



Sample B2B blog post

Title: Dancing in the dark: Why your business needs a digital strategy

(meta description: A lot of businesses are using online channels to reach and engage their customers, but that alone is not a digital strategy. Here's why.)

Is your company posting on all the big social networks?
Have you hired an SEO consultant and built a mobile-friendly website?
Do you feel pretty confident you've got your online strategy covered?

Well, I hate to disappoint, but I've got news for you.

That's not a digital strategy.

And to borrow the words of The Boss, you're dancing in the dark.

You can't start a fire without a spark...

To get the most out of engaging with your customers online, you first need to understand what your business and your customers require.

In other words, you need to carry out a lot of research, analyse your findings and develop a digital strategy, or approach. This will ensure that you focus on the activities that will benefit your business most and not waste time and money on ones that won't.

Once you have created a digital strategy that is aligned with your business goals, you can then draw up a detailed plan for the how (tactics), when (calendar), where (channels) and who (resources), and define how your activities will be measured.

This plan is the roadmap of all your digital marketing activities and should be integrated into your wider marketing plan.

There's something happening somewhere baby...

You might be having some success in individual channels, but without a robust strategy supporting your online activities, your band are playing their instruments but not keeping in tune.

This lack of a framework can lead to missed opportunities, lack of integration with your existing marketing plan, the absence of measureable goals and a misfit with your business plan. (cont.)



In the digital age, the businesses likely to flourish are the ones that are quick to adapt and seize new opportunities. Having a digital strategy allows you to review your plans and move quickly when you need to.

Hey there baby, I could use just a little help...

If you think you could do with sharpening up your own digital skills and knowledge, there's a lot available to you.

Keep up to date with the latest trends, news and advice by following industry influencers like [Jeff Bullas](#), [Smart Insights](#), [Marketing Profs](#) and [Social Media Explorer](#).

Increase your knowledge by going to industry conferences and seminars, or taking more formal training like a professional short course or accredited diploma.

This gun's for hire...

It takes a lot of time and specific knowledge to research and develop a digital marketing strategy. For a lot of businesses, it makes sense to bring in specialists for such a large task.

If you'd like to find out how the team at XYZ company can help you turn on the lights in your organisation, call xx xxxx xxxx and ask for The Boss.