



"STATE OF" SERIES

Propelling Growth Marketing Via Data Analytics, Brand Consistency & Integrated Campaigns





Introduction

Experimentation is key to innovation — and with **90% of B2B buyers** initiating their purchase journey with an online search, practitioners can rise to the top of the digital clutter by taking a proactive approach to testing and executing new ideas. As marketers increase their reliance on growth marketing to innovate their customer engagement processes, the strategy itself is seeing a renewed focus on data strategies and integrated campaigns.

"To stand out online, B2B companies should focus on creating content that really helps their customers at every stage of the buyer's journey," said Nick Bennett, Chief Customer Officer and Co-Founder of **TackGTM**, a B2B go-to-market (GTM) firm. "This means understanding what problems your customers have and how your product solves them. Good content is useful, easy to find and makes people want to learn more about your product."

Throughout this special report, we'll discuss the current landscape of growth marketing and analyze the steps successful practitioners are taking to deliver personalized experiences and foster long-lasting relationships. Specific topics of discussion will include:

- Why practitioners are moving beyond lead-focused metrics and adopting a more holistic view of their entire customer lifecycle;
- The steps needed to integrate marketing campaigns seamlessly across diverse channels to ensure a cohesive and consistent brand presence;
- The role of data analytics to inform strategic decisions; and
- The evolving capabilities of marketing automation platforms and their impact on campaign efficiency and effectiveness.



Understanding The Role Of Data Analytics

While experimentation is all about testing bold ideas and embracing failure, most B2B practitioners don't have the luxury of repeatedly executing campaigns that might fall flat. Instead, marketers are increasing their reliance on data so they can take more calculated risks — specifically, **73% are investing** in stronger data practices to help generate more insights into personalizing content and messaging.

"I have always used data as a marketer, but there are still things I could have done better in using it to paint a picture," said Bennett. "You need to use data to learn about your customers, see which marketing actions drive growth and make decisions based on what you find."

With that in mind, Phyllis Davidson, VP, Principal Analyst at [Forrester](#), spoke on the [B2B Marketing Exchange Podcast](#) about the importance of leveraging data to ensure content engages audiences. Instead of viewing everything through a lead-based point of view, she pointed to an alternative strategy.

"The days of looking at things through a lead standpoint are (hopefully) continuing to fade away as we look at more important factors regarding influence and impact," said Davidson. "At Forrester, we're calling this content intelligence, which involves understanding what people are engaging with, when they're interacting with it and what actions they're taking afterward."

She continued that it's about putting prospects and buyers in the driver's seat, especially in an era where customers want to be in control of their entire buying journey. Bennett added that this preference for control requires marketers to be "smart" about creating content to ensure it speaks directly to what buyers are looking for.

With that in mind, soon-to-be-released [Demand Gen Report research](#) polled practitioners about their content preferences and uncovered that buyers want:

- **More insights from thought leaders and analysts;**
- **Easier-to-access content;** and
- **Less sales messaging.**

"Content must drive value for the reader and help them solve a small part of the problem that plagues them," said [Tim Hines](#), a B2B author, speaker, podcaster and fractional CMO. "It should never be about the company writing it; instead, it should be full of useful information, but also to the point and easily accessible."



Integrating Campaigns Across Multiple Channels For **More Reach & Retention**

Shifting over toward the customer engagement and retention side of growth marketing, the experts unanimously pointed to the power of integrating campaigns across channels. Given prospects and buyers' penchant for independence, practitioners can't be 100% certain where consumers will stumble upon their content — emphasizing the need for consistency.

"Integrating campaigns starts with having a centralized messaging guide and a marketing leader who can help tactical teams tie copy and content back to the core message," said Hines. "Teams should be trained on value props and unique positioning statements for the various market segments they are going after, which will allow for a cohesive message across all channels."

Specifically, organizations that leverage integrated campaigns can experience an **89% retention rate**. To that end, best practices for creating a consistent brand voice include:

- **Clearly identifying and articulating a brand's voice, values and mission** to create a messaging framework, as "teams must work together to create messages that fit each channel but still tell the same story," Bennett noted;
- **Establishing a content review process and brand guidelines** so all marketing materials and communications across multiple channels align with the brand identity, as it takes an average of **five to seven brand impressions** for prospects to remember a company;
- Monitoring and adapting to changes by regularly **auditing brand presence across different channels** to identify any inconsistencies; and
- **Utilizing brand management tools and marketing automation platforms**, which "can help you see how your campaigns are doing across channels," added Bennett.



Onboarding The Right Technology To Power Growth Marketing

Regarding the tech that enables these processes, the experts pointed to marketing automation and analytics platforms; content marketing and design solutions, such as Canva and Grammarly; social media marketing; and lead generation and sales enablement as some of the most useful tools. However, it's no secret that marketing technology platforms are a dime-a-dozen, meaning it's imperative organizations audit their tech stacks and onboarding processes with a keen eye.

"Marketers must beware of bloat technology and carefully select vendors who complement each other," said Hines. "As budgets are being constrained, using tools that can serve multiple functions will be an effective way to do this. AI is clearly setting the table for the near future; AI-powered tools will be in abundance and hopefully make creating a simple and effective tech stack easier."

Speaking of AI, recent research uncovered that businesses grow at a **40% faster rate** when they utilize that technology. With that in mind, Hines assured practitioners that they don't need to keep up with the AI arms race just to ensure they have the latest and greatest solutions.

"With AI, it can feel like marketing is always a step behind as it is moving so fast," Hines continued. "I encourage marketers to take a breath and remember that it's OK to stick to what you know is working while you tinker with AI tools to assist your growth marketing strategies."



Conclusion

Successful growth marketing hinges on integrating data strategies and executing cohesive, personalized campaigns across various channels. As such, embracing analytics and experimentation while leveraging the evolving capabilities of technology are essential for driving efficiency and effectiveness in campaigns.

"The most important thing is to keep learning and adapting," said Bennett. "What works in marketing always changes, so stay curious and be ready to try new things. Focus on your customers, use data to guide you and always look for ways to improve."



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What's Working In
Content Marketing?



What's Working In
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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.

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