

CHECKLIST

B2B marketing plan checklist for IT services

A six-step plan and a 90-day calendar

A B2B digital marketing plan names the buyers, agrees with sales what a good lead is, picks the channels that reach them, and reports one number every month: the leads sales accepts.

Owner _____

Start date _____

Review date _____

1. Name the buyers

- ☐ List the deciding roles: executive, technical lead, buyer, influencers.
- ☐ Note what each searches for, asks and needs to see.

2. Agree a good lead

- ☐ Define lead, MQL, SAL and SQL with sales.
- ☐ Set who follows up and how fast.

3. Prepare the proof

- ☐ Three named case studies with numbers.
- ☐ Service pages for each offer.
- ☐ Platform and industry pages where you have experience.
- ☐ A "how we work" page and a clear first step.

4. Map searches and choose channels

- ☐ Map searches by service, industry, platform and problem to pages.
- ☐ SEO and GEO to be found. LinkedIn and Google ads to reach named roles.
- ☐ Email and nurture to stay in front of buyers until they are ready.

5. First 90 days

- ☐ Month 1: definitions, tracking, site audit, keyword map.
- ☐ Month 2: fix key pages, publish, launch campaigns, build nurture tracks.
- ☐ Month 3: review lead-to-SAL by source, cut what is not accepted, publish the first report.

6. Run it

- ☐ Weekly: lead handover check.
- ☐ Monthly: one-page report with three actions.
- ☐ Quarterly: review keyword map, content, channels and definitions.
- ☐ Spend in order: measurement, proof, search, paid on converting pages, nurture.

NUMBERS TO REMEMBER

Lead-to-SAL from 0.22% to 4.12% in 12 months (top-5 Indian IT company).

SEO leads accepted at 4.37% against 2.12% for search campaigns.

Judge channels by cost per sales-accepted lead.

Want a second pair of eyes? Book a free 30-minute pipeline review. We will look at your funnel and show you what we would change first. info@search-value.com | search-value.com/b2b-digital-marketing-plan