



The B2B Perspective on
**Multi-Channel
Marketing**

Research created in partnership with Ascend2



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Survey Respondent Demographics

Company Size

More than 500	19%
50 to 500	23%
Fewer than 50	58%

Primary Role in Company

Owner/Partner/C-Level	52%
Vice President/Director/Manager	35%
Non-Management	13%

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.

INTRODUCTION

The B2B Perspective on Multi-Channel Marketing

Today's top B2B marketers use a variety of channels and data sources to uncover insights, engage prospects, and win faster.

But how effective are B2B marketers at executing this multi-channel approach – and where are the biggest opportunities for growth?

To help answer this question, Ascend2 and ZoomInfo fielded the Multi-Channel Marketing Survey in April 2023.

We analyzed the responses of 101 respondents who work exclusively in business-to-business (B2B) marketing to create this research report.

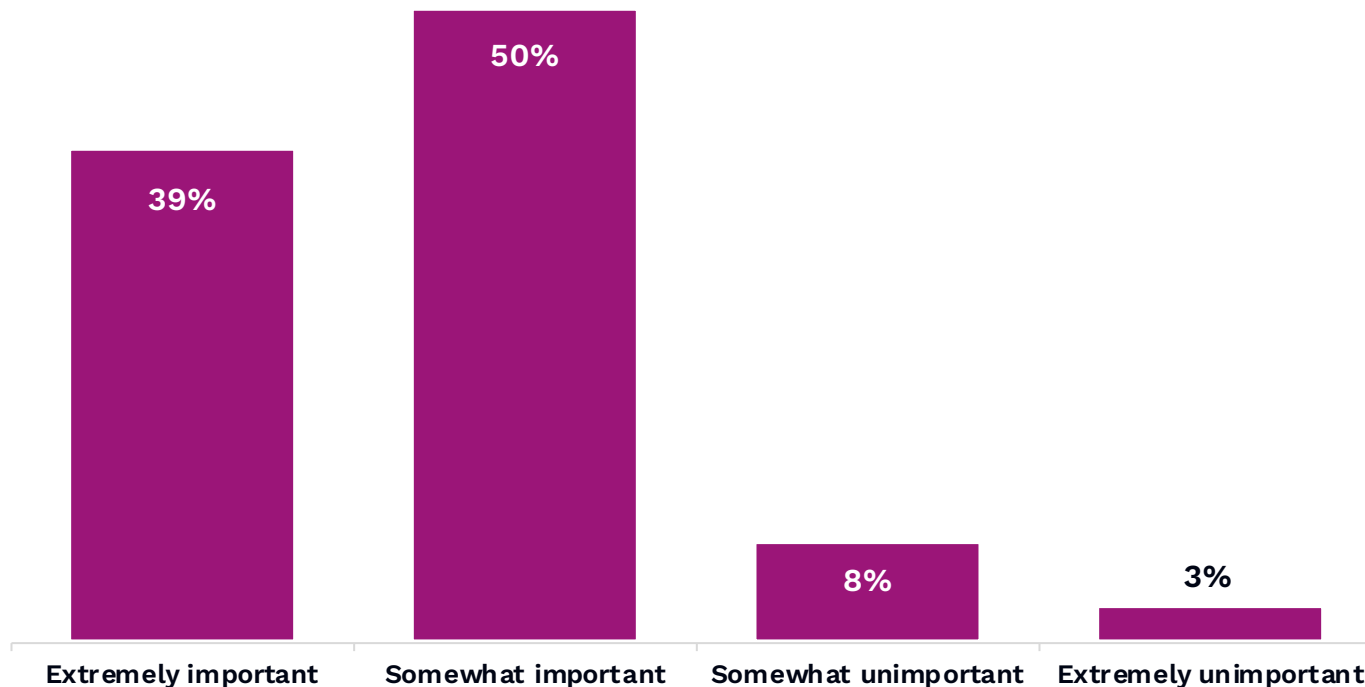
Use this research to fuel your own marketing strategy and collateral – reference the stats and republish the charts on your own platforms, with credit to “The B2B Perspective on Multi-Channel Marketing” report by ZoomInfo and Ascend2.



