The B2B Perspective on
Multi-Channel Marketing

Research Conducted in Partnership with Ascend2

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Survey Respondent Demographics

Company Size

More than 500	14%
50 to 500	32%
Fewer than 50	54%

Primary Role in Company

Owner / Partner / C-Level	44%
Vice President / Director / Manager	41%
Non-Management Professional	15%

Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing professionals and marketing research subscribers.

The B2B Perspective on Multi-Channel Marketing

The decision-making process of a B2B buyer can often be a long and arduous one comprising of research that spans across many channels.

So how are B2B marketers evolving their multi-channel strategies to meet their customers in the right place at the right time?

To help you answer this question, Ascend2 and Act-On fielded The State of Multi-Channel Marketing Survey in June, 2022.

This report, titled The B2B Perspective on Multi-Channel Marketing, represents the opinions of the 98 marketing professionals responding to the survey who operate exclusively in the business-to-business (B2B) space.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Rating Strategic Success

There is room for improvement when it comes to B2B multi-channel strategies. Less than one-in-five (18%) of B2B marketers rate their multi-channel approach as very successful at achieving strategic objectives. Nearly three-quarters (72%) of those surveyed say their strategy is just somewhat successful and 10% report experiencing little-to-no success from their current multi-channel efforts.
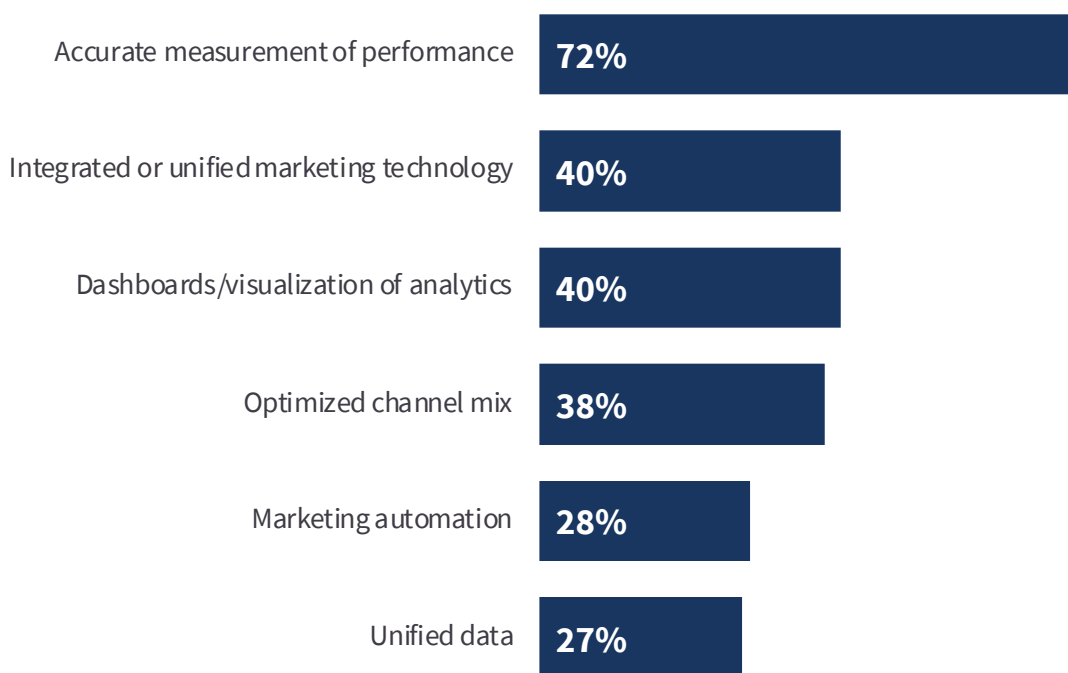
HOW WOULD YOU RATE THE OVERALL SUCCESS OF YOUR MULTI-CHANNEL MARKETING STRATEGY IN ACHIEVING STRATEGIC OBJECTIVES?

