

Six ways modern marketers achieve excellence

As technology evolves, so do customer expectations. They expect—and reward—a smooth journey, consistent messaging, and the ability to engage with your brand on their messaging channels of choice.

Keeping track of so many moving pieces can prove challenging for marketers. To remain competitive and achieve aggressive growth goals, marketers are updating their approach to include technology solutions that do the heavy lifting for them.

Here are six steps you can take to fine-tune the customer experience in real time and realize revenue growth:

1

Unite marketing and sales

It is important to align the goals of marketing campaigns with the objectives of the sales team.

Wherever possible, marketing leaders should look to bridge the gap between marketing and sales. Instead of the usual back-and-forth regarding lead quality versus lead quantity, sales management and marketing teams should work together to fine-tune marketing automation tools, such as lead scoring, to drive more qualified leads. Teams can also collaborate to refine nurture campaign timing in order to better align content with the sales and marketing funnel.

Sales and marketing alignment should also extend to technology. Data silos are a quick way to lose momentum on good leads. Alignment begins with marketing using marketing resource management (MRM) technology to ensure that marketing plans and budgets align with the stated goals of the company and the sales team.

Executing campaigns with marketing automation helps ensure consistency in the timing of campaigns. Marketing automation also improves measurement of results, so it is easier to determine what delivers the best results and do more of that.

Finally, the sales team needs to carefully manage the qualified leads delivered by marketing. The best way to do that is also through automation; CRM helps sales shepherd leads through the pipeline and close more deals.

Ideally, the marketing and sales technology systems should be integrated, so the process for handing off leads between the departments works as flawlessly as possible.

2

Gain momentum

Productivity remains a chief concern for CMOs. Under the perpetual pressure to prove the value of every dollar spent, many marketers are turning to technology.

When it comes to the question of *how*, 80% of executives think artificial intelligence (AI) can **increase productivity**.

Fortunately, these leaders can gain technology momentum right now by adding marketing automation and productivity solutions to their existing marketing technology stack.

But to truly gain momentum in the fast-changing marketing realm, decision makers must choose solutions that integrate with one another to produce insights that span the entire customer journey, not just a single campaign.

To identify meaningful behavioral changes amongst customers, B2B marketers must gain clear visibility into every step along the purchasing path. With this information, marketers can better understand which activities play the biggest role in converting prospects into buyers and boost their return on investment (ROI).

3

Reimagine the customer experience

The typical B2B buyer journey involves multiple touchpoints. Before even becoming a qualified lead, the **average buyer** has to interact with your brand 6-8 times. Throughout that decision-making process, these buyers expect to receive a consistent experience across every channel.

Regardless of the placement—website, email, social media, paid search, blog, et cetera—your messages need to agree with one another.

Prospects don't care that you have different content teams generating material for each channel; they expect it to come together in a consistent, cohesive manner that addresses their top concerns.

This movement isn't going away anytime soon. In fact, **some experts predict** the customer experience will soon surpass price and product as the primary way a brand can differentiate itself in a competitive marketplace.

4

Automate common tasks

Asking marketers to start fresh with each new initiative is a recipe for disaster—especially as increasingly complex solutions are added to the marketing stack.

Give your team a starting place. Whether it be high-converting templates or best practices by persona, helping your team build on previous successes will accelerate productivity and growth opportunities.

B2B companies that **use marketing automation effectively** enjoy greater efficiency, lead generation, customer engagement, and conversions.

To get the full benefit of automation, companies must first strive to gain a comprehensive understanding of buyer behavior—one that evolves in real time, as each individual further engages with your brand.

While it's important to automate repeatable tasks, one must balance that efficiency with agility. The goal as a modern marketer isn't to set-and-forget your efforts, but to consistently improve campaign performance by responding to customer activity in real time.

5

Engage all channels

Modern marketers should maintain an "always-on" marketing presence. This is achieved through automation that ensures responsiveness to potential leads even when no one is in the office. To remain "always on," businesses need to engage in marketing across many channels, including online, social media, mobile, events, email nurture campaigns, and a mix of both inbound and outbound efforts.

78% of companies report achieving **increased sales growth** as a result of applying a holistic approach to omni-channel marketing that reduces friction in the customer experience.

If mobile hasn't become one of your marketing channels yet, consider this: After experiencing trouble accessing the mobile version of a site, 40% of users say they'll **seek out** a competitor instead.

B2B buyers are frequently on-the-go and relying on mobile content to fuel decision-making.

6

Predict the future

Research suggests that the B2B buying process is getting longer because more decision makers are being added to the mix.

Simply guessing at what each of these personas might need to move forward isn't enough anymore. These buyers aren't static personas. They're people, with individual outlooks and needs.

To better serve each member of the expanding B2B buying committees, modern marketers must rely on predictive analytics to better understand and serve up the piece of information each decision maker needs next.

Using data to drive the buyer journey can **improve marketing ROI** by up to 20%.

Due to the massive amount of data-mining and speed required to achieve this goal, marketers will need to rely on the help of well-integrated marketing automation, CRM, and predictive analytics solutions that can work together as a single platform.

Find out more about achieving modern marketing excellence.

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