

The State of **Integrated Marketing** in B2B

As Adoption of Integrated Marketing Rises,
Challenges to Successful Execution Remain

DEMAND  **GEN**
REPORT

SURVEY REPORT

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Integrated marketing has rapidly become an essential strategy for B2B marketers. By implementing an orchestrated series of tactics across a broad range of channels, an integrated marketing campaign can be one of the most effective ways to engage prospects and move them along their purchase journey.

A new study from *Demand Gen Report* and True Influence found that while the majority of marketers see the benefits of integrated marketing and are embracing the strategy, many challenges to successful execution remain. *The State of Integrated Marketing in B2B* reveals that a sizable majority of B2B companies are currently using integrated marketing, and those who don't currently use it plan to within the next 12 months. However, a much smaller number of marketers are confident in their understanding and execution of integrated marketing initiatives.

This report provides a closer look at the survey findings, including:

- Marketers' understanding of integrated marketing;
- The key goals companies seek to accomplish with integrated marketing;
- The biggest challenges to successful integrated marketing;
- The most useful tools for executing an integrated marketing strategy;
- How integrated marketing is used to support ABM;
- The channels and tactics being leveraged in integrated marketing;
- Which stages of engagement are the focus of integrated marketing initiatives;
- How marketers measure integrated marketing results; and
- How intent signals can enhance the success of integrated marketing.



How Organizations Use Integrated Marketing

B2B organizations have clearly bought into integrated marketing — 86% of marketers said they are either practicing it at some level or are planning to implement it in the near future. However, their ability to execute lags behind their interest in the strategy. Just 26% practice integrated marketing across the organization and feel they have a solid understanding of the concept. In contrast, 44% are still in the early stages of implementation, with an integrated marketing strategy underway and new strategies being tested.

As with many marketing concepts, there's no universally agreed-upon definition of integrated marketing. When asked to choose a definition from several options:

- The largest number of respondents (35%) defined integrated marketing as “A combination of all aspects of marketing communication (advertising, sales, direct marketing, social media, etc.).”
- Some 27% defined it as “Maintaining alignment across the organization to deliver a unified, data-driven experience across all aspects of marketing/sales communications and channels;” and
- 26% defined it as “Having all channels work in tandem to promote my brand/products/services.”

WHAT IS THE STATE OF INTEGRATED MARKETING IN YOUR ORGANIZATION?

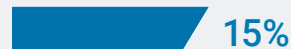
We have an integrated marketing strategy underway and are testing new strategies



We have a solid understanding of integrated marketing and practice it across the organization



We plan on implementing integrated marketing because we see the potential payoffs of the strategy



We are not doing integrated marketing but see the potential payoffs of the strategy and plan to



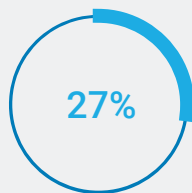


While the respondents who replied “all of the above” may have been closest to the truth, the responses are enlightening as to what marketers consider the biggest priorities of an integrated marketing strategy. A much smaller number (8%) see integrated marketing as “leveraging intent insights to better segment active prospects, enhance sales prospecting and optimize go-to-market initiatives.” Because relatively few marketers recognize the value of intent data to integrated marketing, those who make it part of their strategy can gain an advantage over the competition.

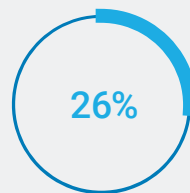
HOW DO YOU CURRENTLY DEFINE INTEGRATED MARKETING IN YOUR ORGANIZATION?



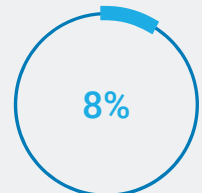
A combination of all aspects of marketing communication (advertising, sales, direct marketing, social media, etc.)



Utilizing intent data within lead- and account-scoring



Maintaining alignment across the organization to deliver a unified, data-driven experience across all aspects of marketing/sales communications and channels



Leveraging intent insights to better segment active prospects, enhance sales prospecting and optimize go-to-market initiatives

Integrated Marketing: Rewards and Challenges

When asked what they believe are the greatest potential payoffs of implementing or expanding integrated marketing at their organization, marketers' mixed responses illustrate the wide range of impacts that integrated marketing can have.

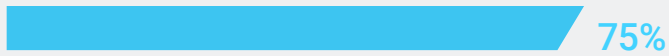
Respondents' top answers focused on external benefits for customers and prospects, including a more seamless customer experience (66%) and more consistent cross-channel messaging (58%). However, respondents also believe integrated marketing can provide internal benefits to the organization that streamline marketing and sales activities while increasing their effectiveness.

