XING

The B2B Campaign Blueprint

5 steps to generating more measurable leads



How B2B marketing teams can achieve greater visibility, more leads and measurable results with targeted campaigns in 2026

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€500 in advertising credit

B2B marketing is more complex than B2C

Decisions take longer, involve several people, budgets are often limited and trust is essential. But purchasing decisions are still made by people. Emotional relevance and good storytelling matter just as much in B2B as hard facts.

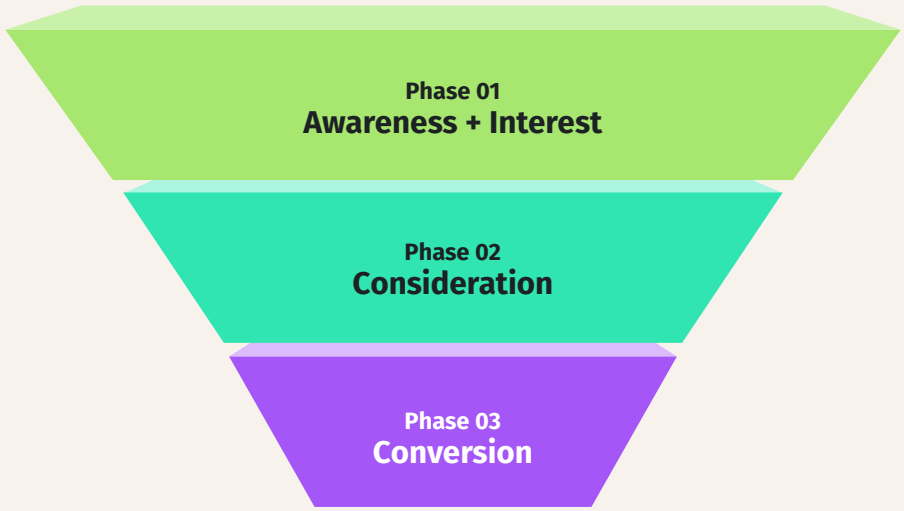
A successful B2B campaign combines rational arguments (ROI, benefits, efficiency) with emotional drivers (trust, security, identification).

This guide shows how to plan, manage and measure campaigns across the funnel, from awareness through consideration to conversion.

A successful B2B campaign combines rational arguments with emotional drivers.



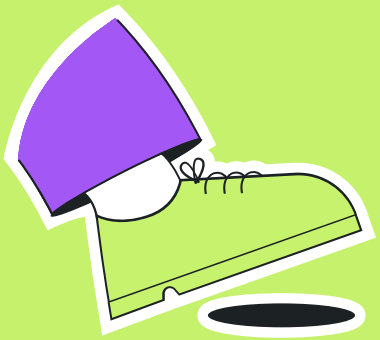
The B2B marketing funnel at a glance





Phase	Discipline	Objective	Typical KPIs
1	**Awareness + Interest**	Visibility Brand awareness Build trust	Impressions, CPM Traffic CTR and CPC
2	**Consideration**	Deepen information Increase relevance	Engagement rate Downloads
3	**Conversion**	Generate leads Prepare for closing	Webinar registrations CPL, conversion rate Lead quality Pipeline value

Build your B2B campaign in 5 steps



Whether the goal is lead generation, account-based marketing or brand building, successful B2B campaigns follow the same steps.

These five steps show how to build a campaign strategically: **from the first brand impression through lead generation to realised revenue.**

Step 1 Define your goals and target audiences

Possible objectives



Create awareness and interest

Increase **visibility and brand awareness** in your target industry.
Build trust and make potential decision-makers aware of your solution.

Build credibility and strengthen relevance

During consideration, audiences actively evaluate providers and alternatives.
Credibility and value matter. Show why your offer is relevant through **use cases, proof points** or **thought-leadership content**.

Generate leads and revenue

The lower funnel is about specific actions (**calls to action**, or CTAs), such as contacting you, requesting a demo or discussing an offer. Define what counts as a **qualified lead** or **won opportunity** so you can measure actual business success.

Selecting target audiences

Audience selection depends on campaign goals. For awareness, cast a wider net; for revenue, focus on **buying centres and high-potential key accounts**. If audiences are not yet defined, ask:

- → Who decides on the purchase?
- → Which roles or departments influence it?
- → Which industries, regions or company sizes are relevant?
- → Which challenges or pain points does your solution address?

Tip

Align goals and audiences with Sales and Management early.

That way, Marketing and Sales track the same KPIs from lead generation through revenue.

Step 2 Develop buyer personas

Every successful B2B campaign starts with a clear understanding of the people you want to reach.

Buyer personas make audiences tangible. Haven't defined your personas yet? It only takes a few steps – and we'll guide you through them.

Buyer Persona Canvas

Fill it in, print it and share it with your team.

Download



What is a buyer persona?

A buyer persona is a fictional but typical profile of someone in your target audience, such as a person in Marketing, IT or Procurement.

It describes **who** they are, **their responsibilities**, **what motivates them** and **which factors influence their decisions**.

This includes demographic and professional traits as well as motives, challenges and preferred information channels.

