

B2B MARKETING RESEARCH

# BMR

• REPORT 2018 •

AN AUSTRALIAN RESEARCH REPORT EXPLORING B2B MARKETING PRACTICE, INTENTIONS AND DIRECTIONS

IN ASSOCIATION WITH



**Marketing**



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# FOREWORD



**Andrew Haussegger** | Managing Director, Green Hat

We were delighted to have 412 respondents participate in our eighth annual B2B study – a 23% uplift over last year! We delved deeper into trends such as Customer Experience (CX) and opened some new topics such as Account-Based Marketing. Taking a helicopter view, my summation is that B2B marketers still have work to do to effectively measure performance. In the words of renowned management thinker Peter Drucker, "You can't manage what you can't measure". Most B2B marketers are not following this advice, as only one in five respondents effectively measure their overall ROI today. We discovered that 'best-in-class' marketers are doing a better job than the rest and we explore this theme throughout the report.

B2B buyers are coming to expect their B2B experience to match their personal consumer experience. Fair enough! We see the dial being turned up on how we integrate our data, technology, content and messaging to streamline engagement with our customers across many channels. As CX grows in strategic relevance, B2B marketers should ask themselves: Are we going to take the lead on best-practice customer experience in our organisation? A timely question, with far-reaching ramifications for marketing practice.

Many thanks to our partners – ADMA, Marketing Magazine, B2B Marketing UK and Plattar – for their various contributions. And, of course, to Salesforce – whose sponsorship made this research possible.



**Jodie Sangster** | Chief Executive Officer, ADMA

In 2018, we will see a continued focus on customer experience, personalisation and increasingly segmented audiences. To achieve relevance and cut-through, B2B marketers will need to carefully consider how to create valuable and compelling individual experiences.

Content development will continue to be a key investment area for B2B marketers in 2018. This will include website copy, blog content (both short and long form) and video content. With increased content marketing, B2B marketers need to deliver data-driven optimisation strategies to effectively cut through the noise. Strategic planning will be critical, but adopting an agile approach to content creation will enable B2B marketers to quickly leverage analytics, insights and trends.

However, we also see the focus shifting from content to conversation. Social media continues to grow in relevance for B2B marketers. Leaders will need to ensure social conversations are effectively managed and social customer data integrated into CRM platforms to ensure leads are not missed.

The opportunities ahead for those in B2B are considerable. Thanks once again to Green Hat for driving this study for the eighth year. I trust the insights in this report will help clear the fog around the many contending issues ahead for 2018.

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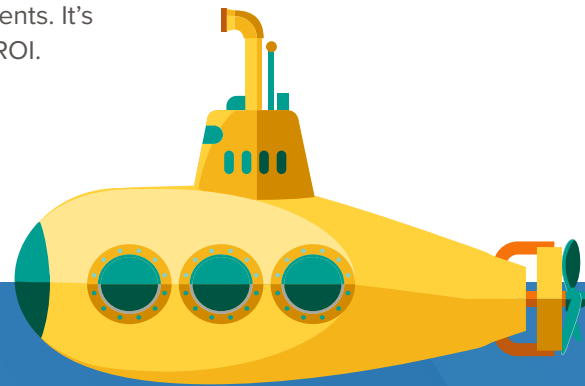
With Thanks ..... 48

# KEY FINDINGS

This year 412 respondents participated in the Australian B2B marketing research study. Respondents reported past performance and planned intentions for key themes dominating B2B marketing.

The key findings from this year's research are:

- Only 24% of respondents achieved their marketing objectives in 2017. Best-in-Class marketers were 73% more likely to have achieved theirs.
- Gaps appeared in documenting strategy, with 58% documenting content marketing and social media plans, 48% lead generation and lead nurturing, and 33% sales and marketing alignment.
- Measuring marketing ROI continues to be problematic for B2B marketers with only 19% measuring and communicating ROI internally.
- 95% of respondents see Customer Experience as a significant challenge, but only 48% have developed customer personas. In 2016, 42% had developed personas, so we have seen little improvement in this area.
- From a technology perspective, 67% of those with a Marketing Automation Platform (MAP) have connected it to their CRM – a big leap from 42% last year.
- Account-Based Marketing is being deployed by 46% of respondents. It's interesting to note that 56% of them report moderate-to-strong ROI.



## BEST-IN-CLASS B2B MARKETERS

Best-in-Class marketers are the leaders and innovators of the B2B marketing industry. In this report, you'll find comparisons between Best-in-Class marketers and the rest of respondents.

To identify them, we selected three key areas of B2B marketing that have a significant impact on overall marketing effectiveness:

- Understanding their target audience – have they developed personas for buyers in their target markets?
- A focus on pipeline outcomes – do they get satisfactory (more than two-thirds) follow-up of Marketing leads by the Sales team?
- Adopting technology – have they implemented a marketing automation platform?

Our Best-in-Class marketers responded positively to all these questions and, this year, comprise 15% of overall respondents.

Best-in-Class were significantly more likely than the rest of respondents to have achieved their objectives over the last 12 months. We found these marketers were performing significantly better in some key B2B benchmark areas:

- Developing strategy and plans
- Measuring results, especially for lead conversion, pipeline and campaign attribution
- Aligning Sales and Marketing within their organisation, particularly by defining the lead management process throughout the funnel and establishing mutual lead definitions
- Taking steps to improve their customers' experiences

We believe Best-in-Class marketers set the benchmark for Australian B2B marketers to work towards achieving greater marketing success and driving more value for their organisations.

# CHALLENGES & OBJECTIVES

The key challenges and objectives for B2B marketers in 2017 were consistent with the previous year. Measuring marketing ROI remains the top-ranking challenge for B2B marketers (52%). This was followed by optimising customer experience (50%) and generating leads (41%).

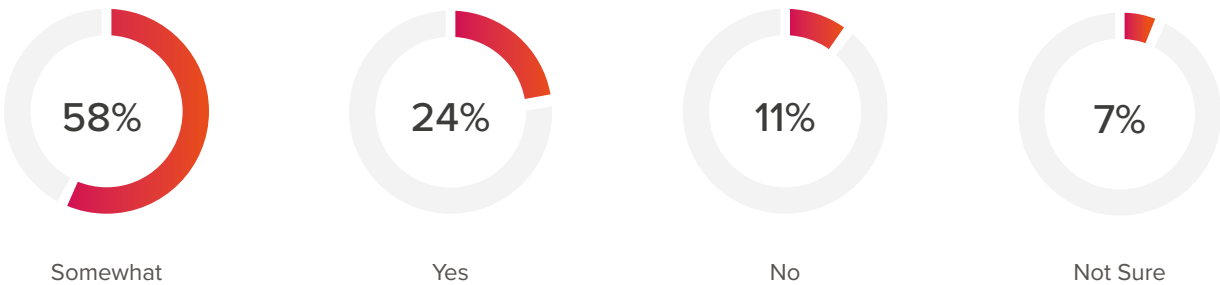
Continued challenges in measuring ROI may explain why only 24% of B2B marketers achieved their objectives in 2017. Surprisingly, only 37% of Best-in-Class marketers believe they achieved their objectives in 2017, and 21% of the rest of respondents. Best-in-Class marketers are more likely to plan their marketing approach, documenting strategies and measuring outcomes, which supports them in achieving their goals.

The top three objectives in 2018 for B2B marketers are lead generation, lead nurturing and optimising customer experience. These are consistent with 2017, showing B2B marketers continue to focus on reaching, engaging and nurturing current and prospective customers.

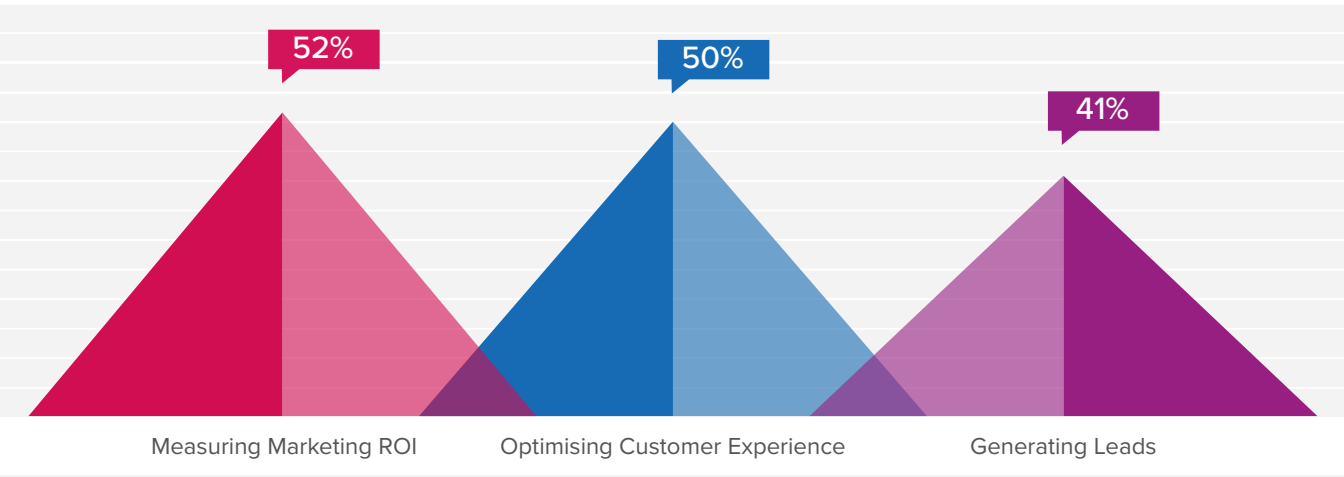
Interestingly, amid all the talk about improving alignment between Sales and Marketing teams, respondents did not find this challenging in 2017 relative to other aspects of marketing – rating it as their least significant objective for 2018 (from the list provided).

Renowned management consultant Peter Drucker is quoted as saying: “You can’t manage what you can’t measure”. This year’s research indicates that many B2B marketers need to put more focus on performance measurement, including developing SMART objectives that are specific, measurable, achievable, relevant and timely, to effectively demonstrate and communicate marketing ROI.

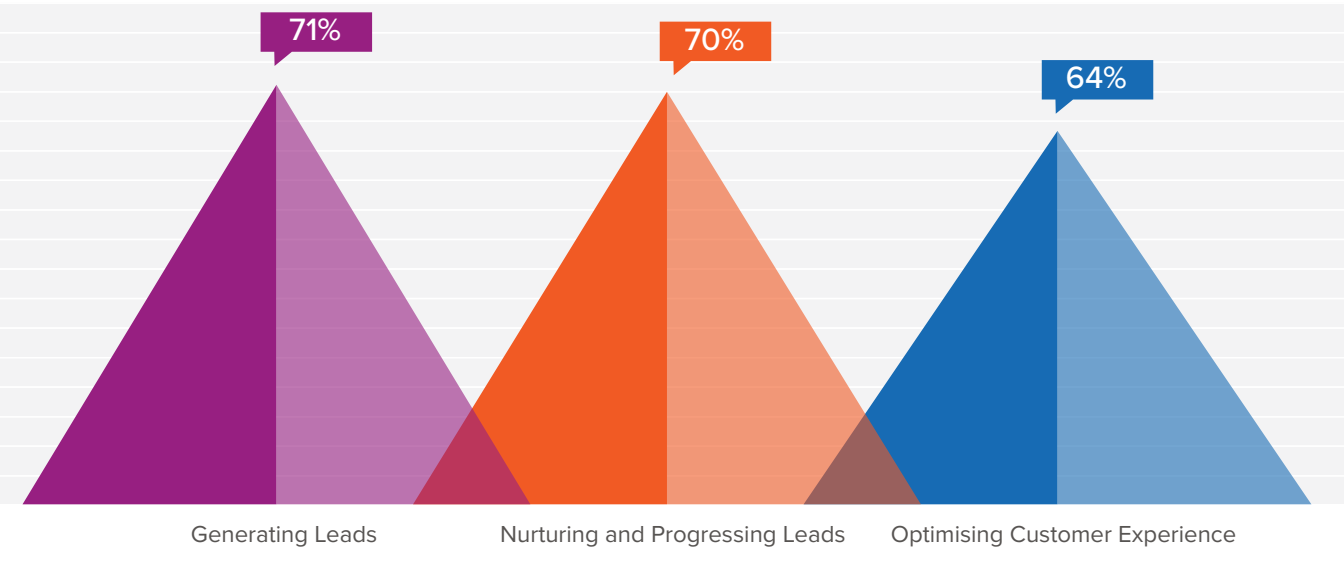
## Have you achieved your marketing objectives over the previous 12 months?