Unsuccessful
10%

Very successful
(best-in-class)
18%

Somewhat
successful
72%
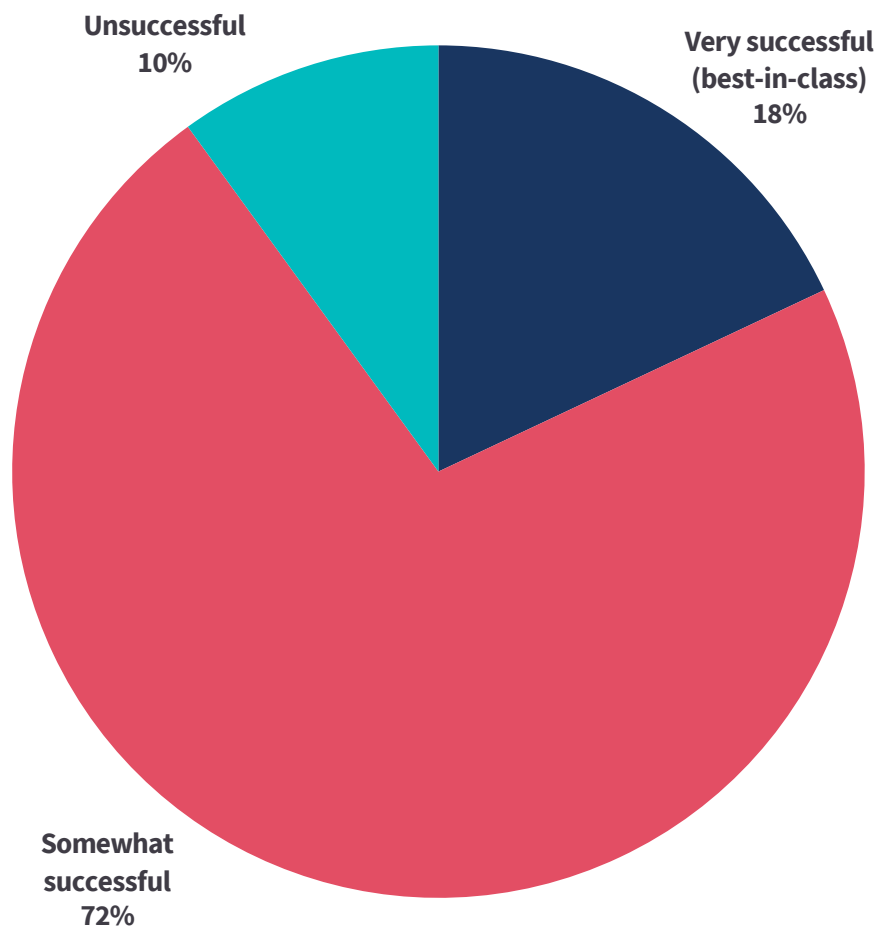
Essential Strategic Elements

Which elements of a multi-channel approach are most essential to overall success? Nearly three-quarters (72%) of B2B marketers surveyed say that accurately measuring performance is key. Integrating or unifying technology and creating effective visualizations of analytics are also top essential elements for 40% of those surveyed.

WHAT ARE THE MOST ESSENTIAL ELEMENTS OF A SUCCESSFUL MULTI-CHANNEL MARKETING STRATEGY?

| Element	Percentage
Accurate measurement of performance	72%
Integrated or unified marketing technology	40%
Dashboards/visualization of analytics	40%
Optimized channel mix	38%
Marketing automation	28%
Unified data	27%

TIP

When you are using content marketing, website pages, social media, email, and more channels for marketing, you need an accurate measurement of performance to determine where to invest your budget to maximize performance. Marketing automation is the tool to help make complex multi-channel programs manageable. Adopting an automated digital approach to nurture and score leads allows you to track and optimize performance across all channels.

