



# STATE OF B2B OMNICHANNEL MARKETING

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Harnessing The Power Of Data & Technology  
To Optimize Lead & Sales Growth

# INTRODUCTION

As businesses increasingly rely on digital marketing and technology to reach their audiences, omnichannel marketing strategies are constantly evolving. According to recent McKinsey research, B2B buyers rely on **10 or more channels** to interact with vendors when making a purchasing decision, and they expect a consistent customer experience across each.

With high expectations from leadership teams, marketers are focusing on augmenting their integrated marketing strategies to provide cohesive brand experiences across multiple channels. More importantly, organizations are leveraging existing strategies to boost effectiveness and streamline efficiency amid economic uncertainty.

“Now that we’re going into a possible recession, technology budgets are a little tighter, and we must be careful,” said Jennifer Fields, Sr. Demand Generation Marketing Manager for **Nexthink**, an IT service management company. “Over the next six months, marketers will focus on optimizing the tools they have instead of investing in new technologies.”

But properly capitalizing on those existing frameworks requires a tight alignment between sales and marketing, alongside a company-wide commitment to data-driven insights. As companies increase their focus on unifying data, targeting and personalization, this special report will utilize firsthand accounts and real-world insights to uncover:

- The increasingly important role technology is playing in keeping systems and teams aligned around the same set of insights, data and analytics;
- The tools and strategies needed to analyze and collect data from multiple channels to determine what campaigns are working and what areas need improvement;
- The necessity of creating a roadmap of audiences, content and cadences to bolster campaign consistency in execution and delivery; and
- The specific solutions practitioners are turning to refine and enhance their integrated marketing strategies.



## HOLISTIC CUSTOMER EXPERIENCES, INSIGHTS FUEL INTEGRATED MARKETING FOCUS

Industry thought leaders agreed that omnichannel marketing strategies are an increasingly important tool for businesses across various industries. Practitioners noted that integrated strategies provided better response rates due to a more frictionless experience for potential customers by using data to give them exactly what they need, right when they need it. [Research from HubSpot](#) found that businesses that implement a unified approach tend to see greater ROI from their marketing efforts than those that operate in siloes.

"I believe having a single source of truth that the entire company uses in tandem is the most important component to alignment," said Fields. "For example, we use tools integrated within Salesforce, which provides the entire company with the same insights into customer data."

Fields continued that integrated marketing tends to be used synonymously with multichannel marketing, but that's an improper comparison. She explained that integrated marketing initiatives aim to turn all channels into one seamless ecosystem, while multichannel strategies focus on leveraging channels individually. Instead, unifying traditionally separate marketing channels, such as direct mail and email, into a holistic business unit creates more cohesive and compelling brand experiences. Furthermore, omnichannel marketing efforts better position companies to gather customer insights with deeper context that teams can leverage in later campaigns.



"Multichannel marketing is just throwing a bunch of marketing messages out on different channels, whereas the integrated part requires strategic alignment on a singular message that's shared across all different channels," Fields said. "It eliminates discrepancies regardless of where, when or how the customer or prospect interacts with your brand."

Other industry experts agreed that companies should tailor integrated marketing campaigns to an organization's unique needs and goals. But it's also vital that teams gather the insights needed to create frictionless customer experiences and accelerate deals.

"We leverage technology platforms that connect to social networks like YouTube, Instagram and TikTok so we can monitor engagement, whether it's impressions, views or more," said Sherri Langburt, CEO of influencer marketing agency [BabbleBoxx](#). "We're looking at all these touchpoints to see how prospects engage with us. We normally wouldn't have purview into that because it's a whole other division."