## Top three marketing challenges in 2017



## Top three significant marketing objectives in 2018



# MARKETING STRATEGY

Benjamin Franklin famously said, “If you fail to plan, you are planning to fail”, and Best-in-Class B2B marketers absolutely agree.

Best-in-Class marketers are significantly more likely to document their strategy, especially for customer experience, lead generation and nurturing, as well as Sales and Marketing alignment, compared with the rest of respondents.

Anecdotally, we know B2B Marketing teams are often driven by the demands of Sales teams, and may be tasked with developing ad hoc, reactive, campaigns to respond to market forces. These can eventuate from competitors launching new products or key customers changing their strategy. This dynamic means marketers must often work ‘in the business’ and not ‘on the business’, and consequently don’t find time for effective planning.

B2B marketers increasingly recognise the value of delivering a personalised customer experience. Mass marketing is steadily losing traction in communications, which has led to the emergence of more targeted and personalised marketing approaches. These include the development of customer journey maps and use of dynamic content technology. This is also evidenced by 46% of our respondents saying they’ve deployed Account-Based Marketing (ABM).

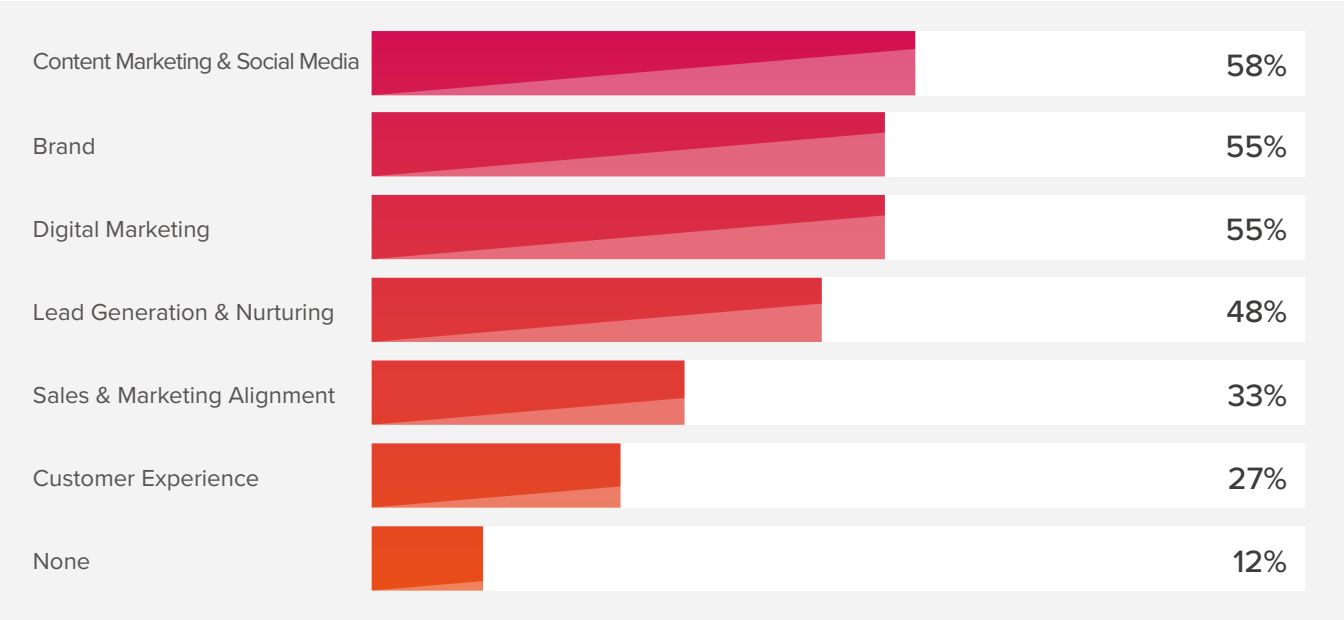
However, less than half of those we surveyed are prepared to drill into understanding their buyers. Only 48% of B2B marketers had developed personas by 2017. In 2016, 42% said they were developing personas, so we’ve seen little improvement in the past two years. Interestingly, over recent years about a third of respondents have reported that they plan to – but we’ve yet to see evidence of their success.

All our Best-in-Class marketers have developed personas, so we expect to see the deployment of highly-targeted personalised strategies becoming best practice in 2018 and beyond.

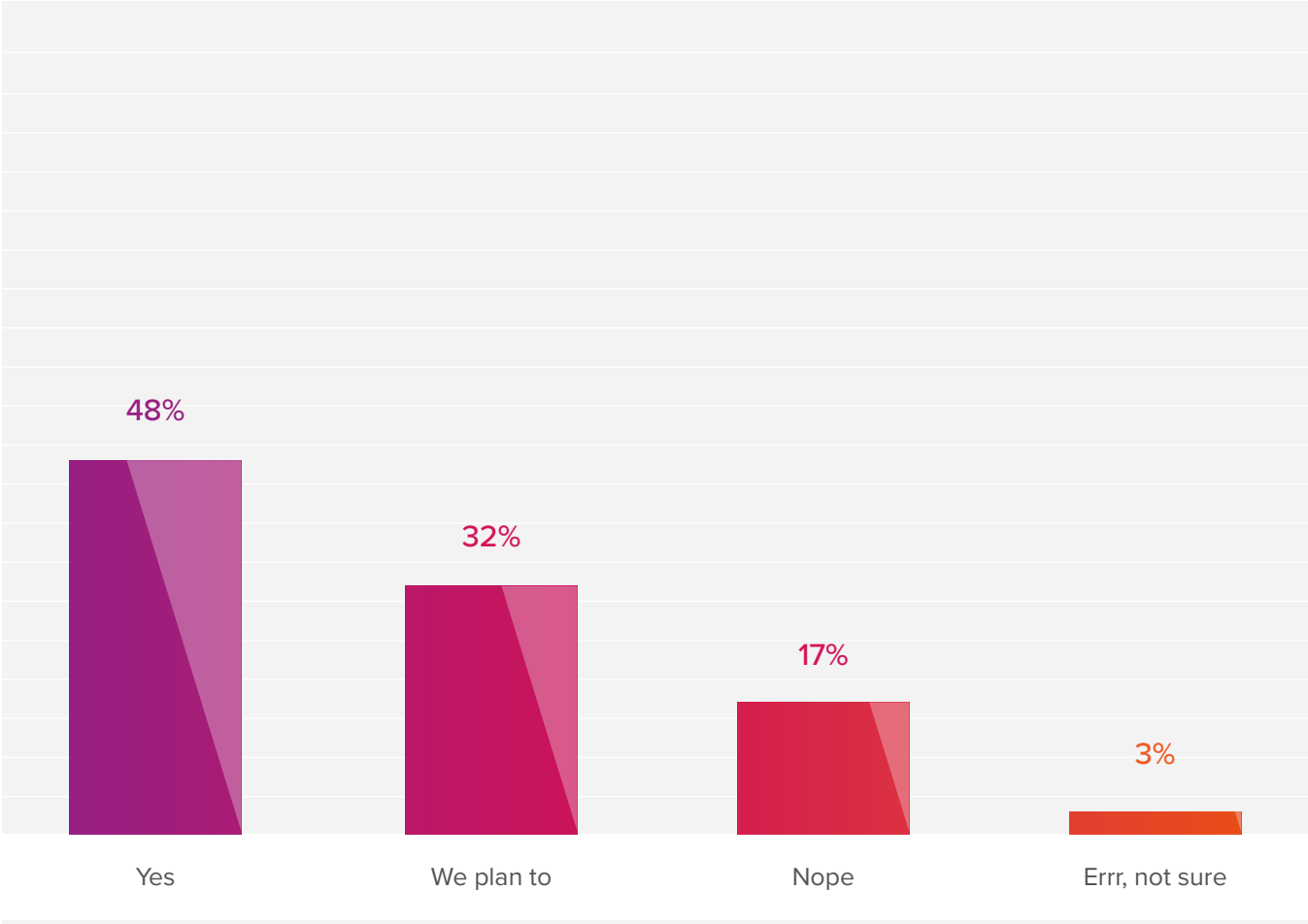


# MARKETING STRATEGY

For which of the following do you have a documented strategy? (multiples allowed)



Have you developed personas for buyers in your target markets?



# CUSTOMER EXPERIENCE

While 95% of respondents said they found optimising customer experience (CX) challenging or somewhat challenging in 2017, B2B marketers are increasingly recognising the value of optimising CX.

About half (48%) of all B2B marketers have undertaken customer journey mapping and developed personas. Half of all respondents are targeting specific segments using social media (50%) and personalising content by segment or individual buyer (47%). To compare, 63% of Best-in-Class marketers have completed customer journey mapping and 74% are personalising content.

Providing a compelling CX is a complex challenge, especially when one considers the many channels customers may take in their buying processes. Website and search engines (SEO) together, represent the second priority area of investment for B2B marketers in 2018. Close to two-thirds (62%) of respondents cited it as one of top three investment areas.

Anecdotally, we believe the focus will be on optimising information architecture, design and content for both CX and search rankings in 2018. Marketers should create content for their customers first, before search engines. If people consider your content valuable, Google will consider it valuable too. Search engines rank content that is mobile, relevant, useful, usable and shareable – basically, what humans value too.

“

Customer Experience is the next competitive battleground. It's where business is going to be won or lost.

Tom Knighton  
CX expert and author

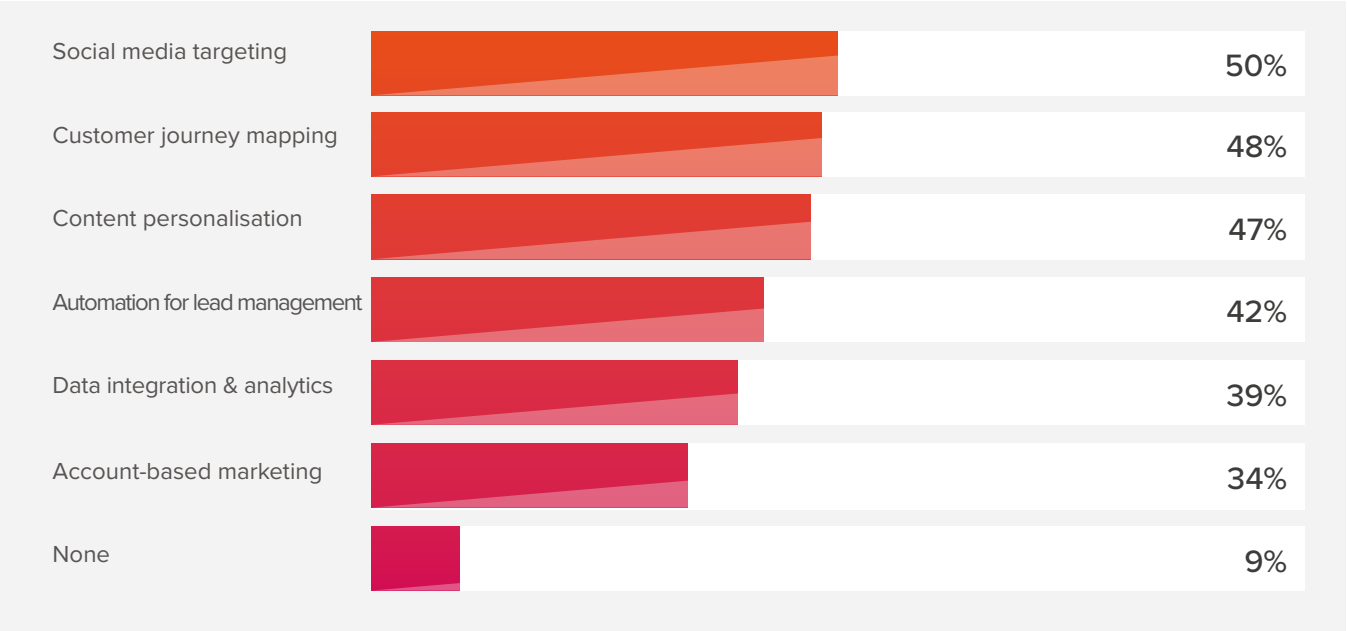
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# CUSTOMER EXPERIENCE

Which of the following have you implemented to improve customer experience and overall effectiveness?  
(multiples allowed)



Vanessa Ng  
Head of Beverage Solutions, Nestlé Professional

**What marketing challenges keep you awake at night?**

How to reach decision makers and new customers. How to find the right person within any given business and be in front of them at the right time – digitally or physically. B2B is not like B2C where you have a retail experience and pretty packaging, so we can't rely on impulse buying. B2B buyers' needs are much more complex. The days of cold calling are over. Our greatest measure of success is when sales-ready customers are calling us – rather than us seeking them out. On the flip side, while we can do so much via digital, when does it become too much and intrusive?

