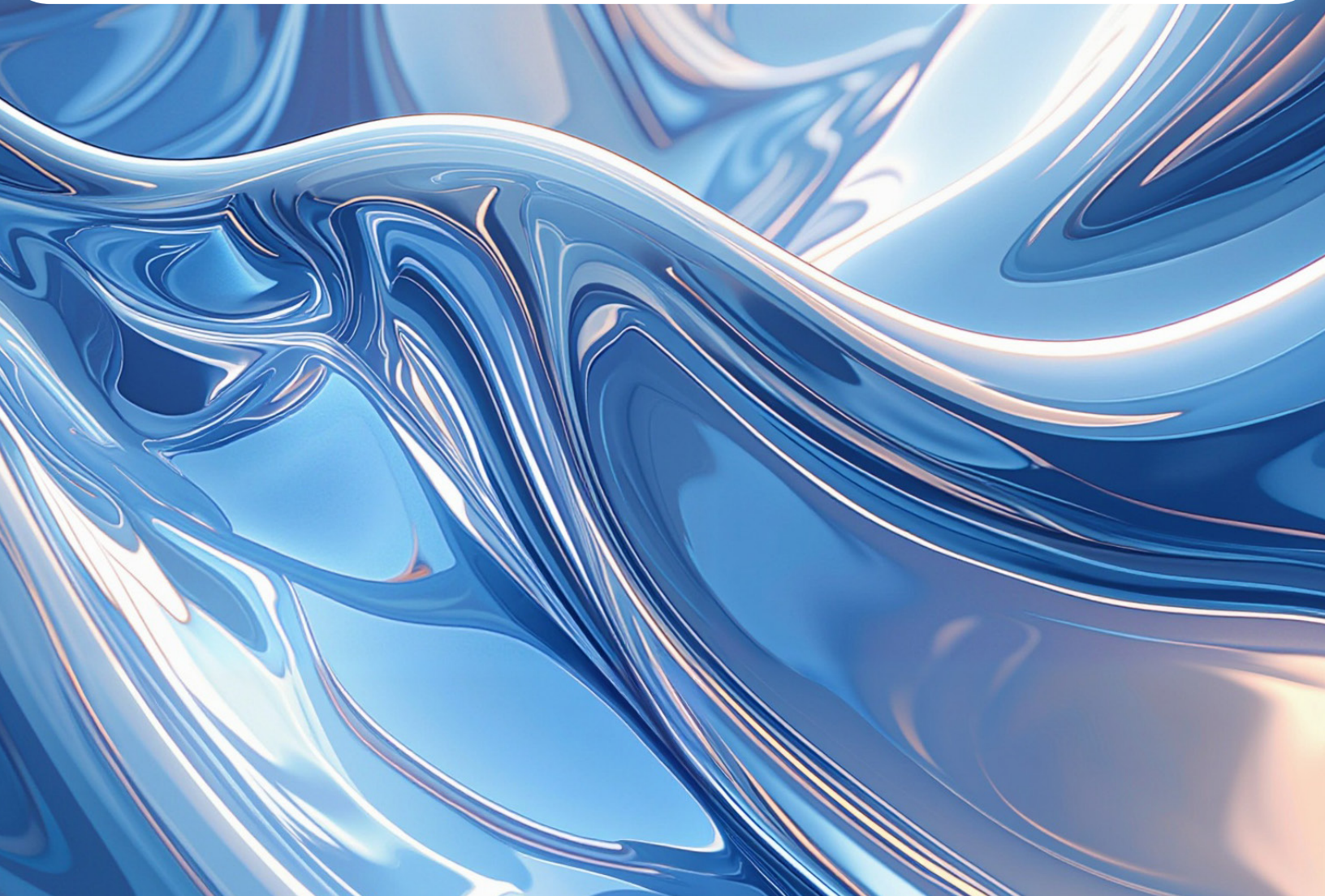


5 STEPS TO ORCHESTRATE MARKETING CHANNELS FOR DEMAND GENERATION



Executive summary

This article outlines a five-step framework for orchestrating B2B marketing channels that align with how today's buyers engage and make decisions:

