



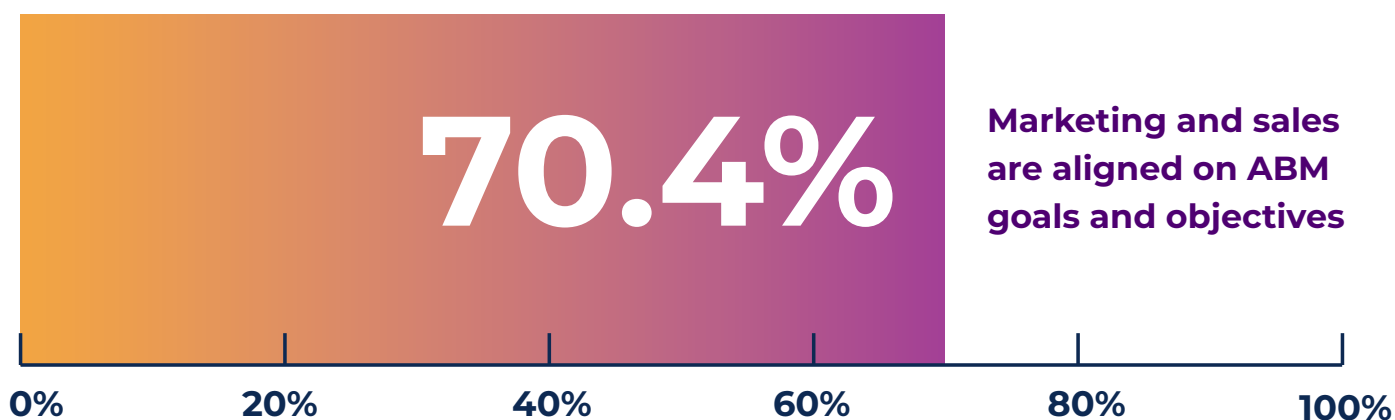
HOW TO

Drive sustained growth in the evolving B2B marketplace.

Today's B2B buyers use more channels, consume more content, and involve more people in buying decisions than ever before. To maximize impact across this complex and increasingly self-service sales cycle, marketers must embrace new ways of working. Iron Horse's latest Enterprise B2B Technology Marketing survey casts light on three of the biggest barriers standing in the way of sustainable growth—and the actions marketing leaders can take to address them.

Marketing and sales alignment remains nebulous for B2B tech marketing leaders.

Only 70% of marketing leaders doing ABM for 1 year or more agreed that marketing and sales had shared agreement on the goals and objectives of their ABM programs.



? WHY DOES IT MATTER?

Marketing and sales teams working in silos is one of the biggest obstacles to growth for B2B enterprises. To truly **operate as a single revenue team**, marketing and sales must begin with shared goals and objectives based on mutual understanding of target buyer personas and their journeys. Based on that foundation, they must align on the messaging and content to be used across those journeys and what KPIs from what systems will be used to measure success.

Source: Iron Horse's 2022 Enterprise B2B Technology Marketing Survey

Base: 393 senior marketing leaders in US-based, B2B technology companies with a minimum of \$100M in revenue.

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Outdated reporting strategies fail to provide visibility into full-funnel marketing and sales efficacy.

Roughly 30% of marketers surveyed reported that they measure marketing-sourced pipeline daily, and more than 60% measure it at least weekly.

MARKETING-SOURCED PIPELINE REPORTING



? WHY DOES IT MATTER?

With today's B2B buyers engaging in an average of 27 digital interactions,* revenue teams **must review metrics across each stage of the journey** to evaluate and optimize the buyer experience. This creates opportunities for deeper engagement with buyers and accounts, increases the chance of activating more members of a buying team, and creates tight alignment between marketing and sales.

Source: Iron Horse's 2022 Enterprise B2B Technology Marketing Survey
Base: 393 senior marketing leaders in US-based, B2B technology companies with a minimum of \$100M in revenue.
* Source: Forrester's 2021 B2B Buying Survey
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B2B tech marketing organizations lack tools and resources for effective personalization.

54% believe their martech stack does not effectively support personalized marketing and 48% identify lack of integration as a key barrier.



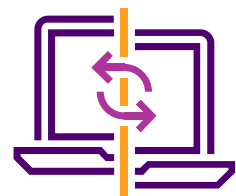
53.9%

Martech stack does not support



50.6%

Lack of internal expertise



48.1%

Fragmented martech stack



WHY DOES IT MATTER?

The seamless flow of data across martech and saletech is essential for effective personalization. With marketers, on average, using only 42% of their martech capabilities,* the answer may not be investing in new solutions, but **doing more with the martech you already have**. A martech audit focused on the buyer's journey can help you identify which integrations to prioritize and where existing processes can be optimized.

Source: Iron Horse's 2022 Enterprise B2B Technology Marketing Survey

Base: 393 senior marketing leaders in US-based, B2B technology companies with a minimum of \$100M in revenue.

* Source: Gartner's 2022 Marketing Technology Survey

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Take these 3 actions to drive sustainable growth.

Yesterday's marketing practices were not designed to support today's buyer journey. To deliver the integrated, personalized experience buyers expect, marketing leaders must revisit the foundations of their programs and adopt new practices that connect the dots between marketing efforts and results. Here's where to begin.



Prioritize sustained collaboration between marketing and sales.

Use a change management approach to help marketing and sales understand both the why and the how of working together as a single revenue team.



Develop your reporting strategy to support your organization's growth goals.

Evaluate your top initiatives and make sure you are examining the right metrics in the right time frame—and that both marketing and sales are pulling reports from the same system.



Perform a martech and process checkup.

Start with the buying journey, and then build and connect your tech stack to serve the journey and deliver more personalized experiences for prospects across the entire funnel.

Five Resources to Get You Started

[State of Enterprise B2B Technology Marketing: 2022 Benchmarks Results >](#)

[Strategies for Highly Effective ABM Programs >](#)

[Marketing & Sales Alignment Starts with Change Management >](#)

[I'll Bet Your Martech Functionality Is as Underused as Your DSLR Camera >](#)

[Defining and Communicating Your Marketing Measurement Strategy >](#)

Iron Horse helps B2B tech marketing organizations adapt to evolving market conditions.

[Schedule a 30-minute consultation](#) with one of our experts to discuss how to apply these findings to your situation.