**What is the biggest lesson you have learned in the last 12 months?**

To stop stressing over the small details and needing things to be perfect. We're learning to really embrace a test-and-learn approach to digital marketing as the best path for progress towards excellence.

**What trends do you expect to see in the next 12 months?**

B2B marketers will be identifying and focusing on what content we want to create. I'm considering thought leadership and what we can contribute to decision makers. We're identifying what inspires them and makes them tick. We're shifting away from a sales focus towards customer experience.

**What excites you most about 2018?**

The evolution of e-commerce and Amazon entering the Australian market. We expect their B2B offering, Amazon Prime, will arrive soon. We currently sell direct to about 80% of our customers. We see Amazon as another route to market for us. The skills of B2B marketers will be greatly tested in how we market our products on this platform compared with other distribution channels.

# LEAD GENERATION & LEAD NURTURING

A key area of focus for B2B marketers in 2018 will be generating, nurturing and progressing leads. More than 70% of respondents rated these as their most significant objective in the coming year.

Given lead generation is often the primary objective of B2B marketers, defining key aspects of lead management is fundamental to success. Best-in-Class marketers were 81% more likely to have a documented strategy for lead generation and lead nurturing than the rest of respondents.

Best-in-Class marketers are twice as likely to have a defined lead process from the top to bottom of the sales funnel compared with the rest. They're also more likely to be highly valued by the Sales team (and the business).

Only 43% of respondents reported they were getting satisfactory follow-up of their marketing leads by Sales – we define 'satisfactory' being at least two thirds of leads. Also of concern is more than a third of respondents (36%) reporting 'information not available' when asked if their leads had converted to orders.

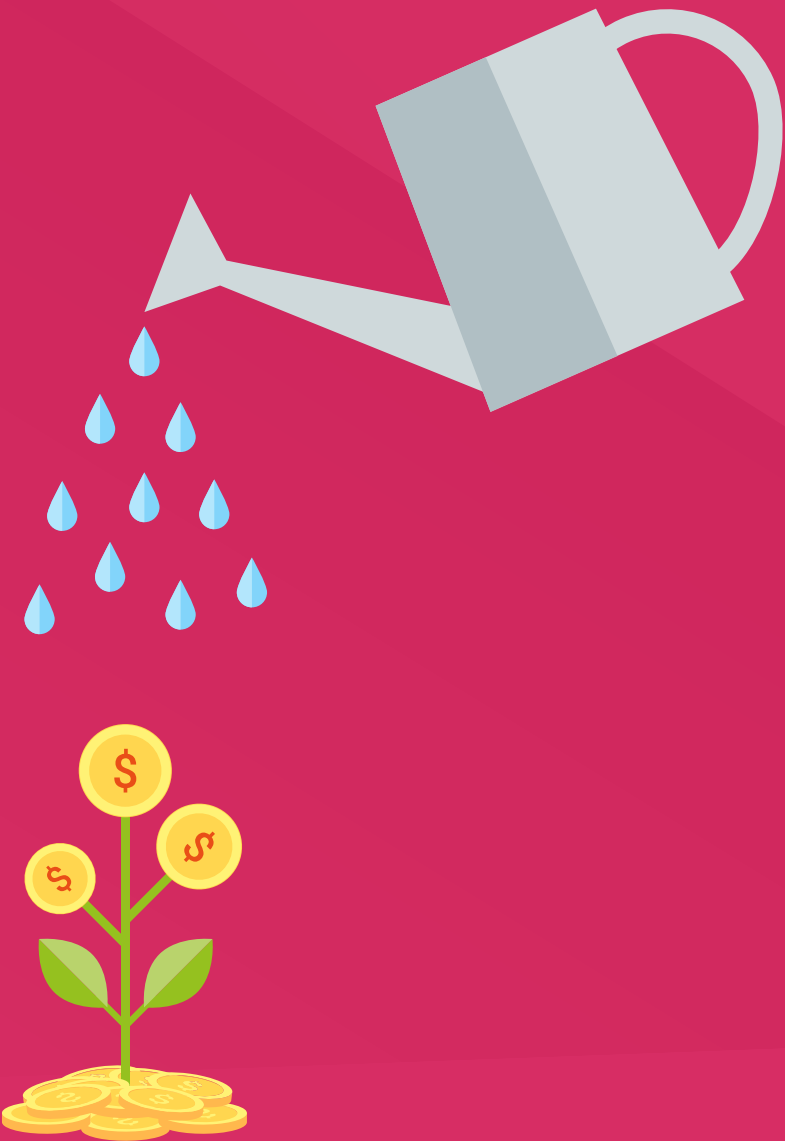
“

Making your prospects feel like they have an exclusive membership in a club makes lead generation a positive customer experience.

Eric Brower  
Co-founder of MarketBright

”

Lead generation and lead nurturing continue to dominate as top B2B objectives



# SALES & MARKETING ALIGNMENT

Sales and Marketing alignment was reported as the B2B area with the most variance in performance between Best-in-Class marketers and the rest of respondents.

We asked questions about alignment across five key areas: shared goals and KPIs, mutually agreed lead management process, aligned marketing lead definition, service level agreements and regular collaboration.

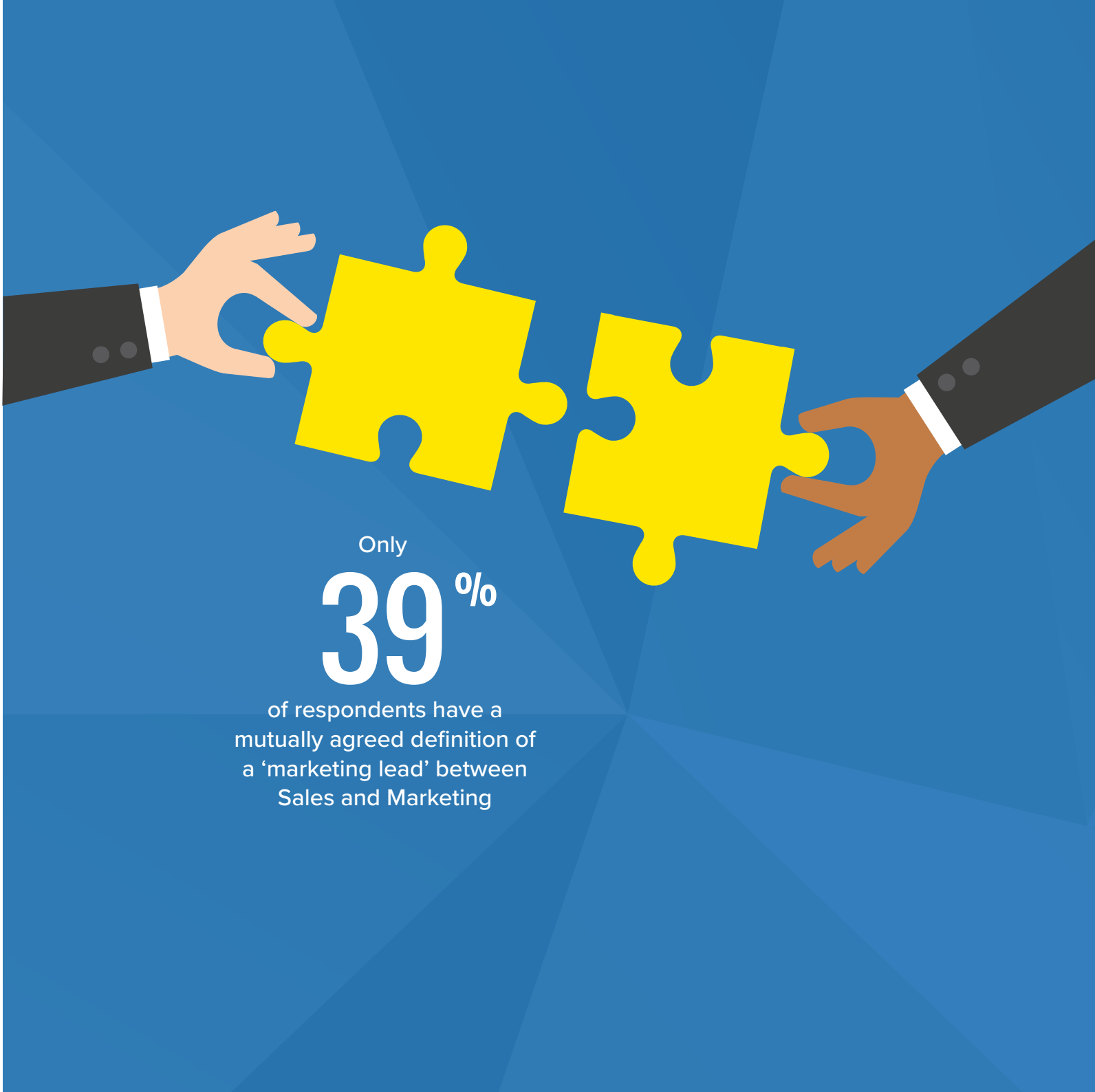
Best-in-Class marketers significantly outperformed the rest of respondents in the latter four areas. While both groups reported similar focus on sharing goals between Sales and Marketing, Best-in-Class marketers are following through more effectively.

Best-in-Class marketers are twice as likely to have a mutually agreed definition of a marketing-qualified lead (MQL). About 68% of Best-in-Class marketers have a shared MQL definition with their Sales team, while only 34% of the rest of respondents have achieved this.

One of the traits of Best-in-Class marketers is their success rate in getting satisfactory (or better) lead follow-up. This is partly due to regular collaboration with the Sales team to review shared KPI progress and alignment. About 57% of our Best-in-Class marketers do this compared to 38% of the rest.

