



The Digital Growth Playbook for B2B Services

How to Use Digital Marketing,
SEO, ABM & LinkedIn to Drive
Sales



By: Eric Smith
CEO & Founder of SmithDigital

www.smithdigital.io

Welcome to the Digital Growth Playbook

B2B marketing has evolved—and so have your clients. Traditional cold outreach methods no longer suffice to build trust, generate demand, or close high-value deals.

This guide was crafted for B2B service providers—consulting firms, M&A advisors, SaaS marketers, real estate professionals, and IT service providers—seeking a modern approach to sustainable digital growth.

Drawing from years of hands-on experience, this playbook delivers strategic, actionable guidance designed specifically for long B2B sales cycles.

What You'll Learn:

- How to build a high-converting website and digital funnel
- Where SEO fits in a long and complex B2B decision-making process
- How to create search-optimized assets that drive bottom-funnel traffic
- How to turn anonymous website traffic into identifiable leads
- How to use buyer intent data to fuel outbound BDR campaigns

Who This is For:

- Business owners and partners in B2B software, services and consulting
- Principals at M&A & brokerage firms
- IT MSP and services firms ready to scale online



The Modern B2B Growth Funnel

The B2B buyer journey isn't a straight line—it's a multi-stage process that often involves multiple decision-makers, weeks or months of research, and a mix of touchpoints. Your digital strategy needs to support every phase of this funnel.

The 4-Stage Funnel Overview

01



Awareness

02



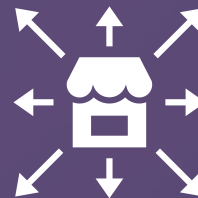
Engagement

03



Conversion

04



Expansion

Your Content Should Power the Entire Funnel

A high-performing digital strategy builds momentum at each point:

- Blog post → Lead magnet → Email nurture → Consultation call
- Keyword-optimized landing page → Interactive quiz or calculator → Form fill → BDR outreach
- Bottom-funnel service page → Conversion-focused CTA → CRM tracking → Personalized follow-up

Common Challenges in the Modern Funnel

- Website traffic that doesn't convert
- Anonymous visitors with no follow-up
- No pipeline visibility from MQL to booked call
- Missing middle-to-bottom funnel assets
- Outbound efforts disconnected from marketing data

Digital Marketing Starts With a Solid Foundation

No amount of traffic will matter if your website doesn't convert, your message doesn't resonate, or your lead capture process is broken. This section outlines the core building blocks of a digital strategy that actually drives revenue—not just clicks.



Core Pillars of a Digital Foundation

1. Website Experience & Trust Signals

- Fast load times (under 3 seconds)
- Mobile-first, intuitive navigation
- Clear value proposition in the first 5 seconds
- Trust signals: client logos, case studies, SSL, testimonials

2. Conversion-Ready Landing Pages

- One CTA per page (schedule a call, download a guide, etc.)
- Short, benefit-driven copy
- Social proof: results, clients served, testimonials
- No distractions—remove unnecessary nav or external links

3. Lead Capture & Follow-Up Infrastructure

- Simple forms (first name, email, company at most)
- CRM integration (e.g., HubSpot, Zoho, Salesforce)
- Automated email workflows for nurturing (welcome > educate > convert)

Before You Scale— Audit This First



Does your homepage clearly explain what you do and who it's for?



Can a stranger understand your offering in 10 seconds or less?