Some 23% said integrated marketing provides simplified processes and sets of tools, while 33% said it offers scalability. By enabling better segmentation, integrated marketing facilitates more accurate identification of target accounts, according to 37% of marketers. Respondents also see integrated marketing as supporting greater alignment across the organization (52%) and providing a common set of metrics company-wide (28%).



WHAT ARE THE COMMON CHALLENGES YOU FACE WITH INTEGRATED MARKETING?

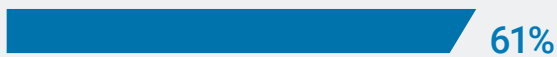
Data is a mess



Lack of knowledge/skills for it



We're not sure if we have the budget



Other



Lack of management support



Don't know where to start



While integrated marketing is clearly a priority for marketers, who are seeing a variety of payoffs from their efforts, there remain significant challenges to successfully implementing an integrated marketing program. Obstacles are clustered around data and the skill sets and resources needed to analyze and act on that data.

Asked to select their top three integrated marketing challenges, 75% of respondents cited disorganized data. About two-thirds (64%) said they lack the knowledge and skills for integrated marketing, and 31% said they don't know where to begin with an integrated program.

Many marketers lack the necessary resources and support to carry out integrated marketing initiatives. Some 61% of respondents said an inadequate budget is holding them back, while 32% said management support is missing.

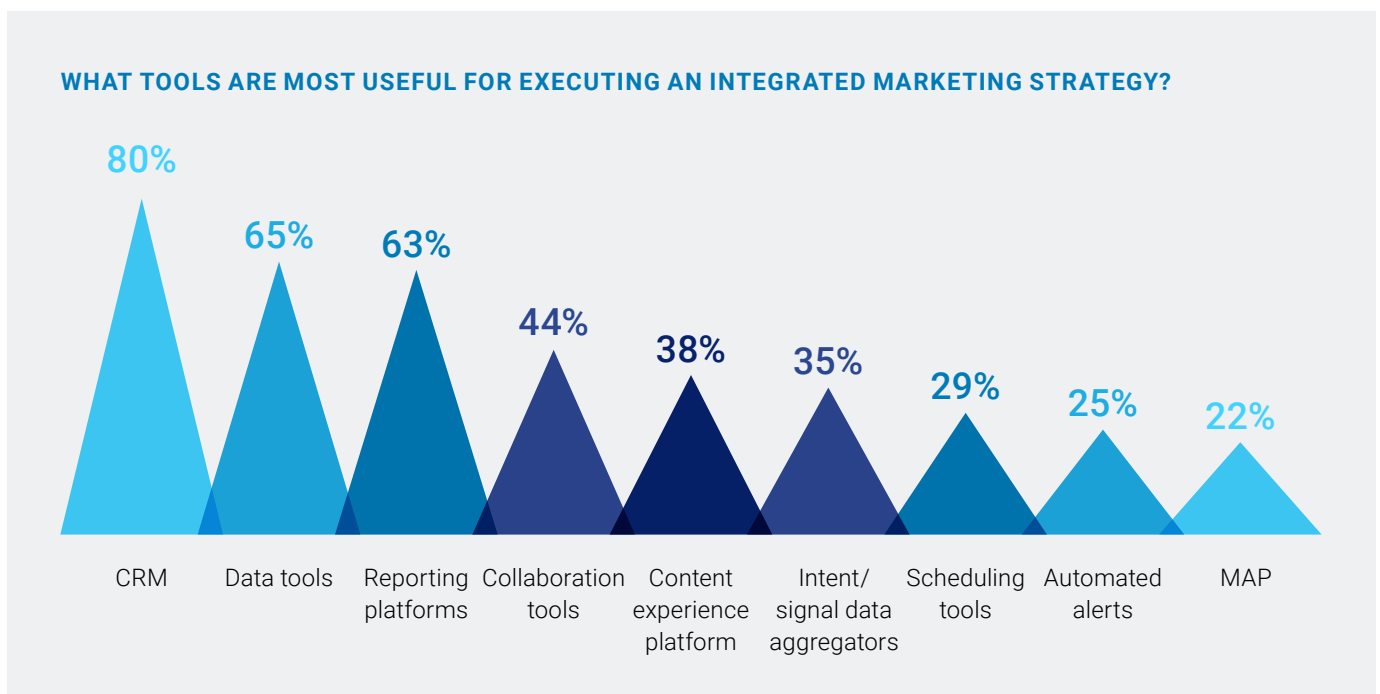
In addition, many respondents mentioned problems with organizational alignment and internal communication, while others don't have the proper tools to execute an integrated marketing strategy. Integrated solutions that enable sales and marketing teams to view campaigns by channel, account or contact level, and monitor results in real-time, can overcome many of these challenges and increase the effectiveness and ROI of integrated marketing initiatives.

