

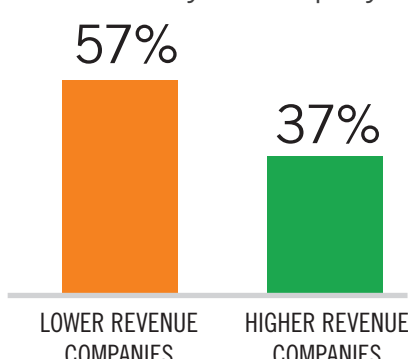


# 8 Ways B-to-B Marketers Can Take on Growth Leadership

New research shows a tremendous upside for business-to-business marketers who are willing to drive changes in organizational culture, demonstrate marketing ROI, and acquire needed skill sets

## 1. DEVELOP STRATEGIC MARKETING OBJECTIVES

Not Sales plans but marketing objectives with a customer-centric view that differentiate your company and prove your strategic value



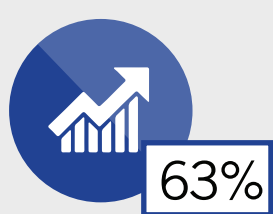
B-to-B companies with flat/lower revenue are more likely to perceive Marketing as an extension of Sales, not a strategic discipline



## 2. INVEST IN ROI METRICS

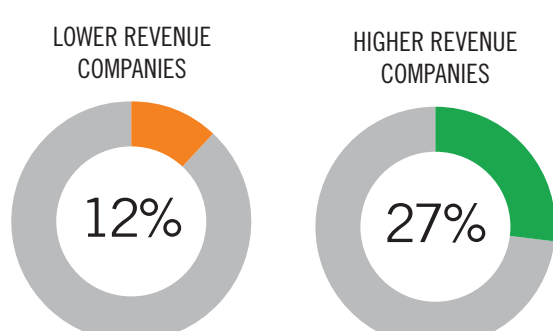
The majority (63%) of B-to-B marketers believe that in the next 3-5 years marketers will be required to demonstrate ROI

However, nearly 6 out of 10 marketers say that measurement tools are still not what they need them to be to demonstrate ROI



## 3. CULTIVATE CLOSE RELATIONSHIPS WITH I.T. AND FINANCE

These relationships are required to implement digital marketing strategies, measure performance, and control budgets



Companies with higher revenue believe developing a closer relationship with IT is an effective strategy for removing barriers to advancing marketing's contribution

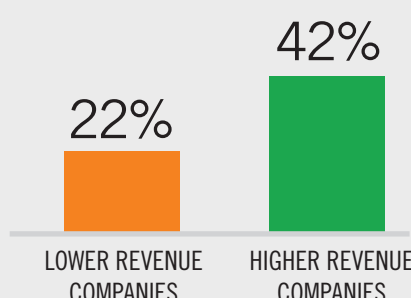


## 4. FIND A MARKETING ADVOCATE

Over two-thirds (69%) of B-to-B marketers believe that in the next 3-5 years marketers will need a senior champion/advocate to succeed

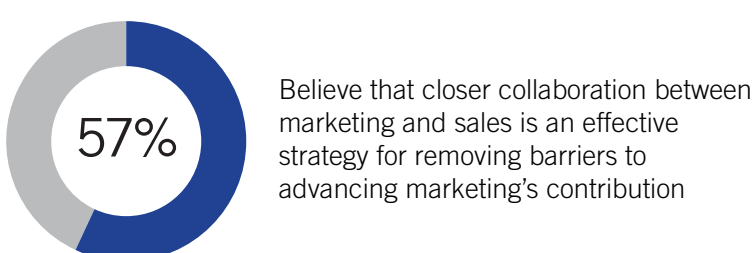


Companies with higher revenue believe the marketing function is a competitive advantage for the organization

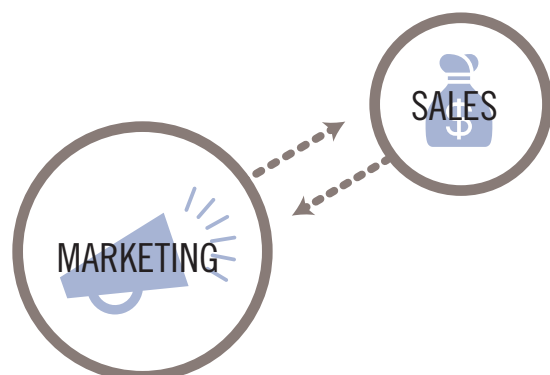


## 5. PARTNER WITH SALES

B-to-B marketers have to close the chasm between Marketing and Sales

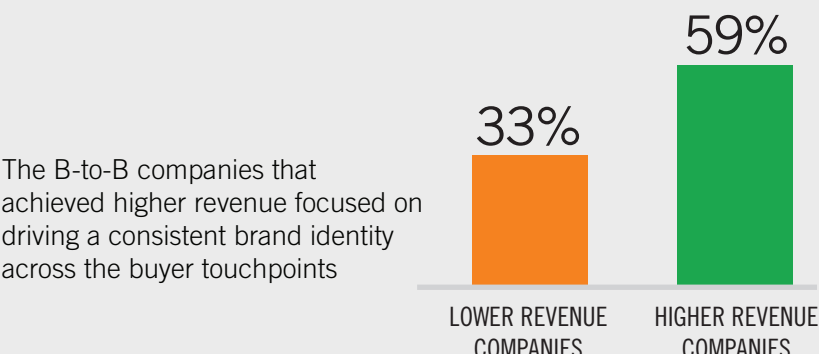


Believe that closer collaboration between marketing and sales is an effective strategy for removing barriers to advancing marketing's contribution



## 6. CREATE A BRAND IDENTITY

Create a consistent, differentiated brand identity across online and offline buyer touchpoints and across all parts of the organization



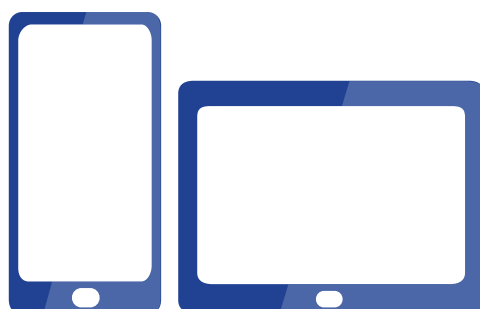
The B-to-B companies that achieved higher revenue focused on driving a consistent brand identity across the buyer touchpoints



## 7. ACQUIRE DIGITAL MARKETING AND TECHNOLOGY SKILL SETS

The adoption of digital/mobile tactics by customers will require digital marketing and technological skill sets in the next 3-5 years

64% say adoption of digital/mobile tactics by customers will continue to accelerate and be an important component of successful B-to-B marketing



71% agree that digital marketing and technological skill sets will be required

## 8. MAP THE CUSTOMER JOURNEY AND PERSONAS

The most important activities for marketing managers:

Developing marketing strategies for each buying persona

Developing and curating content to sustain brand engagement

Ensuring consistent brand positioning across all parts of the organization