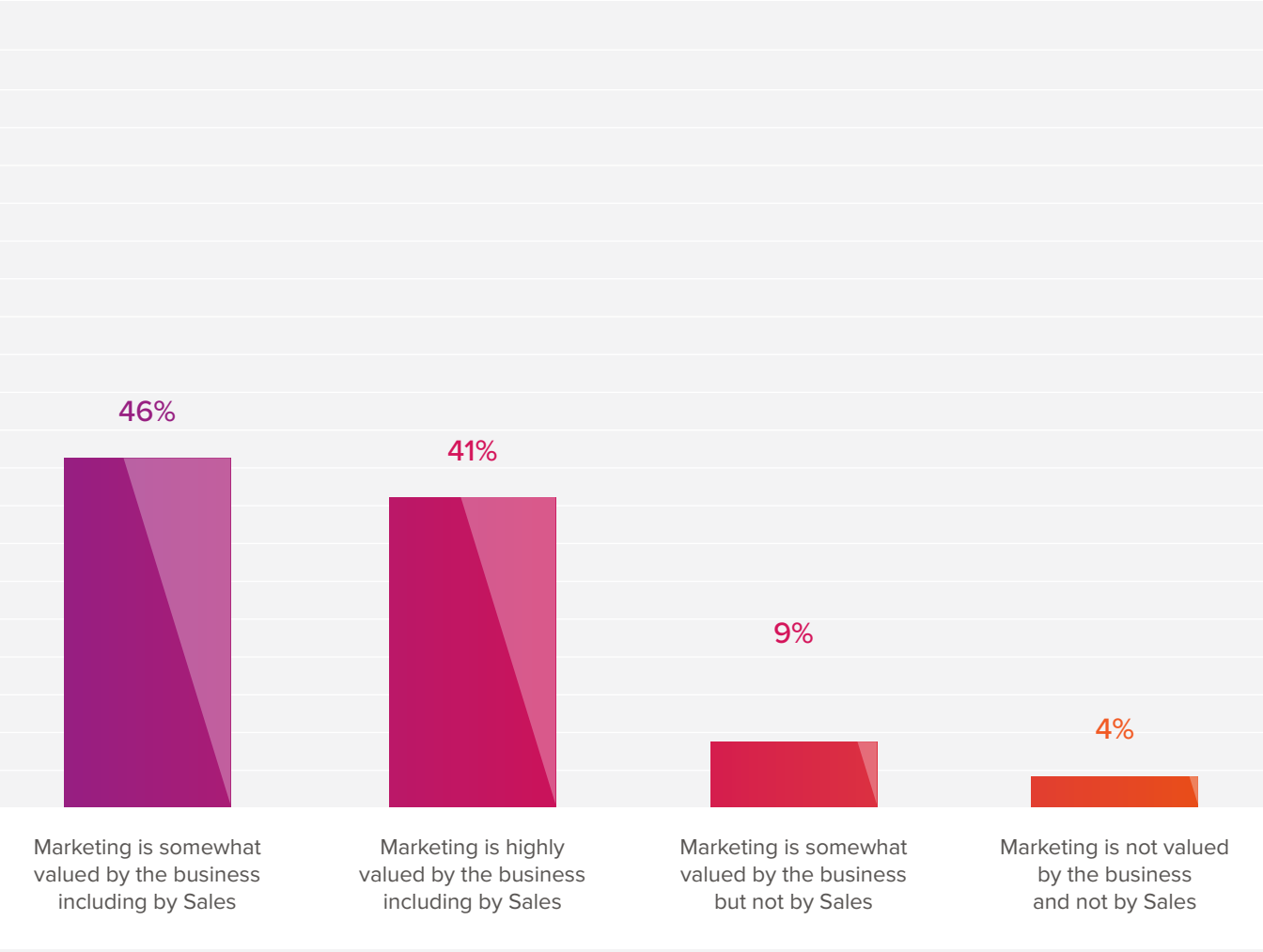
Overall, only 16% of B2B marketers have a mutually agreed service level agreement (SLA) with their Sales team. While about a third of Best-in-Class marketers have an SLA compared to 13% of other respondents, there is still room for improvement.

Interestingly, our research shows Sales and Marketing alignment is the least significant objective for 2018. However, given the significant performance gap between Best-in-Class marketers and the rest of respondents, B2B marketers might want to reconsider their focus.



# SALES & MARKETING ALIGNMENT

Which of the following best describes the relationship between your Sales and Marketing teams?



**Glenn Flower**  
Head of Marketing and Communications, Telstra Wholesale

**What marketing challenges keep you awake at night?**

As we move towards our corporate vision of being a tech company, we’re embracing new speed-to-market models such as agile methodologies. With the burgeoning growth of marketing technologies, I’m considering how we will continue to optimise technology, move in this agile direction while continuing to keep our focus on the customer and their experience. Getting the organisational structure right will be a big step towards solving this challenge.

**What is the biggest lesson you have learned in the last 12 months?**

The speed required to do things. Our leadership team thought we could adopt and drive new ideas pretty quickly. We thought we could introduce a model where we align 50% of our available resources on new work. However, in reality, about 25% of our programs are dedicated to new projects, which is achievable and practical. We’re working on that number, as we realise moving faster than the market is critical for our success.

**What trends do you expect to see in the next 12 months?**

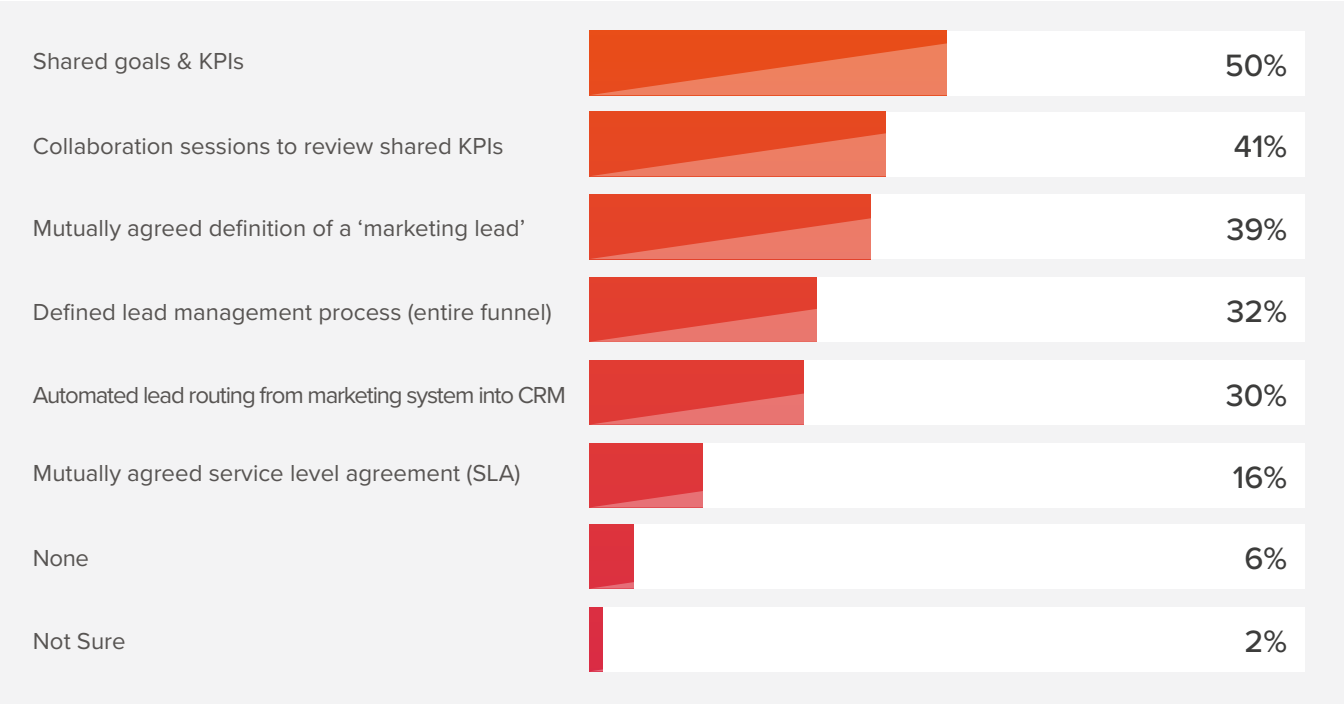
The promise of technology will start to match the delivery of strategic outcomes for customers. We are beginning to see the fruits of our labour. As emerging technology increases its saturation, there is a broader knowledge base. Our teams, our people and our technology partners now have more experiences to draw on, and we will all benefit as a result.

**What excites you most about 2018?**

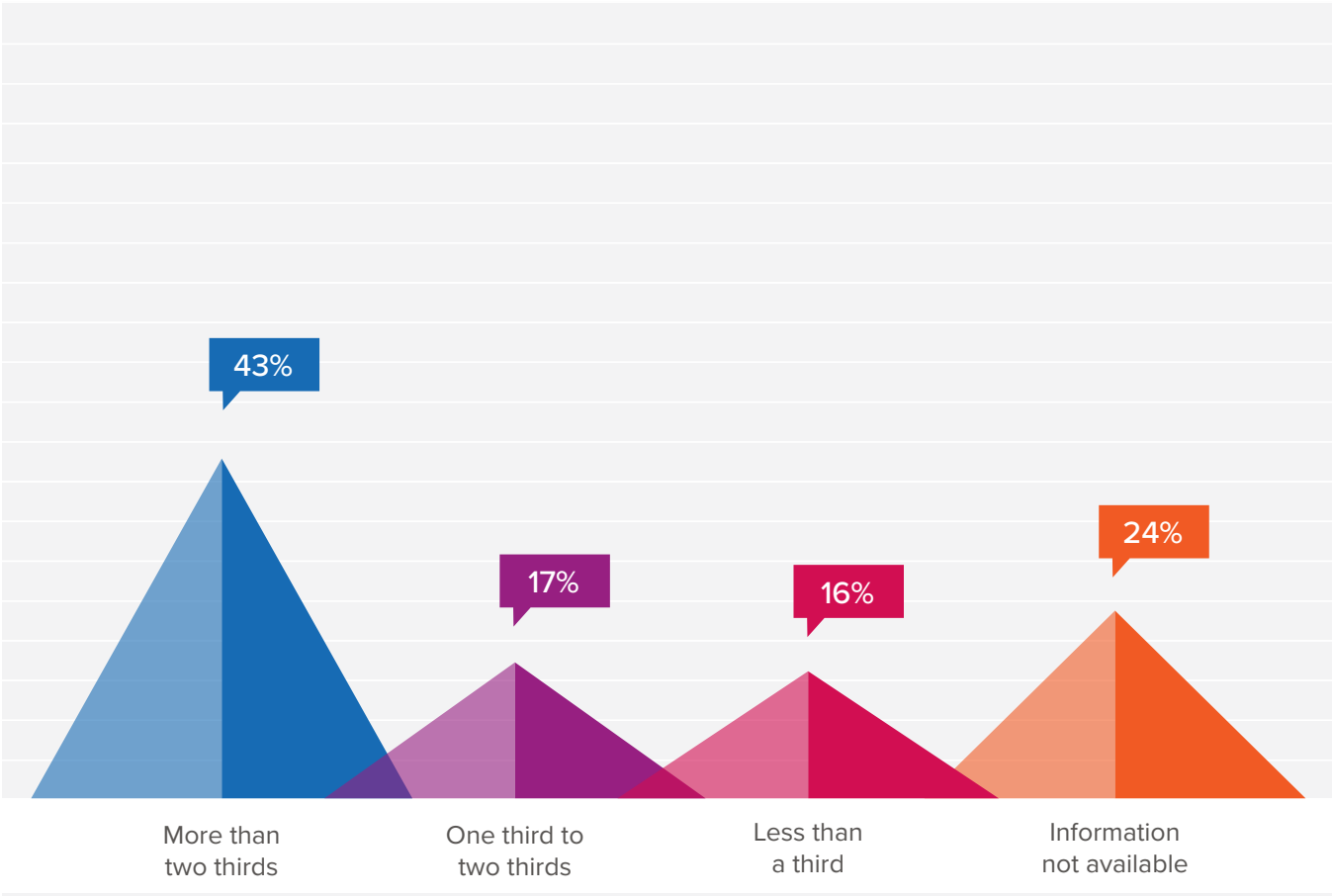
The ability to use more data as a means for providing evidence in our decision making. We think we have got it right in terms of measurement and attribution. As we integrate more data, we see more opportunities really opening up, and that’s exciting.