Marketers' Top Tools and Wish Lists

The survey revealed some key gaps in the tools that marketers use to execute their integrated marketing strategies. Respondents chiefly rely on CRM (cited by 80% of respondents), reporting platforms (63%) and data solutions (65%) to carry out integrated marketing initiatives.

While CRM is one part of the integrated marketing picture, marketers' heavy reliance on this tool suggests a missed opportunity to integrate intent data to identify in-market prospects, and focus marketing and sales efforts most effectively. The valuable insights that intent signals offer can help marketing and sales teams maximize results, yet just 35% of respondents use intent data as part of their integrated marketing strategy.

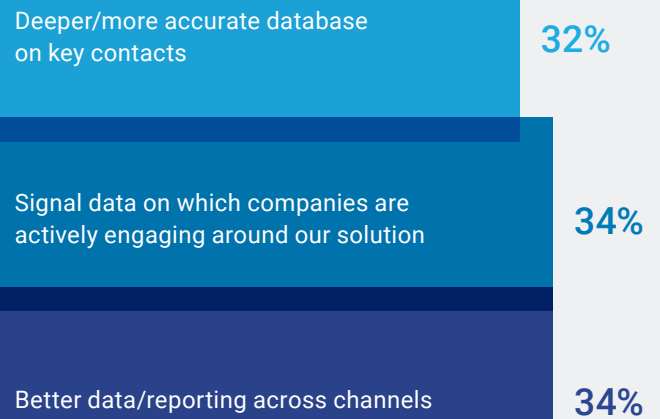
Marketers are also failing to take advantage of automation tools that could simplify and streamline their integrated marketing campaigns. Just 25% use automated alerts and only 29% use scheduling tools. Implementing such time-saving solutions is an easy way for marketers to accelerate marketing activities and engage with prospects more effectively.



When asked what type of information or intelligence they'd like more of to improve their integrated marketing, marketers' wish lists included signal data, deeper contact data, and better data and reporting across channels.

Contact data is a starting point for marketing teams, but it's not enough — and often, it's incomplete. Extensive, verified demographic and firmographic data can provide the deeper intelligence that marketers need to identify in-market prospects or customers and move them along the purchase journey. Robust data reporting across channels is the final piece of the pie, allowing marketers to monitor the effectiveness of campaigns at the individual level and optimize each channel accordingly.

WHAT TYPE OF INFORMATION OR INTELLIGENCE WOULD YOU LIKE TO HAVE GREATER ACCESS TO IN ORDER TO IMPROVE YOUR INTEGRATED MARKETING?



How Companies Execute Integrated Marketing

Marketers are leveraging a wide variety of channels and tactics as part of their integrated marketing strategies, including:

