



# The Ultimate 2024 B2B Marketing + Sales Toolkit



## Prepare to be enlightened...

The Ultimate B2B Marketing and Sales Toolkit is crammed with the latest insights to help your business thrive in a hugely competitive industry.

While bursting with information, this toolkit is super scannable and has three distinct sections:

Part I

**How to Conduct B2B Market Research**

Part II

**B2B Digital Marketing: Strategies, Trends, and Best Practices**

Part III (bonus section)

**Building a B2B SaaS Sales Process**



**Have questions?**  
Or need a hand with your B2B  
digital marketing and sales  
strategies?

The Hunt & Hawk team is  
ready to help.

[SEND A MESSAGE](#)

Enjoy the read.



■ ■ The only way to consistently grow in B2B is to be better than very good.

Seth Godin

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Part I

# How to Conduct B2B Market Research

# Scientia potentia est.

Or as most of us know it: **knowledge is power.**



While this 400-year-old Latin aphorism was unlikely to have been conjured for the benefit of B2B businesses, its sentiment is absolutely spot on.

Understanding the target market is absolutely essential to the success of any business, particularly in the B2B sector.

It forms the backbone upon which organisations can make informed decisions, develop effective strategies, and stay competitive in a tough market.

In part one of The Ultimate 2024 B2B Marketing and Sales Toolkit, we'll dive into the topic of B2B market research and demonstrate how to successfully undertake this activity via a step-by-step process.

This will provide you with the framework required to succeed in the complex world of B2B marketing.



# Step-by-Step Process for B2B Market Research



Here are 12 essential factors to note when conducting B2B market research...



## 1. Define Your Research Objectives

The first and most crucial step is defining clear research objectives. What do you want to achieve through your research? Are you primarily looking to understand market trends, assess customer needs, or evaluate competitors? Defining specific research objectives will guide your entire research process.

## 2. Identify Your Target Audience

Determine the specific B2B audience you want to research. This may include existing customers, potential clients, or industry stakeholders. Clearly defining your target market helps in selecting the most appropriate research methods.

## 3. Choose Your Research Methods

Depending on your research objectives and target audience, select the most suitable research methods for you. Common methods for B2B market research include customer surveys, interviews, focus groups, online analytics, and competitor analysis. Ensure that your chosen methods align with your research goals.

## 4. Create a Research Plan

Develop a comprehensive plan that outlines the entire research process, including timelines, budgets, and responsibilities. A well-structured plan ensures that your research stays on track and that all necessary resources are allocated appropriately.

## 5. Gather Data

Execute your chosen research methods to collect data. If you're conducting surveys or interviews, design questionnaires or interview guides that are clear and objective. When analysing existing data sources, ensure that you have access to the latest information.

## 6. Analyse Data

Once you have accumulated the data, it's time to analyse it. Depending on the type of data collected, you may use statistical software for quantitative analysis or thematic analysis for qualitative data. The chief aim is to extract meaningful insights and patterns.

**In a survey of 1200 marketers, just 42% knew the basic demographic information of their target audience.**

→ Source: HubSpot

## 7. Interpret Findings

Explicate the research findings in the context of your objectives. What do the data and analysis reveal about your market, customers, and competitors? Look for trends, opportunities, and potential hurdles.

## 8. Generate Insights

Translate your interpretations into actionable insights. What are the prime takeaways from your research? How can these insights guide your business decisions and strategies? Prioritise the most crucial findings.

## 9. Formulate Recommendations

Based on the insights gained, formulate recommendations for your business. These recommendations should direct your strategic planning, product development, marketing, and sales efforts.

### 10. Implement Strategies

Put your recommendations into action. Adjust your business strategies, products, or services based on the insights gleaned from your research. It's important to ensure that your team is aligned with any updated strategies and/or objectives.

### 11. Monitor and Evaluate

B2B market research is an enduring process. Continuously monitor the market, customer behaviour, and competitor activities. Regularly evaluate the effectiveness of your strategies and alter as required.

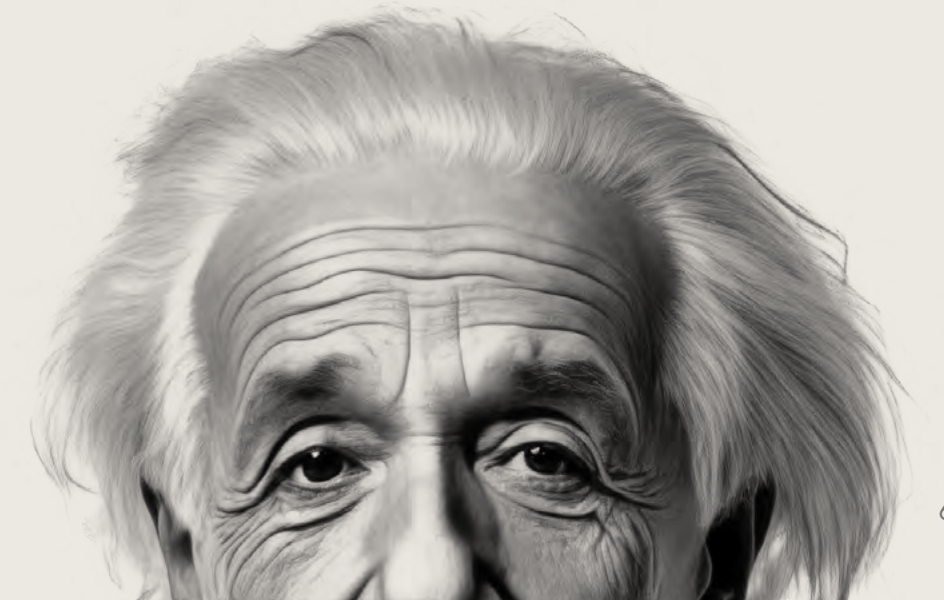
### 12. Communicate Findings

Share the research findings and insights with relevant stakeholders within your organisation. Sound communication ensures that everyone is informed, aware, and aligned with the direction the business is moving in.

**By following this step-by-step process, organisations can systematically gather, analyse, and apply valuable insights relating to their specific niche of the B2B market.**

“ If we knew what we were doing, it would not be called research, would it?”

Albert Einstein



# Hot Tip



Take a quick temperature check and discover what your customers are actually searching for.

There are a bunch of handy SEO tools that can help you to uncover the most popular questions people ask Google on a whole range of topics.

At Hunt & Hawk, we use the following tools to help our clients better understand their markets – as well as ours.

- Surfer SEO
- Answer the Public
- Keywords Everywhere
- Ubersuggest
- Semrush

Need help with your market research?

[BOOK A MEETING](#)



Part II

# B2B Digital Marketing

Strategies,  
Trends +  
Best Practices

**Let's start by addressing the elephant in the room...**

**B2B products or services are often seen as being boring.**



Those B2C marketers are having all the fun selling their dazzling devices or enthralling experiences while B2B marketers are stuck in Dullville.

Why put in all that effort to sell something that's not interesting?

Firstly, this is a misconception. More importantly, it's a dangerous myth for B2B businesses to buy into.

The fact is that B2B digital marketing is an immensely powerful tool for driving growth for organisations across the globe.

After all, your business offering is far from boring to those who matter most—your prospective customers.

In this section, we delve deep into the world of B2B digital marketing, exploring strategies, trends, and best practices that drive success—so you have the knowledge and tools necessary to own this space.

From creating engaging content that hits the eyeballs of your target audience to leveraging the latest technologies for maximum impact, we explore every facet of B2B digital marketing.





**B2B does not mean boring marketing.**

Beth Comstock

# Understanding the B2B Digital Marketing Landscape



The B2B digital marketing landscape is a complex and dynamic beast, but a great starting point is to know your target audience.

Unlike B2C marketing, which focuses on reaching individual consumers, B2B marketing is all about grabbing the attention of businesses and decision-makers.

In the B2B space, the buying process is often longer and more involved than B2C, with multiple stakeholders and a higher value of transactions.





It means that B2B digital marketing strategies need to be tailored to address the unique requirements and pain points of businesses.

This involves conducting thorough market research to gain insights into their demographics, preferences, and challenges.

By knowing who your prospective customers are, you can create targeted content and campaigns that resonate with them and drive engagement.

While we're focusing on B2B digital marketing, we recognise the importance of conducting a multi-channel approach.

Traditional channels like trade shows and sponsorships still play a significant role in B2B marketing strategies.

It's by leveraging the right mix of channels that B2B businesses can reach their key audience at different stages of the buyer journey and build strong relationships.

It's fascinating how the fundamentals of B2B marketing are the same today as they were 50 years ago. It's still about relationships although today we have new tools and techniques at our disposal.

