



How B2B Leaders Can Gain (or Regain)

MARKETING MOMENTUM

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This executive-level guide provides insight on how to assess your current marketing efforts to identify actionable tips to help you gain (or regain) marketing momentum.

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Marketing and Momentum

In our **Big Rocks of B2B Marketing eBook**, we examined elements we consider foundational for long-term B2B marketing success; big picture items like marketing strategy, messaging formation and lead generation.

Naturally, when big rocks start rolling, momentum follows. For many, this marketing momentum takes the shape of a team that's generally performing well, consistently delivering leads, engaging target audiences and incrementally building the brand.

AND THEN IT HAPPENS:



MOMENTUM SLOWS.



PERFORMANCE PLATEAUS.



FRUSTRATION MOUNTS.

Don't worry. It happens in virtually every organization. What's important is to view this common occurrence as an opportunity for assessing your marketing efforts today to find paths for better performance tomorrow. This eBook covers how to go about that assessment and turn it into action.



Marketing Momentum Killers

Before we dive into practical actions to rebuild or regain marketing momentum, it's helpful to consider ways momentum can slow or stall, including when...

- 1 Gradual shifts in markets and customer needs** aren't matched by evolutions in a brand's messaging or value proposition.
- 2 Marketing teams unknowingly build norms and cycles** that lead only to minor or cosmetic variations on previous campaigns or marketing mix components.
- 3 Sales and marketing teams become misaligned** and allow opinion, emotion and subjectivity to supersede data, dialogue and objectivity.
- 4 Marketer's bandwidth is maxed out** on current efforts and are forced to dilute attention (and overall effectiveness) to make room for new projects or priorities.
- 5 Marketers get engulfed in “what's now or next,”** at the cost of analyzing “what was,” and ultimately lessen their ability to influence “what can be.”

TAKE TIME TO REFLECT AND GET FEEDBACK FROM YOUR TEAMS ON WHETHER THESE AND OTHER FACTORS MAY BE LIMITING MOMENTUM IN YOUR ORGANIZATION.

Again, these are just a few of the factors that can cause momentum to wane. Now, let's jump in to practical actions to kickstart your marketing efforts and get things moving in the right direction.

Verify and Multiply your Marketing Content

Content is a critical contributor to marketing momentum. But keeping it current and producing it in all the formats that prospects and customers expect can sometimes be quite challenging. We encourage organizations to consistently **verify**, and where practical, to **multiply** their marketing content.



VERIFY - Ensure you have the right range of content and that it remains relevant.

Over time, teams often lose clear sight of exactly what content they're providing, where gaps may lie and where assets may have drifted from current messaging or branding. That's why it's important to periodically conduct a full marketing content audit and establish practices that make upkeep manageable.



Here are some points to keep in mind:

- **Create and maintain a content matrix** that catalogs every piece of content you have and includes fields to capture key details.
- **Consider physically printing or displaying your array of current content** to enable better comparison and evaluation of consistency across formats.
- **Review engagement data** from your marketing automation platform and/or Google Analytics to keep tabs on what's resonating most (and least) with your audiences.



CONTENT DATA YOU SHOULD CATALOG INCLUDES:

Content type, title, version control ID, date published, date last updated, keyword targets, solution supported, URL, author, funnel stage supported, persona fit, and more as applicable.

It's important to maintain a view of your marketing content from multiple perspectives.



MULTIPLY - Use in-depth, long-form content assets or focused interviews to make it easier to create similarly themed content in other formats.

Audiences seek out different types of content at different points in the buyer's journey, but it's not easy to find time to create these needed variants. Here are a few ways you can work smarter, not harder, when developing content:

- **Interview a subject matter expert** to get their core ideas and insights on multiple topics your content developers can then flesh out further.
- **Use transcripts from webinars and talks** as the foundation for articles and blogs or use compelling individual slides in social posts.
- **Extract one section of an eBook or white paper** to fuel a blog post that then points back to that deeper, gated content asset.