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Trends in Effectiveness

How is the effectiveness of multi-channel marketing strategies changing for B2B organizations? An 85% majority of B2B marketers surveyed report that multi-channel is becoming more effective, with 65% reporting a moderate increase in effectiveness and 20% reporting a significant increase in effectiveness. Only 15% say that effectiveness is decreasing to some extent.

HOW IS THE EFFECTIVENESS OF MULTI-CHANNEL MARKETING CHANGING?

Increasing significantly	Increasing moderately	Decreasing moderately	Decreasing significantly
20%	65%	13%	2%
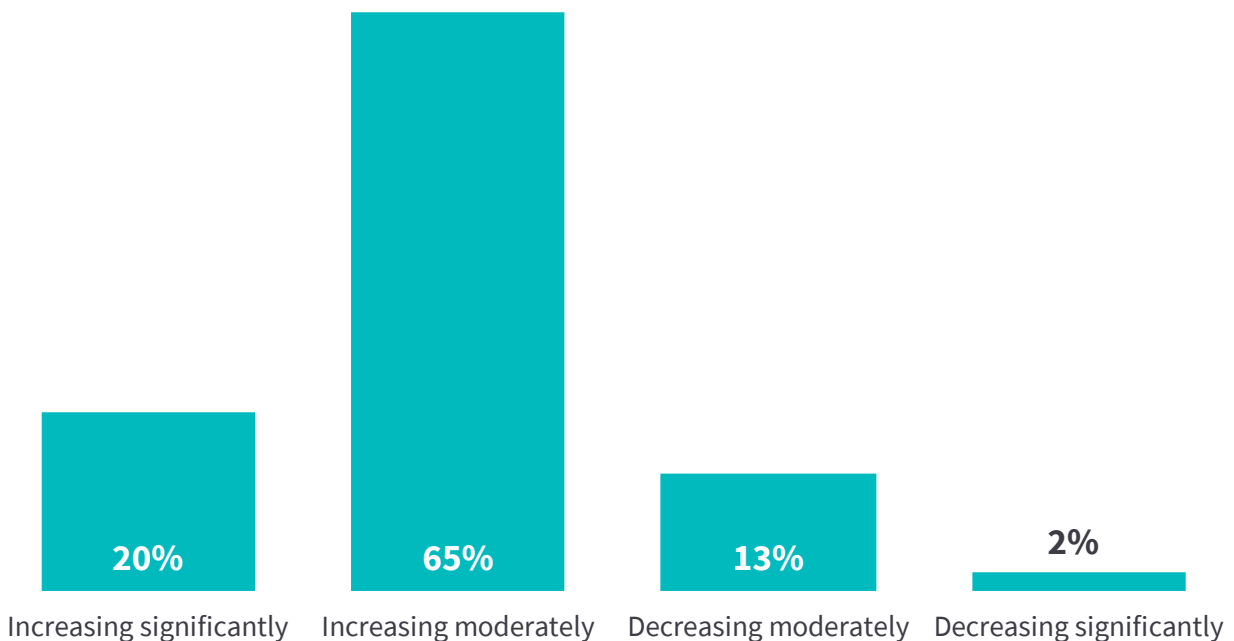
TIP

