

# 5 Keys to Measuring Marketing Efficacy

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# B2B Marketing in 2009

## 2009 Big List of B2B Marketing and Sales Blogs

Posted by Galen DeYoung | B2B Social Media | 70 thoughts



## The 2009 Big List of Blogs

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TOPLINE REPORT



## B-to-B Marketing in 2009: Trends in Strategies and Spending

A report on findings from a study conducted by  
MarketingProfs in conjunction with Forrester Research

## Top 10 2009 B2B Marketing Trends

January 7, 2009 | Published in Demanding Views



Hits: 8854

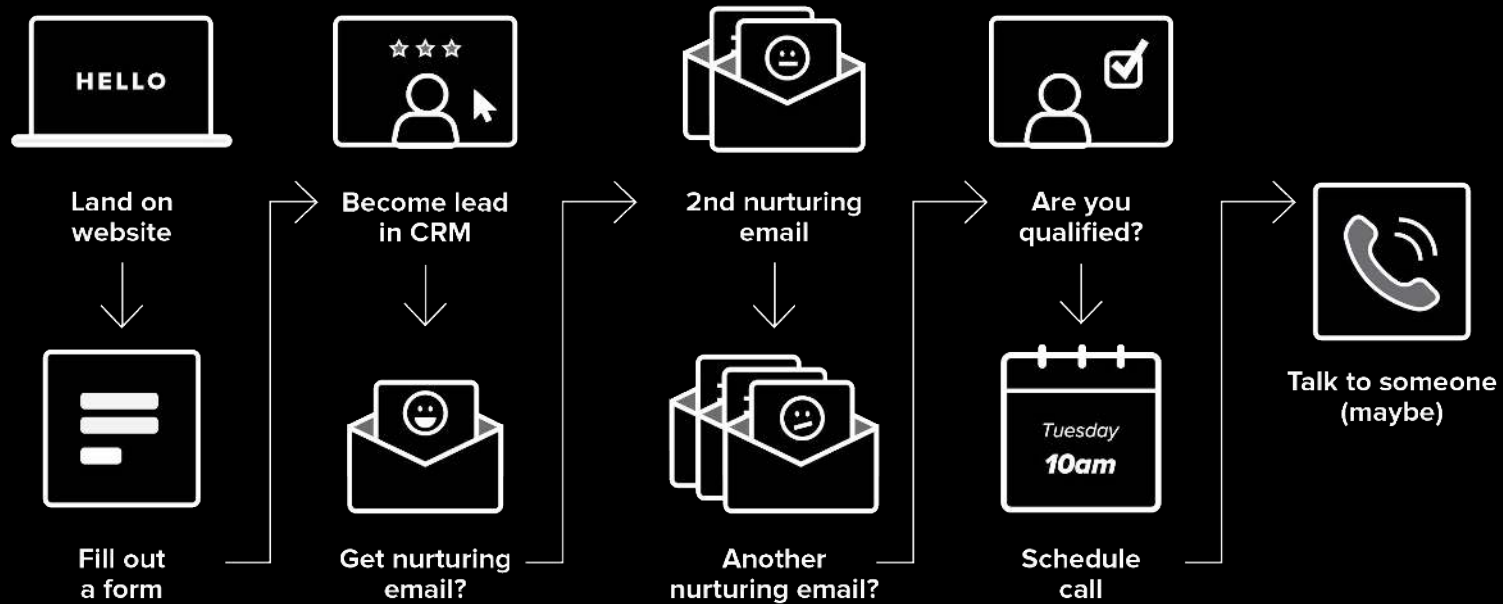


Print

### 1. Database Marketing Takes Center Stage:

While we should all be focused on enhancing and enriching our databases the need for more targeted segmentation and messaging will put a renewed emphasis on this old tactical area that can be ignored or even forgotten. I predict a renewed zeal on enriching our customer bases to enable more targeted messaging