- Explore how omnichannel experiences guide independent B2B buyers through the up to 11 touchpoints they engage with during their purchase process ([Mckinsey & Co., 2024](#))
- Learn how to segment audiences and optimize content strategies with demand intelligence
- Select and refine the best channel mix for each buyer role and journey stage
- Leverage automation and Account-Based Experience (ABX) tactics to enhance buyer loyalty and pipeline outcomes



B2B buyers explore up to 11 channels during their buyer journey ([Mckinsey & Co., Digital Commerce 360 B2B buyer survey, 2024](#)), making it imperative to orchestrate a cohesive brand experience that aligns with their expectations.

According to the [Voice of the Marketer 2025 report](#), 61% of marketers are prioritizing investment in content and buyer experience, followed closely by advertising and promotion (58%). This reflects a broader move in the market toward engaging audiences through meaningful, personalized interactions.

However, this shift has not yet been fully realized, since 86% of B2B purchases still stall during the buying process, often due to fragmented or irrelevant brand experiences that fail to resonate with buyer's needs ([Forrester, 2024](#)). As a result, buyers have adopted a more independent approach, completing nearly 70% of their journey before engaging with vendors—85% of which have already defined their purchase requirements by that point ([6sense, 2024](#)).

Thus, a non-prescriptive omnichannel strategy is essential to develop a cohesive experience that drives B2B buyers forward in their journeys by enabling frictionless, independent brand discovery.

What are marketing channels?

Marketing channels are mediums (both online and offline) that brands use to engage buyers, such as email, social media, and events.

Marketing channels vs. Channel marketing

It is important to distinguish marketing channels from channel marketing. The former refers to the mediums used to reach audiences, while the latter refers to the channel space—a market where vendors and third-parties promote services on behalf of other organizations.

[Learn more about Channel Partner Marketing](#) →

“Demand generation is now rooted in buyer-led experience, where value, relevance, and authenticity enable prospects to move forward with confidence. A successful marketing channel strategy empowers buyers to make choices on their own terms.”



— **Alexander Kesler**
Founder & CEO, INFUSE

This article presents five actionable steps to build a cohesive B2B channel marketing strategy—elevating brand awareness and empowering buyers to make qualified purchase decisions.

5 steps to orchestrate B2B marketing channels effectively



Launching a high-impact B2B marketing channel strategy requires deep audience intelligence.

The key lies in leveraging actionable audience data to inform multiple touchpoints to be deployed throughout the buyer's journey—fostering independent brand discovery while proactively addressing their evolving pain points. This data-driven omnichannel approach allows marketers to drive funnel velocity through a buyer-led approach that is relevant and builds trust.



1. Determine your targeting criteria with ICPs and demand intelligence

The first step to any B2B omnichannel strategy is to precisely determine targeting. The channel mix and outreach should be guided by an organization's [Ideal Client Profile \(ICP\)](#), which outlines the firmographic and technographic characteristics of target buyers. This includes industry, company size, revenue, budget, and tech stack.

ICPs and personas should be enriched by [demand intelligence](#), because it allows organizations to leverage data on full buying groups and accounts, beyond individual stakeholders.

Demand intelligence collates data from client interviews, market research, and Client Relationship Management (CRM) systems. Additionally, it includes [buyer intent signals](#), historical performance, and competitor insights to map behavioral indicators and assess both buyer journey stage and sales readiness.

[Learn how to collect data, optimize campaigns, and drive ROI with Demand Intelligence](#) →

Leveraging demand intelligence for ABM and ABX

Organizations with a demand intelligence database can leverage [Account Based Marketing \(ABM\)](#), a highly personalized, omnichannel approach to engage key accounts. This is effective in ensuring marketing channel orchestration aligns with the unique preferences and pain points of a specific account (one-to-one ABM) or a segment (one-to-few or one-to-many ABM).