Importance of Multi-Channel Marketing

Marketing across multiple channels has become standard in B2B marketing, and having a well-thought-out and effectively executed strategy is critical to success. Nine out of 10 B2B marketers surveyed (89%) say that having a cohesive multi-channel marketing strategy is important.

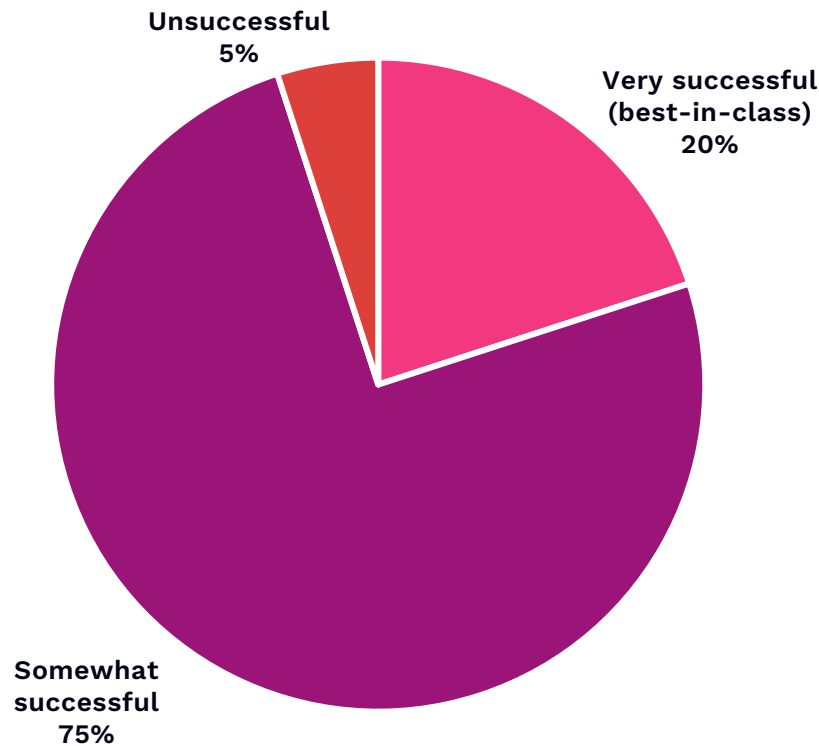
Rate the importance of having a cohesive multi-channel marketing strategy.



Multi-Channel Marketing Success

Our research indicates that there is room for improvement in the overall success of B2B multi-channel marketing strategies. While three-quarters of B2B marketers surveyed report experiencing some success from their strategy, only one in five consider their multi-channel strategy to be very successful.

Rate the success of your multi-channel marketing strategy in achieving strategic marketing objectives.



Greatest Challenges to Success

Creating an effective strategy is the most commonly reported challenge getting in the way of multi-channel success according to 57% of those surveyed. Following close behind are insufficient budget and resources (46%) and collecting quality data to fuel a strategy (44%).