**David Meerman Scott**



# B2B Digital Marketing Strategies + Tactics



With a better understanding of the B2B digital marketing landscape, it's time to explore effective strategies and tactics that can drive success. **Here are a handful:**

## 1. Content Marketing

Content is the backbone of any successful B2B digital marketing strategy, as it is with B2C.

By creating valuable, informative, and engaging content, you can establish your brand as a thought leader and build trust with your audience. This can be done through blog posts, whitepapers, case studies, webinars, videos, and more.

## 2. Account-Based Marketing (ABM)

ABM is a highly targeted approach that focuses on individual accounts or companies rather than a broad audience.

By identifying key accounts and creating personalised marketing campaigns for each one, you can heighten your chances of conversion and drive higher ROI.

ABM requires close collaboration between marketing and sales teams to align efforts and effectively engage with target accounts.



# No Time to Market?

Content marketing demands comprehensive strategic planning and constant execution for maximum effectiveness.

If you need a hand with your content marketing, book in a **Business Brainstorming Session**.

[BOOK NOW](#)





## Social Media Assistance

Looking for a helping hand with your social media marketing efforts? We're here for you.

[BOOK A MEETING](#)

### 3. Social Media Marketing

Social media platforms provide a unique opportunity to engage with your target audience, build brand awareness, and divert traffic to your website.

Identify the social media channels that are most relevant to your audience—i.e. LinkedIn over TikTok—and create a consistent presence.

Share valuable insights, engage with your followers, and leverage social media advertising to reach new prospects.

### 4. Search Engine Optimisation (SEO)

SEO is crucial for increasing your website's visibility and attracting organic traffic.

Conduct keyword research to identify the terms and phrases that your target market is searching for, and optimise your website and content accordingly.

Focus on creating high-quality, informative content that provides genuine value to potential customers.



## 5. Email Marketing

Despite the rise of other digital marketing channels, email marketing remains one of the most effective ways to engage with your audience and nurture leads.

Build a targeted email list and create personalised campaigns that provide value to your subscribers.

Segment your list based on demographics, interests, and behaviours to deliver relevant content and increase engagement.

**Hunt & Hawk has tons of experience in the email marketing game. Reach out to discover more.**

**REACH OUT**

## 6. Influencer Marketing

B2B influencer marketing involves partnering with industry influencers to promote your brand and increase your reach—there are loads of success stories out there.

Identify influencers who have a strong following in your industry and collaborate with them to create content, host webinars, or participate in events. This can help you to tap into their audience and build credibility for your brand.

**By implementing these strategies and tactics, you can create a comprehensive B2B digital marketing plan that generates tangible outcomes and helps you achieve your business goals.**

**67% of B2B  
buyers have  
engaged with a  
webinar in the  
past 12 months.**

→ Source: Demand Gen

# Trends + Innovations in 2024 for B2B Digital Marketing



The world of B2B digital marketing is constantly changing, and staying up-to-date with the latest trends and innovations is crucial for success.

Some of the key trends shaping the B2B digital marketing landscape are:



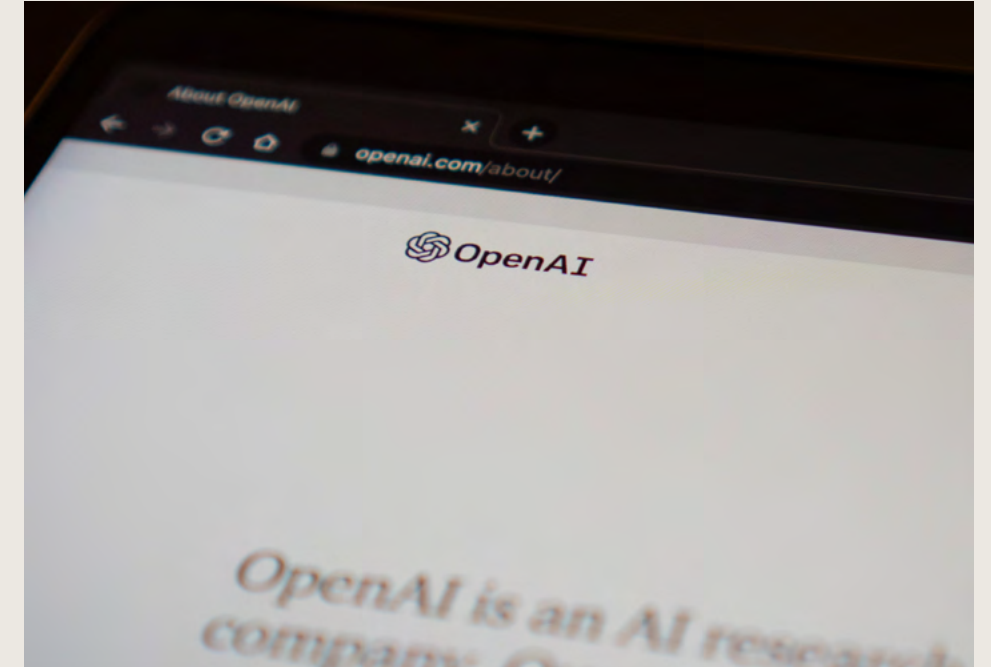
### 1. Personalisation

B2B buyers expect personalised experiences that address their specific needs and challenges. By leveraging data and marketing automation, you can deliver highly targeted and personalised content that speaks directly to audience members.



### 2. Video Marketing

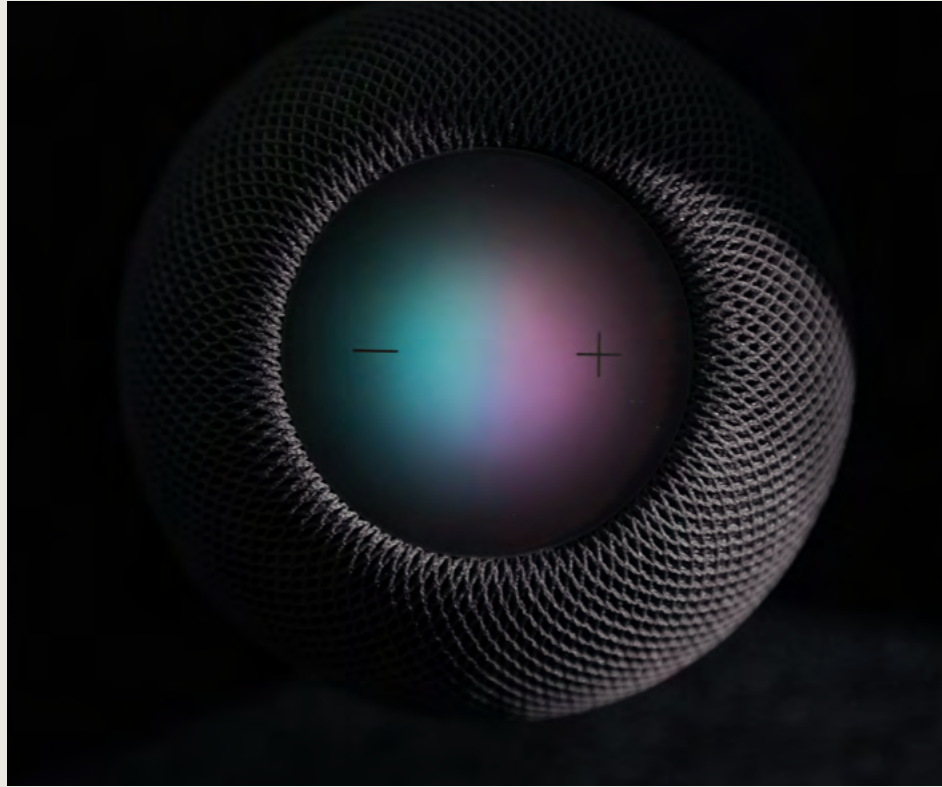
Video has become a powerful tool for B2B marketers to engage their audience and communicate complex ideas. Whether it's product demos, customer testimonials, or thought leadership pieces, incorporating video into your content strategy can increase engagement and conversions.



### 3. Chatbots and AI

Chatbots and artificial intelligence (AI) have revolutionised customer service and lead generation in the B2B space. By leveraging chatbots, you can provide instant support to your website visitors, qualify leads, and deliver personalised experiences at scale.