# SALES & MARKETING ALIGNMENT

Which of the following processes do you currently have established between your Sales and Marketing teams?  
(multiples allowed)

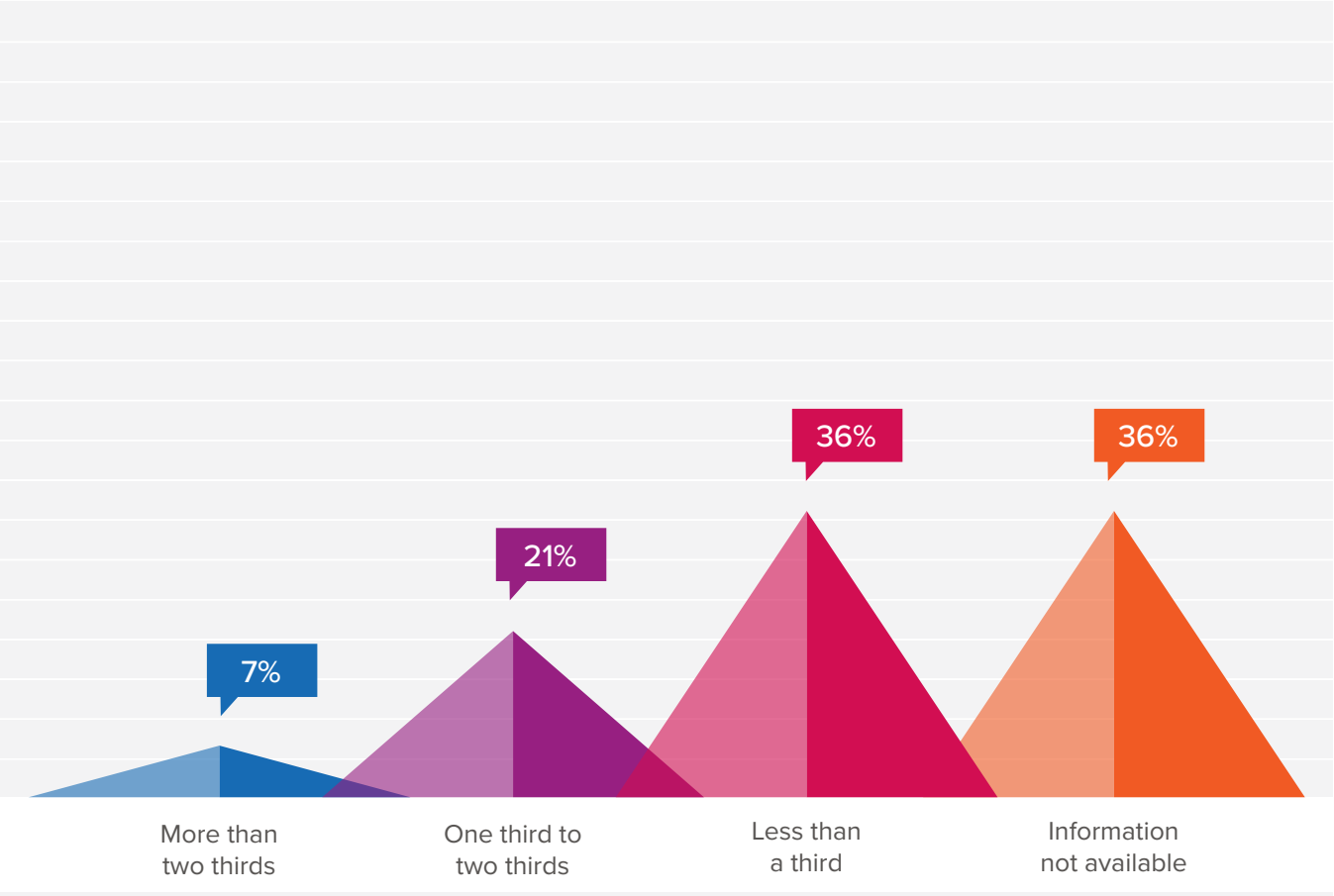


On average, how many Marketing leads are followed up by Sales?



# SALES & MARKETING ALIGNMENT

On average, how many leads passed by Marketing to Sales are converted to orders?



Anne Stonier  
Marketing & Communications Manager, Greencap

**What marketing challenges keep you awake at night?**  
Measuring marketing ROI. We invest in getting sales leads, but we currently have no way of evaluating the relative effectiveness of each in terms of attributable revenue. Without this missing piece of data, we are guessing rather than being informed about the cost of revenue generation leads and therefore the most effective use of marketing spend.

**What trends do you expect to see in the next 12 months?**  
We'll see the continued development and adoption of marketing automation. This will enable marketers to exploit the advantages of delivering highly personalised and relevant content along the customer journey from prospect to purchaser to loyal customer. At the same time it enables repetitive tasks to be automated with accompanying marketing cost benefits. Technology is continually being developed to support automation and the sky is the limit!

**What excites you most about 2018?**  
The opportunity to integrate a CRM system into the business. This will enable us to determine the ROI on most of our marketing initiatives and show the business the real value of marketing and the case for greater marketing spend in key areas.

# MARKETING TECHNOLOGY & AUTOMATION

Given all our Best-in-Class marketers are using a Marketing Automation Platform (MAP), it's interesting that more than 50% of them ranked it as one of their top three areas of investment in 2018. This suggests that the Best-in-Class group recognises the value and potential ROI from this technology.

In this year's research, 54% of all respondents report they use automation MAP although, of these, only 41% have it connected to their CRM – a similar integration rate as last year. The lead management process is greatly optimised when leads can automatically flow from Marketing to Sales across this integration. We predict further growth in this area over the next few years.

About 40% of B2B marketers are using tools for A/B or multivariate testing across digital channels such as email and social media. B2B marketers operate in a 'test-run-test' environment where there can be challenges sourcing relevant benchmark data. We experiment to identify what does and doesn't work in each specific situation. With testing, we develop insights which can then drive optimisation and even revise our strategies. As data increasingly drives our marketing efforts, we will see test-and-learn approaches to marketing continue in 2018 and beyond.

Only 15% of respondents are using technology to support dynamic content in their digital marketing. This approach allows content to be personalised online in real-time for each customer.

The buzz around Virtual Reality and Augmented Reality far outweighs adoption – just 6% are using AR/VR platforms, even though the price-to-play has dropped significantly. It will be interesting to review the uptake of this technology in B2B over the next 12 months as innovative marketers seek new ways to cut through the market noise.

## LOOK, NO HANDS...



# 67%

of those with a Marketing Automation Platform have integrated it with their CRM

# MARKETING AUTOMATION & TECHNOLOGY

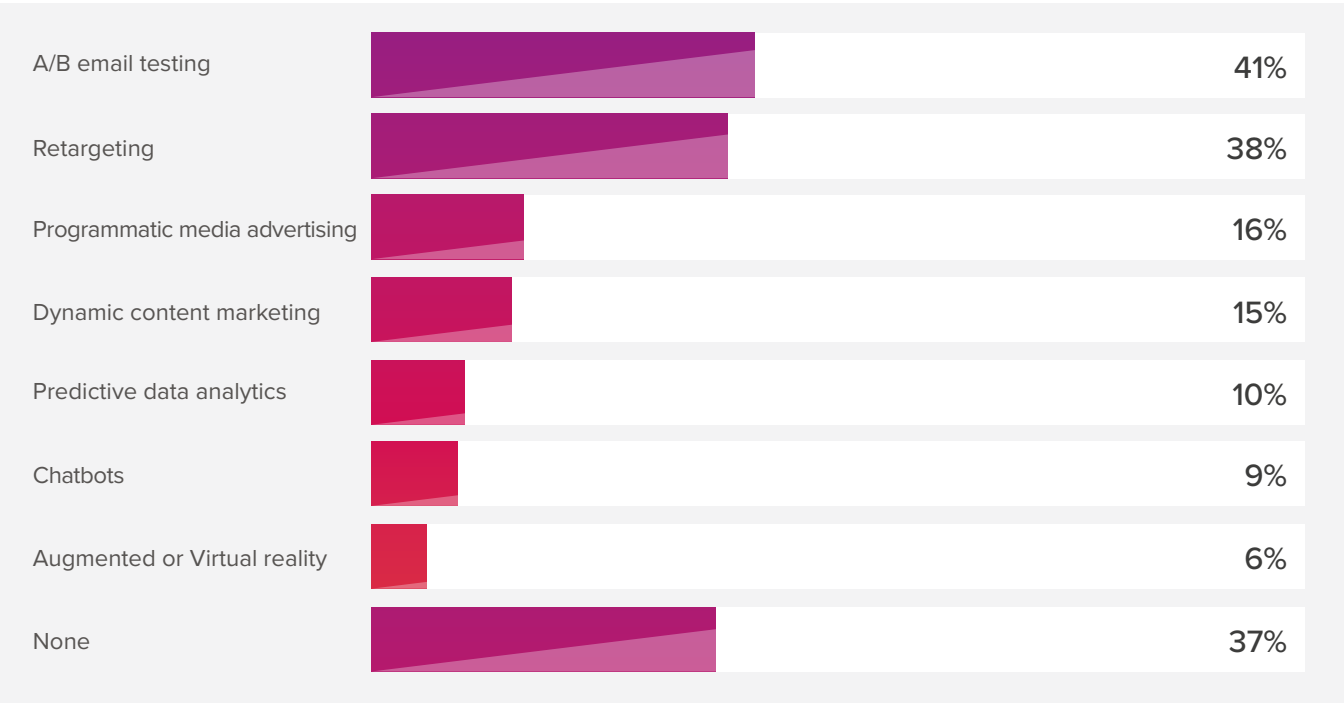
Which Marketing Automation Platform (MAP) do you use? Here are the top three.



Is your MAP integrated with your CRM?



Which of the following marketing technologies do you deploy today? (multiples allowed)





# CONTENT MARKETING & SOCIAL MEDIA

Content development will be the top investment area in B2B marketers in 2018, with more than two-thirds of respondents rating it in their top three. Almost 60% of B2B marketers have a documented strategy for content marketing and social media. This means competition for attention will be fiercer than ever in 2018, so you'll need to use highly targeted, relevant and compelling content to get your message across to your target audience.

LinkedIn continues to dominate the B2B social landscape, with every Best-in-Class marketer using it. Overall, 88% of respondents use LinkedIn, which stretched its lead over its social rival Facebook (64%) in 2017. In 2018, we'll see more B2B marketers invest in social media advertising – particularly as LinkedIn, heavily inspired by Facebook, continues to roll out new advertising features for business audiences.

Instagram was the biggest social mover year-on-year and is now used by 30% of B2B marketers. We think this is partly due to Facebook and Instagram sharing the same business advertising platform – making it simple and convenient to publish campaigns to both channels. Some B2B businesses with visually attractive products are also moving onto image-driven platforms to further reach and engage their target audiences.