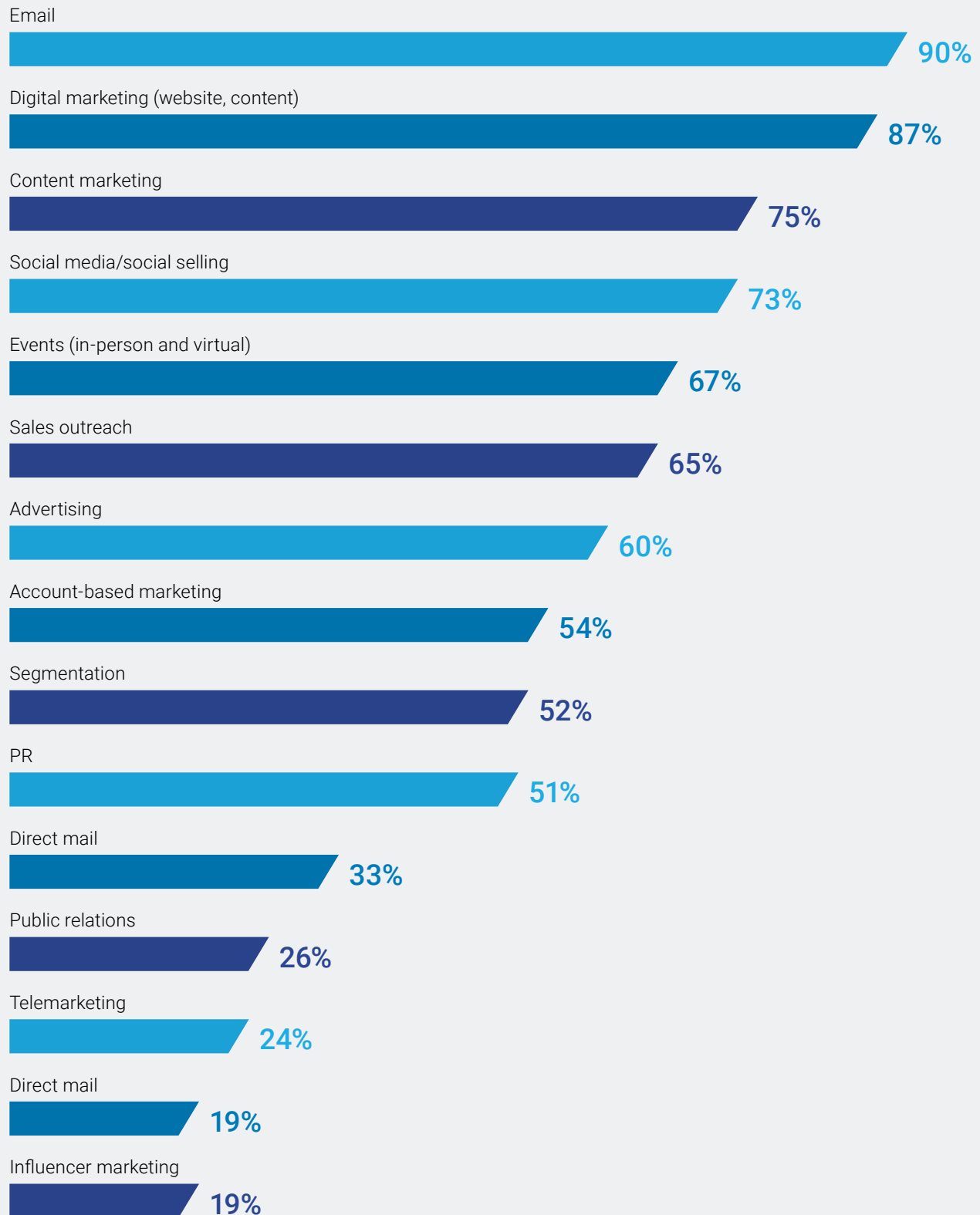
- Email (90%);
- Digital marketing (87%);
- Content marketing (75%);
- Social media (73%);
- ABM (54%); and
- Segmentation (52%).

However, despite the wide range of tools being used, there is still more that marketers can do to gain a comprehensive view of customer behavior.

Incorporating intent and contact data into integrated marketing strategies can increase the effectiveness of the solutions that marketers already use. For example, contact-level intent data can reveal what active buyers are researching, identify their stage in the buying journey and create relevant content messaging to drive deeper engagement. It can also help marketers create, identify and target buying teams and key individuals within them, so activities can be focused where they're most likely to bear fruit.



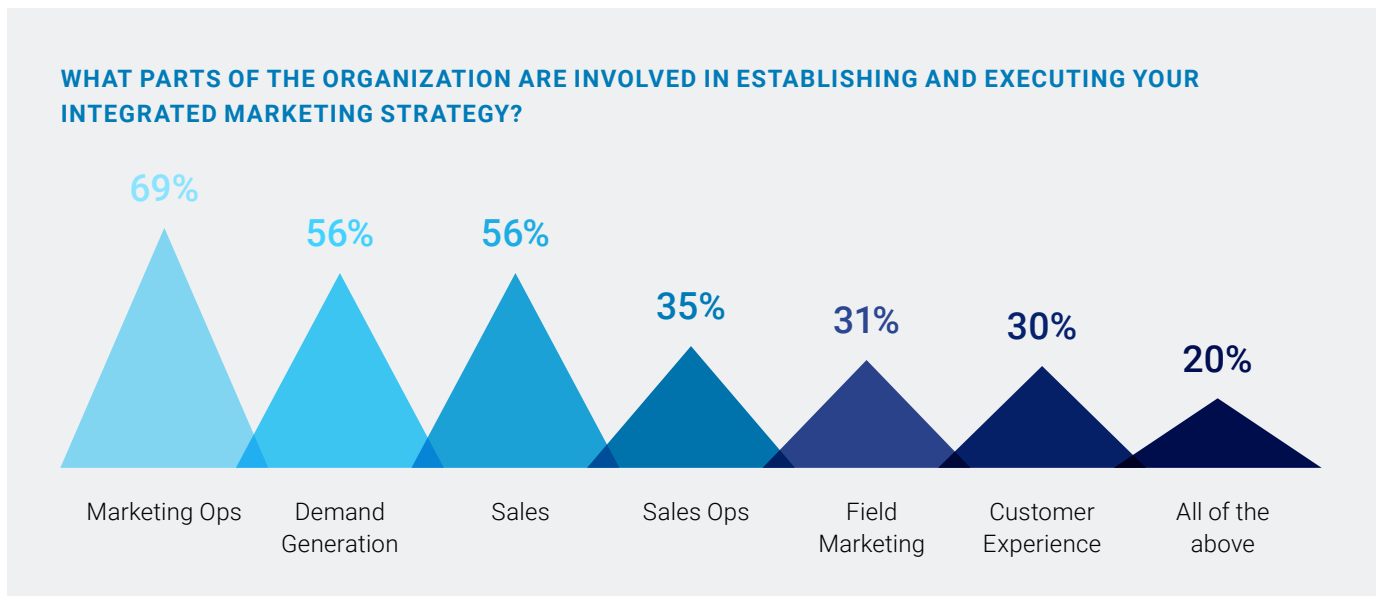
WHAT CHANNELS AND TACTICS ARE YOU LEVERAGING AS PART OF YOUR INTEGRATED MARKETING STRATEGY?





