

# Your summer B2B strategy refresh checklist

*Here are 5 quick wins to sharpen your B2B strategy this summer.*

## 1. Know your buyer

- Revisit and update buyer personas
- Map internal decision-makers and external influencers
- Determine emotional drivers, not just pain points

## 2. Anchor to business goals

- Align marketing with wider business objectives
- Adapt strategies for long sales cycles
- Schedule regular performance and data reviews

## 3. Supercharge brand and creative

- Sense-check your creative
- Prioritise long-term brand stories over 'rinse-and-repeat' tactics
- Build connection through insight-driven storytelling

## 4. Power up your website

- Be clear about your value proposition within 5 seconds
- Add proof points (case studies, testimonials, client logos)
- Make CTAs specific and easy to find

## 5. Get your data house in order

- Clean your data and plug any gaps
- Review data governance and carbon impact
- Track all marketing touchpoints



**Need a hand putting these into action?**  
Our experts are ready to help