

# 30-Day B2B Marketing Sprint

## Finish Q4 Strong & Drive Revenue Growth

Actionable Week-by-Week Plan for Tech Companies

Get 2025-ready now

**Week 1**  
Build Your Core Asset And Repurpose It Like A Pro 🚀

- Step 1 Define the One ICP & Product to Build Your Campaign Around**  
Focus is the key here, you don't want to waste the resources in the last quarter, you want to win and reach the quarterly goals. So choose wisely, based on conversion rate across the funnel, seasonality, and the history of success.
- Step 2 Test Core Asset Topics on the Right Audience in Bite-Sized Form**  
Platforms like LinkedIn, Twitter, or Slack communities are a great fit for this purpose. Get feedback, measure the engagement for the topic, and choose the one that generates the most meaningful engagement.
- Step 3 Create a Winning Piece of Content to Anchor Your Campaign**  
Create one killer piece of content—a webinar, research, or an eBook. Use HubSpot to manage it across your channels.
- Step 4 Repurpose Content for Maximum Reach Across Channels**  
Grab Descript or Pictory and break that content down into bite-sized pieces. For example, research a relevant topic cluster for SEO and turn it into a series of blogs, use short clips for video-first social media, and a few LinkedIn posts.

**Pro tip**  
Extract highlights from a webinar with Descript and transform them into engaging social posts using Lumen5.

**Tools to try:** HubSpot, Canva, descript, PICTORY, lumen5

**This week's focus:**  
Get that core content asset out there, and start slicing it up into formats that fit each platform. You're building an omnichannel empire! 🌐

**Week 2**  
Combine Your Demand Gen & ABM Efforts For A Wider Reach

- Step 1 Define High-Value Accounts**  
Merge forces! Go beyond just LinkedIn for a demand gen like RollWorks and Mountain.
- Step 2 Balance Your Budget Across**  
Make sure you are not overspending on LinkedIn, use Ads Pilot by Factors AI to elevate the platform.
- Step 3 Spy on Competitor**  
Spy on your competitors (the fun way) using Test your messaging with short, snappy posts.
- Pro tip:** Google Discovery Ads are a secret weapon.
- Step 4 Supercharge**  
Supercharge your Demand Gen with foot into the door, and close deals, and not break the budget.
- Step 5 Run**  
Run end-of-year bursts, create time-sensitive offers, and use subscriptions. Use deals.

**Week 3**  
Show Off Your Team's Expertise And Human Side With Thought Leadership 🧐

- Step 1 Feature Key Team Members for Unique Perspectives**  
Feature a different team member each week. Have them share insights on LinkedIn or write a short blog. It could be about productivity hacks or their favorite tool. Schedule using Buffer to keep it consistent.
- Step 2 Share Real Stories of Challenges & Wins to Build Trust**  
Get real. Share stories of challenges and wins you overcame them. Authenticity = Trust. Consider using Loom for quick, candid videos on tricky situations.
- Pro tip:** Share your team's favorite coffee? How do they unwind?

