Omnichannel Marketing Framework for B2B

Seven steps to build the strategy, a channel map by buying stage, what each committee role needs, and how to keep one customer experience.

01 Build the strategy in seven steps

1 Define the buyer
Industry, company size, geography, buying committee, pain points, triggers, objections and decision criteria.

2 Map the buyer journey
Problem awareness, education, solution comparison, vendor evaluation, internal approval and purchase decision.

3 Choose the core message
The problem you solve, why it matters now, who you help, what is different, the proof and the next step.

4 Build content for each stage
Awareness: problem guides. Education: pillar pages, webinars. Evaluation: comparisons, case studies. Decision: audits, demos.

5 Connect distribution channels
Turn one pillar page into LinkedIn posts, emails, paid social ads, webinar themes, sales outreach and partner material.

6 Add conversion paths
Give every channel a next step. Not every CTA should ask for a demo: offer a guide, checklist, webinar or calculator.

7 Measure the full journey
Do not judge by one-channel attribution alone. Measure across the full funnel.

02 Multichannel vs omnichannel

Multichannel

- Using multiple channels
- Each activity may feel separate
- Different messages, audiences and goals

Omnichannel

- Connecting those channels
- All channels reinforce the same buyer journey
- Message, offer, audience and conversion path aligned

03 Channel map by buying stage

STAGE	MAIN CHANNELS	CONTENT
Problem awareness	LinkedIn, PR, paid social, SEO	Industry commentary, problem guides
Research	SEO, AI search, webinars, email nurture	Pillar pages, checklists, webinars
Vendor comparison	Paid search, retargeting, partner referrals	Comparison pages, case studies, cost guides
Internal approval	Sales follow-up, account-based ads, email	Business case, security documents, ROI summary
Purchase and onboarding	Sales, customer success, email	Proposal, onboarding plan, training content

04 Plan for the buying committee

ROLE	WHAT THEY NEED	CHANNELS THAT REACH THEM
Executive sponsor	Business case, risk, proof from similar companies	LinkedIn thought leadership, PR, case studies, executive briefings
Technical evaluator	How it works, integrations, security	Documentation, technical guides, webinars, demos or trials
Day-to-day user	Workflow fit and ease of use	Product videos, how-to content, communities, review sites
Finance and procurement	Pricing, terms, return on investment	Pricing page, ROI calculator, security and compliance pack
Internal champion	Material to sell the decision internally	One-page summary, comparison sheet, business case template

05 Keep one customer experience

- ☑ One message document that ads, posts, emails, pages and sales decks start from
- ☑ The CRM is the source of truth, logging every touch by contact and account
- ☑ Written handoff rules for when a lead passes from marketing to sales
- ☑ The first sales message refers to what the buyer already read or attended
- ☑ Stalled deals go back to a relevant email track, with the reason recorded
- ☑ Sales and marketing share one content library

☑ Reporting by account, not only by lead

06 The rule to remember

> *The buyer does not think in channels. The buyer thinks in problems, options, risks and trust.*

Full guide: **mustardseedmt.com/learning-center/omnichannel-marketing**

Free to share with a link to the source page · © 2026 Mustard Seed Solutions