

How advanced are your B2B marketing campaigns in 2023?

Introduction

The world of business is changing faster than ever 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**.

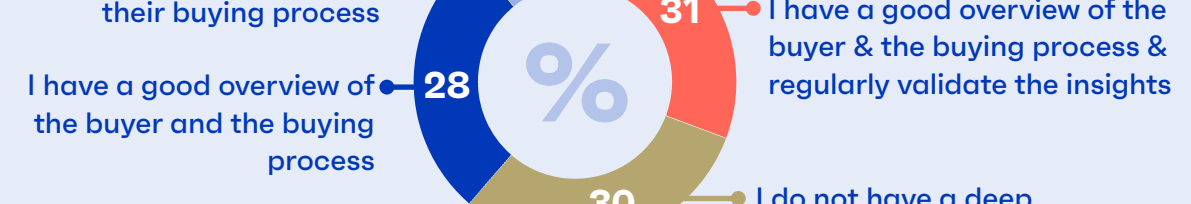
Want to put yourself on the right track for 2023?

[Complete your Maturity Scan HERE](#)

Results and findings

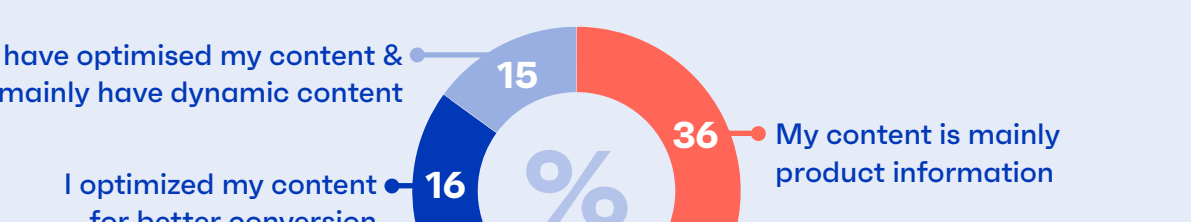
STRATEGY

1) How would you describe your current marketing strategy?



It is interesting to note that there is a near-even divide in approaches between our respondents. In total, **52%** say that 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 approach**, either through a lack of strategy to meet plans, or by adding 'ad-hoc' activities.

2) How well do you know your 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.

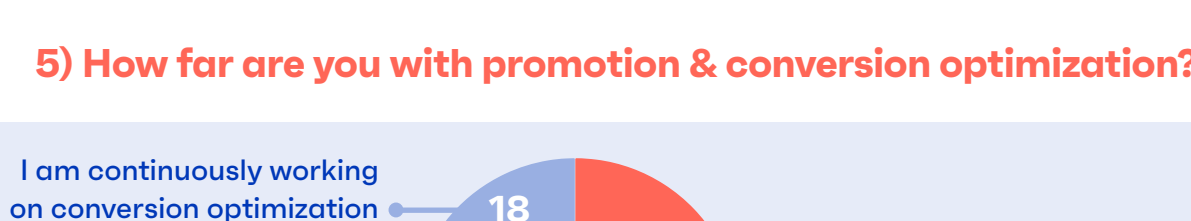
3) How well do you manage your content marketing?



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, along with dynamic content, are still in the minority underlines what a differentiator a good content marketing strategy can still be.

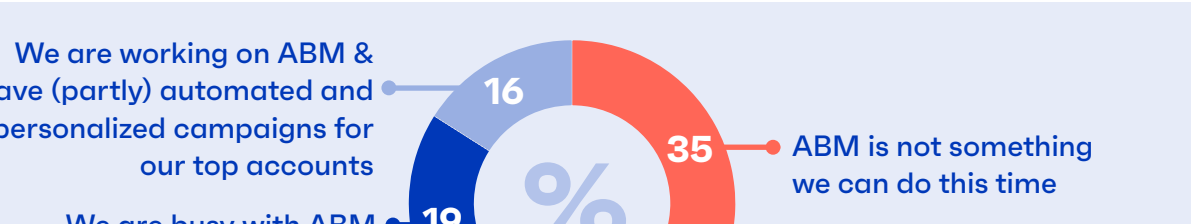
CAMPAIGNS

4) Which description best fits your campaign?



Similar to the responses to the previous question, the **proportion 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 channels on an ongoing basis.

5) How far are you with promotion & conversion optimization?



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**.

