The world of business is changing faster than ever

Introduction

before, fueled by the aftermath of the pandemic, economic uncertainty, new technologies like automation, and several other factors. From a marketing perspective, increased competition for customers'

attention is making it harder than ever to generate interest in products and services, and to convert that interest into sales and profitability. There are a **number of different strategies** that organisations can explore to make their marketing resonate more with their audiences, but are they taking full advantage? To find out, SPOTONVISION

has invited businesses to take

part in our Campaign Maturity

Scan. Within it, respondents have answered ten questions on the current state of their strategy, campaigns, marketing technology, and alignment between Marketing and Sales. As of December 2022, 160 people

from a range of B2B backgrounds and industries had completed the scan, and the results and findings are summarised in this report. You'll also be able to read key takeaways of what the results mean for **marketing in 2023**, and how businesses like you can improve your strategies and campaigns.

Want to put yourself on the right track for 2023?

Results and findings

I work with a clear

their activities are either aligned to strategic priorities, or that they adjust their strategy regularly to meet planning needs. On the other hand, 48% are taking a less proactive meet plans, or by adding 'ad-hoc' activities.



channels on an ongoing basis.

& have optimized my

I can measure my results and deliver qualified leads

We are working on ABM & have (partly) automated and personalized campaigns for

our top accounts

We are busy with ABM • campaigns an have made

the process personalised,

automated and scalable

preference center

to Sales

5) How far are you with promotion & conversion optimization? I am continuously working on conversion optimization

I mainly do ad hoc, short-

I am fully equipped in promotion and conversion for an increasingly

ABM is not something

We have taken the first steps to

ABM campaigns & have manually

personalised content for our top

Unfortunately, I have no clear

I do not use integrated marketing and sales tools

I have my CRM system in order

We have basic agreements

Sales and Marketing use a

joint lead process with clear

agreements and consult regularly

about the strategy and approach

between the teams

definitions

about contact dates and lead

and have automated simple

marketing workflows

KPIs yet

we can do this time

accounts

term promotional activities

better customer experience More than two-thirds of respondents have at least some form of conversion mechanism in place in order to connect interest and sales. This is encouraging and shows that businesses recognise the importance of the link between marketing and sales. However, there is still room for differentiation in this area, as the 18% of those continuously optimising their conversions demonstrates. 6) Are you working on account-based marketing campaigns?

Account-based marketing (ABM) is clearly becoming a popular way of reaching out to target markets, and is **now** practised by 65% of respondents. Interestingly, of those who have fully embraced ABM campaigns, more than half of ABM practitioners are using some sort of automation and personalisation to enhance the experience and content

that their audiences receive (35% of all respondents).

35

Yes, I have clear KPIs and static dashboard in which I can measure progress While almost 70% of respondents have clear KPIs in place, only 20% have any sort of dashboard in place from which they can measure progress and gain insights. Only those 20% are maximising the value and use of those KPIs, which makes it far easier to hone content and strategies, and make changes to improve outcomes in real time.

There are no clear agreements between Sales and Marketing Sales and Marketing

have weekly feedback

appointments

shared priorities

& Marketing aligned? We continuously monitor and We have a few agreements improve the process and our

10) How are the priorities and strategies of Sales

Key takeaways Looked at as a whole, it's clear that there is still a wide variety of different approaches being taken across organisations when it comes Some have pushed themselves to enjoy all the benefits of integration,

effectiveness of these strategies is decreasing all the time.

for companies falling behind their competitors is clear:

optimise content to maximise conversion.

Across the **4 key areas** of focus of the report, the path forward

STRATEGY: a clear and validated plan, adjusted regularly

ि CAMPAIGNS: dynamic campaigns, matched to specific

based on detailed buyer insights, with a constant aim to

buyer profiles, with continuous optimisation of conversion

- ideally including automated, personalised ABM as appropriate.

and sales systems as possible. SALES & MARKETING ALIGNMENT: much closer collaboration between marketing and sales, including the agreement of a coordinated strategy and regular

support of an expert partner can help you get to where you want to be. How well does your business marketing measure

against these cross-industry benchmarks?