Although Sales plays a key role (56%), Demand Gen (56%) and Marketing Ops (69%) are the functions most involved in establishing and executing integrated marketing strategies. The fact that these are also typically the most data-centric roles on the marketing team illustrates the key role data plays in the successful execution of integrated marketing initiatives.

Employing data analytics solutions that use advanced analytics tools can help marketers extract the most value from the data they gather. Armed with detailed insights, marketers can orchestrate multichannel activities, see which content drives engagement, and measure the success of integrated marketing campaigns.

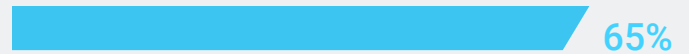


Survey respondents report using integrated marketing across all stages of the funnel. While the majority (65%) concentrate their efforts in the early and middle stages of the buyer journey, 57% use integrated marketing as part of nurture campaigns.

Integrated campaigns are valuable tools throughout the customer engagement lifecycle, as shown by the 21% of marketers who continue to use them post-sale. A truly integrated marketing campaign delivers a unified view of the customer across all of their buying activities, providing data that can be used to enhance the customer experience, build trust and cement lasting relationships.

IN WHICH STAGES OF ENGAGEMENT DO YOU FOCUS YOUR INTEGRATED MARKETING EFFORTS?

Early-stage



Middle stage



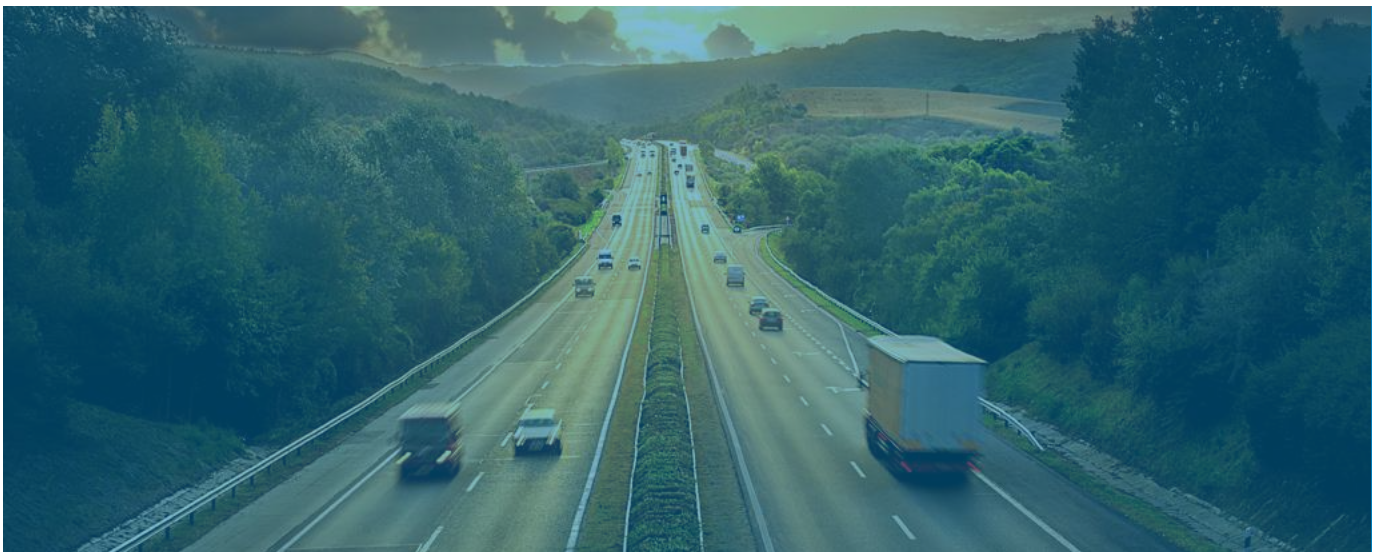
Multi-touch nurture



Late-stage



Post-sale



The Role of Account-Based Marketing and Intent Data

The majority of marketers in the survey practice account-based marketing (ABM); the 24% that don't currently practice it say they plan to within the next 12 months. Just 6% of respondents don't use or plan to implement ABM. So, where does ABM fit into organizations' integrated marketing mix?

Most respondents (59%) said they take a blended approach, using integrated marketing for both demand gen and ABM. A blended approach that incorporates intent signals offers the best of both worlds, enabling marketers to cast a wide net for new accounts, but use contact-level intent data to identify best-fit prospects and single them out for targeted attention.

HOW/WHERE DOES ACCOUNT-BASED MARKETING FIT INTO YOUR INTEGRATED MARKETING MIX?



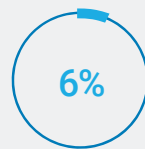
We take a blended approach to demand gen and ABM



We don't practice ABM, but plan to in the next 12 months



Our entire strategy is account-based

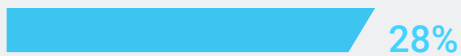


We don't practice ABM and don't plan to

Incorporating intent signals can optimize integrated marketing initiatives, but many marketers have not yet made intent data part of their integrated marketing plans. Currently, just 28% use intent data for integrated marketing, although 44% plan to begin doing so in the next 12 months.

ARE YOU LEVERAGING INTENT SIGNALS TO FUEL YOUR ABM STRATEGY?

