



# STATE OF GO-TO-MARKET STRATEGIES:

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AI-Augmented Content, Tech Helping  
B2B Orgs Put Customers First



# INTRODUCTION

As we enter the second half of 2023, it's evident that customer-centricity will remain crucial in B2B go-to-market (GTM) strategies. Companies realize that delivering exceptional customer experiences is vital for success — and it's something they must prioritize to stay competitive. According to a [recent study by McKinsey](#), successful GTM strategies focus on genuinely understanding customers and tailoring offerings to meet their specific needs and preferences.

Technology has also played a considerable role in shaping GTM strategies. [Gartner research](#) revealed that B2B companies are using digital platforms and analytics to level-up their GTM game, and they're using tech integrated with AI and machine learning to gather valuable customer insights, automate sales processes and personalize marketing communications.

But practitioners still face challenges in fully optimizing their GTM processes as they contend with multiple stakeholders, keep up with the ever-increasing complexity of buying cycles and adapt to longer decision-making cycles. This special report will present the current state of GTM strategies and specifically highlight:

- The emphasis practitioners place on long-term customer value and the steps they take to build relationships, put customers at the forefront of their buying journey and consistently add value;
- The critical areas of content marketing that practitioners are investing in, such as video, interactive assets and more, that highlight pain points and speak to customers' problems;
- The importance of relying on data points, such as buyer behavior insights, market trends and competitor activity, to make informed decisions;
- The key tools and technologies practitioners utilize to streamline and achieve their GTM goals; and
- How successful companies align their internal teams and equip them with the necessary tools to effectively execute GTM strategies.

# CONTENT'S RENEWED ROLE: BUILDING & MAINTAINING LONG-TERM CUSTOMER RELATIONSHIPS

B2B GTM strategies are evolving as companies embrace new technologies such as AI. But while some companies are aggressively testing these strategies, experts noted that many are still in the early stages of experimentation.

This aggressive push for innovation comes from the ongoing goal for companies to deliver actual value to their prospects and customers beyond the point of sale. [Research found](#) that B2B companies are increasingly relying on customer-centric GTM strategies to build and maintain long-term relationships with accounts.

"Due to challenges in customer acquisition and upselling, GTM strategies are currently getting a lot of attention," said Jon Russo, Founder of sales and marketing performance firm [B2B Fusion Group](#). "The economic climate is forcing marketers to do more with less, as they won't get more headcounts. Cheaper alternatives that can get the job done cost-effectively are being sought after. This approach means that more strategic resources will be in the U.S., resulting in a seismic shift in human capital."

From nurturing existing relationships to cultivating new ones, practitioners must carefully manage all customer interactions throughout the buying journey. Experts agreed that B2B practitioners should focus on developing a deep understanding of their buyers' needs and preferences to create tailored offerings.

Content is critical in the customer-centric recipe, helping practitioners build trust with buyers and drive conversions. Content should be tailored to meet the needs of customers at each stage of their journey and focus on providing value rather than simply selling products or services.

Russo explained that B2B companies should adopt content strategies that offer personalized customer experiences. For example, they can use data-driven personalization to tailor messaging and product recommendations to each account's specific needs. They can also develop interactive content such as webinars, podcasts, video outreach and live Q&A sessions with industry experts to educate buyers on topics of interest.



## HOW VIDEO DRIVES 50% OF NEW ABM OPPORTUNITIES FOR SUPERSIDE

Coming out of startup mode, **Superside** formed a clear understanding of its ideal customer, target personas and where it wins. This always-on design company wanted to translate that knowledge into an account-based marketing (ABM) strategy where personalized video is a key component of success.

### The Challenge

Miles DePaul, Director of Demand Generation at Superside, explained that as the company grew and matured, its ideal customer profile (ICP) came sharply into focus. He explained that Superside recognized that its larger enterprise accounts had the desire and volume of work needed to build long-term relationships.





"Our success up until last year was very much based on inbound marketing and the notion of casting a wide net," said DePaul. "We relied on advertising, content, webinars, E-books — the classic marketing playbook. We also found that by using inbound tactics, we were attracting smaller companies who would partner with us for six months and then run out of projects."

DePaul continued that Superside built a picture of the type of industries, the size of the company and the buying personas it engaged with inside large enterprise companies and saw that they responded well to more personalized marketing. As a result, the company wanted to hyper personalize its touches.

## The Solution

When the Superside team kicked off its ABM program, it hired an outbound sales team to target and engage new enterprise accounts and build an opportunity pipeline. The ABM team then ran dedicated and targeted campaigns to the same accounts, supporting the outbound sales effort with content, messaging, assets and events. With a tech stack that included Salesloft, Salesforce, LinkedIn Sales Navigator, HubSpot and 6sense, the teams wanted to bring in Vidyard to incorporate personalized video into their outreach strategies.

"Vidyard, alongside Salesloft, is our first touchpoint — Vidyard integrates into Salesloft, making it easy to send video messages from within the platform to a prospect's email or LinkedIn," explained DePaul. "As we began to ramp up our ABM strategy, we knew we wanted to incorporate that initial personalized touch into our sales outreach. This was not about following up with someone who had downloaded an E-book; this was about building a relationship with that account from day one. And that naturally pointed to video as an important tool for building a personalized connection."

Being that the ABM sales team at Superside builds pipelines, reaches out to prospective accounts that fit the ICP, engages with those companies and builds interest, the ABM sales team is Superside's heaviest user of personalized video.

