



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

*Bill Blaney*

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

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**Finally, a B2B marketing handbook for the digital age!**

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- *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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