Yes



No, but plan to in the next 12 months



No, and don't plan to



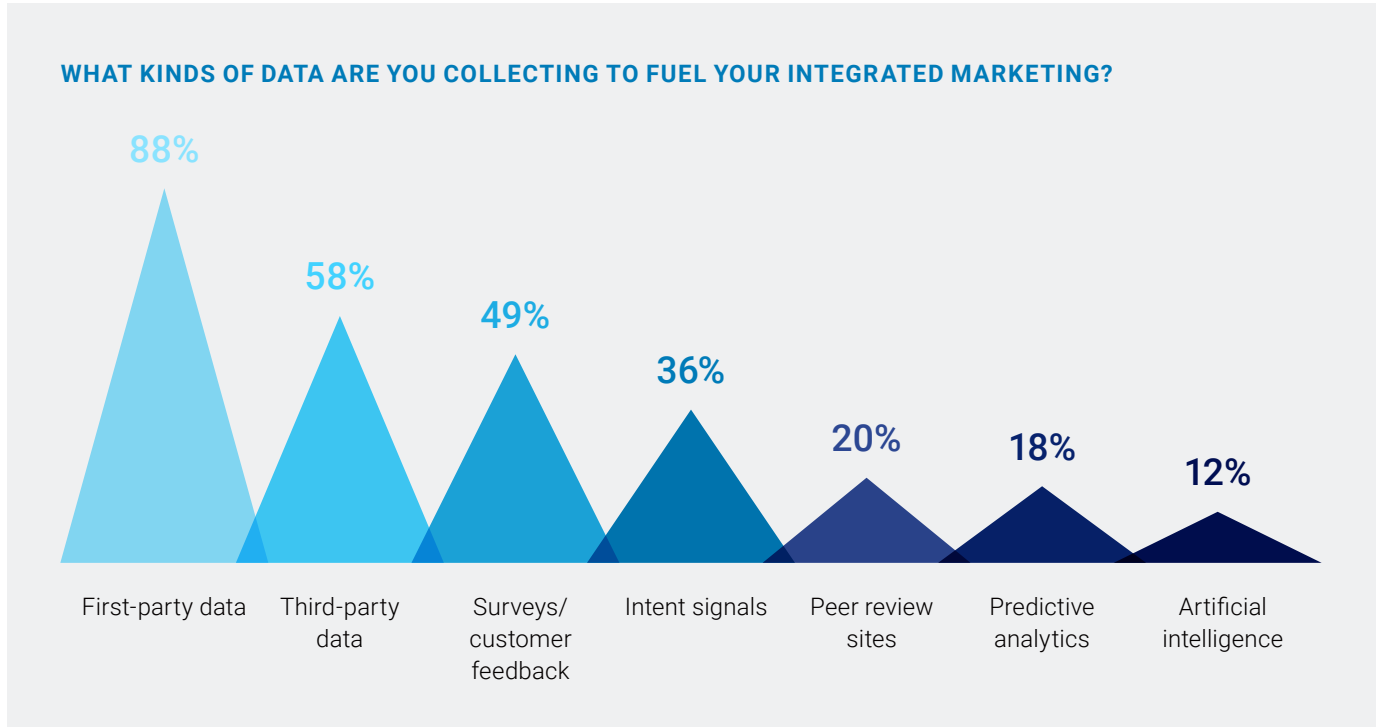
Not sure



The 27% who remain undecided about intent data's value or who don't plan to use it at all are missing a big opportunity. By providing detailed insights into how prospects and customers engage with organizations across the buyer's journey, intent signals can help marketers achieve many of the benefits they seek from integrated marketing. These include:

- Greater alignment across the organization;
- More consistent messaging across channels;
- Better segmentation to identify target accounts; and
- A more seamless customer experience.





While there are many types of data that marketers can gather to fuel their integrated marketing strategies, respondents in our survey depend primarily on