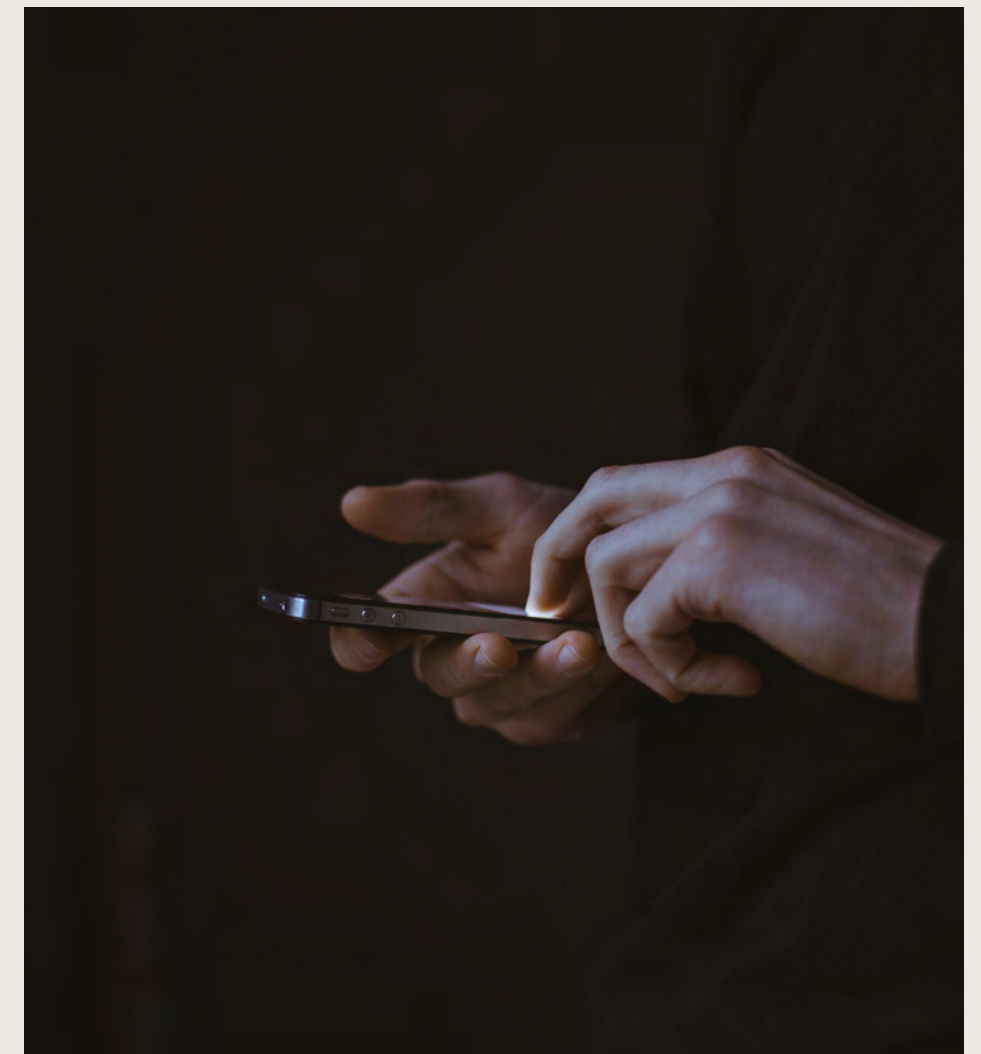
#### 4. Voice Search Optimisation

With the rise of voice assistants like Siri and Alexa, optimising your content for voice search has become essential. Focus on long-tail keywords and natural language to improve your chances of appearing in voice search results.



#### 5. Account-Based Marketing (ABM)

As outlined earlier, ABM continues to gain traction in the B2B space, allowing marketers to focus their efforts on high-value accounts and deliver personalised experiences. By leveraging technology and data, ABM enables marketers to zero in on key decision-makers and drive higher conversion rates.



#### 6. Social Media Advertising

This has become an integral part of B2B digital marketing strategies. Platforms like LinkedIn and Facebook offer powerful targeting options that allow you to reach your ideal audience and produce quality leads.

# Developing a B2B Digital Marketing Plan



A well-defined B2B digital marketing plan is crucial for success in the modern landscape.

It provides a roadmap that aligns your marketing efforts with your business goals and ensures that you are targeting the right audience with the right message at the right time.

**When developing your B2B digital marketing plan, consider the following steps:**



### 1. Set Clear Objectives

Define what you want to achieve with your digital marketing output. Whether it's generating leads, increasing brand awareness, or driving conversions, clearly define your goals to guide your strategy.

### 2. Identify Your Target Audience

Conduct thorough market research to understand your target audience's demographics, pain points, and buying behaviours. This will help you to create relevant campaigns that resonate with your ideal customers.

### 3. Craft Your Value Proposition

Clearly articulate your brand's unique value proposition and how it solves the challenges of your target audience. This will help you to differentiate your brand from the competition and attract quality leads.

### 4. Choose the Right Digital Channels

Identify the digital marketing channels that are most relevant to your audience and align with your objectives. Whether it's SEO, social media, content marketing, or email marketing, choose the channels that will enable you to reach and engage with your audience effectively.

### 5. Create a Content Strategy

Develop a content strategy that aligns with your objectives and resonates with your target group. Identify the types of content you will create, the topics you will cover, and the marketing channels you will use to distribute your content.

### 6. Implement and Measure

Once your B2B digital marketing plan is in place, implement your strategies and tactics. Monitor and measure the results regularly to identify what works and what needs improvement. Make data-driven decisions to optimise your campaigns and produce better results.

A B2B digital marketing plan is never concrete. It should evolve and adapt based on market trends, customer feedback, and performance metrics. Regularly review and refine your plan to keep in front of the competition and drive continuous improvement.

At Hunt & Hawk, we can do all this and more. Discover how we can help your organisation to grow → **book a business brainstorming session today.**

**BOOK NOW**



By staying up-to-date with these trends and incorporating them into your B2B digital marketing strategies, you can stay ahead of the competition and drive better results for your business.





If you build it...  
you may still need  
Google AdWords.

Jennifer Mesenbrink



# Best Practices for B2B Digital Marketing



To maximise the effectiveness of your B2B digital marketing efforts, it's important to follow best practices that have been proven to deliver results.

**Here are some to keep in mind:**

### 1. Define Clear Goals and Metrics

Set clear objectives for your digital marketing campaigns and define the key performance indicators (KPIs) that you will use to measure success. This will help you to stay focused and track the effectiveness of your efforts.

### 2. Create High-Quality, Valuable Content

We've already touched on this subject, but it can't be stressed enough that content is king in B2B digital marketing—as it is elsewhere. Just remember to make sure that your content addresses the needs and challenges of your target audience.

### 3. Leverage Customer Testimonials and Case Studies

B2B buyers rely heavily on social proof when making purchasing decisions. Incorporate customer testimonials and case studies into your marketing materials to demonstrate the success stories of your customers and build credibility for your brand.

### 4. Optimise Your Website for Conversions

Your website is your digital shopfront. Ensure that it is optimised for conversions by providing a seamless user experience, clear calls to action, and easy navigation. Test different elements of your website to identify what works best for your audience.