www.spotonvision.com | info@spotonvision.com

Complete your Maturity Scan HERE **STRATEGY** 1) How would you describe your current marketing strategy? validating planning My activities are in line with strategic priorities & objectives I work with clear validated - 20 planning & adjust it regularly I do a lot of ad hoc activities It is interesting to note that there is a near-even divide in approaches between our respondents. In total, **52%** say that approach, either through a lack of adjustment of strategy to 2) How well do you know your buyer? I constantly validate my 11 insights into my buyers and I have a good overview of the their buying process buyer & the buying process & 28 I have a good overview of regularly validate the insights the buyer and the buying process I do not have a deep understanding of the buyer That **30%** of respondents say that they **do not have a deep** understanding of their buyers is concerning; these companies will find it much more difficult to connect with prospective customers successfully. They will certainly be losing out to the 42% who say that they regularly or constantly validate the buyer insights they gain, as these businesses will know the messaging and experiences that will best appeal to their buyers. 3) How well do you manage your content marketing? I have optimised my content & 15 mainly have dynamic content 36 My content is mainly product information I optimized my content • 16 for better conversion I have content for multiple stages of the buying process The findings here can be divided into 3 roughly equal portions: those who optimise content (31%), those who deliver content in multiple stages of the buyer's journey (33%), and those who simply post product information (36%). That those who are optimising content to maximise conversion, including with dynamic content, are still in the minority underlines what a differentiator a good content marketing strategy can still be. **CAMPAIGNS** 4) Which description best fits your campaign? My campaigns are dynamic, tailored to buyer behavior, My campaigns are mainly 35 profile and interests focused on email and social are short term I work with integrated • online campaigns (e-mail, social, SEA) I work with integrated multichannel campaigns (including offline) Similar to the responses to the previous question, the **propor**tion of companies who are leveraging advanced, dynamic campaigns based on buyer insights is still very much the minority (20%). This, however, will make them stand out from their competition, especially compared to those still focusing on short-term email and social campaigns. This is because they will be sending out strong messaging through multiple

MARKETING TECHNOLOGY 7) Do you have clearly formulated KPIs? I have a dynamic performance dashboard with insights into the funnel, acquisition and engagement Yes, I have clear KPIs - 23

marketing and sales systems

I have integrated CRM, -22

marketing automation, website and social tools

8) Do you use integrated systems? I have integrated all possible

14

31

Only 14% of respondents have gone as far as they can in

bringing all their marketing and sales systems together

9) How is the alignment between Sales & Marketing?

It is noticeable from these results that in many organisations,

marketing teams that consult regularly and operate through

appointments every week, they are still missing out on some

sales and marketing operations are still siloed, at least to a

certain extent. Only 26% of respondents have sales and

a joint lead process. While another 22% have feedback

of the integration opportunities that can drive smoother

customer journeys and higher conversion rates.

through full integration. Not only will they be benefiting the most from the coordination of data to find deeper insights, but they will also be able to execute campaigns and run marketing and sales operations far quicker than their counterparts. This frees up time for their staff to add even more value in other areas of their organisations. SALES & MARKETING ALIGNMENT

We have a coordinated and We have no agreements about automated process in which strategy and approach between we structurally discuss and the teams set up priorities with Sales Responses to this section are mixed, perhaps driven by the different levels of sales and marketing integration highlighted in the previous question. But whatever the level of integration, it is worrying to see that a quarter of respondents have no strategic agreement in place between the two departments whatsoever.

to their marketing campaigns. automation and a more proactive, data-driven marketing strategy. However, others are lagging behind with the same simple processes that have been in place for many years. While these may be cheaper and easier to implement, advances by competitors mean that the

MARKETING TECHNOLOGY: clear KPIs, with the means to access and monitor them in real time through dashboarding, which should be integrated with as many marketing

monitoring and consultation between the two departments. Achieving this more advanced, tech-based approach to marketing can potentially be more expensive and time-consuming, but the potential rewards of extra conversions and revenue make the invest-

ment worthwhile. And in any case, if you don't feel that you have the

capacity to adopt these innovations and strategies in-house, then the

Start your Maturity Scan NOW

Copyright © SPOTONVISION