**Week 4**  
Use AI Tools To Scale Your Content And Streamline Processes 🤖

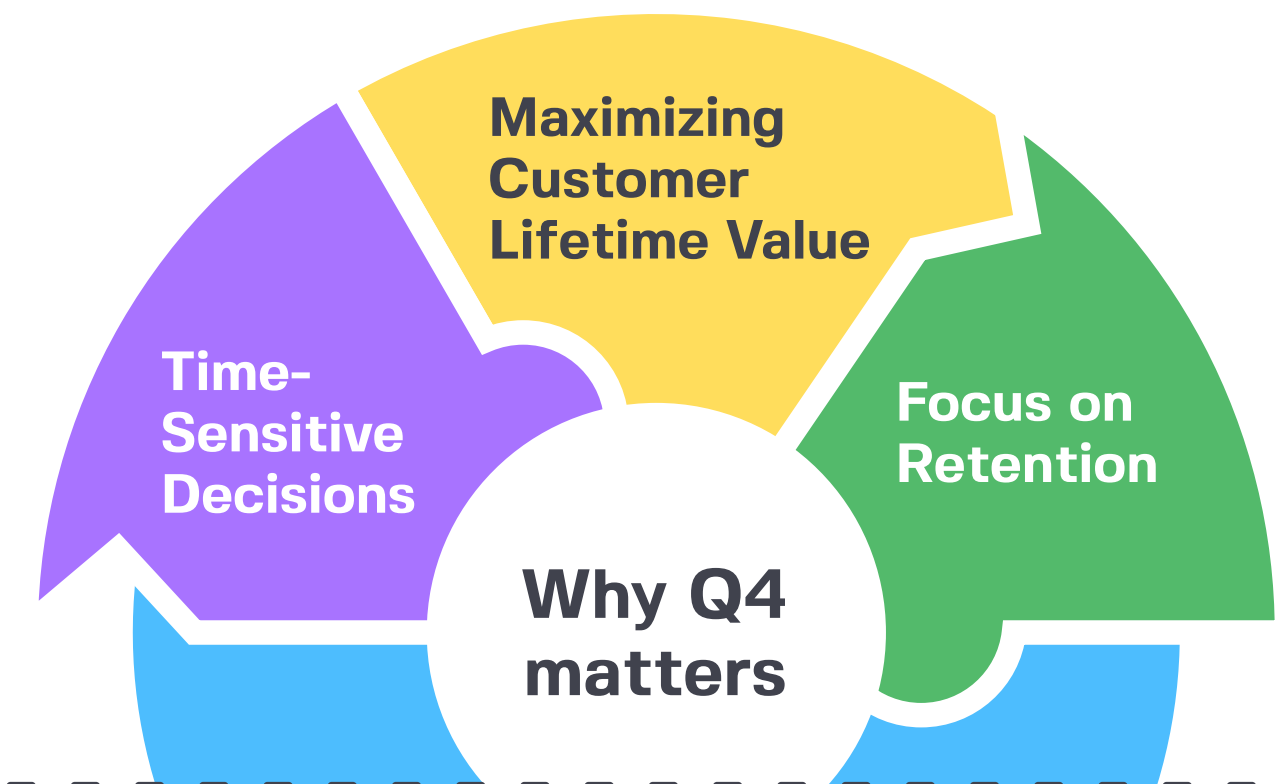
- Step 1 Automate and Personalize Outreach for High Impact**  
This quarter, make email outreach seamless and scalable. GenAI can personalize messages and help you connect with prospects in a more meaningful way.
- Example Workflow:**  
Segment your target audience with AI >>> Generate personalized cold emails using GenAI models >>> Use tools like Reply.io to boost response rates, just like our success with Paycom >>> and send emails with tools like Reply.io to boost response rates, just like our success with Paycom.
- Step 2 Repurpose Content from Multiple Sources**  
Repurpose content sources like videos, articles, or e-books into social media posts with tools like Pictory with the right tone for each platform. Start manual updates.

# What's in?

## Your Path To A Strong Q4 Finish

### Is your Q4 marketing set to deliver on high-stakes goals?

As the year-end approaches, many tech companies face the challenge of achieving ambitious revenue targets in a short timeframe, often with constrained budgets and fierce competition. [Let's divide your Q4 marketing sprint into weekly, focused goals to get 2025-ready now!](#)



#### **Week 1 Build your core asset and repurpose it like a pro 🚀**

This guide will teach you how to build a high-impact core asset and repurpose it across multiple channels, ensuring every piece of content works harder for you.

#### **Week 2 Combine your Demand Gen & ABM efforts for a wider reach 💡**

Learn the secrets to combining Demand Generation and Account-Based Marketing for broader reach and stronger connections with high-value accounts.

#### **Week 3 Show off expertise and human side with Thought Leadership**

We'll guide you on showcasing your team's expertise and human side, helping you develop content that resonates and builds trust with your audience.