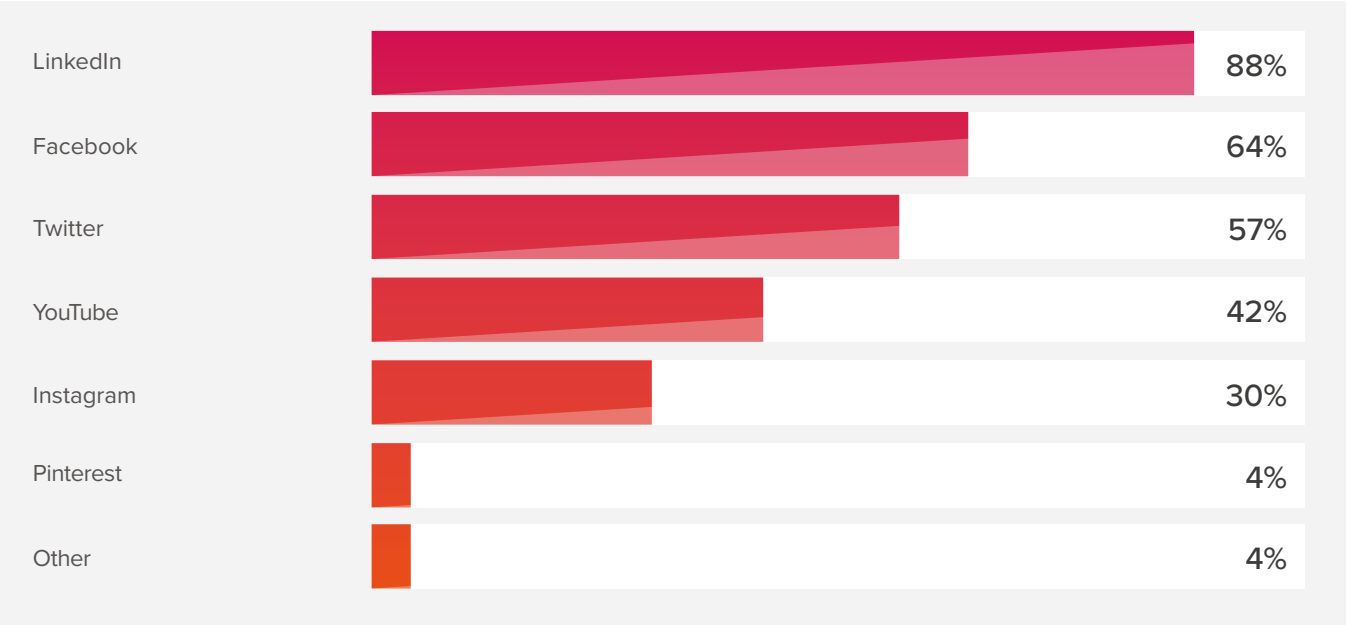
Overall, more than half of B2B marketers are getting positive results from social media. Specifically, respondents reporting results and ROI from their social media efforts jumped to 21% in 2017 from just 14% in 2016. At the same time, about a third of respondents are getting some social results, although these are neither cost effective nor consistent.

There is a direct correlation in the investment patterns of content marketing and social media. As social media ROI improves, B2B marketers will seek to invest further in content to maintain a positive trajectory. As your social community grows, you will need to continue delivering fresh, relevant and timely content to keep your community engaged. Game on!

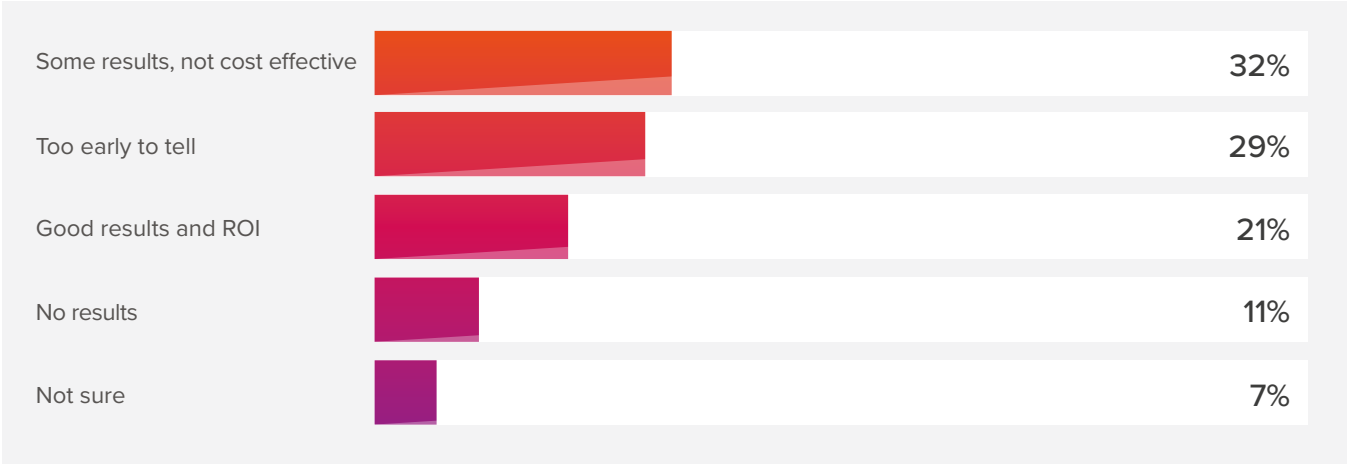


# CONTENT MARKETING & SOCIAL MEDIA

Which social platforms is your business actively using? (multiples allowed)



How would you describe your social media marketing in the last 12 months?



# ACCOUNT-BASED MARKETING

Account-Based Marketing (ABM) has been creating buzz in the B2B marketing space for the past couple of years. For this research, we defined ABM as a strategic approach to B2B marketing based on account awareness in which the seller considers and communicates with individual customer and prospect accounts as a ‘market of one’.

Of all respondents, 46% reported they were currently investing in ABM, with a further 21% planning to implement it in the future. By comparison, Demand Gen’s *2017 ABM Benchmark Survey Report* found 52% of respondents (primarily US marketers) had their ABM strategy in place less than six months, and 56% defined their ABM program to-date as in its early stages or testing phase.

According to our respondents, responsibility for ABM programs are relatively evenly split between Marketing (13%), Sales (14%) or with Sales and Marketing having joint responsibility (18%).

ABM’s momentum is being fuelled by both the need to deliver more relevant communications to decision makers in key accounts and advancements in marketing technology. Developments in areas including integrated sales and marketing automation, account-based advertising and social media targeting are enabling aligned Sales and Marketing teams to hone in on key accounts and drive a new level of engagement.

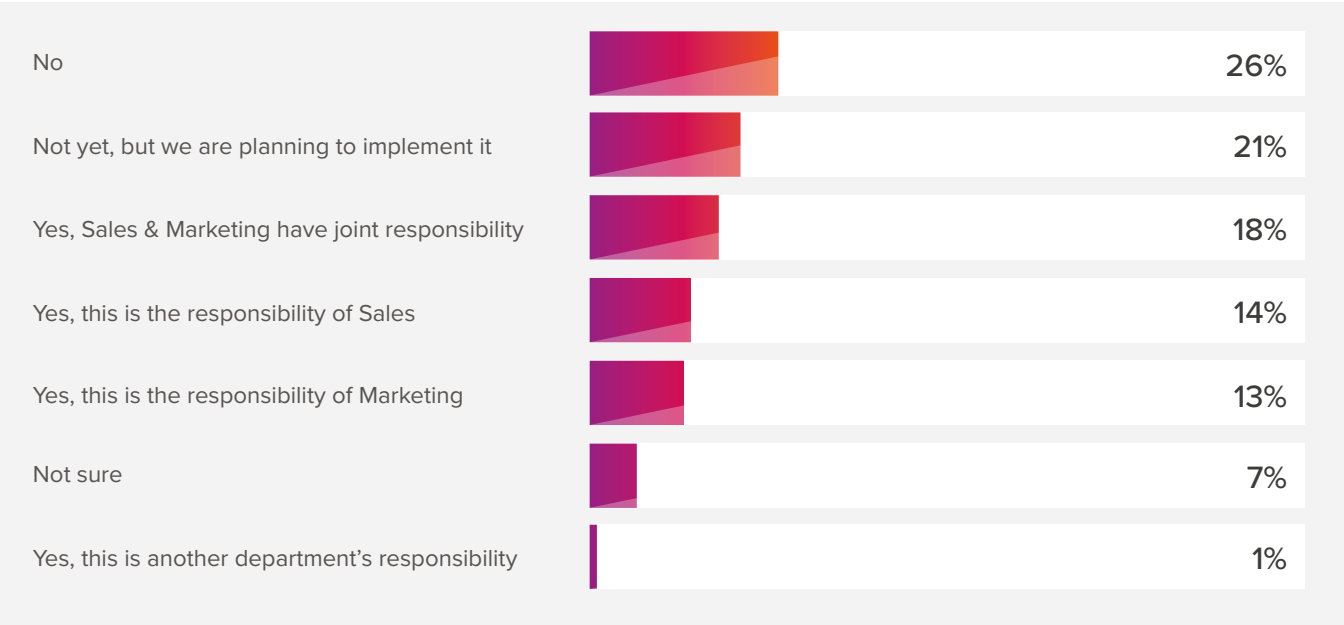
More than half (56%) reported strong or moderate ROI from ABM. Interestingly, of those doing ABM, very few (2%) reported it doesn’t work and will not be continuing.



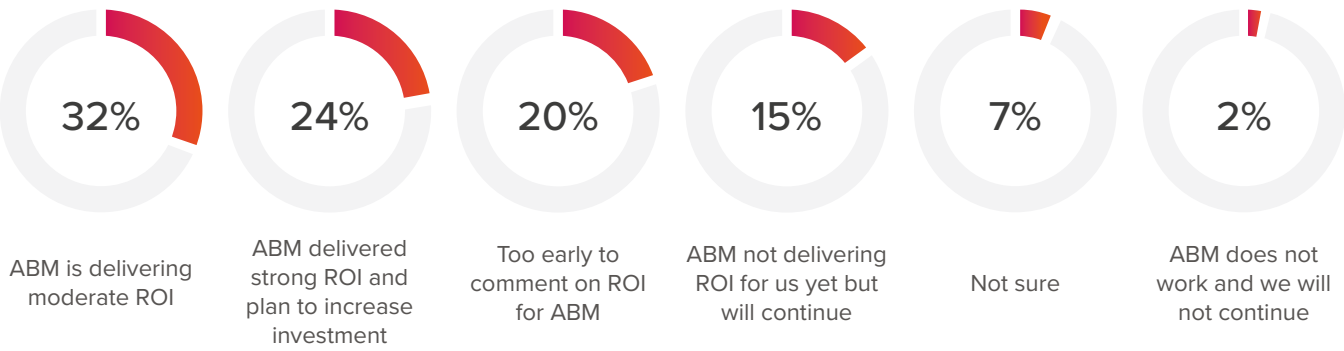
# ACCOUNT-BASED MARKETING

## Do you currently do Account-Based Marketing (ABM)?

Account-Based Marketing (ABM) is a strategic approach to B2B marketing based on account awareness in which the seller considers and communicates with individual prospect or customer accounts as ‘markets of one’.



## Which statement best describes your current ABM situation?



**Marco Battois**  
Head of Marketing ANZ, Henkel - Adhesive Technologies

### What marketing challenges keep you awake at night?

Work doesn't usually keep me up at night, but if it did, it would have to be about effectiveness and how it is measured. Our marketing team is commercially astute and always focused on ensuring that each initiative we deliver is strategic. The danger is to over-analyse the ROI of each activity in isolation.

### What is the biggest lesson you have learned in the past 12 months?

All the data we have access to means nothing if we cannot transform it into meaningful insights to support our decision-making process. Recognising that we needed help from the experts to guide us through the changing landscape has been a mindset shift for us.

### What trends do you expect to see in the next 12 months?

I think we will continue to see some degree of consolidation across all our channels. We will also witness an increased level of competition driven by online pure players closing the gap between B2C and B2B buying practices. From an end-user perspective, the increased availability of information has quickly transformed everyone into product experts so more than ever before we will need to be closer to the decision makers to be able to support them throughout their buying journey.

# BUDGET, ROI & MEASUREMENT

Just as our research reported last year, measuring marketing ROI was the top challenge for B2B marketers during 2017. Only 19% of respondents clearly measure and communicate overall ROI from their marketing efforts.

Not surprisingly, 95% of Best-in-Class marketers measure overall marketing ROI to some degree. Measurement and tracking was one of their key performance differentiators from the rest. Almost three quarters (73%) of Best-in-Class marketers accurately measured lead conversion and pipeline performance, 66% measured sales lead follow-up and 55% measured campaign attribution. While they still have room for improvement, these levels of measurement are significantly greater than the rest of respondents.

Despite a general ability to demonstrate ROI, 43% of B2B marketers will see a budget increase in 2018, while only 8% expect a decrease. We observe that CXOs and boards are significantly concerned about digital transformation and disruption in their industries. This is leading them to invest through Marketing, amongst other areas, to drive their market competitiveness to take – or maintain – a leadership position.

