NetLine
AN INFORMA BUSINESS

MarketingProfs

THE 2025 B2B MARKETER'S CHEAT SHEET

ACCELERATE YOUR MARKETING MOMENTUM

INTRODUCTION

The 2024 B2B Marketer's Playbook (and its companion webinar) laid the foundation for what's current and what's next in B2B marketing. With insights on intent data, AI, and creating content that drives real results, it became one of the most sought-after assets of the year.

Now, The 2025 B2B Marketer's Cheat Sheet: Accelerate Your Marketing Momentum puts the action in "actionable."

This cheat sheet distills the key lessons on targeting, segmentation, and demand generation, arming you with actionable exercises and templates to refine your campaigns. It's all about simplifying complexity: getting the right message to the right audience, using data to personalize at scale, and measuring what truly matters.

With this cheat sheet, you'll be equipped to craft marketing that connects, converts, and delivers measurable impact in 2025 and beyond.

Let's get to work.

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TARGETING & SEGMENTATION

The key to connecting with buyers begins with identifying those actively seeking solutions and those who will engage later. Balancing broad and focused targeting helps you reach more prospects while attracting those who align with your Ideal Customer Profile (ICP). Account-Based Marketing (ABM) and industry-specific strategies, combined with insights into buyer behaviors, needs, and intent data, enable tailored campaigns that directly address your audience's challenges. These strategies help identify who's ready to act and deliver personalized, impactful messages throughout their journey.

8 WAYS TO TARGET YOUR IDEAL AUDIENCE

ACCOUNT FIT

This approach has you focus on specific high-value accounts, tailoring content, campaigns, and outreach at the company-level.

INDUSTRY

This approach has you tailor your marketing efforts to specific industries or verticals, each with unique regulations and challenges that your content and solutions will need to address.

COMPANY SIZE

This approach involves segmenting based on the size of the companies you want to reach. Small businesses, mid-sized enterprises, and large corporations have different requirements and budgets.

GEOGRAPHY

This involves customizing content for specific regions, countries, or even local markets. Cultural nuances, language preferences, and regulatory differences play a role here.

COMPANY MATURITY

This involves analyzing an organization's overall level of sophistication and maturity. Key factors to assess include their current technologies, existing content, and public-facing campaigns.

JOB TITLES AND ROLES

This considers the responsibilities and pain points of specific roles within organizations.

BUYER INTERESTS, NEEDS, & MOTIVATIONS

This approach focuses on understanding the specific needs, pain points, and challenges of your target audience. By identifying the problems they are trying to solve, you can tailor your content and solutions accordingly.

BUYER BEHAVIORS

This has you evaluate a buyer's activities and interactions from both online and offline sources. It considers the content they register for, the topics they show interest in, and the events they attend.

76% OF CONSUMERS

are frustrated when personalization is lacking.

Source: McKinsey, 2021

71% OF CONSUMERS

expect companies to deliver personalized interactions.

TARGETING & SEGMENTATION EXERCISE

Define Your Target Audience | Use the criteria below to describe who your ideal audience is. Try to be as descriptive as possible.

Audience Segments	Account Fit / Account-Based Marketing (ABM)	Industry	Company Size

Target Audience

What does your ideal target audience look like?

Audience Segments	Geography	Company Maturity	Job Title/ Role

Target Audience

What does your ideal target audience look like?

Audience Segments	Buyer Needs & Motivations	Buyer Behaviors

Target Audience

What does your ideal target audience look like?

KEY TAKEAWAYS

1 LET DATA GUIDE YOU

Your content strategy must be in sync with your segmentation, delivering hyper-relevant content directly speaking to each audience's unique challenges and goals.

2 ALIGN CONTENT WITH SEGMENTATION

Let data guide your targeting and segmentation decisions, using real-time insights to continuously refine your approach and deliver personalized experiences that resonate.

3 REVISIT, REFINE, REPEAT

Regularly revisit and tweak your segmentation strategy, using A/B testing and ongoing optimization to keep pace with shifting market dynamics and connect with your audience.

