



STATE OF INTEGRATED MARKETING:

Leveraging Technology To Orchestrate Cohesive,
Multichannel Campaigns



INTRODUCTION

Modern B2B buyers are not fans of old-school marketing techniques. They expect engagement on their own terms as they discover the value of self-service buying journeys in their personal transactions, and they're not interested in repetitive information after conducting independent research. As integrated marketing becomes more essential in effectively targeting and converting customers, marketers need to ensure all teams and technologies are communicative and aligned.

However, *Demand Gen Report* research shows that **51% of marketers** report a disconnect between how their teams build and execute strategies – and an **additional 84%** don't strongly believe that their databases are effective and unified enough to enable integrated marketing strategies.

While databases may lack cohesion, B2B organizations do collect a wealth of data they can leverage to create a more impactful and integrated customer experience.

"Many organizations are developing strategies now to enable better collection and utilization of key information to enable more effective conversion from market awareness to sales opportunity to purchase," explained an Ernst & Young [article](#).

Companies that engage in a comprehensive approach to integrated marketing see an impact on the bottom line, as McKinsey [research](#) found that, "customers want – and expect – to engage seamlessly across 10 or more channels. The businesses that have been quick to meet that demand have profited: 72% of B2B companies that sell via seven or more channels grew their market share."

However, effective integrated marketing involves the entire organization. According to a McKinsey [post](#), “modern marketing is the ability to harness the full capabilities of the business to provide the best experience for the customer and thereby drive growth.”

Christina Kay, VP of Marketing and RevOps at [ResellerRatings](#), explained that everyone involved in integrated marketing must work from the same playbook to monitor outcomes.

“If someone is going rogue with the campaign, you won’t be able to accurately track the results of an integrated campaign, which is mostly every single marketing campaign in today’s environment,” she continued.

This special report highlights the current state of integrated marketing and spotlights the practitioners who are successfully leveraging this strategy. Specific discussion topics include:

- The tools and techniques needed to analyze and collect data from multiple channels;
- The increasingly important role technology is playing in keeping systems and teams aligned around the same set of insights, data and analytics; and
- The value of creating a roadmap of audiences, content and cadences to bolster campaign consistency in execution and delivery.

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ERNST & YOUNG



WHAT TOOLS & APPROACHES ARE MOST EFFECTIVE?

What are the roadblocks to integrated marketing campaigns? Kay pointed out that many marketers have legacy technologies that are not always best suited for modern integrated marketing strategies – “You need a ‘roll-up-your-sleeves’ mentality to figure out how and where you’re using all of your systems,” she said.

This led ResellerRatings to streamline its marketing stack, which includes AI tool **Exceed** and **PandaDoc** for managing marketing documents and sales proposals. These point solutions are integrated with **HubSpot**, Kay noted.

“You do want to have one source of truth, and that is usually going to be your CRM,” she explained. “You need a robust reporting mechanism to determine what’s working – not just for marketing, but for sales as well.”

Data visualization tools are also emerging as a must-have tool for integrated marketing.

“[Data visualization tools] help understand and visualize where the data is going, how it is being used between various tools and how data is being utilized within marketing and across the organization, including sales,” said Amber Bogie, Marketing Director at **Plug Power**.

Daniel Englebretson, Founder and Head of Client Services for **Khronos**, noted that choosing the right CRM is critical to building a successful integrated marketing strategy, as “having a tool that allows you to look at your data from an account point of view is super helpful.”



3 RULES TO FOLLOW IN TODAY'S NEW CROSS-CHANNEL B2B MARKETING GAME

By Deb Wolf, Integrate

There's a new game in B2B with a whole new set of rules. The objective? Reaching the right buyers with the right message at the right point in their buying journey. The challenge? An increasingly elusive, digital-first and self-directed buyer.

Today's B2B buyers are consuming content on their phones, tablets, laptops and TVs. They're reading news and opinions online, scrolling through social media channels, scanning their emails and attending in-person events and webinars with a more critical lens. In fact, Gartner has reported that meeting with sales reps makes up **only 17% of today's buying process** and **Forrester reports that in 2022**, B2B buyers will have higher than ever expectations of being heard, known and understood.

However, many of us are still playing by the old rules and executing on the same tactics we've always done: Demand teams focused on generating leads, field marketers focused on events, digital teams focused on ads and SEO and so on. It's no wonder that **51% of marketers** report a disconnect between how their teams build and execute strategies.

So, what are the new B2B rules?

We need to break down silos across the board, whether it's within our own marketing organizations and/or within our strategies and tactics. We need to move toward a coordinated, precision demand effort across the entire marketing organization and adopt a cross-channel lens in our approach. This means making sure we are:

1. Activating campaigns across channels;
2. Ensuring data integrity; and
3. Measuring the impact of our programs so we can inform the next best investments.