At the same time, changes occurring in the traditional B2B buying process are driving organisations to re-assess how they go to market and invest accordingly. Given that buyers are connecting with potential suppliers much later into their journey, Marketing is becoming recognised as a valuable ‘rainmaker’ that can drive prospects through the funnel and ready them for Sales engagement.

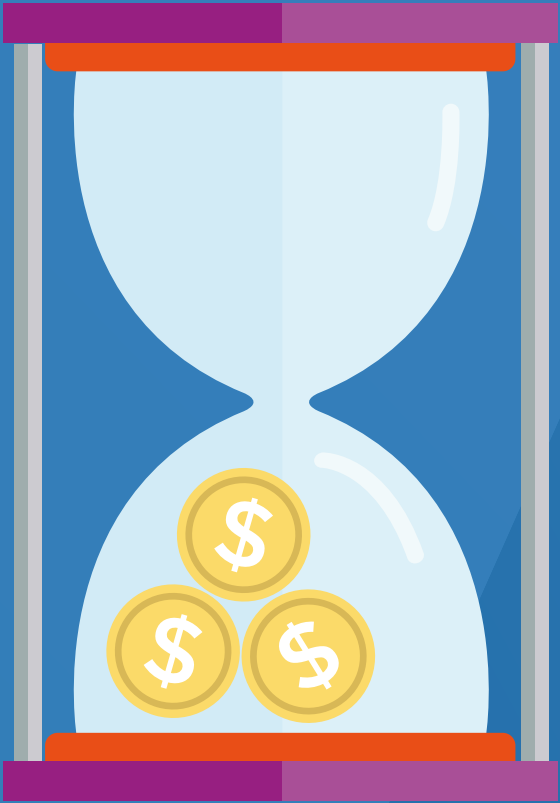
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We tend to overvalue the things we can measure and undervalue the things we cannot.

John Hayes  
Marketing strategist and best-selling author

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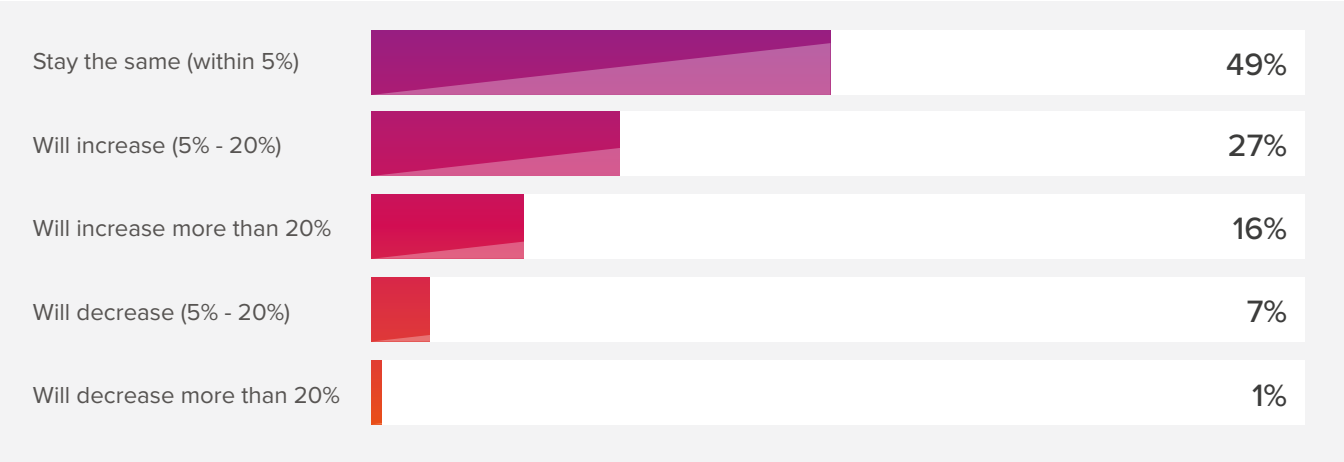
KA-CHING!



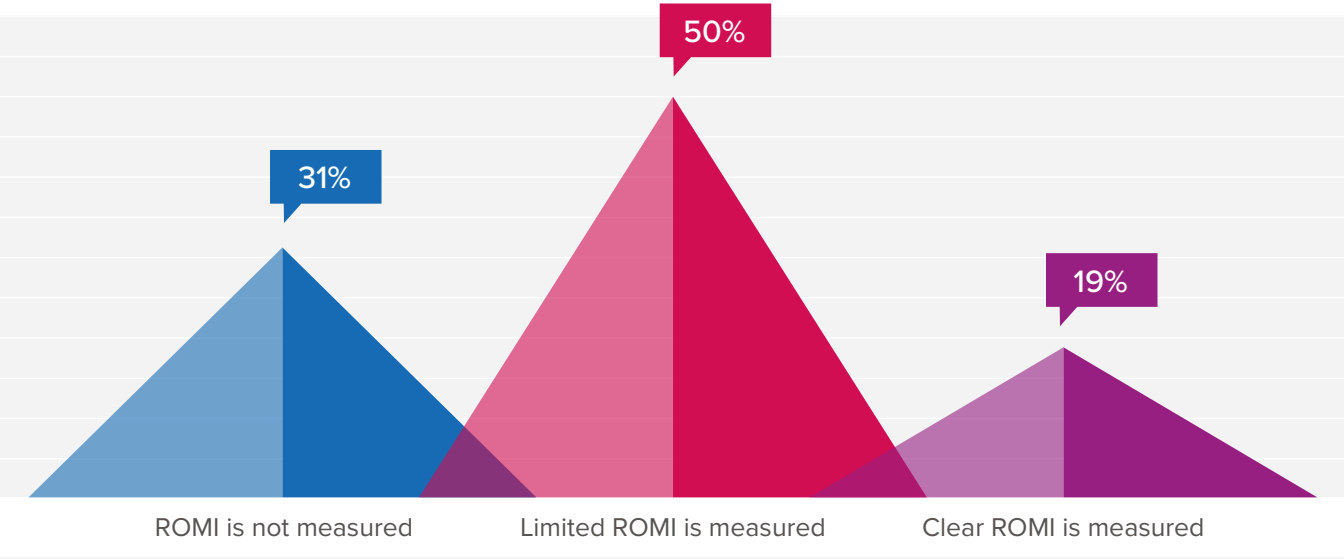
Best-in-Class marketers are twice as likely to accurately measure campaign attribution

# BUDGET, ROI & MEASUREMENT

How does your planned Marketing Budget for 2018 compare with the previous year?



Which statement best describes your Return on Marketing Investment (ROMI)?



David Reece  
Head of Marketing - Enterprise Solutions, MYOB

**What marketing challenges keep you awake at night?**

We have a first-mover advantage in offering cloud-based business management software, so the biggest question for me is – are we hitting the nail hard enough to effectively drive home our strategic advantage? The opportunity is there for the taking, but we’re constantly making decisions to get the balance right between the rate of acquisition, delivering client value and our business performance.

**What is the biggest lesson you have learned in the last 12 months?**

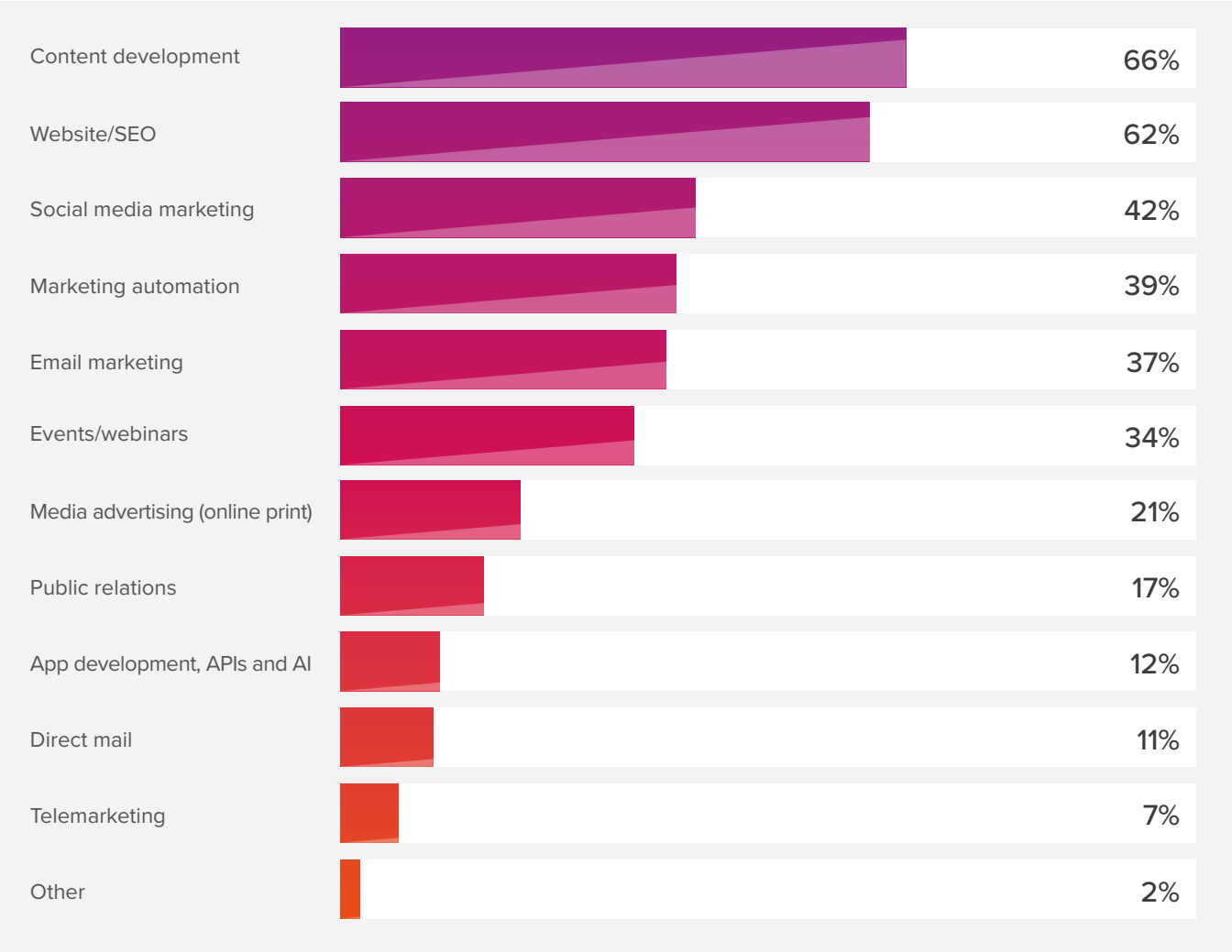
The amount of content required to deliver effective, personalised, content marketing campaigns is a struggle. We have grappled with this in 2017 and, in speaking with colleagues, it’s a common challenge. Resourcing appropriately and determining where to best focus your efforts for good return. One of the things we’ve done successfully this year is to choose a core issue that resonates across multiple market segments and personas and build out the same story in different ways. Not only does it reduce your content production effort, but it has really helped us get traction in media and the market because we’ve become synonymous with thought leadership on specific issues.