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**JENNIFER FIELDS, NEXTHINK**

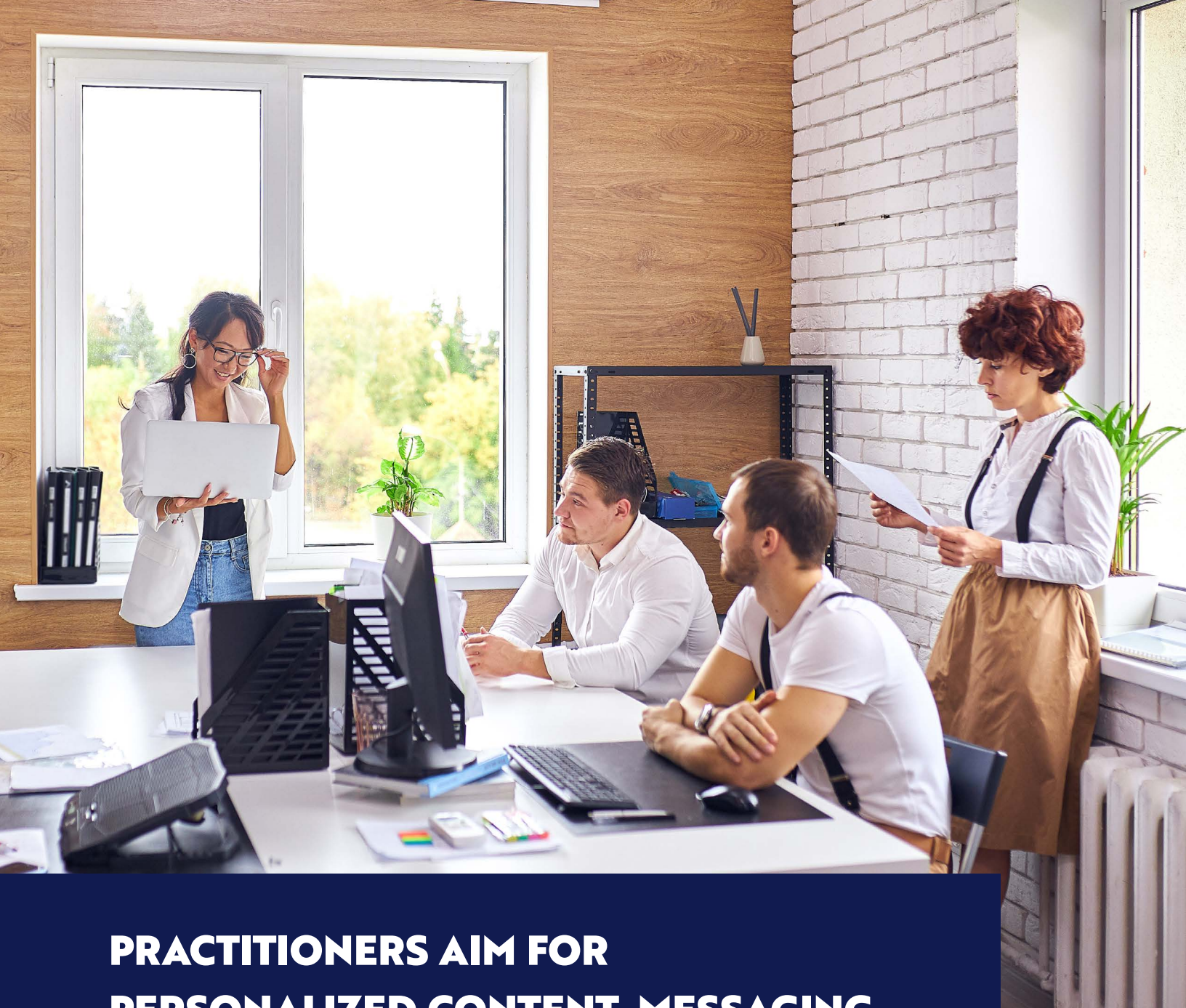
# UNIFYING DISPARATE TECH SYSTEMS TO STREAMLINE DATA COLLECTION

With the ability to reach customers more cohesively across channels, marketing teams can ensure maximum visibility and broaden the reach of their messaging. But disparate tech systems continue to plague many B2B marketing practitioners, as research revealed that **more than 50% of marketers** found it challenging to integrate existing and legacy technologies.

Integrating the tech used to leverage the various channels in omnichannel engagement strategies helps provide more context around the data collected from potential customers while accelerating the sales funnel by providing a comprehensive customer experience. Multi-touch attribution tools also empower companies to better understand how prospects engage across multiple channels, which makes the data collected more contextual and insightful.