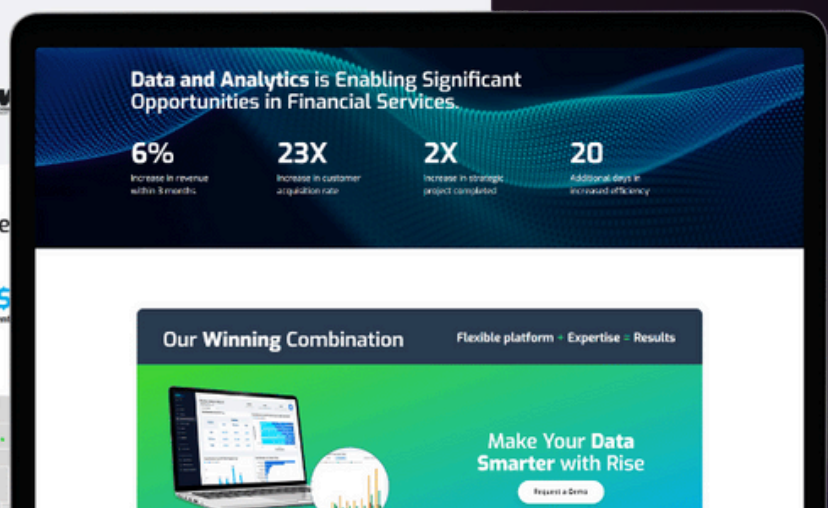
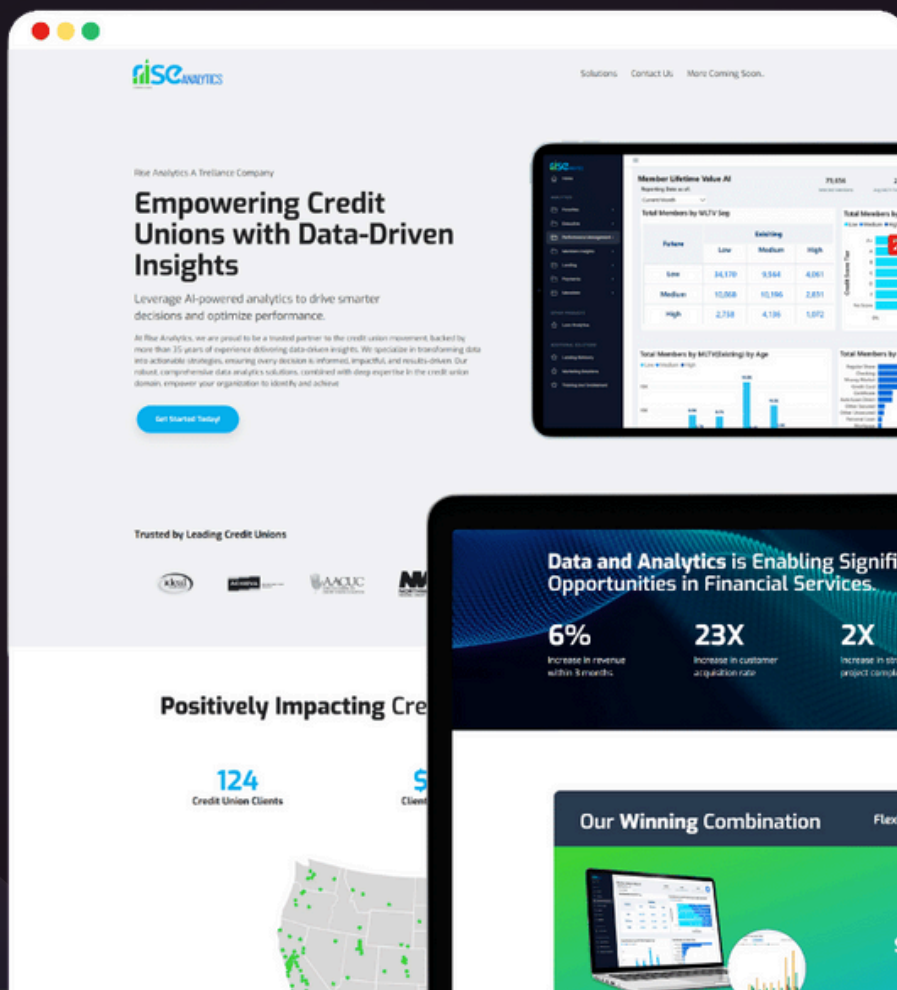
Are your calls to action visible, obvious, and valuable?



Do you have a plan for leads once they fill out a form?

