The Future of B2B Marketing
The Road to 2025

Jay Gaines
Chief Marketing Officer
@izjay
Agenda

Today  →  2025

Trends

AI
The Characteristics Of High-Performing B2B Marketing Today

**Agile**
Rapid response capability, culture of experimentation

**Strategic**
Go-to-market focus, customer knowledge, business relevance

**Aligned**
Shared vision, process and accountability

**Focused**
On measurable activity that drives business contribution, prioritization

**Measurable**
The math of marketing contribution is clear

**Process Driven**
Planned activity, operationalized approaches, integrated

**Capable**
Skills and core competencies align to go-to-market approach, technology enabled

**Insightful**
About buyers/customers, sales, analytics

**Audience-Centric**
Insightful: Audience Framework Template
## Insightful: Audience Framework Example

<table>
<thead>
<tr>
<th>Offering</th>
<th>Industry</th>
<th>Region</th>
<th>Sub-vertical</th>
<th>Org Type</th>
<th>Buying Center</th>
<th>Persona 1</th>
<th>Persona 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Employee Health Benefits Plan</strong></td>
<td>Insurance</td>
<td>U.S.</td>
<td>Health insurance</td>
<td>Small and mid-sized employers</td>
<td>Human Resources</td>
<td>Director of Benefits</td>
<td>CFO</td>
</tr>
</tbody>
</table>

### Key Issues

- Ongoing and constantly evolving regulation
- Increased cost for coverage
- Implementation of the Affordable Care Act (ACA); preparing for Employer Mandate provision
- Employer Mandate provisions of the ACA extended until 2016 for small and mid-sized businesses
- Responsible for analyzing impact of the ACA
- Pressure to reduce the cost of health benefits
- Overseeing multiple HR functions – benefits, recruiting, personnel
- Limited expertise in the complexities of health insurance
- Overall financial management
- Adjusting for the ongoing impact of increasing insurance costs

### Buyer Need

- Keep current with regulations
- Minimize the overall impact of increasing costs
- Understand the impact of the ACA on employer coverage
- Plan pathway to implement plan changes as required, OR plan to account for Federal penalty for not complying
- Easy way to break down tenets of the ACA to analyze options and impact
- Ensure that the plan meets standards for Essential Health Benefits defined by ACA
- Reduce employer cost
- Implement employee wellness programs
- Reduce cost
Insightful: Anatomy of a Buyer

SiriusPerspective: Persona templates define the audience attributes marketers need to know to inform an audience-centric go-to-market strategy.

**The Anatomy of a Buyer**

**Process Attributes:**
- Buying Scenario
- Buyer Role
- Purchasing Decision Phases
- Demand Type
- Decision Drivers

**Emotive Attributes:**
- Initiatives
- Challenges
- Primary Buyer Need
- Lexicon

**Functional Attributes:**
- Job Role
- Common Titles
- Position on Org Chart
- Buying Center
- Firmographics

**Behavioral Attributes:**
- Content Asset Types
- Interaction Types
- Watering Holes
- Engagement Level

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Insightful: The Buying Process

SiriusPerspective: While understanding the personas and phases in the buying process is helpful, reality is too complex to make buyer journey insights fully actionable.
**Great Marketing is Measurable**

*SiriusPerspective*: The math of marketing business contribution must be clear and designed with audiences in mind.