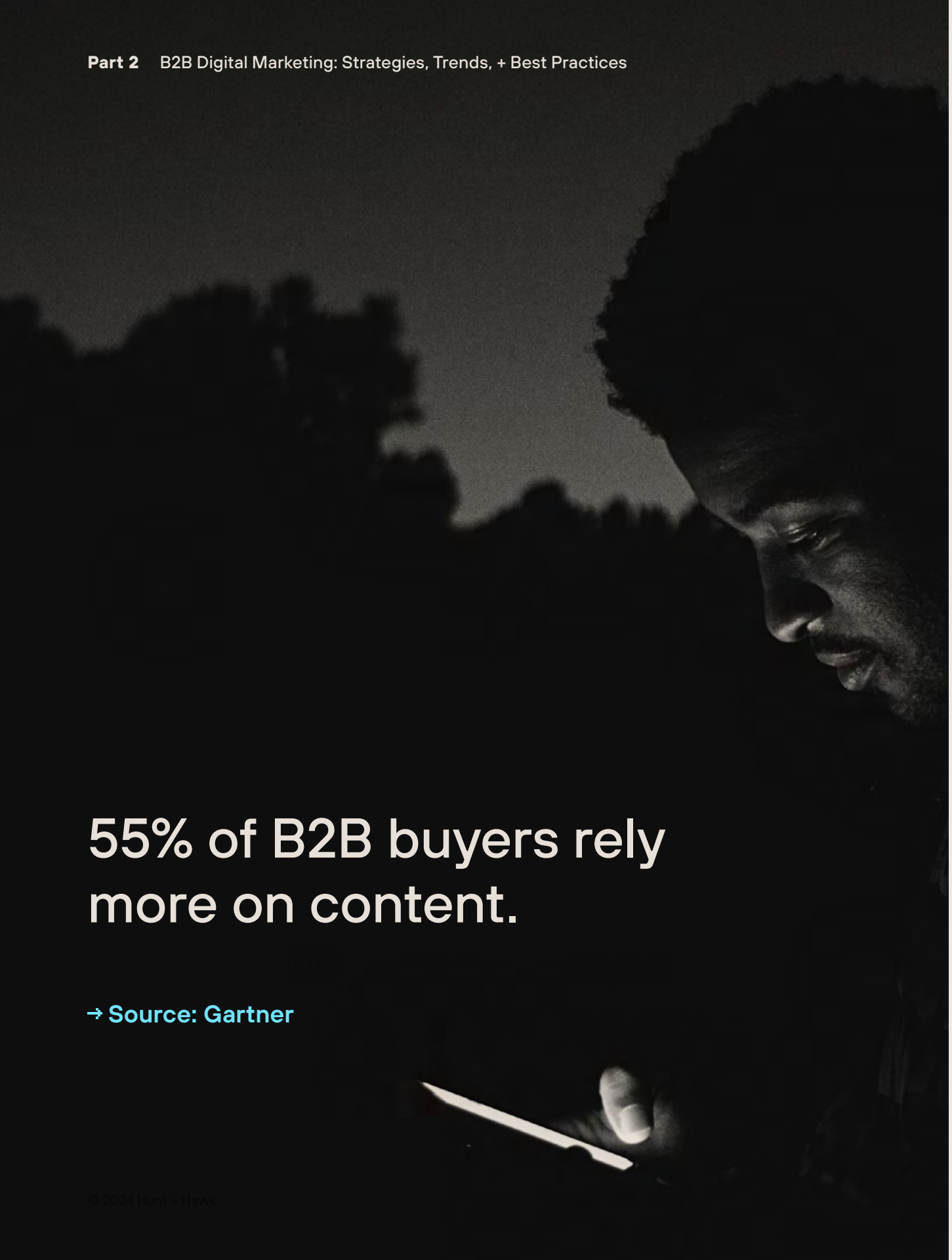
### 5. Nurture Leads With Personalised Email Campaigns

As mentioned, email marketing is a powerful tool for nurturing leads and driving conversions. Create personalised email campaigns that provide value to your subscribers and guide them through the buyer journey. Use marketing automation to deliver the right message to the right person at the right time.

### 6. Continuously Monitor and Optimise

B2B digital marketing is an ongoing process. Continuously monitor the performance of your campaigns, test different strategies and tactics, and make data-driven decisions to optimise your efforts and deliver better results.






**55% of B2B buyers rely more on content.**

→ Source: Gartner

+



**By following these best practices, you can maximise the effectiveness of your B2B digital marketing output and create tangible results for your business.**

# Measuring Success in B2B Digital Marketing



As we've touched on, measuring the success of your B2B digital marketing efforts is crucial to understanding the impact of your strategies and tactics and making informed decisions. **Here are several key metrics to consider:**

### 1. Conversion Rate

This measures the percentage of website visitors who take a desired action, such as filling out a form, downloading a whitepaper, or making a purchase. A high conversion rate indicates that your campaigns are effectively engaging your audience and driving them towards the desired action.

### 2. Lead Quality

The quality of your leads is as important as the quantity. Measure the number of qualified leads generated by your campaigns to ensure that you are attracting the right audience. This can be done by tracking lead sources, demographics, and behaviours.

### 3. Return on Investment (ROI)

ROI measures the profitability of your digital marketing efforts. Calculate the revenue generated from your campaigns and compare it to the cost of your marketing activities to determine the overall ROI. This will help you to identify the most effective channels and optimise your budget allocation.

### 4. Website Traffic and Engagement

Monitor the number of website visitors, page views, and time spent on your website to gauge the effectiveness of your digital marketing executions. A steady increase in website traffic and engagement indicates that your campaigns are resonating with your audience—and/or your SEO strategy is effective—and creating interest in your brand.

### 5. Social Media Metrics

Track the number of followers, likes, shares, and comments on your social media channels to measure the impact of your social media marketing efforts. Look for trends and patterns to identify what content most appeals to your audience and optimise your social media strategy accordingly.

### 6. Email Marketing Metrics

Measure the open rates, click-through rates, and conversion rates of your email campaigns to gauge their effectiveness. A high open rate indicates that your subject lines are compelling, while a high click-through rate indicates that your content is engaging and generating interest.

By regularly measuring metrics and analysing data, you can gain valuable insights into the effectiveness of your B2B digital marketing output and make data-driven decisions to optimise your campaigns and drive better results.



# Tools + Resources for B2B Digital Marketing



B2B digital marketing relies on a variety of tools and resources to effectively reach and engage with other businesses. **Here's a list of the many tools and resources that are available for B2B digital marketing:**

### Customer Relationship Management (CRM) Software

Tools like Salesforce, HubSpot CRM, and Zoho CRM help you manage and nurture leads, track customer interactions, and maintain a database of business contacts.

### Email Marketing Platforms

Consider platforms like Mailchimp, Constant Contact, or HubSpot email marketing for sending targeted email campaigns.

### Marketing Automation Software

Tools like HubSpot, Marketo, and Pardot allow you to automate various marketing tasks, nurture leads, and create personalised customer journeys.

### Content Management Systems (CMS)

Platforms like WordPress, Drupal, and Joomla are popular choices for publishing and managing content.

### Social Media Management Tools

Consider Hootsuite, Buffer, or Sprout Social to help you schedule posts, engage with your audience, and track social media performance.



## We Know HubSpot

Hunt & Hawk is a proud HubSpot Platinum Partner—and we can help you to make the most of this powerful marketing tool. **Book in a Business Brainstorming Session today.**

**BOOK NOW**



**52% of B2B marketers say video is the content type with the best ROI.**

→ Source: Smart Insights

### SEO Tools

The likes of SEMrush, Moz, and Ahrefs can assist with keyword research, on-page SEO, and competitive analysis.

### Pay-Per-Click (PPC) Advertising Platforms

Platforms such as Google Ads and LinkedIn Ads allow you to create targeted PPC campaigns for B2B audiences.

### Analytics Tools

Google Analytics, Google Data Studio, Adobe Analytics, and other options help you to track website traffic, user behavior, and measure the effectiveness of your marketing efforts.

### Video Marketing Tools

Platforms like YouTube and Vimeo can be used to host and share B2B video content.

### Webinar Platforms

Tools headed by Zoom, GoToWebinar, and Webex enable you to host webinars and virtual events to engage with your B2B audience.

### **Design Tools**

Software that includes Adobe Creative Cloud and tools like Canva and Snappa help create compelling visual content.

### **LinkedIn**

The social media platform is a powerful site for B2B networking, lead generation, and content sharing. Utilise both organic posts and paid advertising.

### **B2B Marketplaces**

Platforms that include Alibaba, Thomasnet, and Global Sources can be useful for listing products or services in B2B markets.

### **Influencer Marketing Platforms**

Consider using the likes of AspireIQ or Traackr to identify and collaborate with B2B influencers in your niche.

### **B2B Directories and Listings**

Ensure your business is listed in relevant B2B directories like Yellow Pages and BBB.

### **Email Verification Tools**

Try NeverBounce or BriteVerify to help maintain a clean and accurate email list by verifying email addresses.

### **Content Marketing Platforms**

Products like CoSchedule and ContentCal assist in planning, scheduling, and organising your content marketing efforts.

### **Customer Feedback and Survey Tools**

SurveyMonkey and Typeform are two leading tools that gather valuable insights and feedback from your B2B customers.

### **Competitor Analysis Tools**

Consider the likes of SpyFu and SimilarWeb to provide data on your competitors' online activities, helping you to make informed decisions.





Top Tip

It's important to regularly evaluate and adjust your toolkit to stay competitive and meet the evolving needs of your B2B audience.



Naturally, the choice of tools and resources you utilise will depend on your specific B2B digital marketing strategy, goals, and budget.



# Summary



By understanding the B2B digital marketing landscape, implementing relevant strategies and tactics, and adopting best practices and key tools and resources, you can devise a marketing plan that will set the foundation for future activity, and ultimately drive success.

Keeping updated with relevant trends and innovations in B2B digital marketing is also fundamental to achieving desired results.

Finally, measuring success and refining your marketing plan accordingly will give you the best chance at succeeding in a challenging industry.



Part III

# Building a B2B SaaS Sales Process

# Software as a Service (SaaS).



'Software as a Service' are not the world's most thrilling words, but don't judge an industry by its title.