Landing Pages That Convert

A great landing page doesn't sell everything—it sells one clear next step. Whether it's booking a call or downloading a guide, your page should be focused, fast, and friction-free.



Must-Have Elements

01

Headline

Clear, specific benefit. Example:
“Get More Leads Without More Cold Outreach.”

02

CTA (Call to Action)

Use action verbs. Example: “Book My Free Audit”

03

Visual or Demo

Show what they’re getting (screenshot, short video, PDF cover, etc.)

04

Trust Signals

Use client logos, testimonials, or key stats.

05

Simple Form

Fewer fields = higher conversions.
Name + Email is often enough.



Each landing page should match the offer and message that brought the visitor there.

Smart SEO for B2B Growth

It's not about traffic. It's about timing.

In B2B, your best prospects aren't just browsing—they're searching with purpose. Smart SEO makes sure you show up at the moment of intent, not just somewhere in the funnel.

Focus on What Matters

Problem-aware searches:

"best ERP for manufacturing compliance"

→ Signals research-phase buyer with urgency

Bottom-funnel keywords:

"NetSuite pricing breakdown"

→ Indicates high intent and purchase readiness

Local + service terms:

"M&A advisor in Charlotte NC"

→ Perfect for geo-specific professional services

Quick SEO Wins

- Optimize title tags & meta descriptions
- Add internal links (use topic clusters)
- Create clear service pages for each offering
- Use schema markup for reviews & FAQs



Track Real Results

- Leads from organic traffic
- Conversions from SEO pages
- Top-performing search terms
- Bounce rate & time on page

Fueling Pipeline with Buyer Intent + Outbound Execution

Your marketing is working—but without sales conversations, your funnel stalls.

SmithDigital's BDR-as-a-Service turns intent signals into booked meetings using trained reps, enriched data, and outbound execution.

BDR-as-a-Service

Real Buyer Intent. Real Conversations. Real Pipeline.



Skip the hiring. Skip the ramp-up. Get a sales-ready pipeline—on demand.

The SmithDigital Advantage



Intent-Driven Targeting

We identify leads already showing buyer intent through first- and third-party sources.

Trained Reps, Ready to Act

Our BDRs are trained to engage prospects across phone, email, and more.

No Tech Lift

We manage sequences and outreach in your CRM, from HubSpot to Salesforce.

Full Visibility

Get real-time reporting through dashboards connected to your marketing tools.

Our 9-Step Lead Gen Engine

How We Drive Demand + Deliver Results

Pinpoint Buyer-Ready Keywords

Target bottom-of-funnel search terms with high purchase intent.

Build SEO Assets That Rank

Create high-converting content mapped directly to those keywords.

Boost Rankings with Backlinks

Drive authority with strategic link-building to outperform competitors.

Convert with Smart Interactions

Deploy forms, quizzes, chatbots, and calculators to capture demand.

Unmask Anonymous Traffic

Identify visiting accounts with tools like Leadfeeder, ZoomInfo WebSights, and HubSpot tracking.

Layer Intent Signals

Combine 1st-party engagement with 3rd-party data from ZoomInfo, 6sense, Bombora, and G2.

Launch Targeted Outreach

BDRs run hyper-personalized sequences using live ZoomInfo Copilot insights.

Track What Matters

Centralized dashboards pull in Google Search Console, GA, SEMrush, HubSpot, Moz, and more.

Pinpoint Buyer-Ready Keywords

Intent > Impressions.

We go beyond basic SEO and start where real pipeline begins—at the bottom of the funnel. Our research zeroes in on high-intent keywords used by prospects actively evaluating solutions, not just learning about them.

These are the searches behind pricing pages, demo requests, and service comparisons—digital signals that say: *I'm ready to buy.*

Useful Tools

- Google Keyword Planner
- Semrush
- Ahrefs
- Moz



Create SEO Assets That Convert

Traffic is only useful if it converts.

We design content assets that not only rank—but resonate. From landing pages and deep-dive blog content to lead magnets and service breakdowns, every asset is built to drive action and support your sales process.