Account Based Experience (ABX) expands upon ABM by incorporating principles from Customer Experience (CX) and User Experience (UX) to deliver a rich [brand-to-demand](#) experience to target buyers, resonating with them on a deeper level by addressing specific buyer challenges.

[Discover how to truly resonate with buyers by implementing ABX and enabling qualified engagement](#) →



2. Strategizing your B2B omnichannel mix

Nearly 50% of buyers will switch vendors if they encounter disruptions in the omnichannel experience. Additionally, 54% cite poor-quality digital interactions as a key reason for vendor dissatisfaction, while 51% view the lack of tracking across channels as a barrier to doing business ([McKinsey, B2B Pulse Report 2024](#)).

This buyer frustration makes it clear that engaging decision makers requires a nuanced selection of marketing channels. Developing this optimal B2B channel mix begins by understanding the organizational objectives of target accounts and buying group members.

Below are some of the most popular online and offline channels for developing cohesive B2B omnichannel strategies:

B2B channels	
Online	Offline
Paid media (sponsored content, targeted display, search ads)	Trade shows, conferences, exhibitions, networking groups
Email	Direct mail
Website (blogs, virtual events, webcasts)	Printed collateral (flyers, brochures, data sheets)
Social media platforms	Outbound calls
Content activation via third-party publishers/networks	On-site workshops and training sessions
Communities and forums	Out-of-home advertising (billboards, transit ads, street furniture)

Defining the right channel mix and budget allocation should be informed by audience data and insights. Ideally, data should be collected quarterly to identify the optimal mix to align with evolving audience preferences.

Additionally, considering the role of each buyer is essential for personalization. While executives prefer networking groups and curated communities to glean unique perspectives on the state of the market, a B2B marketing analyst may prefer reading a newsletter with actionable, best practice advice.

Maximizing B2B omnichannel content distribution

Delivering optimal outcomes from a B2B omnichannel strategy requires content distribution to be aligned with identified buyer preferences, while also maximizing budget use per channel.

When planning B2B content distribution, consider these three approaches:

- Owned Distribution:** Proprietary channels, such as corporate websites, blogs, or email
- Earned Distribution:** Third-party platforms to amplify your content, such as guest articles, press coverage, community building, review sites, and [content activation networks](#)
- Paid Distribution:** Promotion through paid media such as pay-per-click (PPC) campaigns, targeted display, influencer partnerships, and affiliate marketing

Ensure each approach is measured for ROI per quarter, and optimize accordingly the best mix of owned, earned, and paid media to effectively engage target buyers.

[How to achieve GTM Success with RevOps](#) →



3. Establish your content strategy

51% of buyers consider the content they consume too generic or irrelevant—a trend that has only worsened since 2023 ([Demand Gen Report, 2024](#)). To address this, organizations must craft content informed by behavioral insights, intent data, and precise buyer pain points to ensure assets are actionable and relevant.

Crafting content informed by up-to-date buyer data to enable qualified decision making is known as a [buyer-led approach](#).

Below is a framework to design a buyer-led content strategy:

Buyer-led content strategy framework	
Step	Strategy
<div>1</div> Analyze data insights	Leverage the intelligence at your disposal to identify core themes, topics, and formats that meet preferences and buyer intent.
<div>2</div> Develop your content strategy	Organize your findings into pillars that support your Go-To-Market (GTM) motions, mapped out per month or quarter. This should include content targeting (buyer persona, buying journey stage, etc), as well as the publishing timeline. Consider outlining interlinking strategies and content series to support greater engagement and buyer enablement.
<div>3</div> Determine your channel mix	Activate your channel mix in accordance with your team’s capacity and more importantly, your target audience’s behavior preferences and objectives. Monitor each channel’s performance based on its unique goals to inform optimizations or removing the channel entirely if needed.
<div>4</div> Gather analytics and feedback	Enrich your intelligence with data on content performance, including the role of content in key touchpoints in your buyer’s journey. Bolster these findings with feedback from your client-facing teams on content pieces that influenced deals.
<div>5</div> Feed your content cycle	Apply data insights to your content maps, channel mix, and your content audit process. This will help you maximize the impact of your content, at minimal cost.