Scratch beneath the surface and you'll find the SaaS sector is a vibrant and dynamic space.

Innovative. Tech savvy. High energy.

And with ample revenue streams to tap into.

In 2023, the SaaS market was worth approximately \$US197 billion, climbing to an estimated \$US232 billion this year. That's huge money.

How can you navigate this intricate industry and maximise the bounty of financial opportunities it provides?

In short, it requires a comprehensive understanding of the unique aspects of B2B SaaS sales, a well-defined strategy, and the right tools and techniques to streamline the sales process.

In this section, we'll detail how to build an effective B2B SaaS sales process—touching upon the key differences between B2B and B2C sales, the critical roles of sales reps, essential metrics, and the absolute importance of leveraging technology.

With this knowledge, you'll be ready to reap the rewards in no time.





The global SaaS market is expected to grow to \$819.23 billion by 2030.

→ Source: Grand View Research

# Understanding B2B SaaS Sales



B2B SaaS sales is a unique space within the vending world, mainly due to its subscription-based model, extended sales cycles, and the necessity of customer retention.

Its process is no longer a one-time transactional sales model, but rather an ongoing relationship that requires constant nurturing and engagement.

The SaaS sales cycle encompasses essential phases like lead generation, qualification, and finalising agreements with prospects.

Grasping the complexities of this cycle is vital for your sales team's success.

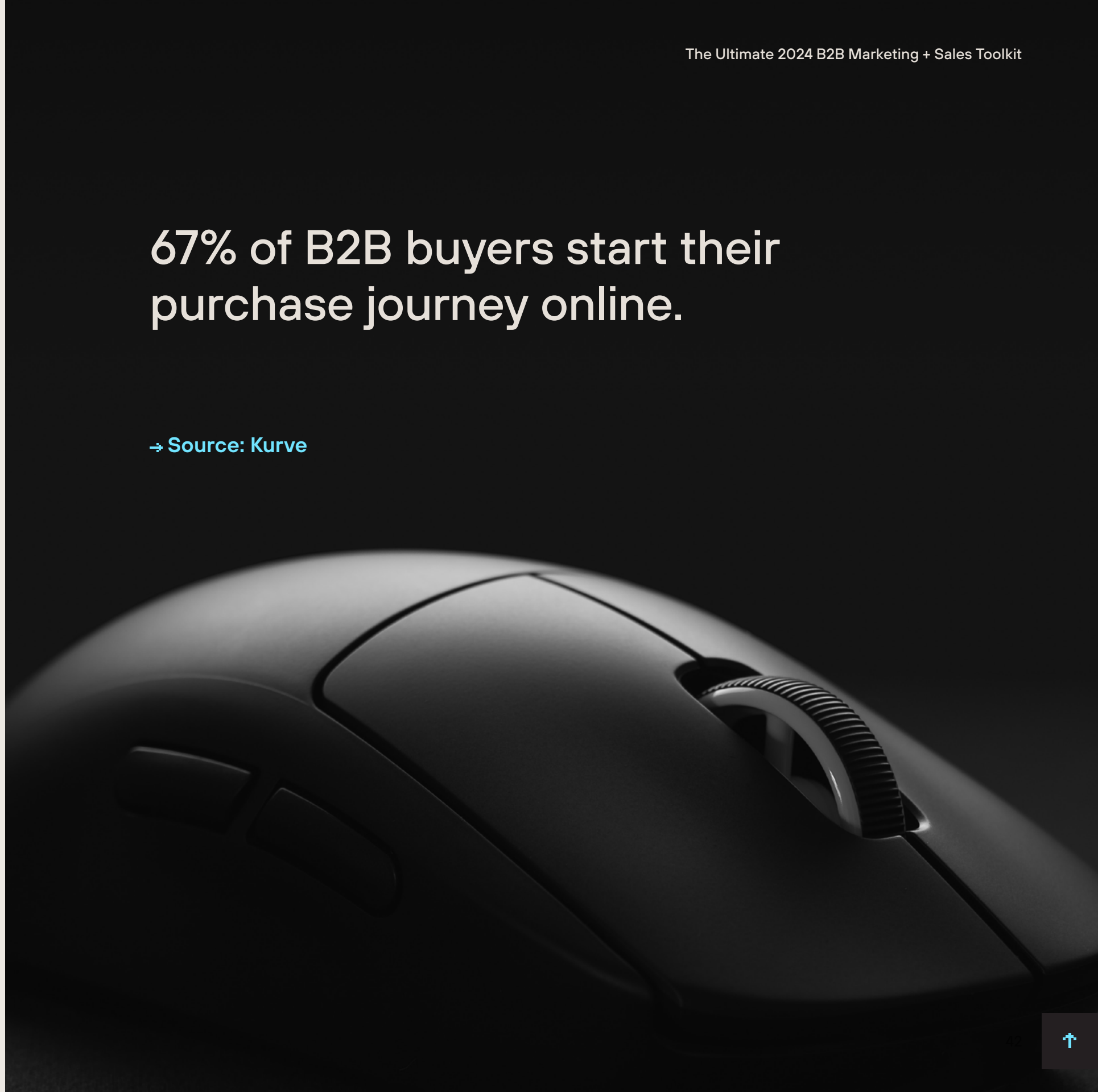


As a sales professional, you'll need to develop a deep understanding of your prospects' needs, offer tailored solutions, and deliver outstanding support throughout their journey.

By mastering the unique aspects of B2B SaaS sales, you'll be well-prepared to tackle challenges and grasp opportunities.

**67% of B2B buyers start their purchase journey online.**

→ Source: Kurve



# Aligning Sales + Marketing Efforts



This should apply to any business, but in the B2B SaaS sales world, ensuring your sales and marketing endeavours are on the same page is a must.

Working towards shared goals and utilising the same data and insights increase the likelihood of a seamless customer journey.

To achieve sales and marketing alignment, both teams must communicate regularly—placing emphasis on defining shared goals, optimising operations, segmenting the market, and utilising available technology.

Addressing challenges such as marketing-to-sales handoffs, disparate systems, inconsistent data, and misaligned goals produces stronger collaborations between teams and ultimately drives better results for your B2B SaaS sales efforts.





Businesses with strong sales and marketing alignment are 67% more effective at closing deals and 58% better at retaining customers.

→ Source: LinkedIn

# Key Differences Between B2B + B2C SaaS Sales



Although B2B and B2C SaaS sales have common traits, understanding their differences is fundamental to effectively adapting your approach.

B2B SaaS sales typically involve sales reps cultivating relationships with customers to facilitate successful transactions.

Meanwhile, B2C SaaS sales have a greater reliance on marketing efforts to attract inbound leads.

Pricing is another key distinction between B2B and B2C SaaS sales. B2B sales often involve complex pricing models, customised solutions, and longer sales cycles, whereas B2C sales are more straightforward and transactional.

By understanding these differences, you can tailor your sales strategies accordingly and maximise opportunities.



# The Role of Sales Reps in B2B SaaS Sales



As in any sales niche, the seller is vital to the overall success of any product or service.

That's hardly profound.

But B2B SaaS sales demands a particular type of salesperson. Someone who deeply understands and is adept at enlightening prospects, fostering relationships, and proposing tailored solutions.

In this field, the sales rep's role doesn't end with closing a deal—they must also ensure customer success and satisfaction for long-term retention.



Sales reps in B2B SaaS sales often specialise in distinct roles, such as Sales Development Representatives (SDRs), Business Development Managers (BDMs), and Market Development Representatives (MDRs).

Each role comes with its own set of responsibilities and skills, allowing the team to cover all aspects of the sales cycle.