BUYER INTENT

Intent data is reshaping the industry. Savvy marketers are turning to first-party and buyer-level intent data, tapping into behavior-based signals to identify prospects actively seeking solutions. Offering direct insights into buyers nearing a purchase decision, first-party intent data outperforms outdated third-party data in ways we've long coveted. Leveraging this data enables precisely timed, targeted communications that result in sharper leads, improved conversion rates, and revenue growth driven by marketing that hits the mark at the right time.

3 TYPES OF BUYING SIGNALS

EVIDENCE
Evidence signals are situational and suggest that circumstantial changes within a target company or to an individual—such as organizational or role changes, new product launches, or active recruiting initiatives—could signify a current or imminent need.

NEED
Need signals indicate a buyer's awareness that a certain level of need exists, though they may require further education to fully grasp the scale and implications of addressing—or not addressing—their need before exploring potential solutions.

INTENT
Intent signals denote the seriousness or readiness of a buyer to advance towards a purchase decision, allowing you to gauge their level of commitment.

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Traditional account-level intent can mislead B2B organizations by only hinting at buyer interest without confirmation.
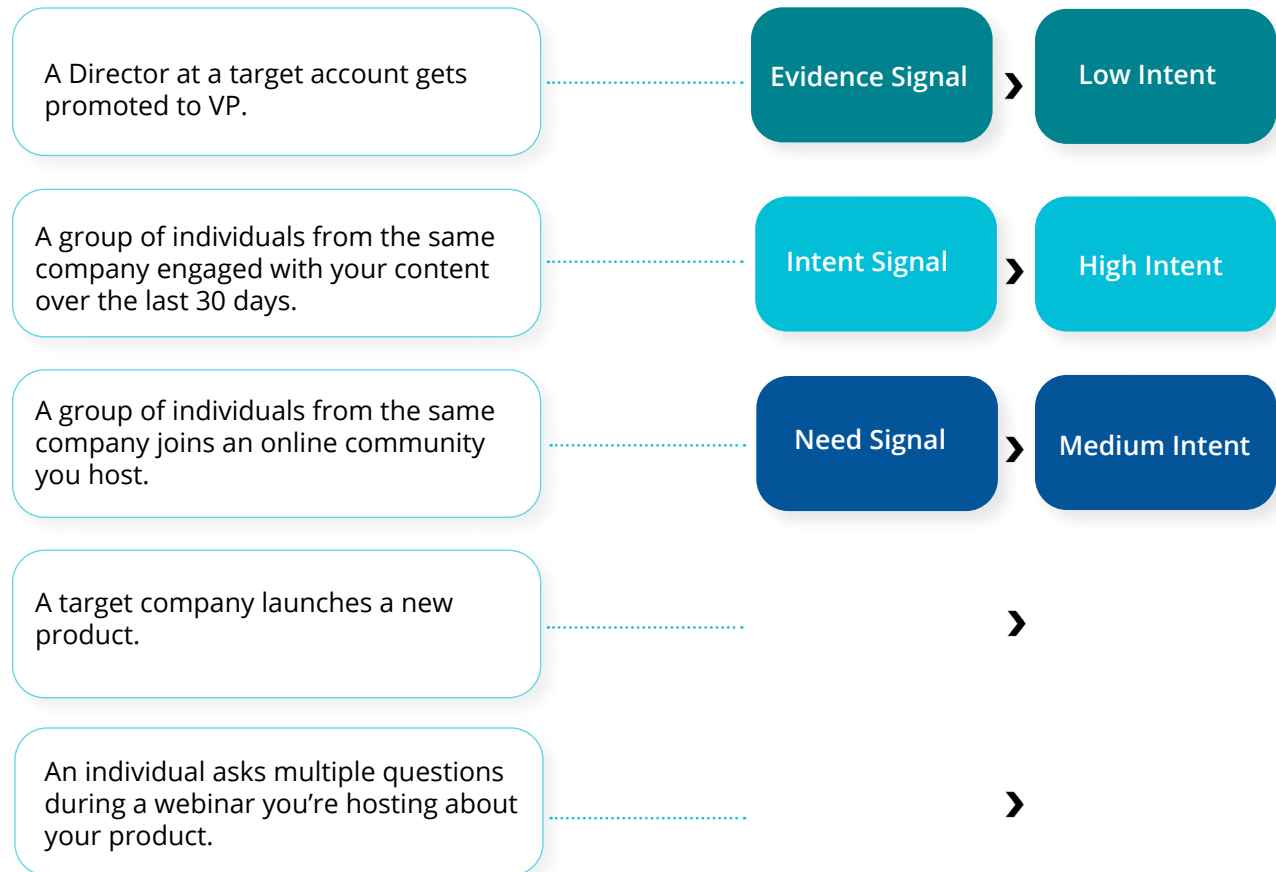
Buyer-level intent data closes this gap, revealing known buyer identities and empowering marketers to confidently target the right individuals with precise, first-party intent signals.