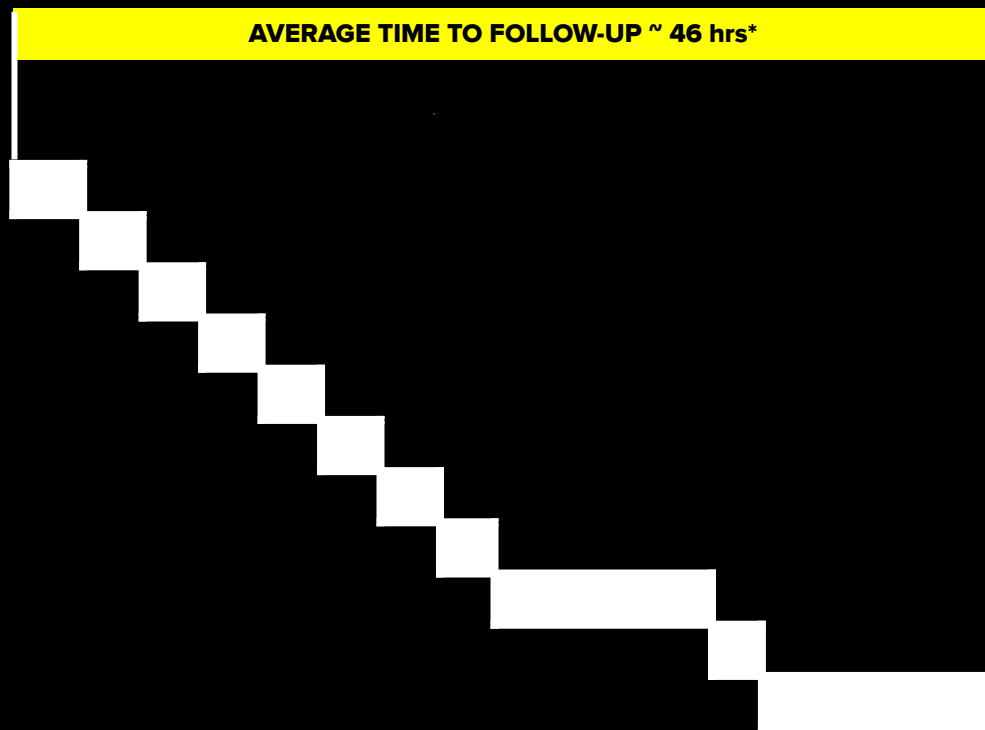
# This is what the B2B marketing funnel looks like: forms, calls, emails.



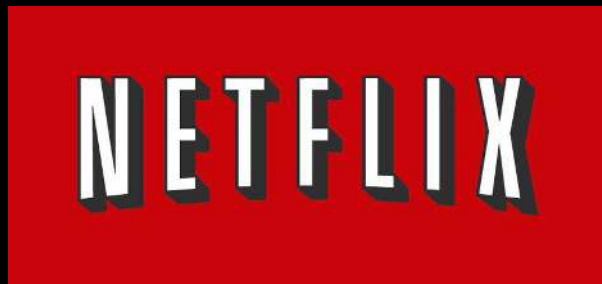
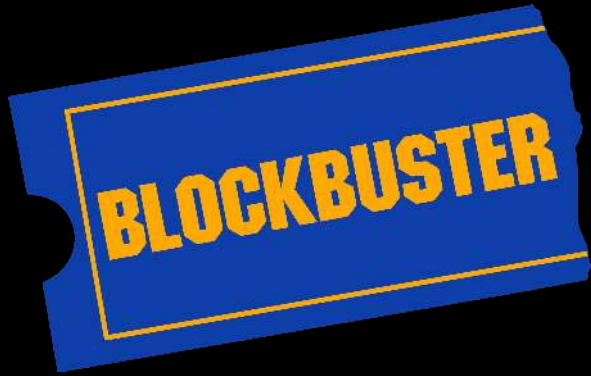
# Ask your Ops team to Measure These Delays

## Typical MQL flow

0. Target account visits website
1. Form submission
2. Sync lead from MAP to CRM
3. CRM data enrichment
4. Sync enriched lead from CRM to MAP
5. Behavioral & Firmographic scoring
6. Set Lifecycle Stage
7. Sync Lifecycle to CRM
8. CRM Lead Routing
9. Wait for MQL Acceptance
10. MQL Accepted
11. Follow-up begins...