Built for search. Designed to sell.

Useful Tools

- Neuronwriter
- Zimmwriter

The Neuronwriter logo is displayed on a white rounded square. It features the word "NEURON" in a bold, blue, sans-serif font, followed by a blue icon of a neuron with a single synapse.

NEURON



Capture Demand with Interactive Tools

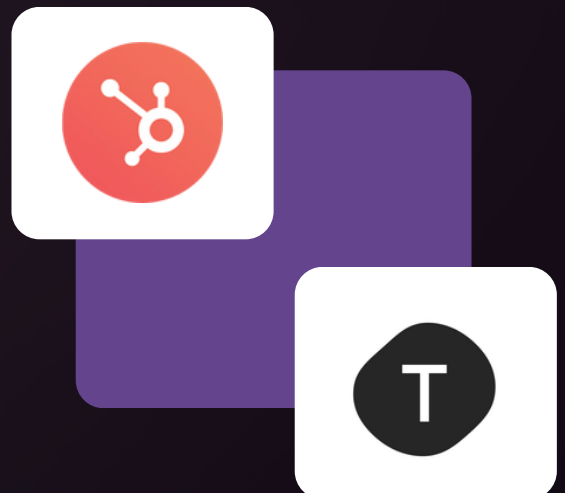
Static forms are dead.

Modern B2B buyers expect personalized, engaging experiences. We deploy calculators, quizzes, smart forms, and chatbots to turn passive visitors into active leads—and increase conversion rates dramatically.

*Engagement isn't optional.
It's your edge.*

Useful Tools

- Typeform
- HubSpot



Reveal Anonymous Visitors

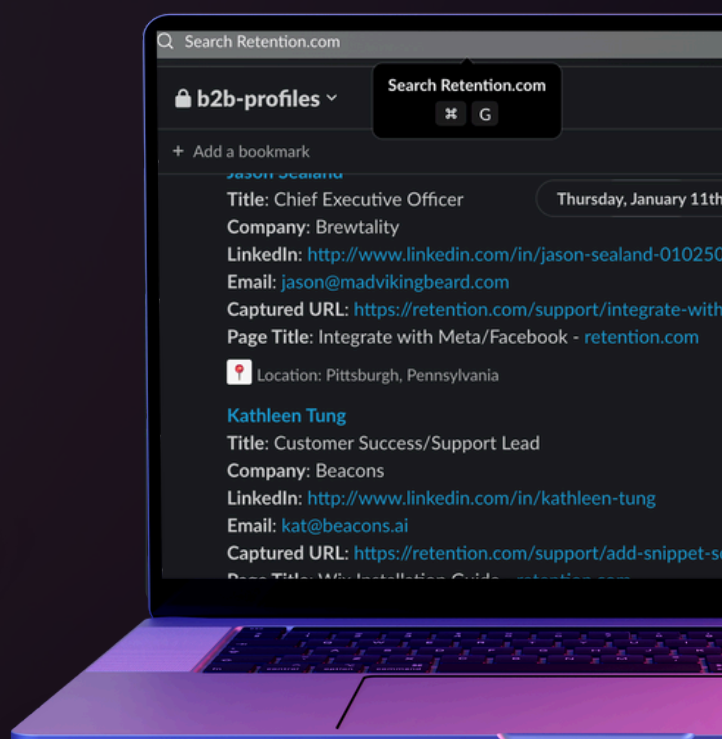
Most leads don't fill out forms. We find them anyway.

We use tools like Leadfeeder, ZoomInfo WebSights, and HubSpot web tracking to uncover which companies are visiting your site—and what they care about.

Stop guessing. Start identifying real buying behavior.