first-party data (88%). But first-party data is only one piece of the puzzle; relying too heavily on this information can leave marketers blind to opportunities.

Third-party data can help fill in the blanks about prospects, and 58% of marketers reported using it. However, in order to see the big picture and identify opportunities outside their databases, marketers must integrate intent signals into their integrated marketing strategies — something just 36% currently do.

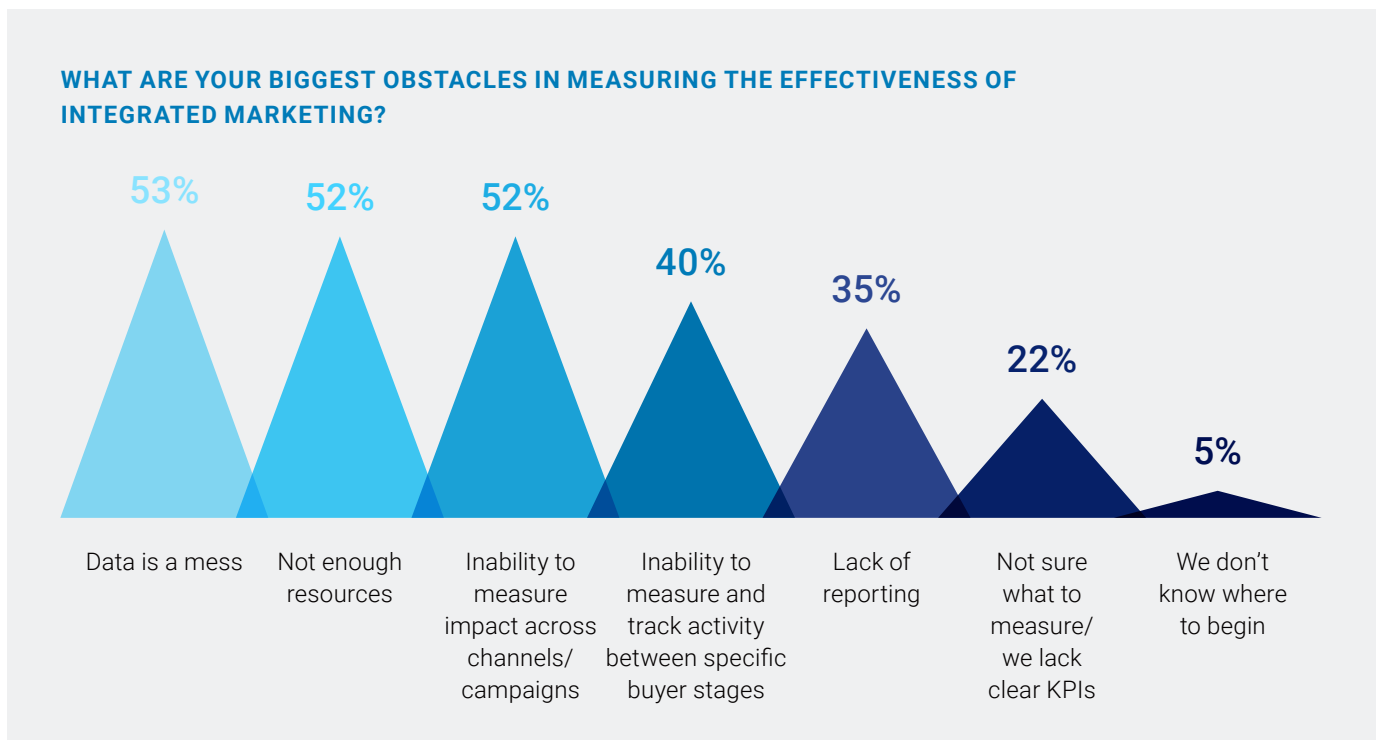
Intent signals can help marketers spot vertical or geographic trends and monitor specific buyer personas to identify in-market buyers who haven't yet engaged with the organization. For engaged prospects or existing customers, intent signals such as downloading content from competitors can confirm they're in-market.