Multi-channel marketing is here to stay. Your audience is everywhere, gathering information and engaging with brands, so for you to compete, you must be there as well. Benefits of multi-channel marketing include:
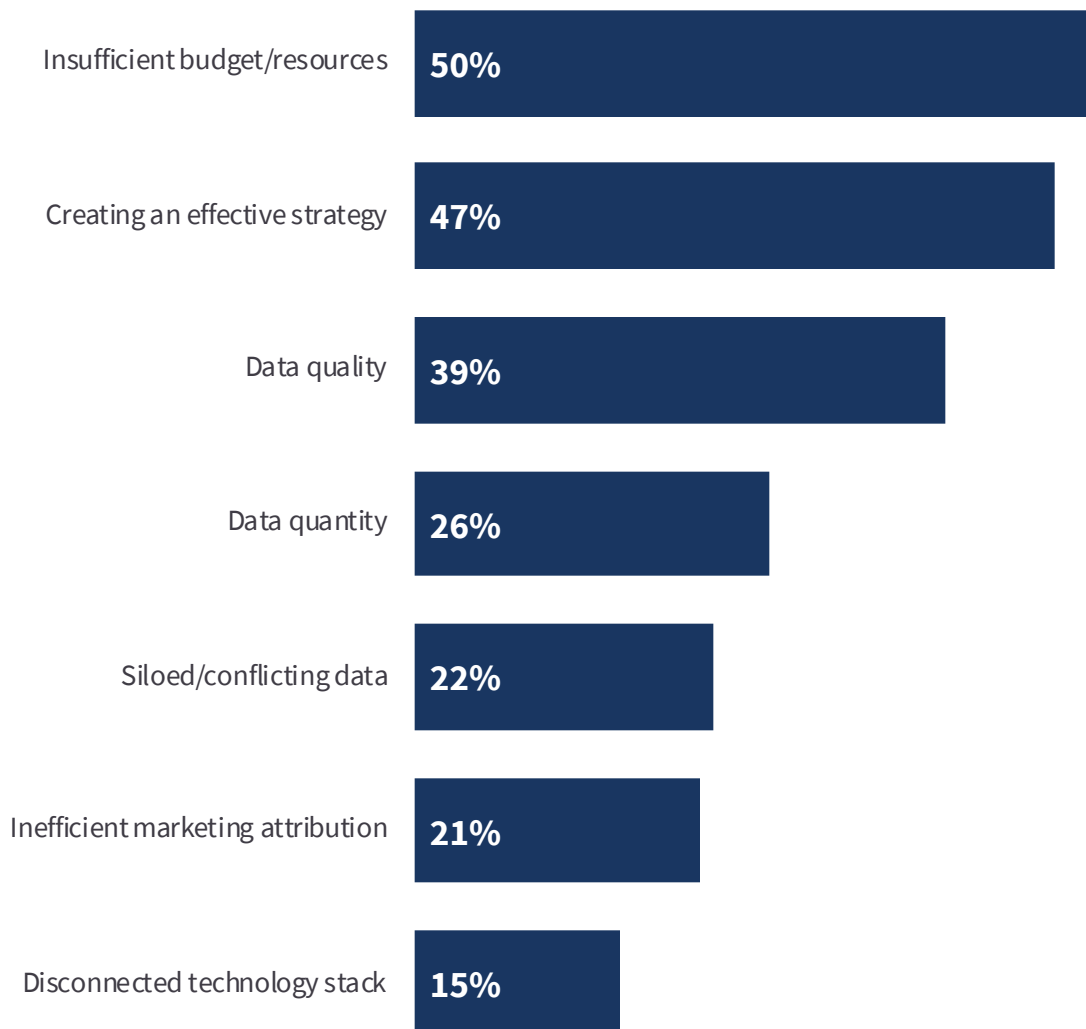
- Ability to extend your audience reach.
- Improve the customer experience.
- Enhance your targeting with different channels.
- Collect better customer data with more channels.
- Improve engagement with more channels.

To learn more, download the ebook Growth Marketing Automation: The Next Wave.

Greatest Challenges

Half of B2B marketers say that insufficient budget and resources are a top challenge to their multi-channel strategy. This is the most commonly reported barrier to the success of a multi-channel approach according to this group. Creating an effective strategy and data quality also top this list for 47% and 39% of those surveyed, respectively.

WHAT ARE YOUR GREATEST CHALLENGES TO EXECUTING A SUCCESSFUL MULTI-CHANNEL MARKETING STRATEGY?

