



# B2B A To Z: Marketing Tools and Strategies That Generate Leads For Business-To-Business Companies

By Bill Blaney

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bestselling author of *The New Rules of Marketing and PR*, now in over 25 languages from Bulgarian to Vietnamese.

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*"Blaney does a fantastic job of synthesizing traditional and digital marketing tactics and strategies and making them relevant for B2B marketers. In fact, I'd go so far as to say that Blaney's explanations of strategies and tactics are more clear and more grounded and focused on generating sales and profits than you might get from a more consumer focused book."*

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- *How the new tools of the trade, from social marketing to video, web to mobile, have changed the way marketers need to plan.*

- *How LinkedIn, Slideshare, Twitter, Flickr, Facebook, PRWeb, and Blogging can expand your reach to your target audience.*
- *How Fedex and UPS bridged the gap with creative B2B campaigns and what can be learned from them.*
- *How building a category or market-focused website will give you great flexibility and put you on a page one organic Google search.*
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From the trenches of the marketing business and for a clientele that's included Canon, Chase, Capital One and more, B2B A To Z gives away the secrets on how successful B2B marketing can be accomplished for any company, with any product or service, and on any budget.

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#### About the Author

Principal and Chief Creative Officer of SOUP, Bill Blaney is a Marketing Expert, Creative Director and Social Media Strategist whose Fortune 500 client work has included Canon, JP Morgan Chase, Capital One Bank, DSM, NBC and many others. He is also co-founder of HDCameraGuide.com, one of the top professional camera websites focusing on B2B camera sales.

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