

# Basic Training for B2B Marketers Checklist

POSITIONING & STORYTELLING	DONE?
Dave Gerhardt ( <a href="#">LinkedIn</a> / <a href="#">Patreon</a> )	
Josh Braun ( <a href="#">LinkedIn</a> / <a href="#">video</a> )	
New Sales. Simplified. - Mike Weinberg	
Building a StoryBrand - Donald Miller	
Ca\$hvertising - Drew Eric Whitman	
Obviously Awesome - April Dunford	
PLANNING & MEASURING	DONE?
Case Interview Secrets - Victor Cheng	
<a href="#">Visualizing your customer acquisition funnel</a> - Gorilla 76	
<a href="#">The side effects of marketing nearsightedness</a> - Gorilla 76	
Training of your choice <ul style="list-style-type: none"><li>• Google Analytics</li><li>• Google Search Console</li><li>• Google My Business</li><li>• Google Tag Manager</li><li>• Google Data Studio</li><li>• CRM (HubSpot or similar)</li><li>• Pivot tables (Excel/Sheets)</li></ul>	
Paid training that covers most of these tools: <a href="#">CXL Institute Online Courses</a> (via All-Access Pass)	
CONTENT PRODUCTION	DONE?
<ul style="list-style-type: none"><li>• They Ask You Answer - Marcus Sheridan</li><li>• Epic Content Marketing - Joe Pulizzi</li><li>• <a href="#">What your content and wet dogs have in common</a> - Gorilla 76</li><li>• <a href="#">How manufacturers can generate content marketing ideas</a> - Gorilla 76</li><li>• <a href="#">How to extract expert knowledge from your team and turn it into incredible content</a> - Gorilla 76</li></ul>	

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DESIGN & UX	DONE?
<a href="#">Don't Make Me Think, Revisited</a> - Steve Krug	
<a href="#">Design for non-designers</a> - David Hall	
<a href="#">If your website were a house: To repaint, rehab or rebuild</a> - Gorilla 76	
<a href="#">The perfect home page</a> - Gorilla 76	
<a href="#">The perfect case study</a> - Gorilla 76	
ACQUISITION CHANNELS	DONE?
Paid social & email (content distribution)	
<a href="#">Why hitting publish isn't enough</a> - Gorilla 76	
<a href="#">Generating demand on Facebook &amp; LinkedIn</a> - Gorilla 76	
<a href="#">Expert insights for B2B Facebook Ads</a> - Chris Walker	
<a href="#">Follow Chris Walker</a>	
Google Ads	
<a href="#">Google Skillshop</a>	
<a href="#">A guide to using Google Ads for B2B lead generation</a> ("Tips to minimize unqualified clicks")	
<a href="#">CXL Institute Google Ads Course</a> (via one-month All-Access Pass)	
SEO	
<a href="#">Beginner's Guide to SEO</a> - Moz	
<a href="#">Moz Top 10 Newsletter</a>	
<a href="#">Backlinko Newsletter</a>	