**What trends do you expect to see in the next 12 months?**

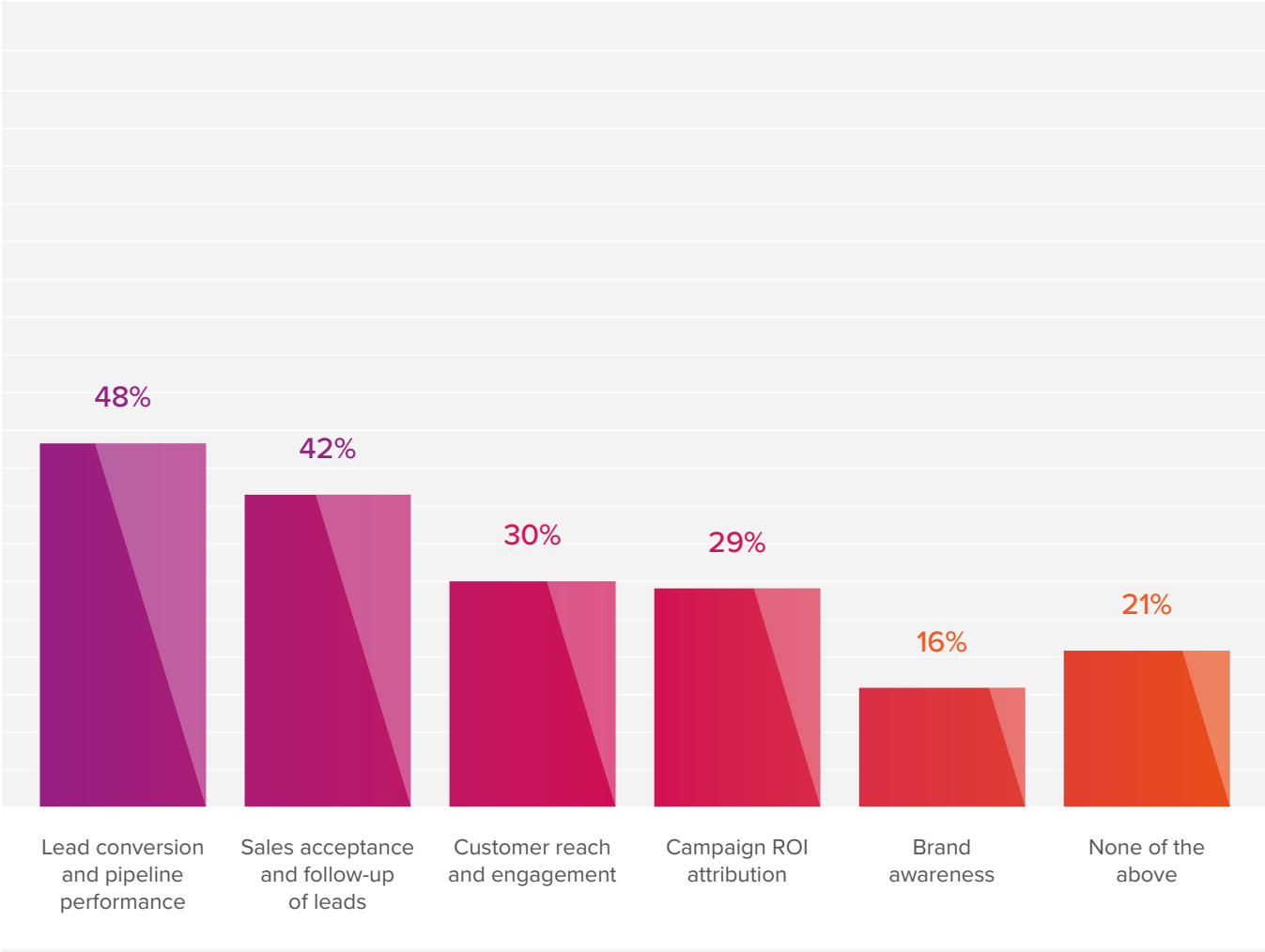
The pervasiveness of personalisation driven by data and better application of AI to tailor those experiences. MYOB is also doing some very clever things in the space of omnichannel experience. We’ll see greater and more effective usage of multi-variate testing to rapidly optimise campaigns and assets. I think we’ll also see a greater emphasis on storytelling from a brand perspective from B2B companies. Many organisations still view B2B marketing as quite product-driven and based on rational decision making, but more marketers will continue to sharpen their pencils on communicating a compelling brand story.

# BUDGET, ROI & MEASUREMENT

Select the areas where you expect to spend at least 20% of your marketing budget in the next 12 months.  
(multiples allowed)



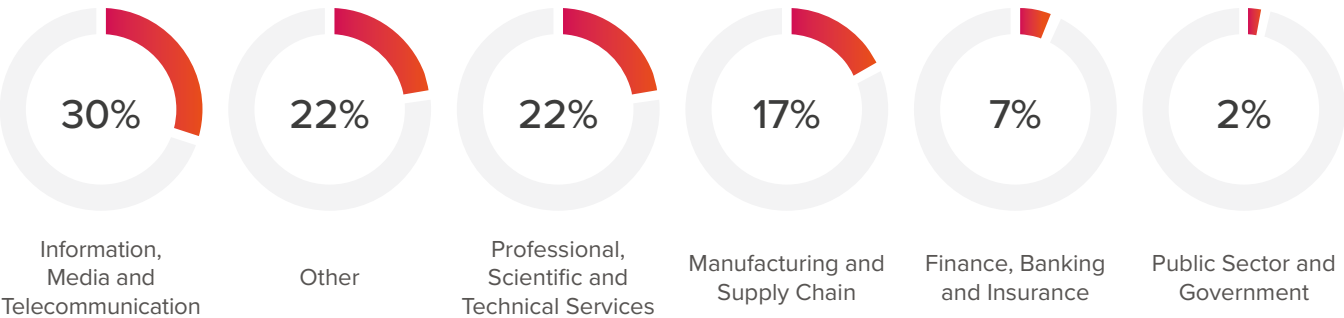
Which of the following areas do you measure with 80% accuracy? (multiples allowed)



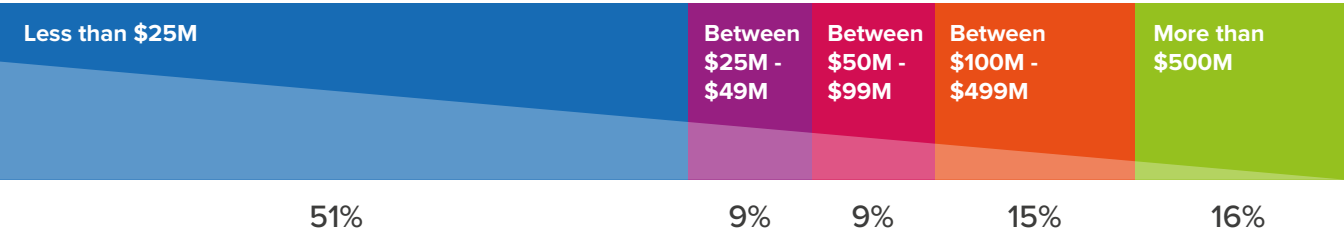
# RESEARCH DEMOGRAPHICS

This study was conducted from October to November 2017, with 412 respondents participating in an online survey. The survey was targeted to B2B marketers via digital communications, including email and social media.

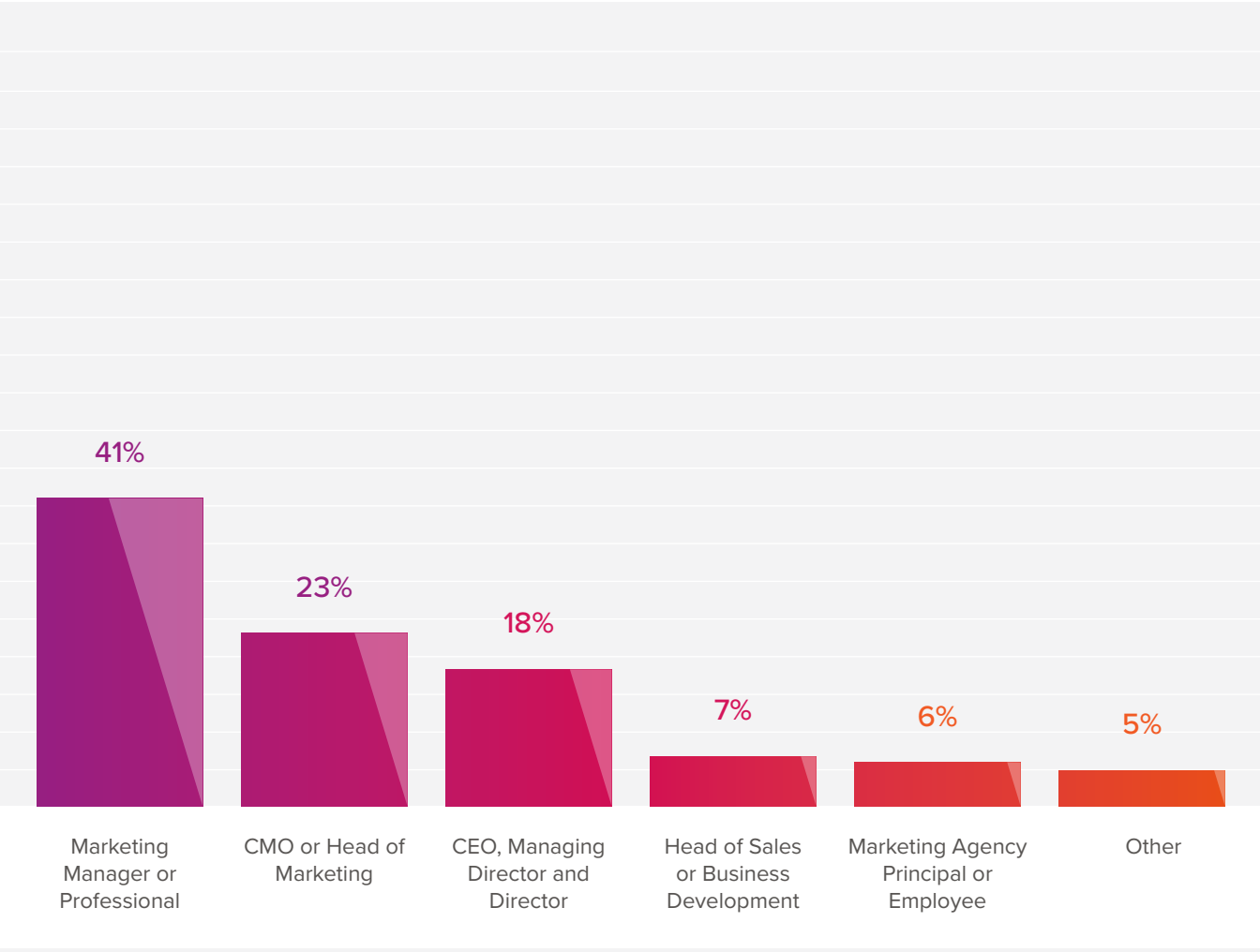
## What industry do you play in?



## What is your organisation's annual turnover?



## What is your role?





# WITH THANKS...

This study was conducted by Green Hat with the support of ADMA, Marketing Magazine, B2B Marketing (UK), Plattar and our research sponsor Salesforce.



We're a full-service digital marketing agency 100% dedicated to B2B. We assist our clients in attracting, engaging, growing and retaining their customers using data-driven digital and inbound marketing.

Our services include B2B digital strategy, user research, customer lifecycle marketing, lead generation, marketing automation, social media, content marketing and B2B design. We specialise in marketing for businesses dealing in 'complex and considered purchases'.

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The Association for Data-driven Marketing and Advertising (ADMA) is the principal industry body for information-based marketing and advertising. It is the largest marketing and advertising body in Australia with more than 600 member organisations.

ADMA is the ultimate authority and go-to resource for creative and effective data-driven marketing across all channels and platforms, providing insight, ideas and innovation to advance responsive and enlightened marketing.

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B2B Marketing (UK) is the leading media and professional resource, dedicated to supporting the business marketing sector, both client side and agency. 'Marketing is the business of business', hence B2B Marketing puts the \$20B global industry within the context of business issues, not just as a marketing channel. The media, community and event platforms provide practical content, shared and branded, professional development and peer-to-peer engagement.

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Plattar is a cloud-based platform that allows brands, publishers and agencies to create, manage and distribute augmented reality content in a simple and cost-effective way. The platform comprises a template driven app builder and content management system for managing Augmented Reality (AR) experiences, and can deploy content to any device.

[plattar.com](http://plattar.com)  
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