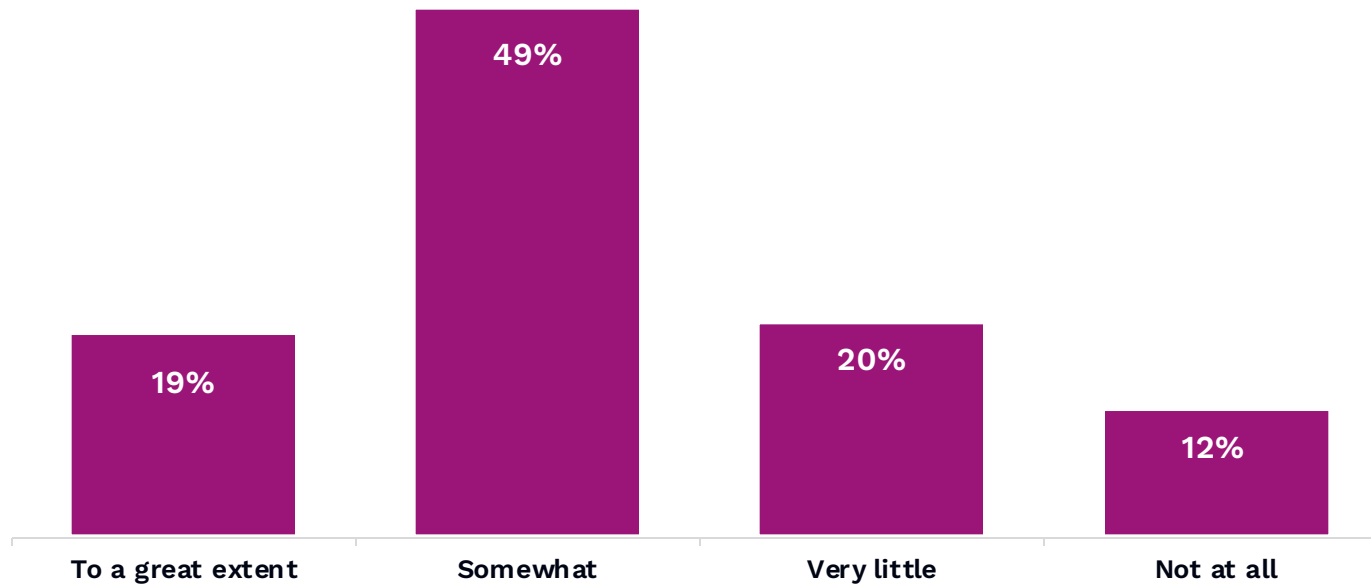
What are your greatest challenges to executing a successful multi-channel marketing strategy? (Respondents selected up to three options)



Alignment of GTM Strategies

Tools and systems that can support sales and marketing alignment are critical for successfully executing a go-to-market (GTM) strategy. However, only about one in five (19%) B2B marketers report having their GTM strategies extensively aligned across channels with their sales team. About half (49%) say their GTM strategy is somewhat aligned across channels with sales.

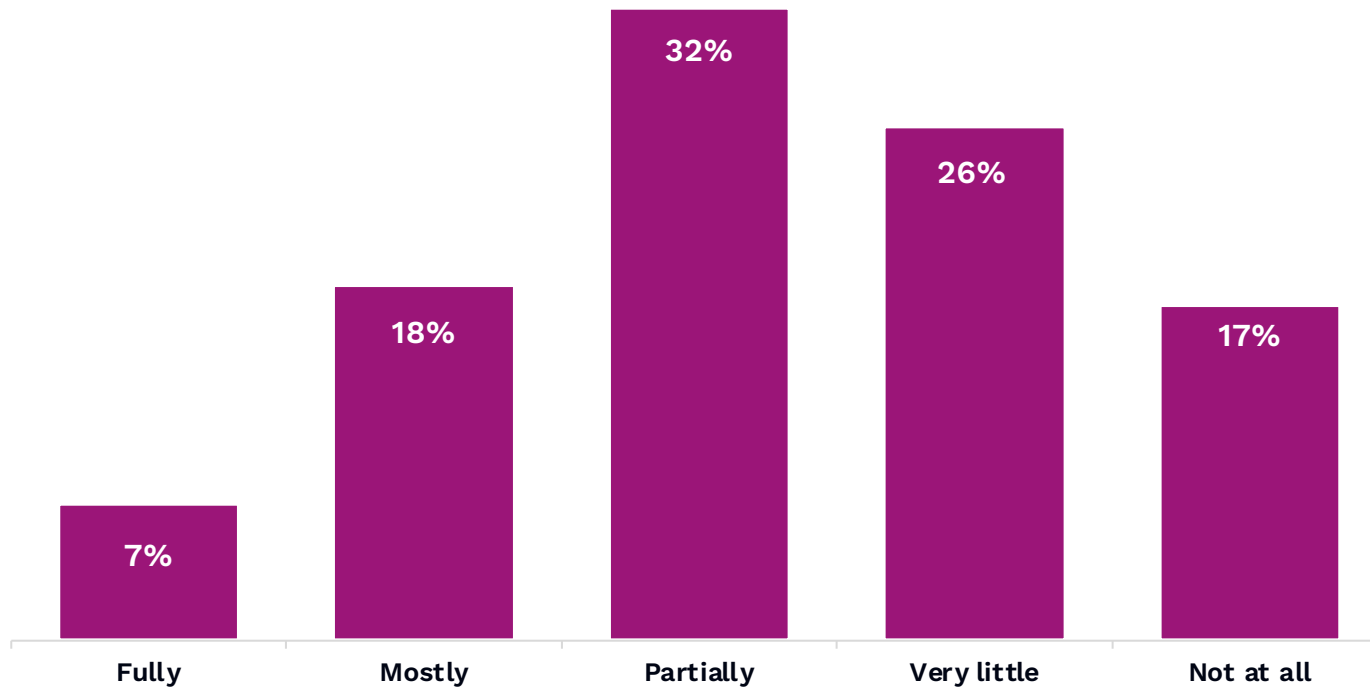
To what extent are your go-to-market strategies aligned across channels with the sales team?