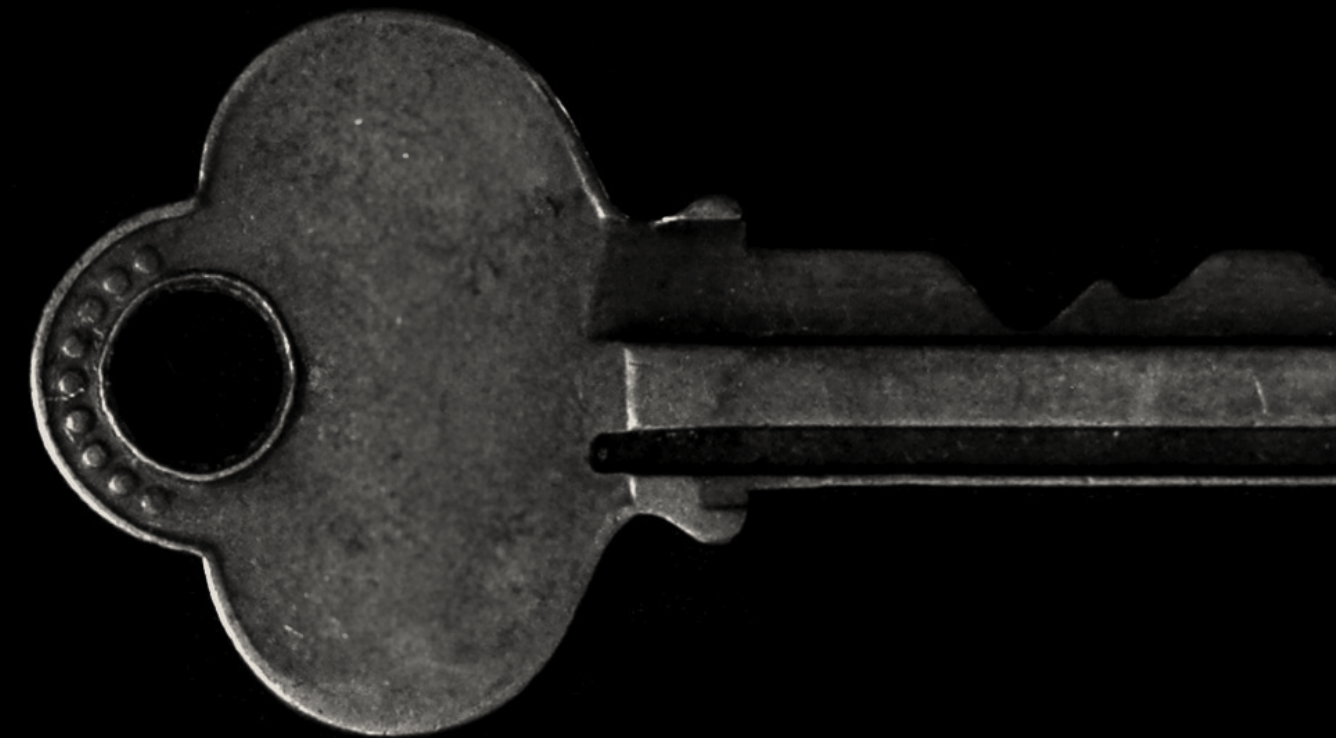
And that's the key here. Like a champion football side possesses a variety of players with different skill sets—all knowingly working towards a common goal—so too does a prized B2B SaaS sales team.

Invest in a well-rounded team—and provide them with necessary training and resources—and you'll give your business the best opportunity to succeed.

Additionally, clearly define the roles and responsibilities within your sales squad, so each member is well-equipped to contribute to the success of your B2B SaaS business.

**89% of buyers are more likely to make a purchase when they feel understood by sellers.**

→ Source: McKinsey and Company



# Developing a B2B SaaS Sales Strategy



To attain long-term success, a clearly defined B2B SaaS sales strategy is a must.

**The following steps are absolute fundamentals for establishing an effective sales strategy for your SaaS business:**

- Identify your target audience and understand their needs
- Tailor your approach accordingly to address their specific pain points
- Align your sales and marketing efforts to create a cohesive and impactful strategy
- Assign responsibility to sales executives or business owners for implementing and executing the sales strategy



By following these steps, you can ensure that your sales strategy is well-defined and aligned with your business goals.

Among it all, maintaining steady communication with prospects is pivotal, fostering real-time feedback and keeping them engaged and curious about your product.

By developing a comprehensive B2B SaaS sales strategy, you'll ensure your sales team is best placed to thrive.



## Sales Strategies that Get Results

Need help to create and implement a winning sales strategy for your business?

Hunt & Hawk has proven experience at driving tangible revenue and growth for our many clients. Find out more today.

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# Identifying Target Customers



Quite simply, knowing your target audience is at the core of any successful B2B SaaS sales strategy—allowing you to zero in on high-value prospects.

Creating buyer personas and ideal customer profiles (ICPs) is central to this theme.

A buyer persona is a representation of the ideal customer profile, encompassing key characteristics, preferences, and pain points.

By constructing customer personas, you can develop robust buyer personas, allowing for more effective acquisition and retention of prospects that fit them.



Recognising the target persona enables the creation of a lead generation funnel tailored to the desired customer profile.

This allows you to prioritise your sales efforts, ultimately resulting in better-quality leads, efficient use of time and resources, and reduced customer acquisition costs.





# Implementing the B2B SaaS Sales Process



Applying a well-structured and effective sales process maximises your chances of securing long-term customer loyalty.

Where do you start?

The initial step in constructing a B2B SaaS sales process is determining if there is demand for your product through the product/market fit analysis.

Once you've established a solid foundation, it's time to move on to the essential phases of the sales process. **Here are three key elements:**



# 1

# Define Your Research Objectives

## The sales process begins with:

- Prospecting and lead generation, which entail targeted outreach, content marketing, and inbound strategies
- Identifying and connecting with potential customers who align with your buyer personas and ICPs
- Focusing your sales efforts on high-value prospects to increase the chances of success

## Effective lead-generation strategies include:

- Offering free trials
- Providing product demos
- Showcasing case studies
- Delivering presentations
- Implementing paid trials

Employing a mix of these tactics allows you to pique the interest of potential customers and guide them through the sales funnel, ultimately garnering a successful transaction.

**We have an experienced SaaS sales and marketing team ready to bring your software to market.**

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# 2

# Lead Qualification + Nurturing

**The sales process necessitates an important stage of qualifying leads, including identifying sales qualified leads (SQLs).**

Assessing if a lead has the necessary prerequisites to purchase your product saves time and resources. Simple.

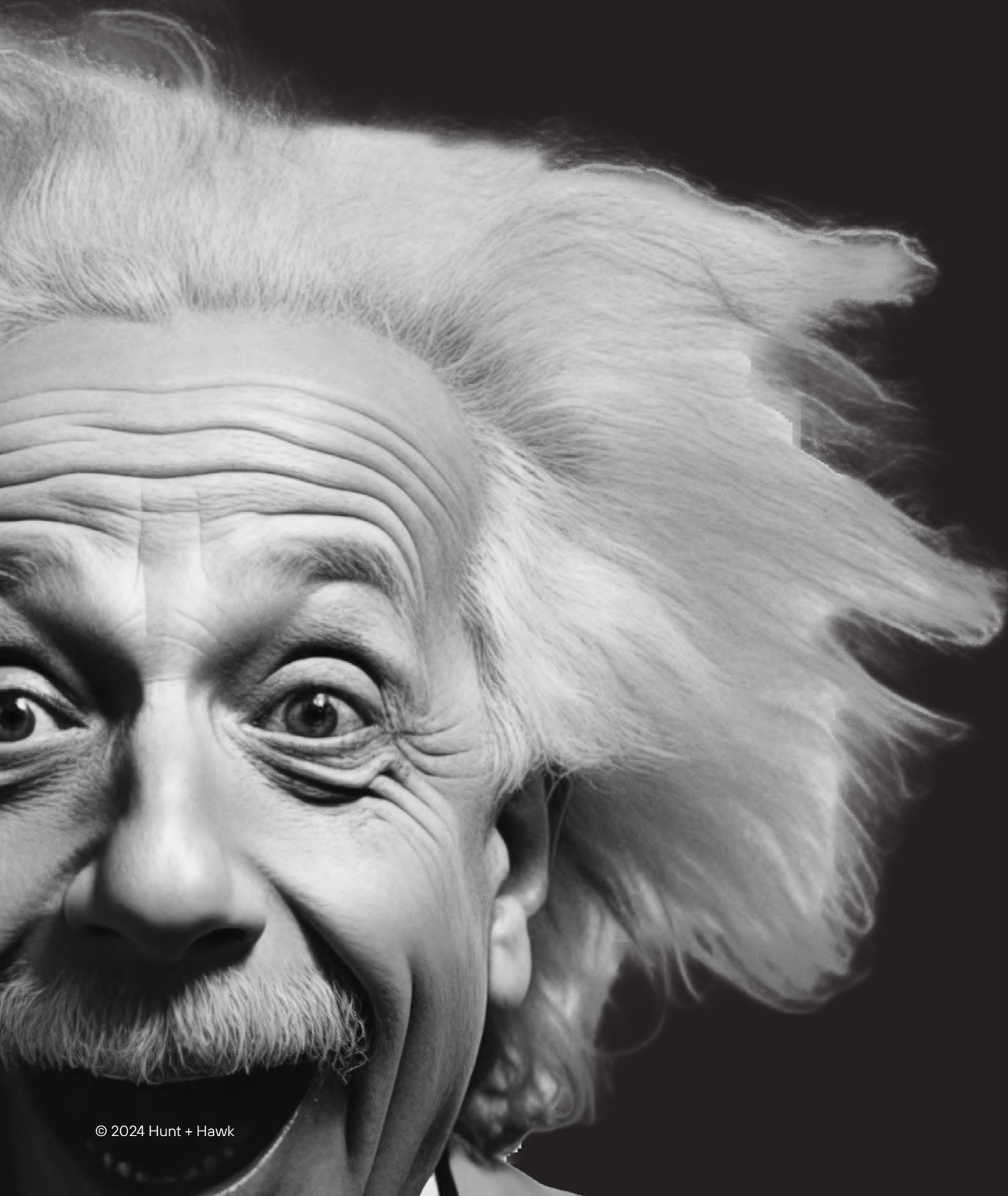
An SQL is a prospect who has been identified as having the potential to become a customer and is ready to engage with a sales representative.

