



HATCH:B2B

Sharpen your skills in B2B Marketing

Thanks for your interest in our upcoming Hatch:B2B course. Here we provide an overview of the course curriculum, format and how to book a place.

FROM LEAD GENERATION TO CLOSED/WON

As digital has evolved and the number of channels available to marketers has increased, B2B marketing has become more complex and difficult to master. Drawing on the latest techniques from Silicon Valley, Hatch:B2B examines the whole process, from identifying product/market fit, through audience definition and inbound marketing channels, to marketing automation. We will also look at the pivotal role of content marketing, drip campaigns and CRM whilst maintaining focus on defining and optimising to the right KPIs.



JOIN OUR CLIENTS

     

4 KEY AREAS YOU LEARN ABOUT ON HATCH:FACEBOOK



CLIENT TESTIMONIALS



**Paul Spicer,
MarketInvoice:**

"Great course and speaker, good sized group. Very interesting and useful content. Eager to see other sessions"



**Gill McHattie,
Barclays:**

"Another great course. Good schedule, course, trainers and in-depth exercises. I am definitely a strong advocate of Hatch training."



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COURSE TUTOR & DESIGNER



Luc Berlin

Luc is a Tech Entrepreneur and Marketer with 10 years of experience leading brand awareness, revenue growth and sales process design initiatives for B2B and B2C companies in LA and the SF Bay Area, including Shopzilla and HackerRank. Luc studied Biochemistry at UCLA and holds an MBA in Global Business. He is also the Founder & CEO of Miigle Inc., a Social Impact e-Commerce company on a mission to help people shop more consciously.

COURSE FORMAT

2-day course limited to 12 people to keep it engaging and offer 1:1 time with the tutors

BOOK NOW

For pricing and more information, please get in touch:

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02071172441

Detailed Agenda: Day 1

- **Fundamentals of B2B Marketing:** difference between B2B and B2C, industry considerations
- **The Product:** product definition and market fit, business models and pricing strategies, competitive analysis
- **Target Audience:** what's a target audience, identifying decision makers, comms and content strategies
- **Inbound Marketing Channels:** search (organic and paid), social, webinars, analyst relations, PR, email, display
- **Building a B2B Marketing Program:** how to create your own plan, objectives, strategy, budget, implementation, measurement
- **Performance Metrics, Analysis and Reporting:** what are KPIs and how to track them, importance of testing and optimising

Detailed Agenda: Day 2

- **Managing Sales Expectations:** inbound vs outbound, building a relationship with sales, managing the funnel
- **Building a Sales Process:** process design, integrating marketing activities, common mistakes to avoid
- **Marketing Automation Strategy:** what is it, what are the benefits, defining your strategy
- **Content Marketing for Drip Campaigns:** what is lead nurturing, what is content marketing, steps for implementing a drip campaign
- **Marketing Automation Tools:** vendor selection, solutions for enterprise and SMEs, how to implement a MAT
- **CRMs:** why CRMs are important, how to choose the right vendor, how to implement and sync with your MAT
- **Financial Metrics, Analysis & Reporting:** Defining your KPI, tracking opportunities to close, automating reports and building dashboards

OUR APPROACH

At Hatch, we put all our effort into developing the most advanced and in-depth channel specific workshops possible. Emphasis is put on learning by doing; to that end we aspire to have no Powerpoint and instead develop a range of interactive and engaging tasks to provide an active learning experience. Our tutors are genuine experts; they spend all day every day obsessing over the finer points of their specific channel and thereby help our students stay ahead of the curve.