RESOURCE: For more, check out our posts on [“Five Ways to Contend with Content Development”](#) and [“Content Development for Each Stage of the B2B Buyer's Journey.”](#)

Check your Sales and Marketing Alignment

When momentum slows, sales and marketing teams often inadvertently silo themselves as they hunker down to accomplish individual objectives. Unfortunately, these silos can also promote unhelpful refrains of “you’re not getting us enough leads” and related replies of “you’re not converting enough of the leads we’re getting you.”



Here are five questions we examine closely each time we address this issue with organizations:

1

Has the sales funnel been clearly documented with objective criteria (e.g. lead scoring or similar rule sets) for what constitutes a marketing qualified lead, sales qualified lead, etc.?

2

Is there a formal “service level agreement” in place between sales and marketing that lays out the agreed-upon responsibilities of each group?

3

Are regular meetings taking place between sales and marketing to share ideas, observations, challenges and unmet needs in a constructive way?

4

How well is technology supporting alignment and business development overall (e.g. CRM, sales intel tools, marketing automation, etc.)? Are small system or individual application issues adding up?

5

Have detailed personas been developed for each buyer type? And have sales and marketing reviewed each recently to determine if recalibration is needed?



Achieving or regaining sales and marketing alignment can seem daunting but making it a sustainable reality is surprisingly quite straightforward when ongoing communication and lock-tight clarity are the norm.

RESOURCE: For a deeper discussion, read our article entitled **“From Link to Lift: Aligning Sales and Marketing to Boost Bottom-Line Impact”**

Personalize Points of Engagement

Personalizing individual experiences was once considered “extra” in B2B marketing. For many, the extent of personalization was to insert an individual’s first name in an email or direct mail salutation. This simplified tactic only scratches the surface of personalization and its power.

While the benefits of personalization are undeniable, most rate their personalization efforts as limited and only 8% characterize them as advanced.¹ Now, an abundance of data and intuitive marketing tools make it easier for marketers to cater to individual needs and preferences.



Personalized Calls to Action Perform
202% BETTER Than Basic CTAs²

¹ Researchscape International

² HubSpot



One simple way to assess your own organization's personalization maturity is to examine your efforts against the "3 Rs."

RELEVANCE

Using data to promote content and offers that are based on a person's buyer persona, buyer's journey stage and behavioral actions (e.g. what they've consumed before).

RECOGNITION

Using personalization "tokens" to incorporate not only a person's name, but also messages and images that incorporate their industry or even their actual organization.

RESPONSIVENESS

Using tools like Google Analytics or asking individuals directly to learn and apply preferences in how they want to consume information from your company (e.g. frequency, order, topics).



Even in an era of Account Based Marketing, don't forget that it's people who are buying your products. Delivering information and solutions that are tailor made for them is a sure-fire way to build marketing momentum.

Create Brand Experiences That Exceed Expectations

Although we should continuously strive to improve prospect and customer interactions with our brands, this aim takes on added importance when marketing momentum loses steam. Here are three principles to follow.



Make mundane moments meaningful.

Seemingly small moments of delight can deliver big dividends. Whether it's a handwritten "thank you" on every invoice, beautiful and smart packaging, or offering tailored, digital proposals and signatures instead of "sign-scan-return" PDFs, seek out every opportunity to exceed expectations.



Make it easier to engage.

Don't discount tactical drivers of engagement. For example, page speed is a search engine ranking factor and customers expect loads of 2 seconds or less¹, yet many do not actively assess their performance. Elements such as online chat, progressive profiling (which lessens the burden of information on inbound forms) and responsive design also improve engagement.

¹ Kissmetrics



Promote your personality and positivity.

Personality isn't restricted to consumer brands. Many B2B organizations effectively convey their personalities with **smart social media** and add genuineness in everything from website login welcomes (e.g. "Let's start innovating, Isabel") to clever error messages (e.g. "Oops, that didn't go as planned").

