

B2B Growth Checklist

By admin

- Create shareable and embeddable content
- LinkedIn presence & activity + sponsored updates
- Conferences & exhibitions
- Integrate
- Free trial / freemium + best support
- Stupid Simple product to avoid training
- Customization and personalization
- Find ways to suggest to them what to do next
- "Invite your friends" later in the learning curve
- Discounts, rewards, incentives to spread the word
- Re-targeting
- Release free tools
- Use automation software
- Incentivize enterprise adoption - discounts, best support, more storage
- [Cold] emails and weekly newsletters
- "Powered By"
- Help them
- Become a critical part of employees workflow
- Wi-Fi ads/ ads in alternative places
- Partners, resellers, VARs
- Testimonials in video format