How to do effective B2B Marketing with Less Expenditure?

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It is observed that many B2B enterprises doing online marketing for their products and services spend near about 90% of their marketing budget on developing colorful images and website. At the end they earn only 5-10% sales from such marketing. The expenditures made for marketing is less compared to that of the revenue generated from it. To avoid such inconveniences you should do proper marketing plan.

To reduce the cost of marketing try to work on the leads you already have in your database. Donâ€™t go for another lead generation campaigning rather try to satisfy the current leads. For some reason your current customer might have not purchased products or services from you. So try to convince them or give some special services or offers to attract the current customers.

Marketing consultants recommend some marketing techniques for generating sales like public relations, Internet marketing, trade shows, database and direct mail. Try to maintain good relation with your current customers to convert them into loyal customers. Keep in touch with your regular customers through seminars, e-mail offers, e-newsletters and other marketing activities. This will influence them to buy your products and services. These marketing techniques may require take long period to influence the customer to buy your product but it will lead to more sales in future.

Some low cost tools for business to business marketing include friendly approach, direct mails, newsletters, directories, content, and banners ads. Your marketing team or sales team should practice friendly approach toward the customers. They should clarify all the doubts and queries of the customers relating to your products or services. Try to build positive perception about the product in the mind of the customers. Send mails to prospective customers who have shown interest in your products. Do banner ads on B2B portals this will attract the visitors to your products and will to increase product sale. Register on online B2B portals which offer various promotional services at low cost. This will help you to reach global marketplaces.

Many businesses prefer online marketing of products to reach maximum customers. You may feel that doing online promotion of your business may cost you a lot but the returns will be more. Select proper online marketing sources where you get maximum services at low price. Advertising your product on B2B portals will increase the number of visitors to your website. You can use this as database for your business and send them regular mails to attract them towards your products. You can register on online directories. You might feel how online marketing is cost-effective but to do global promotion it is the effective source. Select popular online marketing sources which are suitable for your business.

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Keshav Dussal is the author of this article. He has been demonstrating his writing skills by writing the articles for B2B marketplace reports from last two years. He also has a keen interest in writing stuff for Company profile related topics. He has written various articles ona B2B Marketing .

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