DAVID FORTINO
GENERAL MANAGER, NETLINE

BUYER INTENT EXERCISE

Decipher the Buying Signals | Refer to the examples below to understand how different behaviors and activities indicate different buying signals and levels of intent.

Example	Signal	Intent
A Director at a target account gets promoted to VP.	Evidence Signal	Low Intent
A group of individuals from the same company engaged with your content over the last 30 days.	Intent Signal	High Intent
A group of individuals from the same company joins an online community you host.	Need Signal	Medium Intent
A target company launches a new product.		
An individual asks multiple questions during a webinar you're hosting about your product.		

KEY TAKEAWAYS

1 TURN DATA INTO ACTION

Know when your ideal buyer is ready to engage by leveraging buyer-level intent data to craft precise, conversion-driving messages.

2 NO WASTED EFFORT

Focus your marketing efforts on real decision-makers using buyer-level intent data, tailoring content to their needs for maximum ROI.

3 GET IN LOCK STEP

Align sales and marketing by using buyer-level intent data to close deals faster and more effectively, driving better results together.

CONTENT STRATEGIES

A refined content strategy starts with leveraging buyer-level intent data to create highly targeted, personalized content that speaks directly to your ICP. By mapping the buyer's journey, you can identify high-impact formats like webinars, e-books, and podcasts that drive engagement. Integrate AI to streamline content creation and distribution, boosting efficiency and personalization. Focus on performance metrics that align with business goals, and continuously analyze data to adjust your strategy based on evolving customer needs.

20 CONSIDERATIONS TO CREATE HIGH-IMPACT CONTENT

WHAT ARE YOUR GOALS?

1. Goals
2. Objectives
3. Approach

WHO IS YOUR AUDIENCE?

4. Job Functions
5. Job Titles
6. Industries
7. Buying Journey Stage
8. Additional Segmentations

WHAT ARE THEIR NEEDS?

9. Responsibilities
10. Goals and Motivations
11. Challenges and Pain Points
12. Needs and Interests

WHY SHOULD THEY CARE?

13. Content Purpose
14. Key Differentiators
15. Reasons to Engage
16. Key Takeaways
17. A-Ha Moments

WHAT IS YOUR CONTNET ABOUT?

18. Title
19. Format
20. Abstract

EBOOKS REPRESENTED

40%

OF ALL DEMAND

USERS REQUESTING PLAYBOOKS WERE

115%

MORE LIKELY TO PURCHASE WITHIN 12 MONTHS

Source: NetLine's 2024 State of B2B Content Consumption and Demand Report

CONTENT STRATEGY EXERCISE

Create a Content Brief | Answer the questions below to create the starting point for your next piece of content.

WHAT IS YOUR
BUYER'S JOURNEY STAGE?

WHAT ARE
YOUR GOALS?

WHO IS
YOUR AUDIENCE?

WHAT ARE
THEIR NEEDS?

WHY SHOULD
THEY CARE?

WHAT IS YOUR
CONTENT ABOUT?

KEY TAKEAWAYS

1 CREATE INTENTIONAL, USEFUL CONTENT

Random acts of content will never work. Content needs to be more than filler—it must educate, engage, and solve problems. Addressing real audience needs makes your content more trustworthy and impactful.