# Buyer Expectations Changed

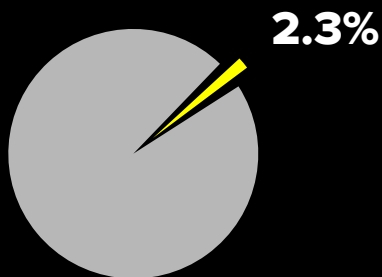


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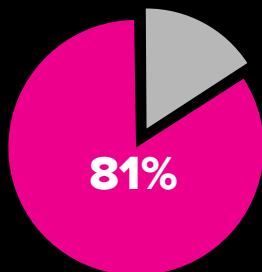
# WHAT DID WE OBSERVE?

## LOW CONVERSION



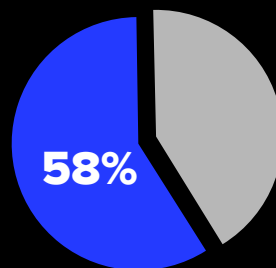
**\$5.12B** US B2B digital ad spend in 2018, yet landing pages convert @ **2.3%** average

## LOST BUYERS



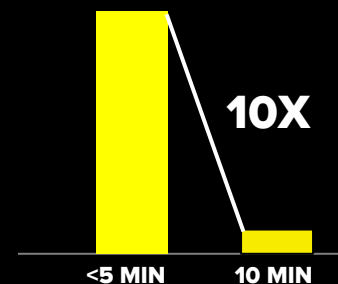
**81%** of tech buyers don't fill out forms when they encounter gated content

## POOR FOLLOW-UP



**58%** of companies do not follow up with people who fill out forms

## MISSED OPPORTUNITIES



**10x** decrease in contact rate for web form lead after the first 5 minutes, **100x** decrease after 30 mins

# The New Playbook

- 1 Put the customer at the center
- 2 Granular data from the source
- 3 Unify and normalize data across the buyer journey
- 4 Prove impact with outcomes, not activity
- 5 Deliver personal, relevant experiences based on data