<table>
<thead>
<tr>
<th>Class</th>
<th>Measure</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Impact</td>
<td>• Revenue</td>
<td>Effects against business goals</td>
</tr>
<tr>
<td></td>
<td>• Market share</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Profit</td>
<td></td>
</tr>
<tr>
<td>Output</td>
<td>• Inquiries</td>
<td>Direct results of actions</td>
</tr>
<tr>
<td></td>
<td>• Proposals</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Demo requests</td>
<td></td>
</tr>
<tr>
<td>Activity</td>
<td>• Email sent</td>
<td>Counts of actions taken</td>
</tr>
<tr>
<td></td>
<td>• Calls made</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Requirements written</td>
<td></td>
</tr>
<tr>
<td>Readiness</td>
<td>• Database size</td>
<td>Preparedness to perform</td>
</tr>
<tr>
<td></td>
<td>• SLA compliance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Skills</td>
<td></td>
</tr>
</tbody>
</table>
Trends Impacting B-to-B Through 2025

Atomization  Artificial Intelligence  Authenticity  Accountability  Adaptability
Trends Impacting B-to-B Through 2025

- Atomization
- Artificial Intelligence
- Authenticity
- Accountability
- Adaptability
AI Will Illuminate Two Critical Blind Spots

Your Customer

Your Performance
Do We Really Know Our Buyers?

**SiriusPerspective:** AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

You think your buyer is this...
Do We Really Know Our Buyers?

SiriusPerspective: AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

...when it’s really more like this.
Do We Really Know Our Buyers?

**SiriusPerspective:** AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

Actually, it’s *really* more like this.
Do We Really Know Our Buyers?

SiriusPerspective: AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

But after we get a lead from this person...
Do We Really Know Our Buyers?

SiriusPerspective: AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

...our systems act like the others don’t matter.
Do We Really Know Our Buyers?

*SiriusPerspective:* AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

**Second Lead Syndrome**

100

100

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Do We Really Know Our Buyers?

**SiriusPerspective:** AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

**Second Lead Syndrome**

- Disqualified!!
- Duplicate!!

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Pop Quiz 1: Hot or Not?

All else being equal, which of these looks like the hottest opportunity?
Pop Quiz 1: Hot or Not?

All else being equal, which of these looks like the hottest opportunity?

One MQL (=75 pts)
Pop Quiz 1: Hot or Not?

One MQL (75 pts)

One MQL, 1 INQ

All else being equal, which of these looks like the hottest opportunity?
Pop Quiz!: Hot or Not?

One MQL (=75 pts)

One MQL, 1 INQ

No MQLs, 4 INQs

All else being equal, which of these looks like the hottest opportunity?
Pop Quiz 1: Hot or Not?

The fact that four relevant buyer personas are showing interest is a tremendous buying signal.
Signal Detection – Which Signals Actually Matter?

Here’s what that looks like in b-to-b systems today...

Buying Group Blindness

No “leads.” No buying groups. No meaningful signals.
Why We Have Buying Group Blindness

The systems we rely on in marketing have been person-centric.

Often, we don’t have data collected on all the touch points we need to evaluate.

We haven’t had the analytic capabilities to make sense of the data we do have.
We Don’t Always Know What, If Any of This, Is Working

**SiriusPerspective:** An understanding of what causes buyers to progress in their buying processes has largely been absent, but AI-based tools are beginning to illuminate this b-to-b blind spot.

<table>
<thead>
<tr>
<th>Buying Phase</th>
<th>Education</th>
<th>Solution</th>
<th>Selection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying Decision Stage</td>
<td>Loosening of the Status Quo</td>
<td>Exploring Possible Solutions</td>
<td>Committing to a Solution</td>
</tr>
<tr>
<td>Buyer Persona Interaction</td>
<td>Committing to Change</td>
<td>Committing to Change</td>
<td>Justifying the Decision</td>
</tr>
<tr>
<td>Non-Human</td>
<td>Search Internet</td>
<td>ROI Tool</td>
<td>Value Actualization Tool</td>
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<tr>
<td>Human</td>
<td>Explore Website</td>
<td>Customer Service Rep</td>
<td>Customer Reference (Vendor)</td>
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<tr>
<td></td>
<td>Explore YouTube</td>
<td>Sales Rep</td>
<td>Customer Reference (Buyer)</td>
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<tr>
<td></td>
<td>Sales Rep</td>
<td>Product Manager</td>
<td>Sales Rep</td>
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<td></td>
<td>Peer Networking Event</td>
<td>Customer Reference (Vendor)</td>
<td>Sales Rep</td>
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<td>Live Vendor Webinar</td>
<td>Executive</td>
<td>Contracts</td>
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<td>Industry Analyst</td>
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We have many touch points with prospects and customers...  
...but we lack unbiased information to determine which are most effective...
We Don’t Always Know What, If Any of This, Is Working

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...or which of these many individuals really drives the buying process...