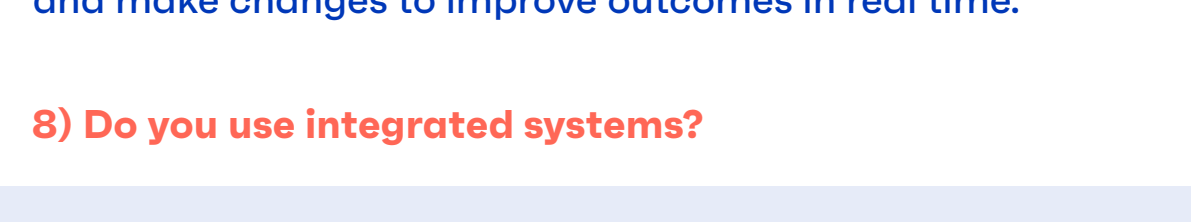
6) Are you working on account-based marketing campaigns?



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**).

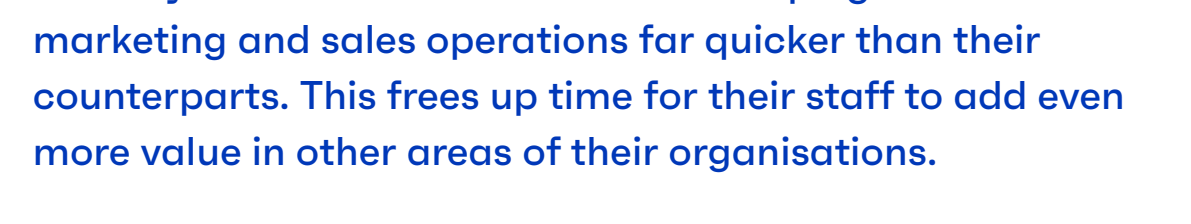
MARKETING TECHNOLOGY

7) Do you have clearly formulated KPIs?



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.

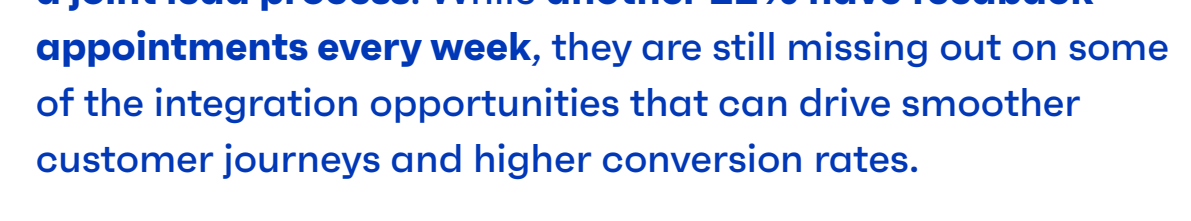
8) Do you use integrated systems?



Only 14% of respondents have gone as far as they can in **bringing all their marketing and sales systems together 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.

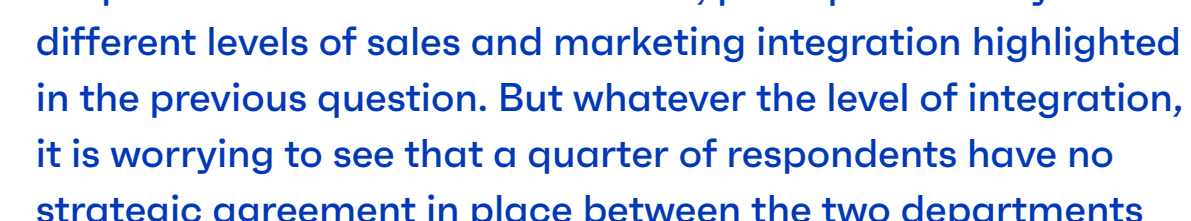
SALES & MARKETING ALIGNMENT

9) How is the alignment between Sales & Marketing?



It is noticeable from these results that in many organisations, sales and marketing operations are still siloed, at least to a certain extent. **Only 26% of respondents have sales and marketing teams that consult regularly and operate through a joint lead process**. While, **another 22% have feedback appointments every week**, they are still missing out on some of the integration opportunities that can drive smoother customer journeys and higher conversion rates.

10) How are the priorities and strategies of Sales & Marketing aligned?



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.

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 to their marketing campaigns.

Some have pushed themselves to enjoy all the benefits of integration, 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 effectiveness of these strategies is decreasing all the time.

Across the **4 key areas** of focus of the report, the path forward for companies falling behind their competitors is clear:

STRATEGY: a clear and validated plan, adjusted regularly based on detailed buyer insights, with a constant aim to optimise content to maximise conversion.

CAMPAIGNS: dynamic campaigns, matched to specific buyer profiles, with continuous optimisation of conversion - ideally including automated, personalised ABM as appropriate.

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 and sales systems as possible.

SALES & MARKETING ALIGNMENT: much closer collaboration between marketing and sales, including the agreement of a coordinated strategy and regular 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 investment 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 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?

[Start your Maturity Scan NOW](#)

www.spotonvision.com | info@spotonvision.com

Follow us

SPOTONVISION
Seamless B2B experiences