2 ALIGN WITH THE BUYER'S JOURNEY

Effective B2B content must meet the buyer where they are in their journey, personalized to their needs. With 39.5% of demand driven by e-books, format and timing are key to boosting engagement and conversions.

3 VALUE OVER VANITY

Prioritize content metrics that drive business goals like lead generation and buyer intent. Educational and valuable content leads to deeper engagement and higher conversion rates.

DEMAND GENERATION CAMPAIGNS

Compared to generating demand, creating content is easy. Generating demand requires a laser focus on your buyers—the real people engaging with your message. To drive real results, your content must address their specific needs and pain points. The key to this? Data. Leverage engagement and intent signals to pinpoint where your buyers are in their journey and tailor your messaging accordingly. By using tools like AI to boost efficiency, you can shift more attention to refining your demand generation strategy and delivering content that truly moves the needle.

8 CAMPAIGN CONSIDERATIONS

CAMPAIGN OFFER
The specific offer(s) of your campaign.

TARGET AUDIENCE
The specific personas or audience segments that you're targeting in this campaign.

PRESUMED BUYING JOURNEY STAGE
Based on the buyer's response to the offer, the stage they are in their buying journey.

DESIRED ACTION
The action(s) you want a buyer to take in relation to the offer (download, register, attend, etc.)

KEY INSIGHTS
Based on the buyer's response, presumed insights that reveal their interests and focus areas.

PRESUMED PROJECTS
Based on the buyer's response, initiatives they are assumed to be involved in/planning.

PROPOSED MARKETING PLAY
Planned marketing strategies as a response to the offer with the goals of engagement or qualification.

PROPOSED SALES PLAY
Planned sales strategies as a response to the offer with the goal of conversion.

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Buyers can learn everything about your products and services without ever interacting with your brand.

This shift has **raised buyer expectations** and **transformed the role of marketers and sellers,** forcing us to become **trusted advisors** who can guide them through the flood of options and information, bridging their knowledge gaps, and, ultimately, ensuring that their journey to find a solution is successful.

JOSH BAEZ
SR. DEMAND GEN MANAGER, NETLINE

DEMAND GEN EXERCISE

Start Your Campaign Plan | Complete the table below to create the starting point for your next campaign.

Target Audience	Areas/ Topic of Interest	Key Activites & Behaviors	Presumed Projects & Areas of Ownership	Key Insights

	Key Message	Marketing Plays	Sales Plays

KEY TAKEAWAYS

1

BUYER-CENTRICITY IS NON-NEGOTIABLE

B2B marketers must focus on creating content that resonates with their buyers. Prioritize personalization by aligning your message with buyer pain points, needs, and journey stages using engagement and intent data.

2

MULTI-TOUCH CAMPAIGNS ARE THE NEW NORMAL

Ensure each touchpoint, whether marketing or sales-driven, delivers value by leveraging intent data and customer behaviors.

3

DATA-DRIVEN INSIGHTS FUEL MARKETING AND SALES ALIGNMENT

Effective demand generation integrates marketing and sales using data to guide both strategies. Tailor your approach to your audience's interests and needs, using engagement and intent data to keep your campaigns relevant and impactful.

MEASUREMENT

Achieving strong ROI hinges on more than just data—it demands resonance and measurable impact. While AI and technology have transformed the marketing landscape, true success comes from aligning your messaging with the needs of your audience and tracking its effectiveness. Differentiation is key, but your strategy must also be backed by metrics that show how well you're connecting on a human level. Without clear measurement and alignment with your ideal customers, even the most innovative tactics will fall short of delivering significant returns on your investments.

