Vidyard Webinars

WATCH NOW





marketing campaign. They take questions through Twitter as well as the webinar platform, adding another layer of interactivity and ensuring that viewers can participate in the session by whichever method they prefer.

**How to DIY:** Start with the webinar's slide deck. One of the immediately noticeable things about Vidyard's webinars is that they are all clearly and distinctly on-brand, while still being full of engaging visuals. Your slides can still tell a visual story without obscuring your brand trademarks by keeping the layouts and font sizes simple.

Using simple drawings, animations or short video clips to explain complex concepts is another good tactic. Visual aids are compelling, and including video clips that demonstrate complicated processes or campaign trajectories is a great way to keep your viewers engaged at critical moments in your presentation. Once you've got the slide deck down, look at how you're presenting your webinars. What does the landing page look like? What about the main page that displays all of your webinars? Upgrade these with strong visuals and a streamlined layout that will entice visitors to stick around.

- Bring in your best customers to lead or answer questions in your webinars to increase the value add.
- Make use of social media to increase interactivity.

"I love how Vidyard uses their webinars to highlight what they do they use video as part of their webinar presentations and it's a clever way to demonstrate their main content."

**Teri Marks-Brunner**

Marketing Program Manager  
Salesforce Pardot



## eNewsletter: MarketingProfs

**First Impressions:** Everyone likes to feel welcome, and sending out a welcome email is a great way to kick off a personalized relationship with the people on your email list. Getting this makes you feel like you've been added to "the club," and it also makes it a whole lot easier to figure out what kind of content you might want to take a look at. There are a ton of things on MarketingProfs so adding a guide to the different sections and types of content is helpful.

MarketingProfs cleverly lists all of the links to their content right at the top of the email. Tactically, this is a great way to make sure that all of your content gets the best possible chance of being seen, as most people won't scroll all the way to the bottom of a newsletter. Their simple, straightforward presentation makes it easy to skim without missing anything.







**How to DIY:** Sending new subscribers a welcome email to introduce them to the campaign or mailing list is a great way to connect with them and begin personalising your communications. It's a good place to offer subscribers the chance to select the content they want to receive in your emails, or link to archives of older content that you think would be relevant to them.

When it comes to an eNewsletter, you don't necessarily need a lot of bells and whistles. Visual impact is important, but equally important is an effect layout. MarketingProfs makes sure that you get their content up front in the most digestible way possible.

- Highlight stand-out content at the top of the newsletter, even if there's another link further down.
- Send out a welcome email to new subscribers to create a personalised experience.

“MarketingProfs does a great job of taking a lot of content and making it feel relevant and accessible.”

**Nicole Nickerson**  
Email Marketing Manager  
Salesforce Pardot



**Ready to send smarter email? Download:**

**THE COMPLETE GUIDE TO  
B2B EMAIL MARKETING**





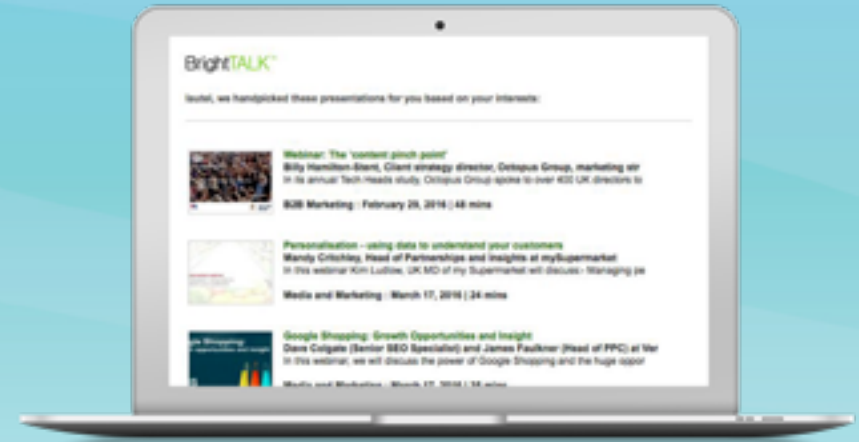


## Email Marketing Campaigns: BrightTalk

**First Impressions:** BrightTalk's simple straightforward approach to the weekly email really works for their content. Without needing to do more than skim, you know what's coming up this week, and what's been added since last week. They don't shy away from white space it helps make their emails easier to engage with because the things you're immediately drawn to are the simple links to their content.

The 'Didn't find what you're looking for?' section is smart design. If a subscriber has read all the way to the end, chances are they'll take a look to see if what additional content is available behind such a cleverly disguised CTA.

BrightTalk follows up their weekly email with a curated content email to personalize a subscriber's experience. The content selected is based on your viewing habits, and receiving a list of content that corresponds to what you've previously engaged with attaches a higher value to those emails. It's a simple and effective way to customize your content to your readership without coming across as intrusive or sending numerous forms and surveys.



**How to DIY:** You can personalize your email campaigns by offering your subscribers curated content based on what they've previously interacted with. If you use a marketing automation system, it's easy to review prospects activity on your site and set up an email template that will automatically customize itself based on the information you have about a prospect. By using automated dynamic content this way, you can send a large list of prospects personalized emails that deliver content specifically relevant to each.

- Personalize email content with marketing automation to send subscribers what they want to see.
- Use marketing automation to make the process of personalizing emails easier.



# Feeling Inspired Yet?

Being creative in the B2B space can feel daunting, but with the right combination of innovation and inspiration, making your content more engaging is less about what your business does and more about how you present it. Look at your company's values and translate those into your content to demonstrate a more human side to your business. Or use eye-catching artwork and design to draw clients and prospects in, and use personalization to connect them with the content they're most likely to be interested in. Think beyond the content you want to create to the message you want to send about your products and your company.

**If you need more inspiration, visit**

**60 B2B MARKETING TIPS  
YOU CAN TRY RIGHT NOW**





# Smarter Marketing. Better Results.

Your customers are smarter, more capable, and better-informed than ever before. This new breed of consumer demands a better breed of marketing, and the Pardot platform has the capabilities to get you there.

[TAKE A GUIDED TOUR](#)

[VIEW A DEMO](#)