How Marketers Measure Integrated Marketing Success

Email click-throughs and web traffic are the most popular measurements of integrated marketing success, used by 74% of respondents. However, marketers use a wide variety of metrics, including activity-based, engagement-focused measures and revenue-based measures, to judge the results of their integrated marketing initiatives.

“What gets measured gets managed,” as the saying goes. Setting clearly defined performance metrics for each integrated marketing tactic they employ will help marketers assess the campaign’s results. With so many metrics to analyze, however, drawing actionable insights from the data can be challenging.

Despite collecting reams of data from diverse sources, marketers still face substantial obstacles when it comes to measuring the effectiveness of integrated marketing initiatives. More than half (53%) reported their data is “a mess,” 52% said they can’t measure the impacts across channels or campaigns and 52% lack the resources to adequately gauge results. Another 27% aren’t sure what to measure or where to begin.



WHAT ARE YOU MEASURING TO TRACK THE SUCCESS OF YOUR INTEGRATED MARKETING EFFORTS?

Email (click-throughs and opens)

74%

Web traffic

73%

Engagement

60%

Closed/won business

60%

MQLs

52%

Lead to opportunity conversion

49%

Organic search

47%

Form completions/contact

47%

Social engagement/shares

47%

Paid search

46%

Marketing-influenced opportunities

41%

Pipeline influence SQLs

40%

Cost per acquisition

37%

Events

37%

Demos requested

36%



Clearly, tools that help marketers make sense of their data are essential to optimizing the results of integrated marketing campaigns. Solutions that allow users to filter by a variety of criteria (such as industry or company size), measure the cross-channel impact of campaigns, track buying stages and identify buying groups can give marketers the power to maximize insights from their data.

Given the many marketers who lack adequate resources or who are struggling with the basics of measurement, solutions that are not only robust, but also simple to use, will be most effective. For example, tools that provide a comprehensive view of all integrated marketing tactics in one dashboard – and then connect the dots to make recommendations – can make it easy for marketers to measure results in real time and act quickly to optimize campaigns.

Conclusion: Room for Improvement

Marketers are embracing integrated marketing, but many organizations still have a long way to go to execute on these initiatives successfully. Challenged by insufficient resources and difficulties drawing actionable insights from data, too many organizations are leaving opportunities on the table.

Integrating intent data into integrated marketing initiatives can help organizations overcome these challenges. Using intent signals optimally allows marketing and sales teams to identify in-market buying groups and individuals, better focus their campaigns and budgets, and more effectively engage with prospects in all channels and at all stages of the buying journey.

ABOUT THE SURVEY

The research was conducted by *Demand Gen Report* in July-August 2020 and encompassed a range of marketing, sales and operations roles from a variety of industry and company sizes. As far as industries, the largest segment of respondents came from the software sector (36.29%), followed by business services/consulting (17.74%), and financial services and manufacturing (7.26% each). Telecomm, healthcare, consumer products, retail and other sectors were also represented among the respondents.

The survey sample comprised a range of company sizes, with 16.13% having revenues of \$1 billion or more, 6.45% in the \$500 million to \$1 billion range, 13.71% having \$100 million to \$500 million, and the remainder below \$100 million.

Survey respondents represented a variety of roles and perspectives, with the majority coming from demand generation (29.84%) and marketing ops (29.03%) functions; sales, customer experience, sales ops and field marketing were also represented. In terms of management levels, the sample broke down as follows:

- 15.32% C-level
- 9.03% Director-level
- 6.45% Other
- 15.32% VP
- 33.87% Manager-level



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Demand Gen Report is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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