Challenge	Percentage
Insufficient budget/resources	50%
Creating an effective strategy	47%
Data quality	39%
Data quantity	26%
Siloed/conflicting data	22%
Inefficient marketing attribution	21%
Disconnected technology stack	15%

Measuring Multi-Channel

Only one-in-five (19%) B2B marketers feel that their marketing technology stack allows them to extensively measure the effectiveness of multi-channel initiatives across all channels. With accurate measurement reported as the most essential element to success, this is concerning. Over one-quarter (27%) of those surveyed have little-to-no ability to measure across all channels.

TO WHAT EXTENT DOES YOUR CURRENT MARKETING TECHNOLOGY STACK ALLOW YOU TO MEASURE MULTI-CHANNEL MARKETING INITIATIVES ACROSS ALL CHANNELS?

Extensively	Partially	Very little	Not at all
19%	54%	17%	10%
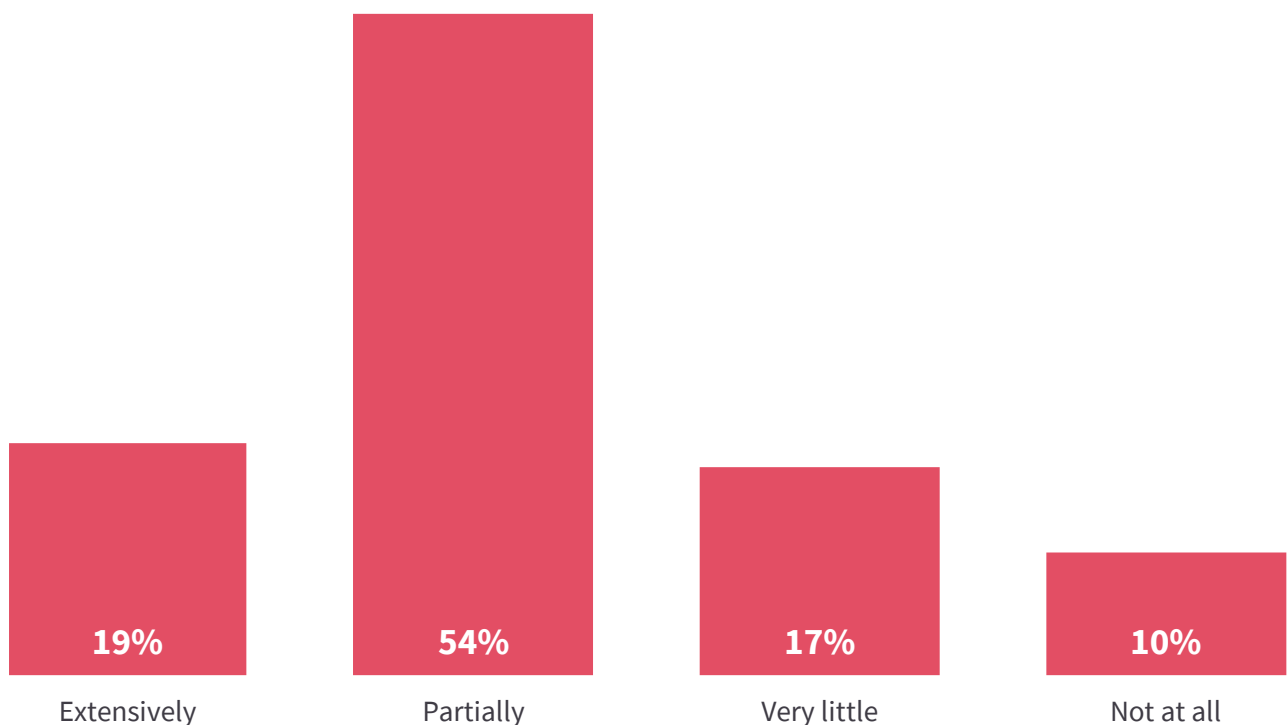
Quantity of Channels

Nearly two-thirds (62%) of those surveyed feel comfortable with the amount of channels they are currently supporting in order to meet strategic goals. 30% of B2B marketers feel that they should be including more channels in their multi-channel strategy and only 8% feel they have too many channels.