Useful Tools

- HubSpot
- RB2B
- LeadFeeder
- Zoominfo WebSights

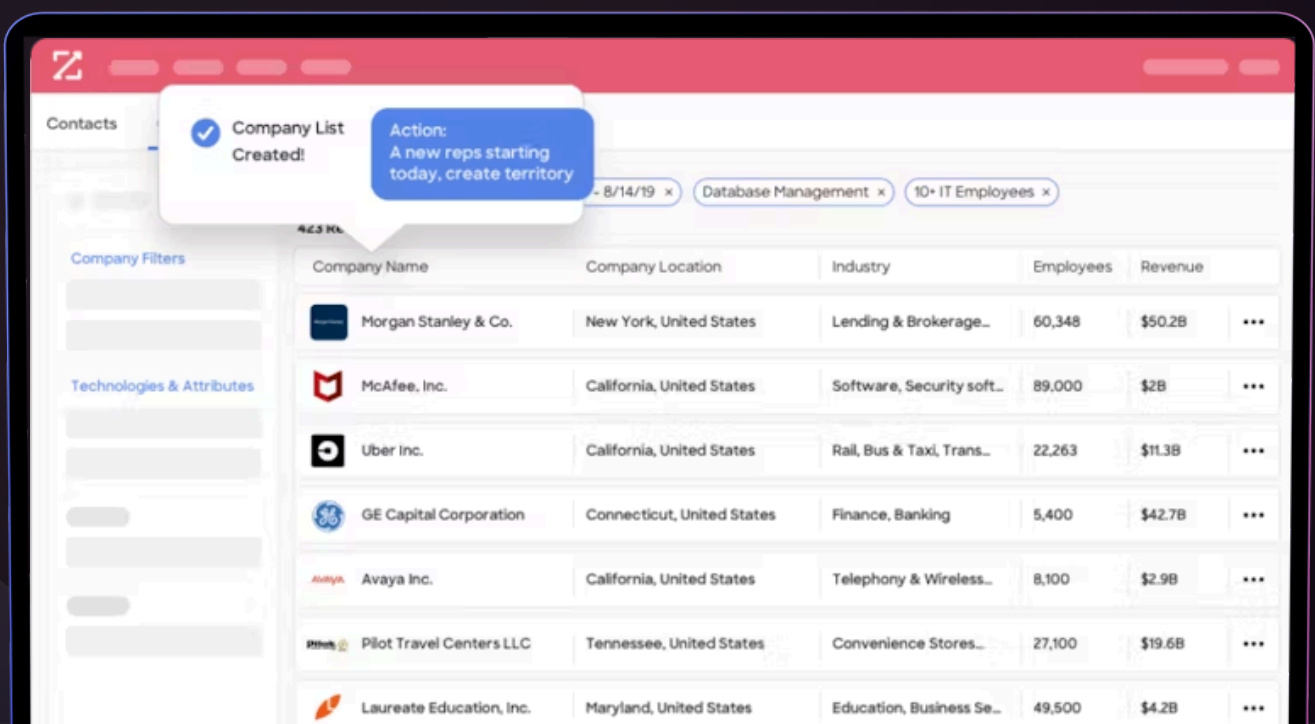


Layer Intent for Precision Targeting

First-party meets third-party = next-level insight.

We combine your website activity with 3rd party buyer intent data (from platforms like 6sense, Bombora, ZoomInfo, and G2) to build a full view of who's in-market now—and how to reach them.

You'll know who to contact—and why.



Launch Outreach with Trained BDRs

Intent without action is wasted.

Our BDR team steps in with tailored messaging, channel-specific outreach, and live-data personalization powered by ZoomInfo Copilot. Sequences are designed to cut through inbox clutter and start real conversations.

We don't just warm the lead—we walk it to your calendar.



Track It All in One View

One dashboard. Total visibility.

We integrate Databox with your full tool stack—Google Analytics, Search Console, HubSpot, Moz, SEMrush, Ahrefs, and more—so you can monitor what's working and where to double down.

Clarity is your competitive advantage.





Let's Build Your Growth Engine

You now have the roadmap
—now let's bring it to life.

Book a Free Strategy Call



(864) 689-3487



support@smithdigital.io



www.smithdigital.io