Once a prospect is identified as an SQL, a representative from the SaaS sales team should initiate contact.

That's just the start. Nurturing leads through the sales funnel is essential for keeping prospects engaged and interested in your product.

Personalised communication and tailored solutions can help you to address the unique needs of each prospect and guide them towards a successful transaction.

With effective qualifying and nurturing of leads, you can streamline your sales process and increase the chances of success.



“

If you can't explain it  
to a 6-year old, you  
don't know it yourself.

Albert Einstein

# 3

# Closing Deals + Customer Retention

**Finalising deals in B2B SaaS sales typically requires tackling objections, negotiating terms, and offering excellent customer service to retain clients and promote upselling.**

Strategies to ensure successful closures and customer retention include offering discounts or free services for a limited time, asking pertinent questions to aid decision-making, and providing meaningful and relatable product demos.

After a deal has been finalised, the account executive should be responsible for outlining the subsequent steps.

Customer satisfaction is crucial for long-term retention, as happy customers are more likely to remain loyal to your product and recommend it to others. And advocacy is extremely powerful.

Close deals. Retain customers. They're key factors for driving long-term revenue growth and success for your B2B SaaS business.

As we've demonstrated, a structured approach allows you to best navigate the complexities of the B2B SaaS sales landscape and generate revenue.



## Need Help Closing Deals?

Our sales experts provide outstanding coaching and guidance, so you get the results you're after.

Keen to learn more?

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# Essential Metrics for B2B SaaS Sales Success



Tracking key SaaS sales metrics is a no-brainer. It allows you to tangibly evaluate your sales team's performance and make data-informed decisions that can dictate future activity and strategies.

We've pinpointed some key metrics for B2B SaaS sales success that provide valuable insights into customer behaviour, market trends, and the potency of sales strategies.

Tracking and analysing these essential metrics allow you to identify areas for improvement, optimise sales processes, and drive better results for your B2B SaaS business.



## Conversion Rates + Sales Velocity

These are important metrics to track to optimise the sales process and identify areas for improvement.

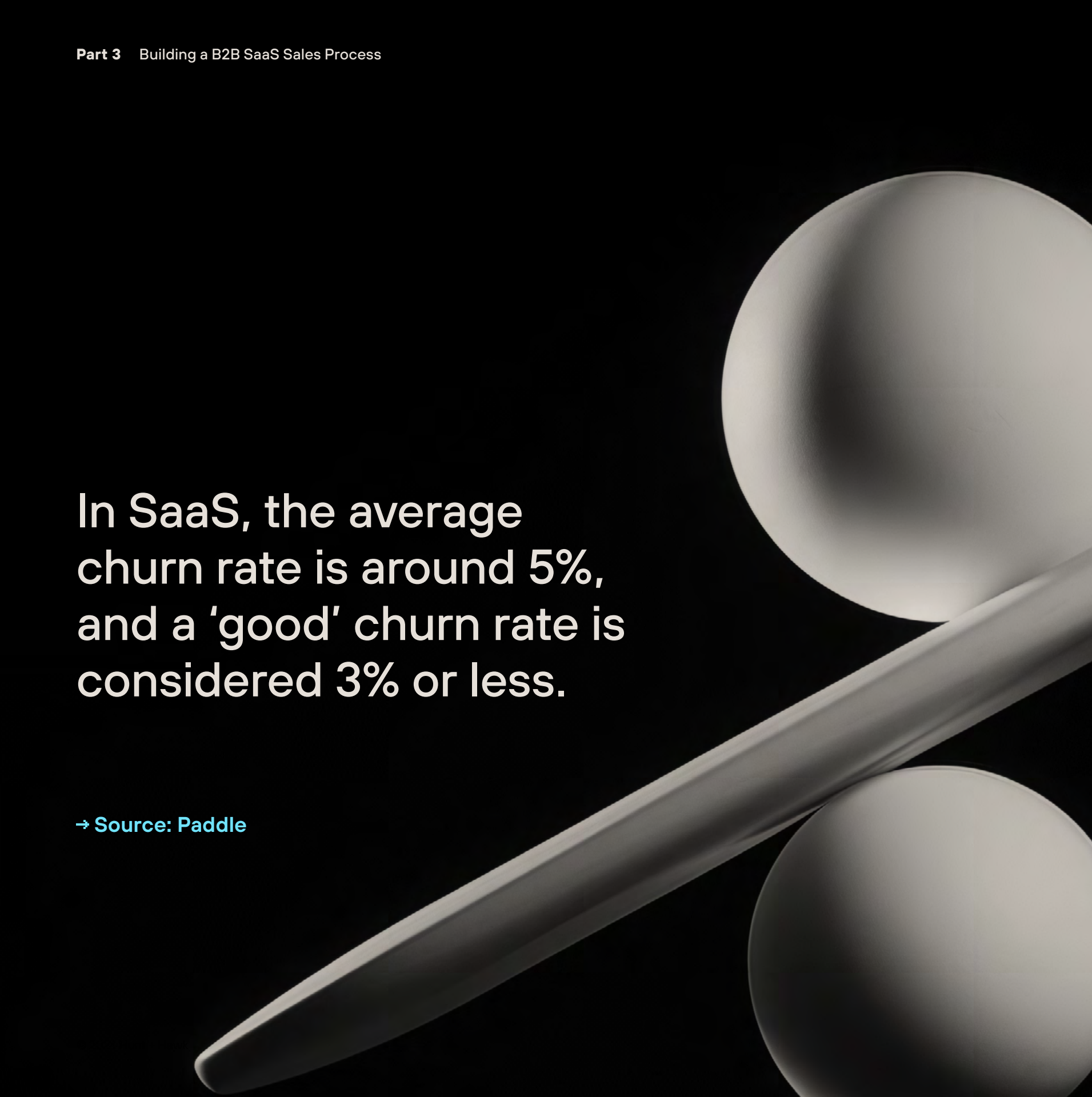
Conversion rates measure the percentage of leads that turn into customers, while sales velocity assesses the average duration of a lead's journey through the sales pipeline, or deal velocity.

Monitoring these metrics allows you to pinpoint bottlenecks, inefficiencies, and potential opportunities for growth in your sales process.

Implementing strategies to enhance conversion rates and sales velocity can lead to increased revenue, a larger customer base, and a more efficient sales operation.







**In SaaS, the average churn rate is around 5%, and a 'good' churn rate is considered 3% or less.**

→ Source: Paddle

## Customer Lifetime Value + Churn Rate

The customer lifetime value (CLV) and churn rate are critical metrics for long-term revenue growth and customer satisfaction in B2B SaaS sales.

The CLV measures the total revenue a customer is expected to generate over their lifetime with your business, while churn rate calculates the percentage of customers who discontinue their subscription during a specific time period.

Understanding customer acquisition cost in this context can help optimise your SaaS sales strategy for better results, including maximising monthly recurring revenue.

Monitoring these metrics helps to identify trends and patterns in customer behaviour, allowing you to make informed decisions about product improvements, customer service enhancements, and targeted marketing efforts.

Focusing on increasing the CLV and reducing churn rates enhances the likelihood of long-term success for your B2B SaaS business.

# Leveraging Technology to Streamline the B2B SaaS Sales Process



Using the latest tech is absolutely vital for streamlining the sales process and enhancing the sales team's efficiency and productivity.

Adopting CRM and sales automation tools—as well as utilising sales analytics and reporting—enables you to automate repetitive tasks, better manage leads, and gain valuable insights into sales performance and customer behaviour.