WHICH BEST DESCRIBES HOW YOU FEEL ABOUT THE AMOUNT OF CHANNELS YOU CURRENT SUPPORT?

Too many channels
8%

Not enough channels
30%

The right amount of channels
62%
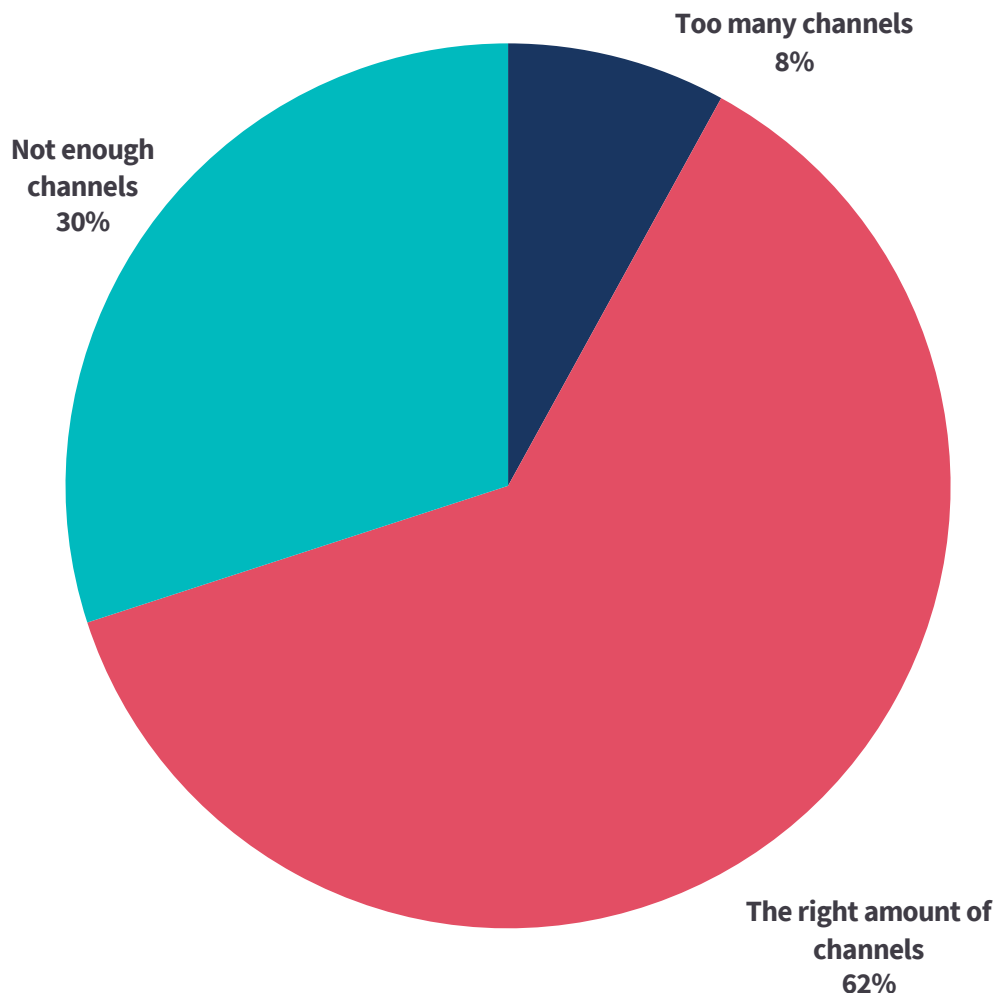
Channel Integration

Nearly all (95%) of the B2B marketers surveyed agree that integrating marketing channels allows for better targeting of the right audience at the right time. Channel integration gives marketers a more accurate view of the customer journey which enables more consistent and targeted messaging throughout the across all touchpoints.