1 Gather data

Review customer data, CRM records and market studies. Research industry reports, business platforms and trade media for current trends and topics.

2 Interview colleagues and use external sources

Sales, Customer Success and Support know the audience well. Ask what convinces prospects and which objections recur. Platforms such as XING and LinkedIn show how your company and industry are viewed externally.

3 Identify patterns

Look for recurring goals, topics and challenges. Distinguish decision-makers, users and budget owners to prioritise messages and channels.

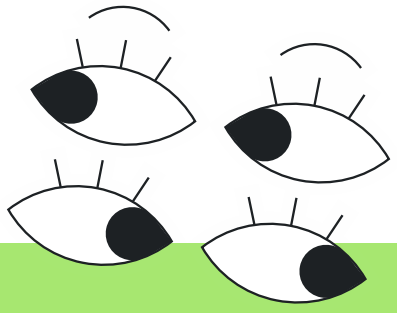
4 Develop personas

Condense findings into one to three clear profiles. Give each a short profile with name, role, goals, pain points, information behaviour and decision factors.

Step 3
Know your competitors

In B2B marketing, you compete for trust as well as attention. Review **how other providers communicate**: which topics they own, which channels they use and how they position themselves.

A structured competitor analysis reveals **opportunities to differentiate** and **messages that already work with your audience**.



Research sources

XING and kununu

On **XING and kununu**, you can see which campaigns competitors are running, which formats they use and which audiences they target. Where are the communication gaps?

Social media

Observe **how competitors communicate** on social media: which formats and content they use, which topics get attention and how audiences respond. Pay attention to tone, imagery and posting frequency.

Websites and content hubs

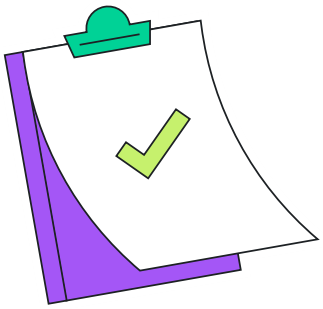
Review competitors' websites: their products, services and use cases, and the **topics and search terms** that dominate their content. This shows where you can stand out with fresh perspectives, clearer benefits or stronger proof.

Tip

Focus on a **distinctive position**, not imitation.

Ask yourself: Which message can **only we** credibly tell (our **unique selling points**, or USPs), and why does it matter to our customers?

Step 4 Choose suitable messages and activities



Goal:

→ Turn insights from goals, personas and competitor analysis into clear messages, then deliver them through suitable activities and formats.

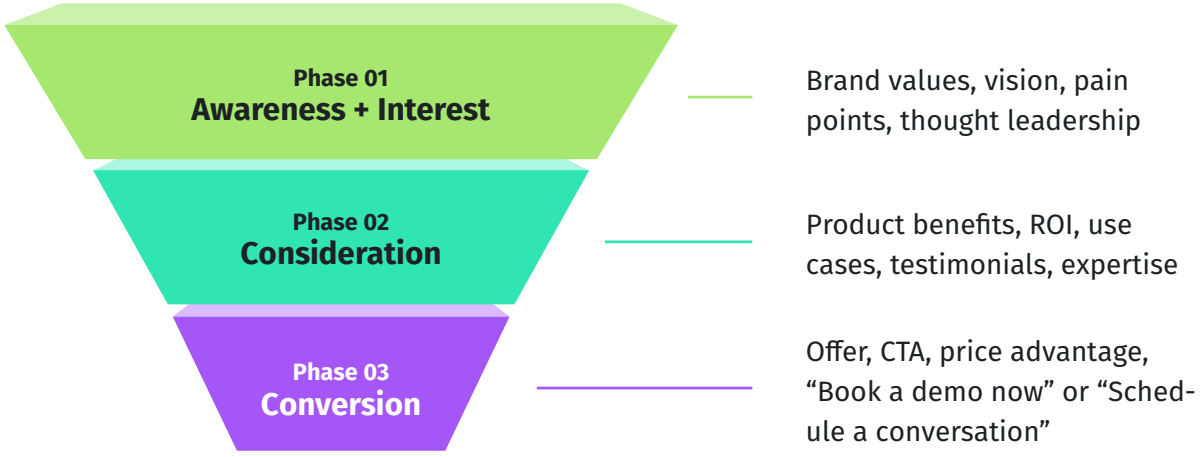
1 Formulate messages

Revisit your personas and campaign goals. Ask yourself these questions to develop precise messages:

- → Why is our offer the best solution to the current challenge?
- → Which proof, references or use cases support our credibility?
- → How do we help customers reach their goals?
- → Which specific problems do we solve?
- → How should we address our audience: technically, inspirationally or pragmatically?

2 Prioritise messages across the funnel

Match content to the funnel stage: awareness, consideration or conversion – each needs different messages and depth.



Select the right marketing activities.



Content formats and lead magnets

White papers, webinars, studies and ROI calculators are ideal door-openers. They offer value and can be offered in exchange for contact details: anyone who requests them signals genuine interest. Promote them through **paid social**, for example Lead Ads, to capture qualified contacts directly in the ad without an extra landing-page click.