The Use of Automation

Automating certain aspects of a multi-channel strategy can improve efficiencies and workflows, but the vast majority of marketers report that most of their programs are not yet automated. Only one-quarter (25%) of B2B marketers say that their multi-channel marketing strategy is mostly or fully automated. Another 32% of those surveyed say they have partial automation of their strategy.

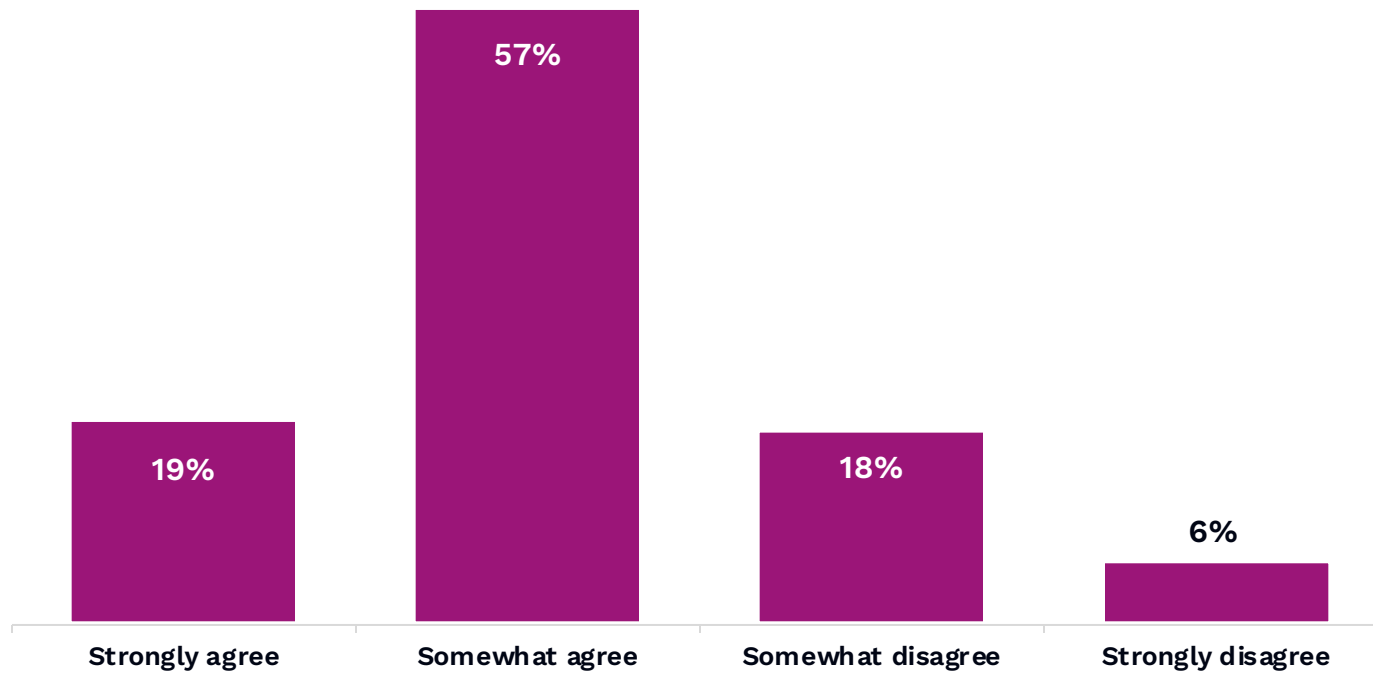
To what extent is your multi-channel marketing strategy automated?



