



# Elevating B2B Marketing: A Strategic Partner for Sales and Growth Driver

Part 3 of 'Improving digital B2B experiences to  
drive Commercial success' series

# Elevating B2B Marketing: A Strategic Partner for Sales and Growth Driver

In a rapidly evolving B2B landscape, where customer expectations are at an all-time high, it's time to debunk some widely held misconceptions. If you think the role of marketing winds down once a sale is secured, let's turn that thought on its head. Welcome to the new era of marketing as a relentless growth driver.

## **MARKETING IMPACTS THE FULL SALES FUNNEL, NOT JUST TOP FUNNEL GROWTH**

It's crucial to recognize that the conclusion of a sale is only a pivot point where marketing transitions from lead generation to becoming a growth driver.

B2B marketing is now instrumental in facilitating up-and cross-sell at account level and cultivating personalized lasting relationships.

ABM strategies for instance, are custom-fit solutions that aim to unlock further business opportunities within existing client relationships: think of customized services offered at specific account stages, pro-active engagement in the customer lifecycle or simply personalized offer and services delivered through various engagement channels.

They aren't just a minor adjustment to your marketing strategy; it's a fundamental shift in how you view and utilize marketing within the customer lifecycle.

And they pay off! Statistics reveal that in 73% of cases, there's a noticeable increase in deal sizes, accompanied by an improvement in ROI in 76% of instances for companies implementing ABM strategies<sup>1</sup>.

## **MARKETING AS A STRATEGIC PARTNER FOR SALES**

So, what's next?

A bigger opportunity unfolds for our B2B clients when we consider the pivotal role Marketing can play. Let's illustrate through the lenses of one of our clients, a transportation and logistics service provider based in the Netherlands.

Initially, they had already established strong marketing strategies aimed at driving acquisition by precisely positioning the right value propositions at key accounts, supporting account development through personalized products or services, and fostering loyalty through exceptional service delivery.

<sup>1</sup> Source: Rollworks



However, their journey didn't end there. The next level of maturity for them was to elevate marketing as a strategic partner for both management and sales teams.

They identified untapped growth opportunities in the field of customer acquisition, whereby getting insights on customer needs and behavioral patterns was allowing their sales team to craft and position digital-only propositions, with a reduced cost-to-serve model.

Furthermore, they ventured into co-creation practices with key accounts, leveraging feedback loops and insights to enhance their retention strategies.

Central to their transformation was the establishment of an integral customer view across the customer life cycle. By mapping the relevant events at (potential) customers throughout the customer lifecycle, and related actions the company wanted to be able to take at each stage of the journey, the company and Deloitte were able to identify the data required to build a strong data insights capability.

This, coupled with robust visualization tools and clear KPIs, empowered their Sales and Management teams with actionable customer details, thereby supporting their commercial efforts.

## ***SALES ENABLEMENT THROUGH MARKETING ACTIVITIES***

Another compelling example of Sales enablement through Marketing activities is a pilot conducted at a global paint & coatings manufacturer.

By leveraging a lead identification tool, marketing was able to generate insights for the Sales team to support their commercial activities, and a better scoring of leads from Marketing qualified Leads to Sales Qualified Leads, enabling growth across the entire customer life cycle.

This collaboration within a cross-functional Marketing & Sales team over high-value leads propelled more effective account management. The pilot yielded 700 valuable leads, substantially increasing Sales opportunities, eventually leading to its expansion across all business units within the organization.



# Continuous engagement is key for commercial growth

It's important to remember that marketing's job is never truly done. **After a deal is closed, marketing must not retreat but rather reinvent itself to continue adding value.** This period of customer development is critical for **ensuring your business remains a preferred choice, and your solutions and services are perceived as indispensable.**

Your role is to **consistently deliver relevant, personalized content that addresses customers' evolving needs.** By doing so, you reinforce their decision to work with you and open the door to further growth and collaboration.

As you ponder these perspectives, we invite you to reflect on how they can transform your B2B marketing approach. This is just one element of a broader strategy designed to help you navigate the complexities of customer relationships and chart a course for sustained success.



# Contact us

Are you ready to transform your company's customer experience? Reach out to explore how you can elevate your B2B Marketing into a strategic partner for sales and a growth driver.



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