XING campaigns

Use advertising formats on professional networks such as **XING** to reach decision-makers in a professional context. First-party data and more than 20 B2B-relevant targeting criteria support precise targeting. New: since XING's shift from a social to a **jobs network**, the news feed is no longer the focus. Ads face less competition, and advertising impact increases.





Google Ads and search campaigns

Search advertising reaches people actively looking for solutions.

Google Search, Performance Max and Display campaigns can increase visibility, traffic and conversion rates.



References and customer success

Show trust with **customer logos** on your website ("These companies already trust us"). Use **customer voices** – short video testimonials from satisfied customers – plus **quotes and success stories** to make results tangible.

Repeat-booking rates and project timelines also support credibility and demonstrate measurable success.



Events, trade fairs and networking

Trade fairs, webinars and industry meetups create **personal connections**, build trust and nurture leads.

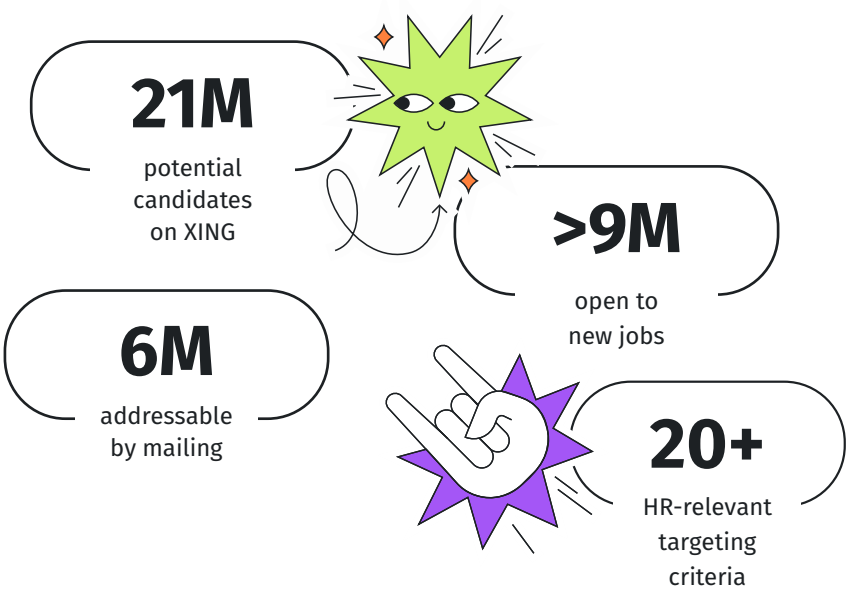
Did you know?

XING offers advertising on and off the platform:

- **Top ad placements** through XING AdManager across xing.com
- **Email campaigns** delivered directly to your target audience's inboxes
- **Exclusive placements** in XING industry newsletters
- **Programmatic advertising** using first-party data from XING members

Why XING:

On XING, B2B marketing messages break through because the environment is focused and uncluttered. **No flood of banners, no sensory overload**. Instead: high visibility in a professional context.



Advertise with XING now

and get €500 in advertising credit

Step 5 Define success metrics

Measuring results closes every B2B campaign. The method depends on your goals and activities: paid social is assessed differently from a webinar or event series.

Important: define success metrics before launch and collect data from the start.

These are often called **KPIs (Key Performance Indicators)**: the core measures used to assess your activities at each funnel stage.

Measure across the funnel

Phase	Discipline	Objective	Typical KPIs
1	**Awareness + Interest**	Attention Visibility Interest	Reach/impressions, CPM (cost per thousand impressions), brand awareness, website traffic, social engagement (likes, shares, comments)
2	**Consideration**	Convince Increase relevance Qualify leads	Clicks on “More information”, CPC (cost per click), downloads/form fills, webinar or event registrations, engagement rate
3	**Conversion**	Generate leads Revenue Repeat bookings	Qualified leads (MQLs, SQLs), CPL (cost per lead), landing-page conversion rate, opportunities (created, closed, win likelihood, won), repeat-booking rate

How to measure

Tools & systems

Tools and systems capture many activities, but not all. If time or budget for complex setups is limited, start lean: define **2–3 KPIs per funnel stage**, build simple dashboards (e.g. reach/clicks/leads), then expand gradually. Track the agreed metrics continuously **from campaign launch**.

Surveys

Quantitative data shows what happened; **surveys** explain why. Ask customers or leads how they heard about you and what convinced them. This reveals which activities worked at each funnel stage, from first awareness to purchase.

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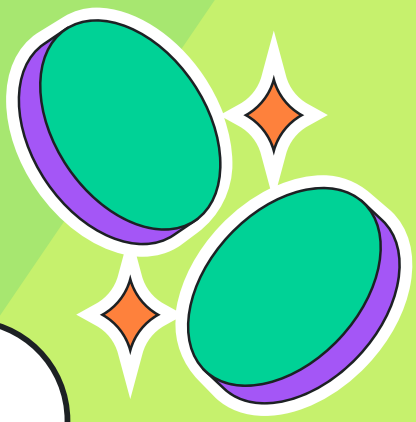

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