

# Unsticking your pipeline

5 ways to increase velocity in your pipeline with content



## Overcome the top 5 pipeline barriers

### 01 Targeting The many faces of the B2B buyer journey

The real faces of persuasion, the Decision Making Unit (DMU).

Regardless of seniority, all the members in the DMU play a significant role in the B2B buying decision. Each DMU will be different depending on the company and the services you offer. When creating your content strategy make sure you consider the different personas of your DMU.

### 02 Buyer journey Engaging the DMU at the correct milestones

People buy with their emotions, so you need to connect with the DMU on an emotional level. Each stage in the buyer journey will have a unique emotion attached to it.

Once you've established what they're feeling, your job is to create content that coaxes the next corresponding emotion out of them along their buyer journey to draw them closer towards conversion.



### 03 Relevant content Considering your content at the key stages of the journey

It's important to focus on the different stages of your funnel and ensure you have content for each stage, TOFU, MOFU and BOFU.

You need to think about what type of content you want to introduce at each stage - how you are aligning with sales to ensure you are communicating the pains and gains your TA are experiencing and using personalised comms to increase engagement.



### 04 Supercharge engagement Using communications to engage leads, faster

Be consistent in your messaging across all channels to increase brand reputation and the likelihood of conversion. Additionally, there must be a closed feedback loop between Marketing and Sales to maintain lead quality and a clear qualification criteria and follow up agreement supporting movement up and down the funnel.

Implement the right tools to nurture leads effectively. If they aren't ready to convert, think about what content you can provide to get them to the required emotional state.

### 05 Effective value propositions Crafting propositions and calls-to-action that punch above your weight

Focus on your proposition when your pipeline is stuck. Is your value proposition clear and tangible? Are you communicating it clearly? You need to be focusing on matching your value proposition with your TA's gains and pains to create that perfect value fit.

Work with Sales to ensure you are offering something valuable for your target audience. This could be in the form of a meeting, a workshop or a strong piece of written content.

Book in a virtual coffee with one of our agile marketing experts

[brightinnovation.co.uk](https://brightinnovation.co.uk) 

[hello@brightinnovation.co.uk](mailto:hello@brightinnovation.co.uk) 

0207 081 2860 