Rule No. 1: Activate Cross-Channel Campaigns

We all probably already know who we need to target. We have target account lists from account-based marketing (ABM), intent vendors or even our own sales teams. But what we do with our account lists is the important part. How do we get to the buyers on those account lists? After all, people, not accounts, do the buying.

We need to engage our buyers and meet them where they are. We need to activate campaigns across channels, whether it's through content syndication, digital ads, webinars and in-person events or social.

Rule No. 2: Ensure 100% Marketable & Compliant Data

To execute impactful campaigns, having marketable and compliant data is foundational. Consider if you have the wrong business email address or the wrong name – your opportunity to create a personalized buyer's experience is lost before it's even begun.

And not only is it important to have the right data to actually reach the right buyer, but the past few years have seen a flurry of new rules and regulations around data privacy. GDPR, CCPA and other privacy laws have made it a necessity to adhere closely to data privacy rules or risk a fine.

Rule No. 3: Measure Performance Across Channels

B2B marketers have become accustomed to having lots of data at their disposal over the years. As a result, we're inherently data driven. But we need to measure what matters. It's not a numbers game based on the quantity of leads anymore; it's about understanding the holistic, cross-channel path to conversion and the impact on revenue.

Which channels perform better, at which points and with which messages? How do we measure our performance across channels and glean insights on next best investment so we can refine and improve?

Our Cross-Channel Future

The name of today's game is cross-channel. Our buyers don't exist in one channel, and neither should we. To compete, we need to play our cards right and do away with single-channel mindsets and siloed tactics. We need to create more precise and personalized buying experiences to meet our buyers where they are. This means activating, governing and measuring across our demand channels. Because at the end of the day, we should all be focused on winning our buyers over.





HOW TECHNOLOGY DRIVES ROI OF INTEGRATED MARKETING

Technology saves time and resources, making it possible for more organizations to justify an integrated marketing approach.

Kay outlined the ROI ResellerRatings has experienced: “The marketing team has saved 50 hours each month. For the sales team, the integrated stack reduced our customer churn rate by 76%. And then our contract values, on average, went up 30%.”

Sales teams are shifting to advisory roles with clients, an approach supported by integrated marketing, as “buyers are looking for guidance from their peers,” Plug Power’s Bogie said.

Integrated marketing empowers sales teams by collecting data about how individuals and companies have interacted with a campaign. Did a certain blog get a lot of clicks? Did a video get a lot of views?

“It helps us understand their pain point and make recommendations,” Bogie noted.

“If we are not sending [prospects] the right information at the right time, we are failing.”

AMBER BOGIE, PLUG POWER

A ROADMAP TO SUCCESS

Creating a plan is essential to ensuring consistency for any integrated campaign. Establishing the target audience and engaging them with the right content formats at the ideal intervals must be mapped out ahead of time.

Kay suggested focusing on one or two integrated campaigns a quarter and developing a one-page roadmap for each campaign.

“Start from the goal and work backward, which makes it easier to get sales and others on board,” she said.

What should be included in the roadmap? According to Kay:

- Determine the content, such as blogs, E-books and social media posts, early in the process;
- Agree on the number of touchpoints; and
- Set execution and delivery dates and stick to them.

Bogie added that the roadmap for an integrated marketing strategy should reflect how and where buyers are engaging.

“If we are not sending them the right information at the right time, we are failing,” she explained.

“If we want to succeed, then we need to understand where buyers consume their information and at what point in the sales cycle they’re doing it. We need to know who they are and what is relevant to their decision-making process.”

The roadmap should clearly outline content timelines and the resources needed to develop the assets. Content is expensive and can take a long time to develop, Khronos’ Englebretson noted. He recalled a situation where the marketing team developed three videos that were not part of a campaign. “They were great, but there was no plan on how to use the asset.”

The roadmap can’t be stagnant, the experts agreed. “There should be a continuous feedback loop between sales and marketing,” Englebretson said.



CONCLUSION

Integrated marketing campaigns are no longer aspirational. They are the norm. Marketers are driving this trend, equipping their teams with the right technology and strategy to maximize results.

These types of campaigns require careful consideration and coordination. However, when done right, these campaigns drive customer engagement, improve productivity and boost customer retention — which all impact the bottom line.



Integrate is the leader in Precision Demand Marketing, an emerging category to help B2B marketers develop and deliver an omnichannel demand strategy, convert customer and prospect data records to revenue, and drive marketing ROI. Integrate works with high-growth and enterprise organizations like Salesforce, Microsoft, Akamai, and Pluralsight to power their Precision Demand Marketing strategies.

Over the past decade, Integrate has evolved from solving the complex challenges across each demand generation channel to powering account-based, buyer-driven omnichannel experiences. Today, Integrate's Demand Acceleration Platform helps marketers orchestrate connected buying experiences that drive qualified conversations at scale, simplify ABM management, and accelerate revenue generation.

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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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