"One of the outbound campaigns we ran focused on researching the company's Facebook ad library and identifying areas where we could boost digital marketing performance," said DePaul. "Reps would reach out to the prospect using Vidyard's screen recording tool to show them ad findings in context while making a personal connection. And in that video, they would also offer up recommended improvements, for instance, highlighting how motion design can increase ROI, how to decrease their ad spend by 35% or why frequently refreshing their ad design and copy is important. We saw a spike in interest from that outreach."



## The Results

Over the last three months, 50% of opportunities generated by Superside's ABM team began with a video message. DePaul has also observed that the team's use of Salesloft makes it easy for reps to send video messages right from the platform. Analysis showed that outreach emails that incorporated video had open, click-through and reply rates that far outperformed classic text-based emails:

- Personalized video integrated into Superside's ABM outreach emails drove an 8X improvement in click-through rates (CTR);
- Emails incorporating video jumped to a 17% CTR, compared to 2.5% CTR for emails without; and
- Emails with video jumped to a 6% reply rate, showing a 4X improvement in reply rates to emails without video.

The ABM team is now expanding its use of personalized video into other areas of marketing. For instance, contacts targeted for the company's VIP round tables receive personalized video invitations. The results contrast with Superside's past (more traditional) webinar efforts, which yielded minimal engagement and 1% click-through rates — "we now see an average of 80% of people wanting to join our events," noted DePaul.

The personalized video bug is also catching hold in other parts of the company. DePaul has been fielding a lot of interest from Superside's customer success team, which wants to leverage Vidyard to create a more engaging client onboarding experience.

"We're seeing success with personalized video — it's becoming more and more a part of our workflow," said DePaul. "At first, video was something we used alongside email and LinkedIn, but it's becoming far more crucial to our business. It's now the first tool we introduce to our new hires."





# PRIORITIZING CUSTOMER UNDERSTANDING IN GTM WITH DATA & AI

Leveraging critical insights into customer behavior can help organizations understand buyer intent and create more targeted content that resonates with their audience. Research found that B2B companies are increasingly investing in AI-driven analytics tools and technologies to help them make better decisions in their GTM strategies, as they have an unprecedented amount of data at their fingertips.

"AI is transforming the marketing space and can potentially improve productivity internally in sales, marketing and the content supply chain," said Corinne Sklar, VP of Marketing and Communications at [IBM Consulting](#). "Companies that adopt AI in their production and strategy will have an advantage."

AI is also helping B2B organizations predict customer behavior, better target their audiences with more personalized messaging and provide a deeper level of engagement. Analyzing customer data like segmentation, purchase history, demographics and sales cycles allows companies to better understand their buyers' needs and preferences.

"Certain companies have APIs to AI engines that can do sophisticated tasks," said B2B Fusion's Russo. "There has been some interest in email and ChatGPT for shortening emails and making them more relevant. Companies like [Writer](#) use AI for copywriting and personalization at scale. The value of these emerging AI strategies is still TBD."

In addition, leveraging intent data can help organizations understand what buyers are looking for at each stage of their buyer's journey. Utilizing such insights allows companies to serve timely, highly relevant, personalized offers to each customer's needs.

"Acquiring new customers involves identifying whitespace products and matching it with accounts showing intent," said Russo. "However, only 10% to 15% of the entire account universe is in the market to buy at any given time. Companies must use these strategies on multiple fronts to achieve success."



## USING AI, TECH TO ALIGN INTERNAL TEAMS FOR EFFECTIVE GTM EXECUTION

Experts noted that a prominent trend is how technology helps drive GTM success by enabling companies to better align their internal teams. To effectively execute B2B GTM strategies, companies must ensure there is a high degree of collaboration between different departments.

"B2B GTM strategies are still flawed," said Kristina Jaramillo, President and Partner at account-based marketing firm [Personal ABM](#). "Sales, marketing and customer success teams are not working together to win, protect and expand key accounts. The focus is getting accounts into pipelines rather than impacting the entire buyer's journey and customer lifecycle. This results in high-value accounts going dark and a drop in enterprise deals. Teams struggle to increase ACV, go up-market and take enterprise market share from competitors."

Tools such as project management software and customer relationship management (CRM) systems allow companies to centralize data and streamline processes. These tools also incorporate AI algorithms to simplify the user's daily routine.

"Using data to automate actions is the next step," said Sklar. "Instead of acting on every single action, we look at patterns of actions across multiple contacts and business areas. AI provides recommendations for offerings and patterns of interest. Leveraging automation is the next step to take AI to the next level."

For instance, AI-powered chatbots can quickly respond to customer queries and deliver personalized recommendations, while predictive analytics solutions can help organizations identify high-value customers and target them with the most relevant offers.

"To execute GTM strategies effectively, you must build the case for change," said Karamillo. "Like marketing to prospects, you must build the business case for the necessary change to GTM processes. Analyze data to find what's limiting success and show how it impacts revenue. Align teams on joint KPIs and changes that need to be made to improve GTM or go-to-revenue strategies."





## CONCLUSION

As B2B GTM strategies evolve, companies should prioritize customer understanding through data analysis and developing tailored content that resonates with their buyers. Additionally, technology can help them align internal teams and optimize GTM execution. By embracing these strategies, companies can set themselves up for success in 2023 and beyond.

"In this challenging environment, people spend more time on segmentation and ensuring reps focus on the right accounts," said Russo. "Sales efficiency and productivity are important factors in the GTM strategy. It's crucial to evaluate if there are enough reps or if some activities can be automated for increased productivity."



Vidyard is the video platform that helps businesses drive revenue through the strategic use of online video. Going beyond video hosting and management, we help businesses connect with more viewers through interactive and personalized video experiences, learn powerful insights on their viewing audience, turn insights into action with enterprise integrations, and prove the impact of their video programs.

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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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