INTEGRATED MARKETING CHANNELS ENABLE BETTER TARGETING OF THE RIGHT AUDIENCE AT THE RIGHT TIME.

Strongly agree	Moderately agree	Moderately disagree	Strongly disagree
38%	57%	5%	0%

TIP
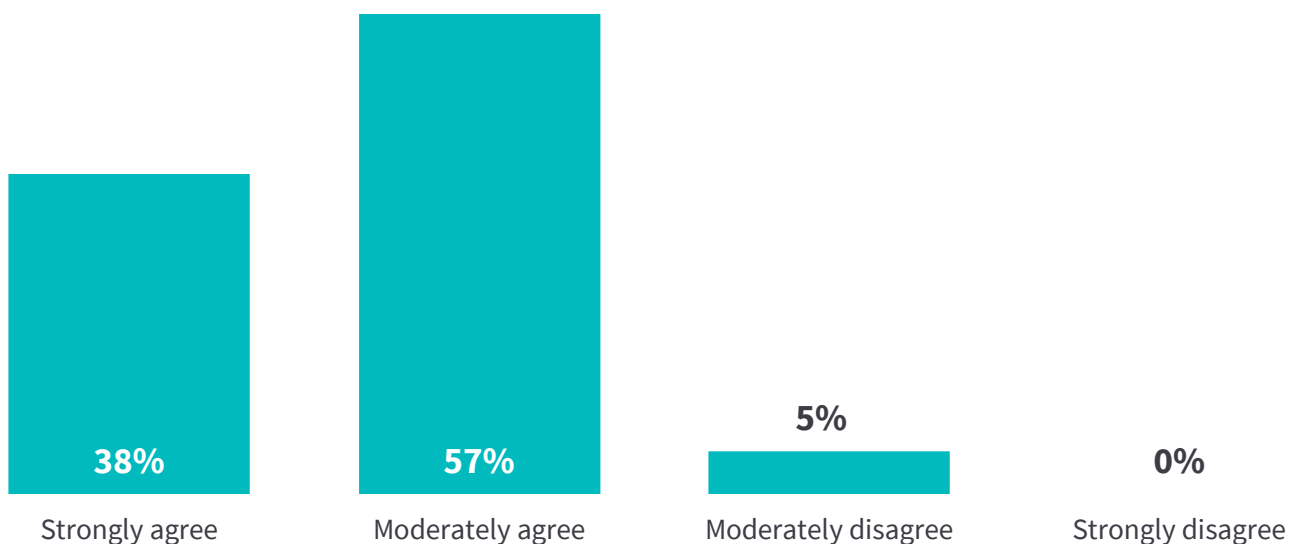
You can use data from all channels to understand and improve the customer journey. You can target your audience and personalize the experience based on where a prospect is in the customer journey:

- Awareness/Discovery: Data from channels like organic search, website activity, form fields, and email engagement.