Data Utilization

Part of implementing and executing a successful multi-channel marketing strategy is having the ability to utilize data across those channels in order to deliver an exceptional customer experience. Interestingly, less than one in five (19%) of B2B marketers feel strongly that their organization is able to do this. In fact, more B2B marketers (24%) indicate that their companies have difficulty using multi-channel data in this way.

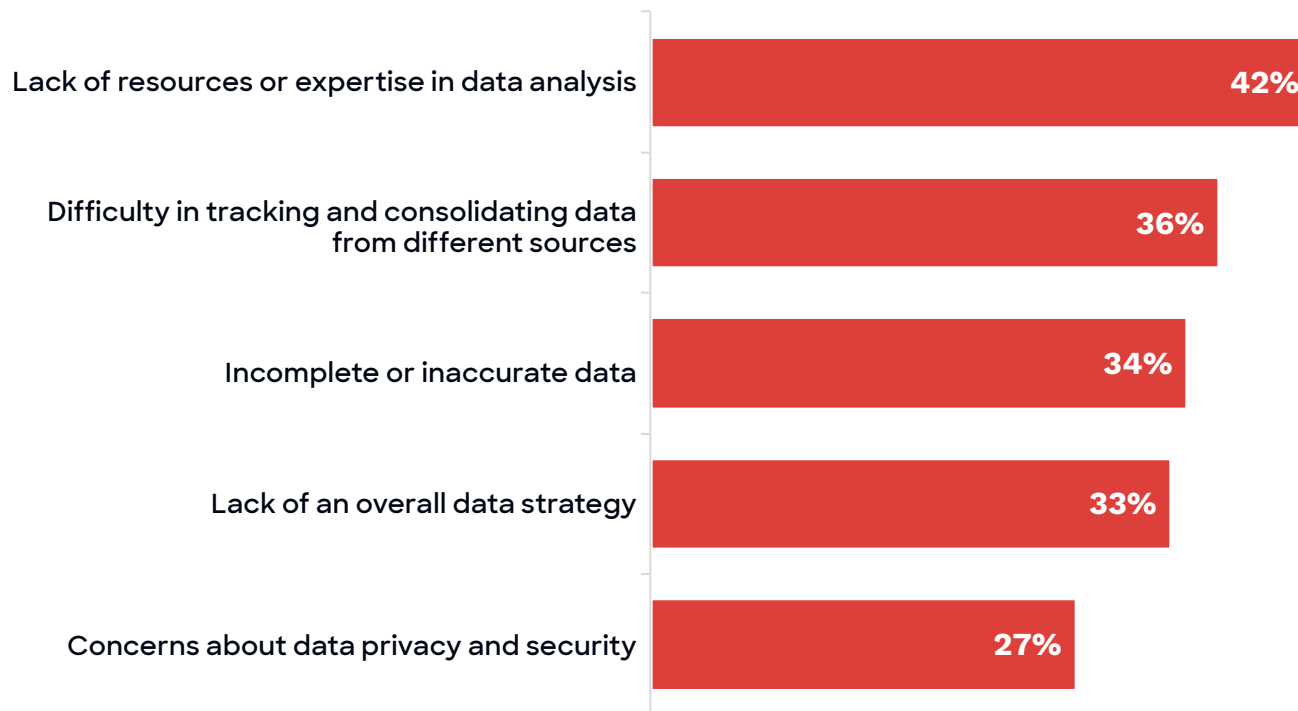
My organization is able to utilize data across multiple channels for a consistent customer experience.