...and what appeals most to these individuals.

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Why We Don’t Always Know What Is Working

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It is really complicated – we’ve lacked the analytic firepower

Often, we don’t have data collected on all the touch points
The Four Ways AI Helps

Four capabilities help you understand your buyers and assess your performance
How It Helps – Capabilities of AI

Add Perceptive Capacity
- Take in more information
- See more connections

Add Cognitive Capacity
- Process more (complex) information

Reduce Cognitive Load
- Simplify decisions

Automate Processes
- Automate actions and decisions
- Simplify, automate processes

Intent monitoring
IP lookup

Data visualization
Customer data platforms

Predictive lead scoring

Revenue intelligence platforms
Know Your Buyers and What Drives Them – at Scale

**SiriusPerspective:** Organizations are already adopting solutions for automating content tagging, enabling personalization and profiling web visitors at scale to drive content engagement.

1. AI “reads” web assets and creates taxonomy aligned to solutions
Know Your Buyers and What Drives Them – at Scale

**SiriusPerspective:** Organizations are adopting solutions for automating content tagging, enabling personalization and profiling web visitors at scale to drive content engagement.

1. AI “reads” web assets and creates taxonomy aligned to solutions
2. AI assesses repeat visitor interests, presents relevant content
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3. AI generates high-definition visitor profiles
**Know Your Buyers and What Drives Them – at Scale**

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Know Your Buyers and What Drives Them at Scale and Align With Sales

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1. AI “reads” web assets and creates taxonomy aligned to solutions
2. AI assesses repeat visitor interests, presents relevant content
3. AI generates high-definition visitor profiles
4. AI presents next best content

- Add Perceptive Capacity
- Add Cognitive Capacity
- Reduce Cognitive Load
- Automate Processes

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Know Your Buyers and What Drives Them at Scale and Align With Sales

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2. AI assesses repeat visitor interests, presents relevant content
3. AI generates high-definition visitor profiles
4. AI presents next best content
5. AI groups visitors by account and interests – buying teams
### Assess How AI Might Help

<table>
<thead>
<tr>
<th>Feature</th>
<th>Question</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>More Data</strong></td>
<td>Do you need more data on your buyers?</td>
<td>Do you need more performance data?</td>
</tr>
<tr>
<td><strong>More Processing</strong></td>
<td>Do you have data but need more computing power to make sense of it?</td>
<td>Do you need better analytical capabilities to process existing data?</td>
</tr>
<tr>
<td><strong>Less to Process</strong></td>
<td>Do you need to segment and prioritize better?</td>
<td>Do you know where to focus demand gen dollars?</td>
</tr>
<tr>
<td><strong>Process Automation</strong></td>
<td>Do you need to respond more consistently and quickly?</td>
<td>Do you need to automate collection of customer-facing performance data?</td>
</tr>
</tbody>
</table>

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### 2025 Summarized (at least in terms of AI)

<table>
<thead>
<tr>
<th>Leads</th>
<th>Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>MQLs</td>
<td>Signals</td>
</tr>
<tr>
<td>Data</td>
<td>Big Data</td>
</tr>
<tr>
<td>Complexity</td>
<td>Clarity</td>
</tr>
<tr>
<td>Data Supported</td>
<td>Data Driven</td>
</tr>
<tr>
<td>Actions &amp; Improvement</td>
<td>Automated &amp; rapid</td>
</tr>
</tbody>
</table>