TYPES OF MARKETING METRICS

AWARENESS METRIC

SEO and search volume

Website traffic, engagement, & conversion

Email & newsletter subscribers

Social traffic, shares, & mentions

Impressions & reach

Content engagement & conversion

Email & newsletter subscribers

CONVERSION METRICS

Conversion rates and click through rates (CTR)

Sales qualified leads (SQL) conversion

Demo requests and Contact Us sign-ups

Opportunity creation, conversion, and value

REVENUE METRICS

Pipeline velocity / time to close

Customer acquisition cost (CAC)

Customer lifetime value (CLV)

Return on marketing investment

Marketing-influenced revenue

Closed/won opportunities & value of won deals

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Even with today's abundant data, if marketers want our messages to **truly resonate**, we must factor in the mental shortcuts humans routinely rely on when deciding what to read.

NANCY HARHUT
CHIEF CREATIVE OFFICER, HBT MARKETING

MEASUREMENT EXERCISE

Define Your Marketing Metrics | Categorize your most-used metrics and measures of success to the table below based on the type of metric it is.

Key Message	Marketing Plays	Sales Plays

KEY TAKEAWAYS

1

WHAT'S MEASURED GETS MANAGED

You don't need the fanciest formulas or KPIs to measure success. What you need is the commitment to keeping a keen eye on outputs and inputs and how it all breaks out.

2

RESONANCE, ORIGINALITY, AND IMPACT

Want to stand apart from the pack? Do something new! In a sea of AI-sameness, be the brand that dares to be unique and sets new benchmarks.

3

"IF I WERE MY OWN CUSTOMER…"

Before your campaigns even have a chance to generate data, ask yourself if your marketing passes the eye and gut test. Information is king…but intuition rules, too.

WRAPPING UP

As you refine your 2025 marketing strategy, keep this in mind: targeting the right people means knowing their behaviors, needs, and timing. Buyer intent data shows you when they're ready to engage, while personalized content and multi-touch campaigns ensure you stay relevant throughout their journey.

Whether it's creating content that resonates or using data to guide demand generation, your ultimate goal is to craft experiences that don't just inform but connect.

This is how you build lasting impact and drive real results.

BEFORE YOU GO...

3 final questions to ask yourself.

WHO ARE MY AUDIENCES?

Your ICP is a blend of movers, shakers, and decision-makers. These are the people who need your help to solve big problems or grab big opportunities—and they're the ones with the power to make things happen.

WHAT DO THEY NEED?

They're hungry for solutions that take the guesswork out of their day-to-day challenges. Whether it's clarity, cost efficiency, or innovation, they need something that makes them say, "This is exactly what I've been missing."

WHY SHOULD THEY CARE?

You're not just a nice-to-have—you're a must-have if they want to win the race. Because what you're offering will make their lives easier, their results better, and their outcomes more impressive.

ABOUT MARKETINGPROFS

MarketingProfs has been fueling the success of marketers at some of the world's most iconic brands since 2000. For nearly twenty-five years, we have been laser-focused on helping marketers and their teams set priorities, solve problems, and drive business growth.

Even more than that, we hone in on something equally important to every singular marketer–helping you do work you're proud of. That's why 700,000+ marketers have joined the MarketingProfs community over the years to build relationships, grow expertise, and prove the value of an unstoppably motivated marketer.

Our PRO members take their commitment a step further, and join our exclusive webinars, events, and groups to tackle specific challenges, connect with like-minded peers, and collaborate with our industry experts.

You're obsessed with marketing. We're obsessed with you.

Visit www.marketingprofs.com or join us at MarketingProfs B2B Forum.

ABOUT NETLINE

NetLine empowers B2B marketers to scale revenue via an all-in-one buyer engagement platform that delivers unparalleled buyer-level intent data and lead generation capabilities.

Operating the only buyer-level intent platform, INTENTIVE, delivering real-time insights into "who" is actively expressing intent in an account, "what" actions that person is taking, "when" those actions took place, and uniquely "where" those actions occurred, including offline Event Intent data, NetLine fast tracks buyer transparency.

In addition, NetLine also operates the largest B2B content-centric lead generation platform offering content syndication, lead generation, account-based marketing, lead management, and more. Founded in 1994, NetLine is a part of Informa Tech, a leading provider of market insight and market access to the global technology industry.

Successful B2B Marketers Start with NetLine. Visit www.netline.com.