

AVOIDING B2B MARKETING BLIND SPOTS

You might think your B2B marketing strategy is hitting the mark – but are you aware of your blind spots?

Without clarity on the tools and techniques that are missing from your plan, it's unlikely your business will run to its full potential. Take a look at the insights below to see how you can refine your strategy...



1

41% of B2B marketers are only using in-house resources to action their marketing plans.^[1]

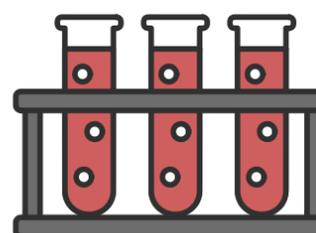
2

Just 23% of CMOs feel they are producing content with the right information for the right audience, and delivering it at the right time, in the correct format.^[2]



3

Only 17% of marketers use landing page A/B tests to improve conversion rates.^[3]

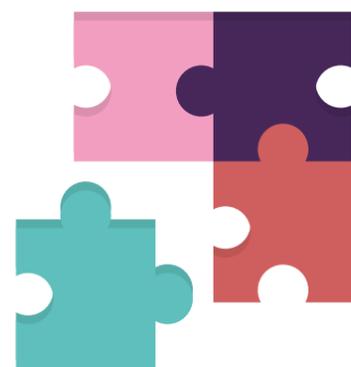


4

Unbelievably, just 35% of marketers said that understanding the ROI of their campaigns is “Very Important” or “Extremely Important”.^[4]

5

90% of companies say their sales and marketing teams are not aligned.^[5]



6

Nearly half of businesses say sales and marketing misalignment is preventing them from closing deals.^[6]

7

Only 40% of businesses say they prioritise solving customers' problems over promoting their products.^[7]



8

While 69% of buyers are willing to pay more for a more personalised experience, B2B marketers are “still missing the mark”.^[8]

POWER YOUR PROJECTS WITH RIGOROUS RESEARCH.

At Really B2B, we know you can't generate revenue if you don't have the right contacts, the right message and the right strategy. That's why we use our stack of qualitative and quantitative research methodologies and expert know-how to suss out exactly who your decision-makers and influencers are, what they need to hear and how best to reach them. The results? Deeper, longer-lasting relationships with prospects and customers, and improved ROI from all marketing activity.

To speak to us about your marketing goals and how you can maximise your efforts, call us today on 0845 519 8517 or email hello@reallyb2b.com

[1] <https://www.smartinsights.com/b2b-digital-marketing/b2b-marketing-trends-for-2020/>

[2] <https://www.ventureharbour.com/digital-marketing-statistics-charts/>

[3] <https://www.hubspot.com/marketing-statistics>

[4] <https://www.hubspot.com/marketing-statistics>

[5] <https://www.agencyinc.co.uk/wp-content/uploads/2019/12/AgencyInc-B2B-Marketing-Trends-2020.pdf>

[6] <https://www.agencyinc.co.uk/wp-content/uploads/2019/12/AgencyInc-B2B-Marketing-Trends-2020.pdf>

[7] <https://www.forbes.com/sites/forrester/2020/02/11/b2b-marketing-should-organize-around-the-customer-in-2020/#7cb0db0e2e6c>

[8] <https://www.toprankblog.com/2020/01/digital-marketing-trends-2020/>