Data Challenges

As B2B companies collect and use customer data to improve their multi-channel strategy, 42% are finding that a lack of resources and expertise in data analysis is a major challenge. Over one-third (36%) say that siloed data is a problem while 34% say that incomplete or inaccurate data is a major issue.

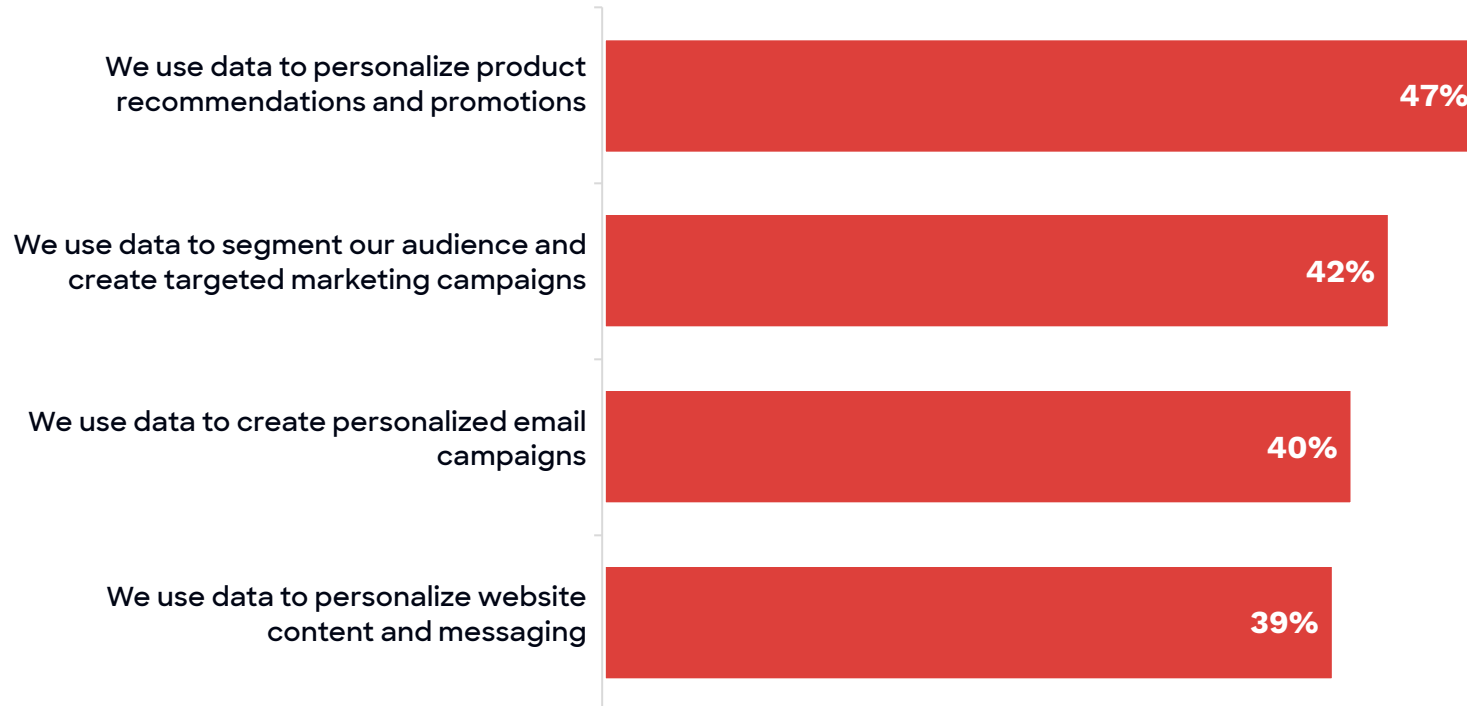
What challenges have you faced in collecting and analyzing data for your multi-channel marketing efforts? (Respondents selected up to three options)



Personalization

In order to effectively personalize the customer experience across channels, nearly half (47%) of B2B marketers report that they use data to personalize product recommendations and promotions. Another 42% say they use data to segment audiences and create targeted marketing campaigns. About 40% of those surveyed are using data to create personalized email campaigns and personalize website content.