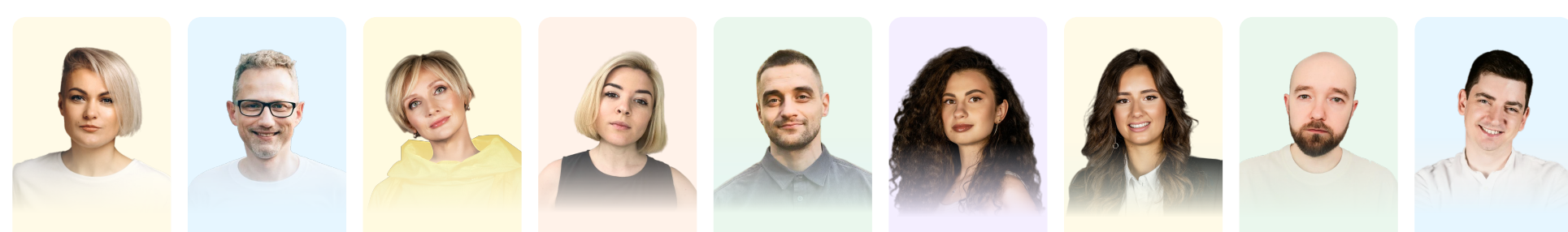
#### **Week 4 Use AI tools to scale your content and streamline processes 🤖**

This guide will walk you through using AI to streamline processes and amplify content production, enabling you to reach more people with less effort.

#### **Week 5-8 Bring it all together for a strong year-end push 🏁**

Learn how to strategically re-engage cold leads and use exclusive offers to drive conversions, helping you bring everything together for a powerful year-end finish.

**42DM** is a global full-service B2B marketing agency for tech companies at every stage of growth



We created this sprint to help you maximize marketing impact before stepping into 2025!

[Follow these week-by-week steps and reach your revenue goals.](#)



# Week 1

## Build Your Core Asset And Repurpose It Like A Pro 🚀

### **Step 1 Define the One ICP & Product to Build Your Campaign Around**

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### **Step 3 Create a Winning Piece of Content to Anchor Your Campaign**

Create one killer piece of content—a webinar, research, or an eBook. Use HubSpot to manage it across your channels.

### **Step 4 Repurpose Content for Maximum Reach Across Channels**

Grab Descript or Pictory and break that content down into bite-sized pieces. For example, research a relevant topic cluster for SEO and turn it into a series of blogs, use short clips for video-first social media, and a few LinkedIn posts.

### **Pro tip**

Extract highlights from a webinar with Descript and transform them into engaging social posts using Lumen5.

Tools to try:     

### **This week's focus:**

Get that core content asset out there, and start slicing it up into formats that fit each platform. You're building an omnichannel empire! 🌐

We are here for **your success!**

Talk to 42DM

## Week 2

# Combine Your Demand Gen & ABM Efforts For A Wider Reach

### Step 1 Define High-Value Accounts to Maximize Your Campaign's Impact

Merge forces! Go beyond just LinkedIn for a demand gen campaign, utilize the power of B2B programmatic advertising, like RollWorks and Mountain.

### Step 2 Balance Your Budget Across Channels for Maximum Efficiency

Make sure you are not overspending on LinkedIn, and your reach is distributed equally across all targeted accounts, use Ads Pilot by Factors AI to elevate the platform.

### Step 3 Spy on Competitor Trends & Test Messaging

Spy on your competitors (the fun way) using LinkedIn and Facebook Ad Library or Google Ads to see what's trending. Test your messaging with short, snappy ads before committing to long-form content.

**Pro tip:**

Google Discovery Ads are a secret weapon for cost-effective engagement. Get clicks for as low as \$0.10. 

### Step 4 Supercharge Your Demand Gen with ABM Targeting

Supercharge your Demand Gen efforts with ABM ads targeted to high-value accounts, help your sales team get their foot into the door, and close faster. Influ2 just launched Supercadence. Amazing DIY ABM advertising platform to test and not break the budget.

### Step 5 Run 'End-of-Year Budget' Campaigns with Timely Offers

Run 'end-of-year budget' campaigns. Many companies have leftover budgets they need to spend before the year ends. Create time-sensitive offers that address immediate needs, like bundle packages or discount rates on annual subscriptions. Use LinkedIn's Sales Navigator to identify and target decision-makers who can move quickly on these deals.

#### Tools to try:

 **supercadence**  
POWERED BY INFLU2

 **RollWorks**

 **factors.ai**


 **LinkedIn ads**

 Google Discovery ads

 Google Analytics

 **LinkedIn & Facebook Ad Library**

#### This week's focus:

Launch integrated campaigns that balance targeted precision with broad awareness. Your ads are the gateway; open them wide and let the leads flow in! 