**CRM tools also offer various benefits for lead management in B2B SaaS sales, including:**

- A centralised lead database
- Tracking and monitoring of lead activities
- Lead segmentation and targeting
- Lead nurturing and automation
- Support for sales pipeline management

Embracing tech like CRM and sales automation tools not only helps your sales team to work smarter but enables it to focus on building relationships and closing deals.

As the B2B SaaS landscape continues to evolve, staying ahead of the curve by leveraging the latest tech and tools will ensure your sales process remains competitive and effective.

**The ROI of a CRM software system, when properly implemented, can exceed 245%.**

→ [Source: IBM](#)

# Sales Analytics + Reporting



Sales analytics and reporting play a vital role in gaining insights into sales performance, identifying trends, and making data-driven decisions for continuous improvement.

By utilising sales analytics tools, you can track and measure various metrics and KPIs to optimise your sales process and drive growth.

#### Leading tools include:

- HubSpot Sales Hub
- Salesforce Sales Cloud
- Gong
- Clari
- Groove
- Copper

Embracing sales analytics and reporting will enable you to make informed decisions and ensure the long-term success of your sales organisation.

# Summary



As we've demonstrated, creating a successful B2B SaaS sales process requires a deep understanding of the industry's unique aspects, a well-defined strategy, a high-performing sales team, and the effective use of technology to streamline the process.

Master these elements while adapting to the ever-evolving landscape of B2B SaaS sales, and you have the recipe for achieving lasting success for your business.



# Get Expert Help



Does all this sound too time consuming? Well, Hunt + Hawk can help.

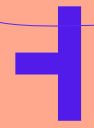
We're a talented and highly versatile group of marketing, sales, and branding experts that has perfected a formula that enables disruptive SaaS, professional services, and tech companies to scale, grow, and excel through experiences.

We get you, then we get results. Take the first step to success and reach out to us today. **Let's soar in 2024.**

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# People Who Make Us Blush

Client Testimonials





The numbers say it all.

**David Boyar**  
ChangeGPS, CEO

**Industry**  
FinTech SaaS

**Audience**  
B2B, Bookkeepers and Accountants

**Location**  
Melbourne, Australia

**Problem**  
Stagnated growth, old brand

**Solution**  
Business overhaul and vCMO team

**Outcome**  
ROI exceeded the initial 300% target by reaching a dizzying \$2.7M and 2700% ROI

[changegps.com.au](http://changegps.com.au)

“We’ve never felt more on the rails than with Hunt & Hawk. I’m not one to keep an opinion to myself, but I have nothing to complain about. We’ve increased ARPU by 54% across the board. We’re hitting average open rates of 38% and average click rates of 30%. Our comms-led restructure of member pricing alone increased ARR by \$1.95M. Our new business was targeted to generate \$500,000 in ARPU with a minimum of 10 demos per month—instead the content-driven thought leadership play exceeded our target by 26 demos per month and generated new members to the tune of \$751,600—a 50.32% increase from target. The numbers say it all.”



10x in 14 months.

**Rod Stead**  
ATIM & GIBS, CEO

**Industry**  
Manufacturing

**Audience**  
B2B and B2C, wholesale products

**Location**  
Brisbane based, servicing national and international trade customers

**Problem**  
Losing sleep over lack of sales and systems

**Solution**  
Monthly vCSMO services, lead generation campaigns and content creation

**Outcome**  
Defined repeatable sales process, CRM implementation, 770% more qualified leads and closed 837% more deals—in just 14 months

[atim.com.au](http://atim.com.au)

“We’ve been burnt by agencies that over-promised and under-delivered. Hunt & Hawk dared us to play big with our marketing—and it paid big—we grew sales by close to 10X in 14 months. We’re punching way above our weight and the industry is taking notice.”







**Viral Kanabar**  
**Manish Sheladia**  
**Amit Gurav**  
Cloudoffis, Directors

**Industry**  
FinTech SaaS

**Audience**  
B2B, multiple audiences, very niche

**Location**  
Sydney, Australia

**Problem**  
Disruptor entering saturated market

**Solution**  
vCMO team

**Outcome**  
\$0-4M in first 2 years, successfully worked together for over 4 years in total

[cloudoffis.com.au](http://cloudoffis.com.au)

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**Outstanding.**

“Hunt & Hawk played a very active role in making our company, Cloudoffis, the success it is today. They have been with us since the start and have been absolutely fantastic from day one. We have a very high respect for them as individuals and as a company. Now, as our product has evolved so much, we are embarking a company rebrand, and we wouldn't want any other partner by our side for this. Thanks a lot for your wonderful services over the years.”



**Absolutely fantastic.**



**Danny Rands**  
PSK Tasmania, CEO & Owner

**Industry**  
Advisory

**Audience**  
B2B, high-net-worth individuals

**Location**  
Tasmania, Australia

**Problem**  
Launching second and new business under personal brand

**Solution**  
Brand story, positioning, client case studies and website

**Outcome**  
Beautiful website running for reward, but more importantly very well received by the ideal target audience

[danielrands.com.au](http://danielrands.com.au)





**Jason Croston**  
SRJ Walker Wayland,  
Managing Director

**Industry**  
Advisory and Accounting

**Audience**  
B2B, \$10M+ companies

**Location**  
Brisbane, Australia

**Problem**  
Go from \$7M to \$10M in 3 years

**Solution**  
Brand elevation and vCMO content

**Outcome**  
Re-positioned brand, executive team  
thought-leadership and new sales approach  
to grow 18% in 14 months

[srjww.com.au](http://srjww.com.au)



## Exactly what we were after.

“I’ve been working with the team at Hunt & Hawk for the past 18 months or so helping us to reimagine our firm’s brand, marketing approach and website. We have been tinkering with our marketing approach for many years and I’ve never felt that we had ever really nailed it. After going through the process with Sonya, Ryan and team, I feel like our brand messaging now truly represents us. What I really like about it is that they patiently listened to us, gathered information to understand who we are and accordingly has come up with a result which is us, is in our voice and represents who we are as a group of people. As a professional service firm, it is the lasting relationships that we build that provides the basis for our continued success and growth. Having a website, brand, consistent process and language that represents us is critical to supporting us to build these relationships. That is exactly what we were after.”



**Sukhi Bhullar**  
Bench, CEO & Founder

**Industry**  
PlaaS, SaaS

**Audience**  
B2B, IT Services, IT Consulting

**Location**  
Sydney, Australia

**Problem**  
Ready new platform for seed funding of \$2M

**Solution**  
Brand foundations and vCMO systems

**Outcome**  
Secured \$9M seed funding

[bench.team](http://bench.team)



## A successful investment.

“The Hunt & Hawk team helped us get up and running with the HubSpot platform, in no time and with ease! We not only learnt the features, but a way to optimise processes and performance for sales, marketing and customer service teams. It was refreshing (and reassuring) to work with such a knowledgeable and dedicated team. Their excellent organisation, useful templates, training videos and checklists at each step of the implementation journey made it seamless and quick to adopt the tool without being overwhelmed. We also went through a complete brand overhaul, the process was awesome and they completely nailed the brief. We are yet to launch the new brand and measure real ROI, however in terms of effectiveness and readiness of business for seed funding, the Hunt & Hawk team has already been a successful investment of our resources.”





A game changer.

**Emily Ingram**

Prendi, Owner & Marketing Manager

**Industry**

PaaS, Digital Signage Software

**Audience**

B2B, multiple retail channels

**Location**

Brisbane, Australia

**Problem**

Sales and delivery inefficiencies

**Solution**

CRM implementation/support, sales training and marketing collateral

**Outcome**

3+ days saved onboarding per CSM, 23% shorter sales cycle, 14% higher conversion rate

[prendi.com.au](http://prendi.com.au)

“The team at Hunt & Hawk have been a game changer for us. They have gone above and beyond to better our business. Their invaluable knowledge in sales and marketing; their ability to completely customise their process and advice to suit our needs, continually adapting as needed; and their honest and genuine nature. We’re looking forward to continuing our journey with the Hunt & Hawk team!”



Just awesome.

**Rohan Wood**

The Exit Guy, CEO & Owner

**Industry**

Scale-up coaching

**Audience**

B2B, B2C, Executive-level

**Location**

Brisbane, Australia

**Problem**

New and better business clients

**Solution**

Brand messaging and digital presence

**Outcome**

Pre-qualified leads via marketing campaign to website and coaching groups maxed out

[exitguy.com.au](http://exitguy.com.au)

“Hunt & Hawk’s team was awesome - they created me a stellar website and helped me optimise my sales funnel and functions allowing me to be more organised. Their knowledge of automation was sensational and saved me heaps of time”





# Let's Chat

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- [Book a meeting](#)
- [huntandhawk.com](http://huntandhawk.com)