# 1. Put the Customer at the Center

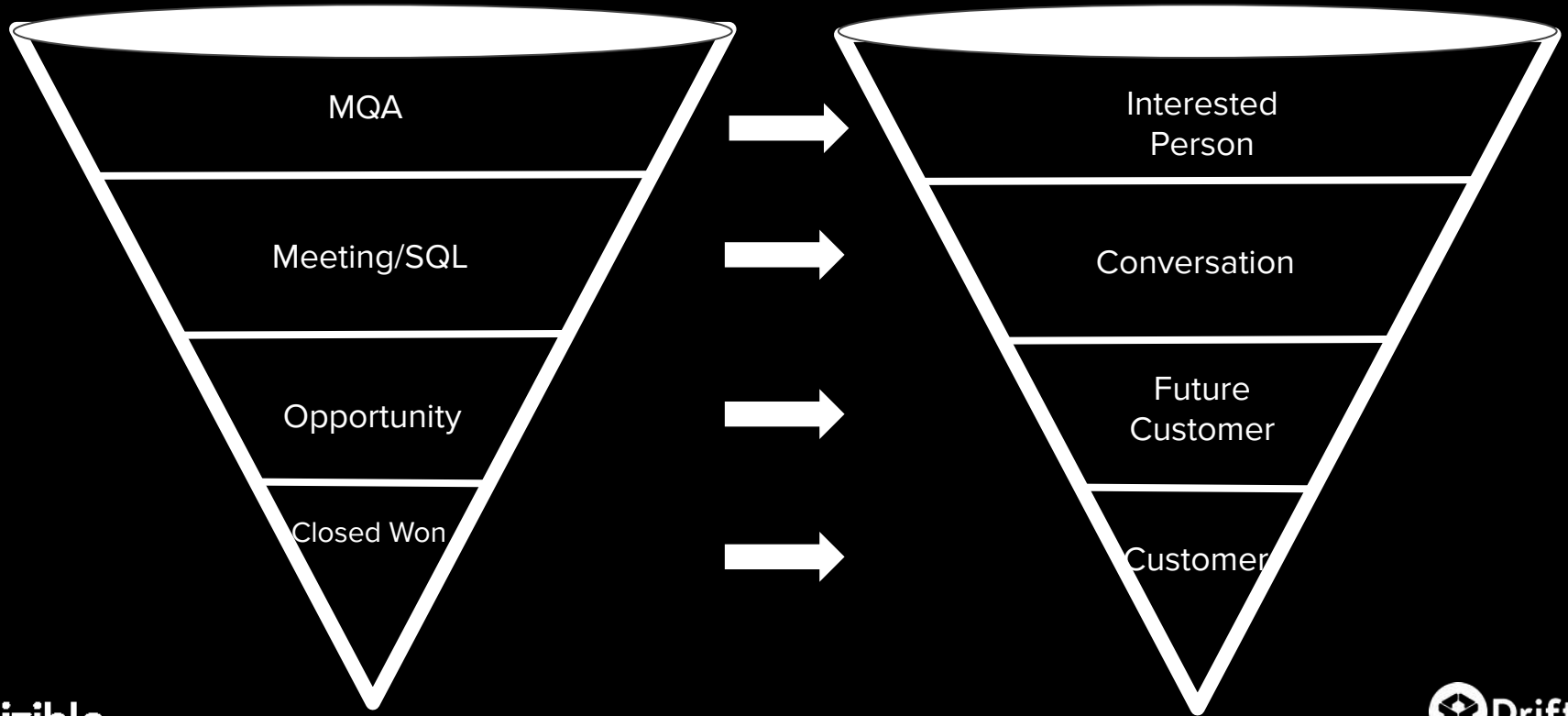




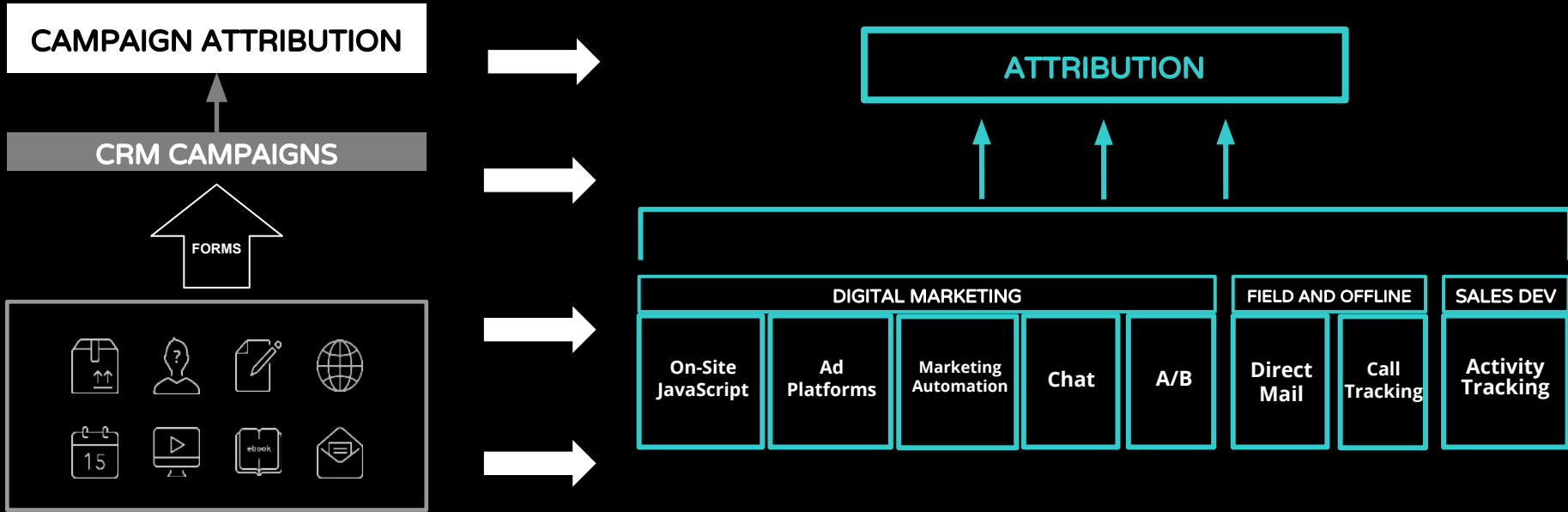
# 1. Put the Customer at the Center



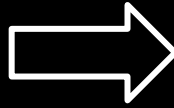
# 1. A Customer Centric Marketing Funnel