- Research and Evaluation: Data from webinars, product demos, content like case studies, and comparison pages.
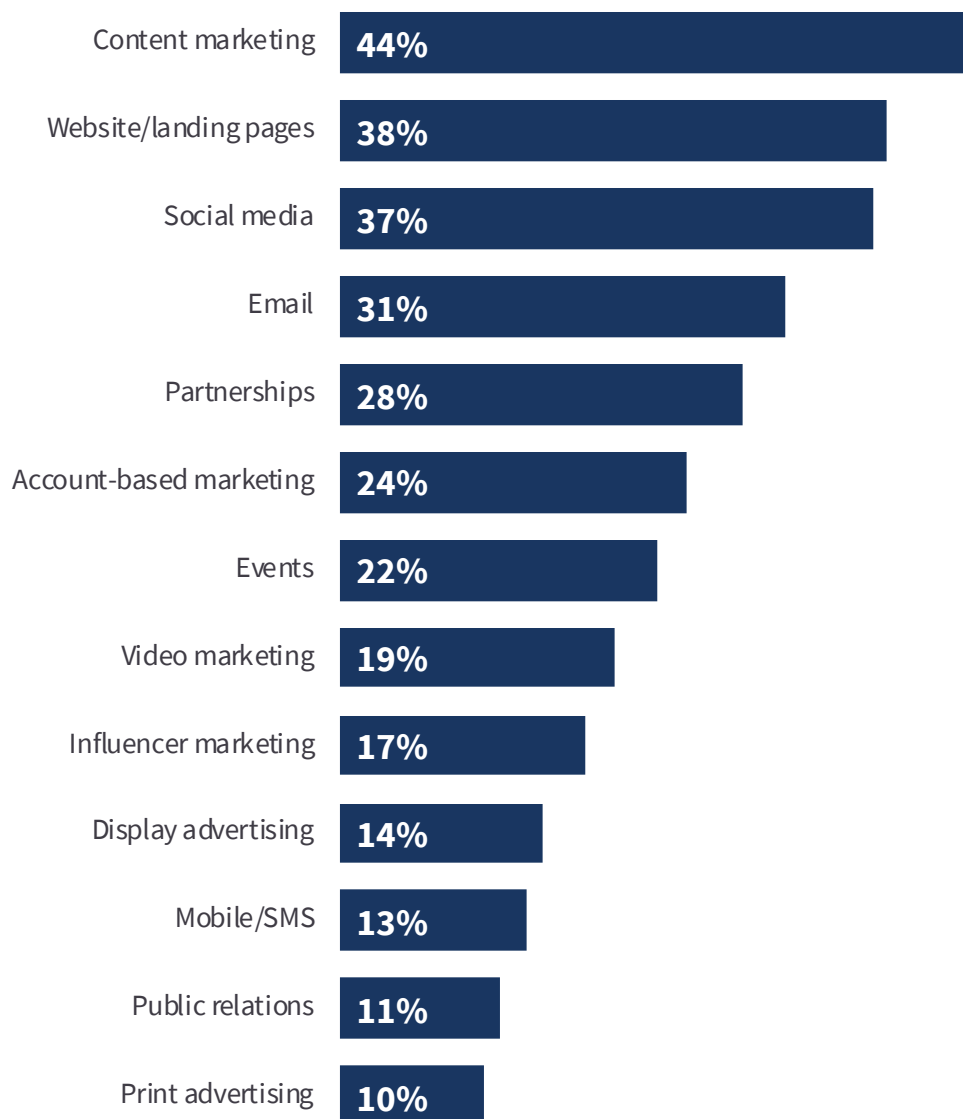
With the integration of channel data, you can better strategize how to engage your different audience segments.

Channels of Greatest Impact

In the coming year, content marketing will contribute most to overall business growth according to 44% of B2B marketers. Websites and landing pages, social media, and email will also play an important role in overall impact according to 38%, 37%, and 31% of those surveyed, respectively.

WHICH OF THE FOLLOWING CHANNELS/TACTICS DO YOU FEEL WILL CONTRIBUTE MOST TO OVERALL BUSINESS GROWTH IN THE COMING YEAR?

Channel/Tactic	Percentage
Content marketing	44%
Website/landing pages	38%
Social media	37%
Email	31%
Partnerships	28%
Account-based marketing	24%
Events	22%
Video marketing	19%
Influencer marketing	17%
Display advertising	14%
Mobile/SMS	13%
Public relations	11%
Print advertising	10%

About the Research Partners

Act-On Software is the world's growth marketing leader, offering solutions that empower marketers to move beyond the lead and engage targets at every step of the customer lifecycle. Act-On makes customer data actionable so marketers can strategize smart, effective solutions to grow their businesses and generate higher customer lifetime value – all with the fastest time-to-value.

For more information, visit Act-On Software.

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