

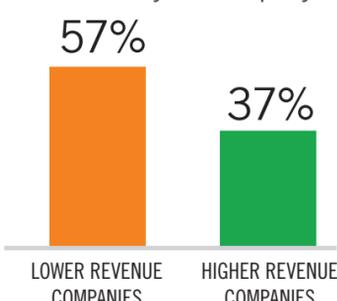


8 Ways B-to-B Marketers Can Take on Growth Leadership

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



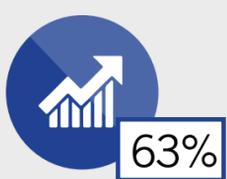
B-to-B companies with flat/lower revenue are more likely to perceive Marketing as an extension of Sales, not a strategic discipline



2. INVEST IN ROI METRICS

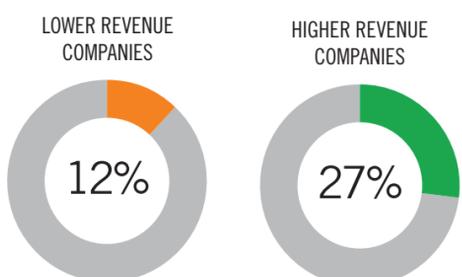
The majority (63%) of B-to-B marketers believe that in the next 3-5 years marketers will be required to demonstrate ROI

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

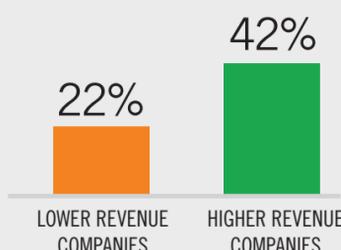


4. FIND A MARKETING ADVOCATE

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

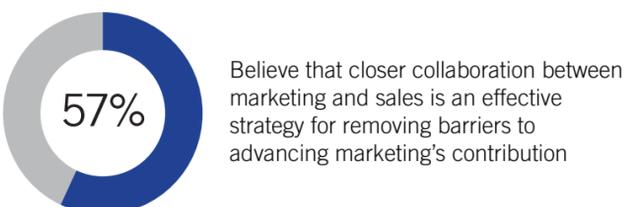


Companies with higher revenue believe the marketing function is a competitive advantage for the organization



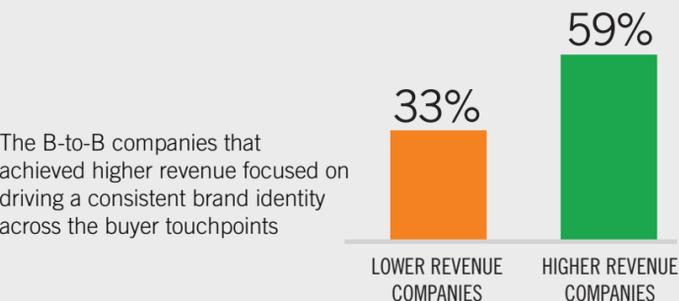
5. PARTNER WITH SALES

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

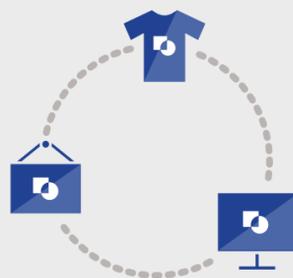


6. CREATE A BRAND IDENTITY

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