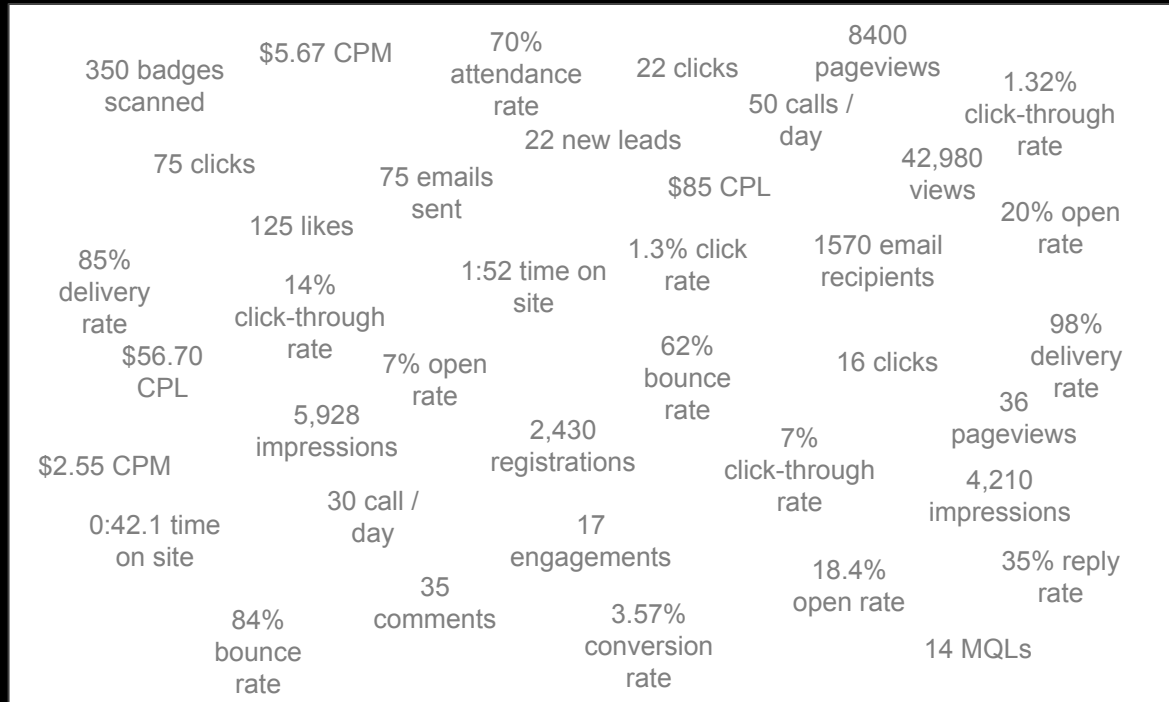
# 2. Granular Data from the Source




## 2. Granular Data from the Source



# 3. Unify and Normalize Data Across the Buyer Journey



# 4. Prove Impact with **OUTCOMES**, Not Activity

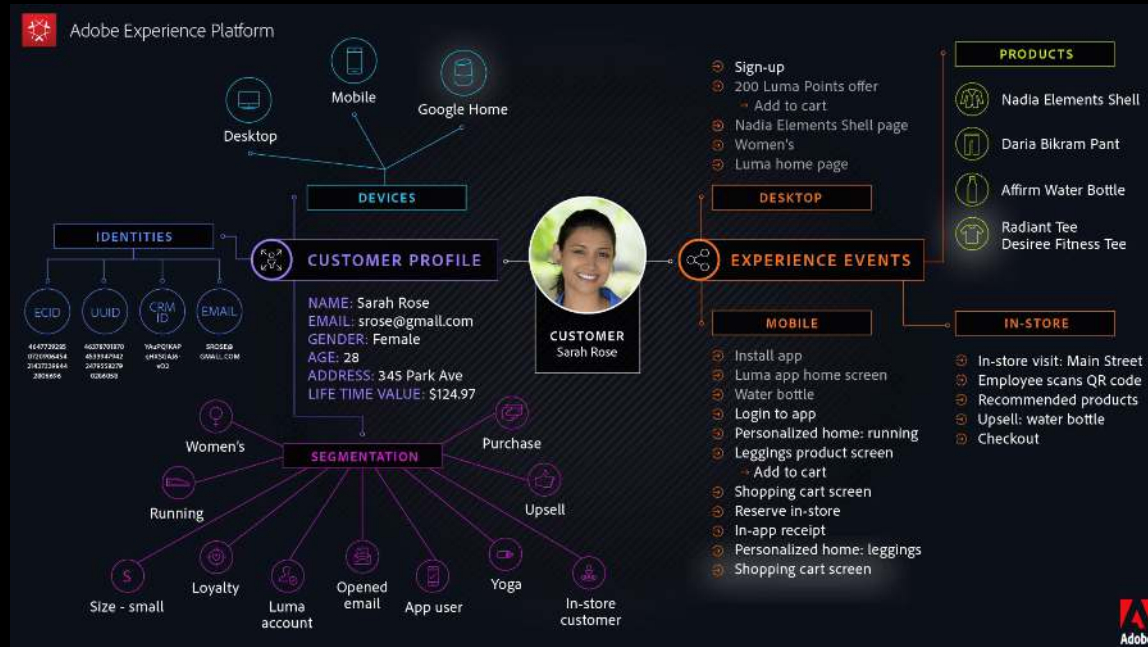


I ran three  
webinars this  
month!



My programs  
generated  
\$80,000K ARR this  
month!

# 5. Deliver Personal, Relevant Experiences Based on Data



# Nurture Your Marketing Qualified Leads in Seconds

The screenshot shows a Marketo blog page. At the top left is the Marketo logo with the tagline 'An Adobe Company'. To the right are navigation links for 'BLOG' and 'CMONation', along with search and menu icons. On the left sidebar, there is a subscription form with an email input field and a 'Subscribe Now' button. Below the form are social media icons for Facebook, Twitter, and LinkedIn. The main content area features a large header image of a woman working at a computer, with the title 'Email Marketing' and a paragraph of text. Below this are three article thumbnails: 'How Your Email Inbox Actually Prevents Database Decay In 2019', 'Increased Email Clicks Might Not Be Due to Your Marketing Prowess', and a chatbot message that says 'It looks like you're interested in email marketing, too! How can I help you today?'. At the bottom, there is a navigation bar with a 'Recommended for You' link.

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BLOG CMONation

Enter email address

B2B  
 Consumer  
 Daily  
 Weekly

Subscribe Now

We will handle your contact details in line with our Privacy Policy. If you prefer not to receive marketing emails from Marketeto, you can opt-out of all marketing communications or customize your preferences here.

## Email Marketing

Email marketing has been around for decades, but it is still one of the most effective digital marketing channels available when it's done well. Email today needs to feel like one-on-one conversations with each audience member, but it also needs to scale. Make sure your strategies are up-to-date so your emails are getting delivered and cutting through the noise.

Connect with us

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Email Marketing  
How Your Email Inbox Actually Prevents Database Decay In 2019  
By: Matt Benati


Email Marketing  
Increased Email Clicks Might Not Be Due to Your Marketing Prowess  
By: Kiersti Esparza

It looks like you're interested in email marketing, too! How can I help you today?

Recommended for You: The Definitive Guide to Marketing Metrics & Analytics



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**Chatbot:** Tyler Gambardella  
Hello Drift! Have questions about Demandbase or Account-Based Marketing? I'm here to help.  
Type your message...

**THANK YOU!**

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