[Learn how to execute a buyer-led content strategy in our acclaimed Outlook article](#) —>



4. Optimize your marketing channels

A structured approach, grounded by KPIs, ROI goals, as well as routine data analysis and testing is essential to achieve expected outcomes and long-term success.

Below are best practices for marketing channel optimization:

- **Define clear KPIs:** Set your KPIs before launching your omnichannel strategy and monitor performance routinely (at least quarterly) to define what channels of the mix are delivering the best outcomes
- **Adopt automation platforms:** These platforms facilitate the orchestration of multiple touchpoints, ensuring a smooth experience for buyers. Additionally, they collect valuable data for KPIs if integrated with a CRM
- **Repurpose high-performing content:** Identify high-performing assets and repurpose them for other channels. It is essential, however, to match the expected experience users have on each channel (for instance, a whitepaper should be summarized for a YouTube reel)

[Learn more about B2B content repurposing](#) —→

- **Enable team alignment:** When client-facing teams are aligned, it is possible to assess marketing channel success via multiple perspectives, enabling a more accurate performance overview. For instance, sales teams can share direct prospect feedback, contributing to a deeper understanding of buyer preferences and behavior
- **Leverage AI:** When integrated into an omnichannel strategy, AI streamlines routine tasks—such as scheduling, copywriting, as well as initial prospect qualification and client support—allowing teams to focus on enhancing the buyer experience strategy

[Explore how to enhance demand generation with AI](#) —→



5. Orchestrate your omnichannel experience to retain clients and foster brand loyalty

A successful omnichannel experience fosters client retention and brand loyalty by delivering consistent value to clients, extending beyond the initial sale.

Below are tactics to refine an omnichannel experience to support Client Success initiatives and build brand loyalty:

- **Post-sale initiatives:** Invest in tactics to empower clients to maximize outcomes from their purchase, such as onboarding, renewal, upsell/cross-sell (when relevant), and client education. These approaches solidify solution value and provide a unique competitive edge
- **Personalized nurture strategies:** Deploy nurturing campaigns that adjust messaging and content based on real-time client behavioral signals. This ensures clients receive information that reflects their evolving needs to maximize outcomes from their purchased solutions
- **Brand evangelist referral content:** Offer snackable, high-value resources (e.g., research takeaways, checklists, industry benchmarks) tailored to clients' industry pain points. These assets encourage brand champions to share the materials with their peers, especially if a referral incentive is included
- **Account expansion with ABM and referral targeting:** Use account-based strategies to identify look-alike accounts within a client's ecosystem. Sales teams can then request introductions to prospects through existing clients, while marketing launches targeted omnichannel campaigns with industry-specific messaging

Key takeaways



Follow these foundational elements to ensure an efficient and cohesive B2B omnichannel strategy:

- **Target with precision using ICPs and Demand Intelligence:** Build detailed audience segments using technographic, firmographic, and behavioral insights to enable buyer-led, account-based engagement
- **Craft and distribute buyer-led content across the right channels:** Align content with buyer pain points and deliver it through a strategic omnichannel mix tailored to each role and journey stage
- **Optimize continuously for ROI and loyalty:** Leverage automation, sales feedback, and post-sale nurture to refine channels, maximize conversions, and transform clients into advocates

ENABLE B2B BUYERS WITH EFFICIENT OMNICHANNEL MARKETING

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[Contact the team to activate your omnichannel marketing strategy](#) →





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