Building your brand essentially equates to building your business. Use these two principles to ask yourself and your teams:

- How can we move more prospects from consideration to conversion?
- How can we achieve higher levels of brand advocacy and loyalty with our customers?

RESOURCES:

Creating **Customer Journey Maps** is a great way to identify individual points of opportunity where your brand can exceed expectations and strengthen relationships.

Google Page Insights is a great tool that provides an instant view of your webpage's load times and detailed recommendations for accelerating it.



Activate (or Elevate) the Power of Marketing Automation

Marketing automation software platforms help marketers engage more effectively and efficiently online with more people, across multiple channels and with fewer required manual tasks. While many have such a solution in place and benefit from its use, most don't leverage the full potential of their platforms or leave key functions and features sitting idle.

COMMON APPLICATIONS

- Advanced email marketing
- Landing and thank you pages
- Campaign creation and management
- Campaign and channel performance tracking
- Lead scoring
- Lead nurturing
- Lead workflows and alerts

COMMON FAIL POINTS

- Lack of, partial or improper integration with related systems (CRM, webinar platforms)
- Not enabling updates or adoption of features that would improve performance
- Outdated, absent or overlapping rules and workflows
- Inefficient application of templates and cloning to create new campaign elements
- Incomplete capture of data points that would enhance decision making

Marketing automation can be invaluable for shortening sales cycles, delivering targeted outreach and driving resource efficiencies. If you've already implemented marketing automation, don't fall into the "set it and forget it" trap. Regularly conduct usage assessments and consider having an external expert examine your instance for unknown issues and untapped opportunities.

Get Actionable Feedback and Avoid Biases

Emotion and bias constantly influence us all and both are frequently amplified when goals aren't met. This often manifests itself in declarative statements like “I think we need to change our pricing model” or “I don't think our messaging is working.” While these sentiments may be true, acting without enough evidence can set you further back.

To be sure bias isn't overtaking objectivity, examine hypotheses from multiple objectives.



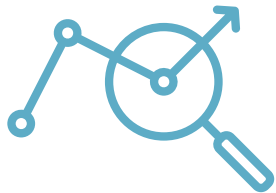
Dig in to conversion data.

Use your CRM and marketing automation platforms to identify what lead sources and campaigns are having the most impact. Look to tools like Google Analytics to identify behavioral trends and potential conversion blockers.



Query your customers.

While sales teams can convey summary sentiments, seeking out customers' opinions via support calls, surveys or 1:1 conversations can add important context and show customers that their observations and opinions always matter.



Look at your losses.

“Reason Lost” data is often limited to succinct field choices that don't tell the full story. Get deeper insights from your sales team to see if new collateral or different emphasis on certain messaging points can move more opportunities into the Win column.

As you might expect, another positive outcome of examining hypotheses from different angles is that important factors you hadn't previously considered are often unearthed. Keep the questions and hypotheses coming but avoid the pitfalls of hearing only what you want to hear or closing yourself off to competing points of view.

Are You Ready to Gain (or Regain) B2B Marketing Momentum?

The ideas and actions recommended in this eBook are only a beginning and hopefully will inspire you to dive deeper into the elements of your marketing efforts that may be holding you back or to push ahead down high-potential paths you haven't explored before.

We're here to help.

Free and objective feedback from one of our B2B marketing experts can bring your marketing momentum barriers into focus. **Schedule a one-hour, one-to-one complimentary consultation** today to start moving forward.



SCHEDULE A FREE CONSULTATION

About Launch Marketing

Launch Marketing is a boutique business-to-business (B2B) marketing firm in Austin, Texas that provides turn-key services focused on generating leads and driving revenue. The team brings a breadth of senior-level expertise with a full-service approach to help clients maximize the impact of marketing for their business. Since 2001, they have helped countless clients successfully launch their company, dive into new markets, introduce new products, and generate more qualified leads.

For more information, visit www.launch-marketing.com.