## Week 3

# Show Off Your Team's Expertise And Human Side With Thought Leadership 🧐

### Step 1 Feature Key Team Members for Unique Perspectives

Feature a different team member each week. Have them share insights on LinkedIn or write a short blog. It could be about productivity hacks or their favorite tool. Schedule using Buffer to keep it consistent.

### Step 2 Share Real Stories of Challenges & Wins to Build Trust

Get real. Share stories of challenges and how you overcame them. Authenticity = Trust. Consider using Loom for quick, candid videos on tricky topics like privacy or data security.

**Pro tip:**

Start a mini-series on how you ensure client data safety. Quick, engaging, and incredibly trustworthy.

### Step 3 Give a Glimpse Behind-the-Scenes with Authentic Moments

Beyond business: Show some behind-the-scenes action. What's your team's favorite coffee? How do they unwind? Use Canva to create visually engaging posts that stand out.

Tools to try:



Canva



LinkedIn  
Publishing

### 🎯 This week's focus:

Push your people to the front! Highlight the brains, hearts, and humor that make your company unique. 💡💪

We are here for  
**your success!**

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## Week 4

# Use AI Tools To Scale Your Content And Streamline Processes 🤖

### Step 1 Choose High-Potential Audience Precisely with Genius Tools

Start by honing in on your ideal customer profiles. There's an effective method for segmenting tech companies based on the tools they use. Quick and effective!

Want to learn how to segment your target companies based on the tools they use?

[Learn how in 30-min recorded webinar](#)

### Step 2 Optimize Your Outreach Strategies with AI-Tailored Messaging

Utilize tools like Reply.io for AI-driven email outreach that truly resonates with your targeted leads. By combining insights from your customer segmentation with tailored messaging, you can create real connections and improve engagement rates.

### Step 3 Scale Your Content Creation by Leveraging Generative AI

Begin by collecting valuable content URLs from various sources, including industry blogs and influencer videos on YouTube. Then, use tools like Airtable to organize this content and streamline your posting schedule. You can also integrate Make.com to automate processes, enabling you to transform this content into engaging social media posts efficiently.

Tools to try:



### 🎯 This week's focus:

AI is your sidekick, not your replacement. Use it to amplify your marketing without losing that human touch. 🤖❤️

Don't forget to **check out our webinar** for more insights on these tips!

[Get access to more tips!](#)



## Week 5-8

# Bring It All Together For A Strong Year-End Push 🏁

### **Week 5 Re-engage Cold Leads with Smart Retargeting**

Re-engage those cold leads! Use LinkedIn retargeting to remind folks who showed interest earlier in the year why your solution rocks.

### **Week 6 Drive Urgency with Exclusive End-of-Year Offers**

Create an exclusive 'end-of-year' offer (discounts, limited-time webinars, or bundles). Give those hesitant leads a nudge to seal the deal.

### **Week 7 Deliver Value with Short, High-Impact Virtual Events**

Host a virtual event or flash webinar—keep it short, sweet, and packed with value. Promote it across email and social.

### **Week 8 Review, Reflect, and Celebrate Team Wins for Q1 Prep**

Team sync! Review what worked, what didn't, and prep your Q1 strategy with the lessons learned. Don't forget to celebrate your wins! 🎉

Tools to try:



### **The final stretch:**

Finish strong by keeping your focus sharp, your team pumped, and your offers irresistible. You've got this! 🎯💪



# B2B Marketing that amplifies your tech's potential

**42DM** is a global full-service B2B marketing agency for tech companies at every stage of growth

Our team of 50+ tech-savvy marketers lives and breathes B2B tech, delivering targeted strategies backed by advanced MarTech and AI expertise.



## 8

years of specialized experience in B2B tech markets

### Strategy

We outsmart your competition with Holistic B2B Marketing Strategy

## 250+

successful projects delivered worldwide

### Results

We deliver results in the time of change with Team Agility

## HubSpot

GOLD CERTIFIED PARTNER

Industry-leading expertise in MarTech, Analytics, and CRM

### Efficiency

We boost efficiency with GenAI & MarTech excellence

**Lama see your data**



**We'll optimize it**

**We are here for your success!**

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