"Within the next six months, I see us diving more into multi-touch attribution to gain that 360-degree customer view from how our programs are performing," Fields said. "For example, we implemented a cool tool at the end of last year called DealTale. It offers a click-down functionality into different insights and allows us to go in and get more specific journeys about individual people or how other channels are performing."

By combining digital channels, marketers are more likely to take advantage of each medium's strengths. Through tech integrations, businesses can expand their reach and engage their target audience quickly and effectively wherever the buyer is in their shopping journey.



## PRACTITIONERS AIM FOR PERSONALIZED CONTENT, MESSAGING VIA PLANNING & EXECUTION

When optimizing the customer experience, targeted content and personalization are two must-have strategies. Recent *Demand Gen Report* research found that **79% of buyers** are more likely to purchase a product from a brand that offers personalized experiences. Appropriate campaign planning and delivery reinforced with the right data and technology can help brands improve their messaging by offering content tailored to prospects' interests and needs.

“Creating a roadmap of audiences, content and cadences to bolster campaign consistency, execution and delivery requires careful audience segmentation, content mapping and cadence planning,” said Christina Kay, VP of Marketing at store ratings and reviews website [ResellerRatings](#). “Regularly testing and iterating on your strategy helps better position you to improve engagement, conversions, overall campaign performance and hit revenue goals.”

Omnichannel marketing strategies, in turn, can help marketers thoughtfully assess the channels that garner buyer engagement and identify which ones will be most effective at reaching the desired audience. To identify the right “watering holes” target audiences frequent, practitioners are integrating data from multiple channels to provide greater insights into customer behavior. This also uncovers where ideal buyers prefer to learn more about a B2B purchase.

“Identifying prospects’ most frequented channels requires a lot of testing and planning,” Fields said. “You need to strategically place your resources where you think they’re going to create the most value and then optimize from there.”

When building out an integrated marketing campaign, Kay explained that her team at ResellerRatings has a “straightforward” planning process:

- First, the team segments its audience based on interests, behaviors, demographics and other variables to deliver more relevant, tailored content to the group;
- Then, they align content with each segment by uncovering the type of content that resonates most strongly and creating a schedule for message delivery; and
- Finally, the team plans out its cadences by analyzing the best times to send emails, post on social media, publish blogs and even initiate BDR outreach.

Ultimately, the experts agreed that companies can create positive customer experiences and drive better results through intelligent use of targeted content and personalization. Instead of constantly burning resources on new content, practitioners can instead maximize their resources and focus on what works.

“With our campaign planning strategy, we know the timelines and how to build that into what everyone else needs,” Langburt said. “If not, the campaign will go live instead of strategically thinking about where existing content can fill in the blanks. Now we’re not spending and overspending and spinning our wheels to develop content already being created.”





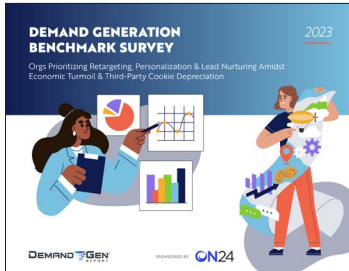
## CONCLUSION

Effective omnichannel marketing is essential for businesses to stay competitive in an increasingly unpredictable world. By combining digital channels and optimizing customer experiences with targeted content and personalization, businesses can create an effective engagement strategy to help them reach their goals without too much risk.

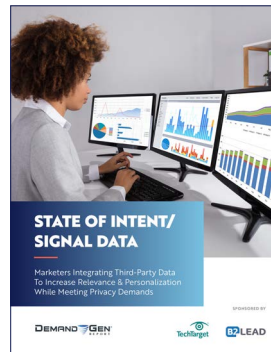
"It's key to use the data at your disposal and ensure there's a stakeholder from each department," Langburt said. "We do this because, all of a sudden, the digital team is buying photos for ad units and spending all this money creating video content when essentially they could be leveraging the influencer content already created."

As the B2B market evolves to be more focused on omnichannel marketing solutions, companies must remain agile to maximize the ROI of their campaigns and capture a larger market share.





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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 multichannel demand generation efforts.

**201.257.8528**

**[INFO@DEMANDGENREPORT.COM](mailto:INFO@DEMANDGENREPORT.COM)**



**BY BRIAN ANDERSON, CONTRIBUTING WRITER**