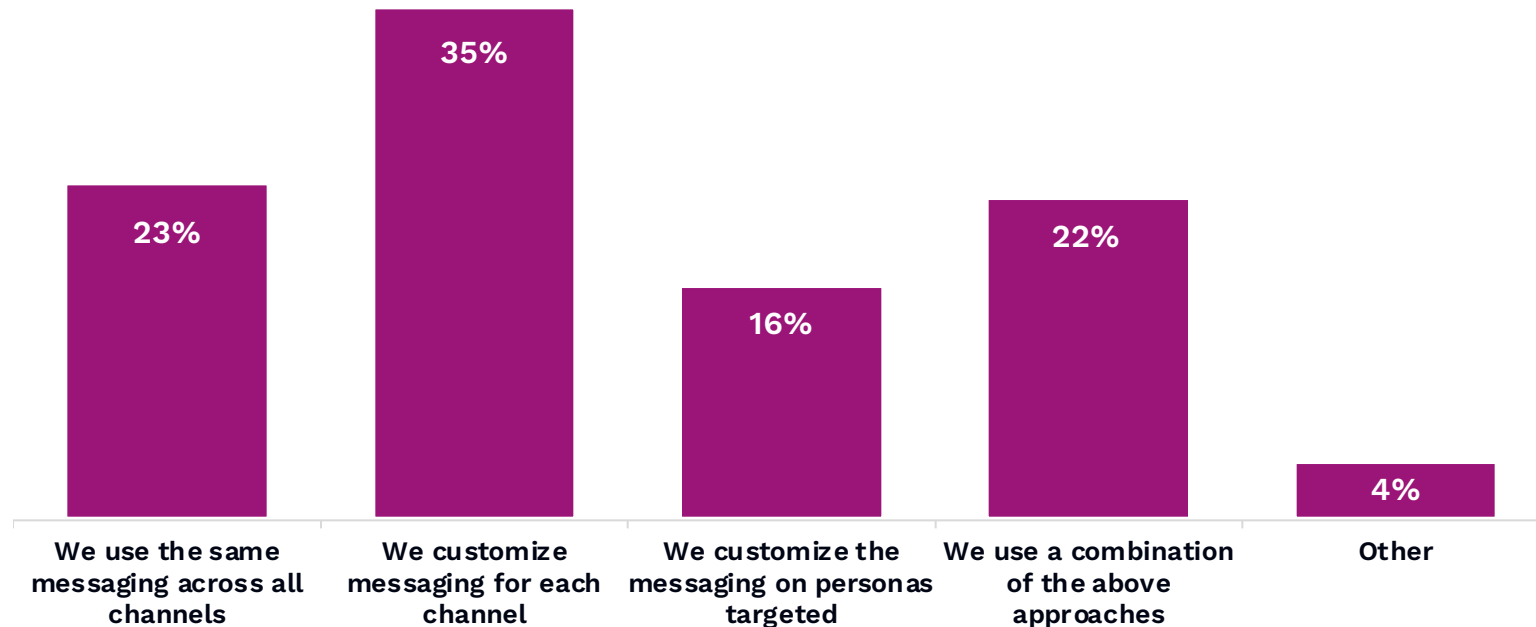
How do you use data to personalize your multi-channel marketing efforts for customers? (Respondents selected up to three options)



Messaging Across Channels

Just over one-third (35%) of B2B marketers report that they are customizing messaging on each individual channel they use while nearly one-quarter (23%) say they deliver the same messaging across all channels. Another 16% of those surveyed say they tailor messaging based on customer profiles or personas that they target.

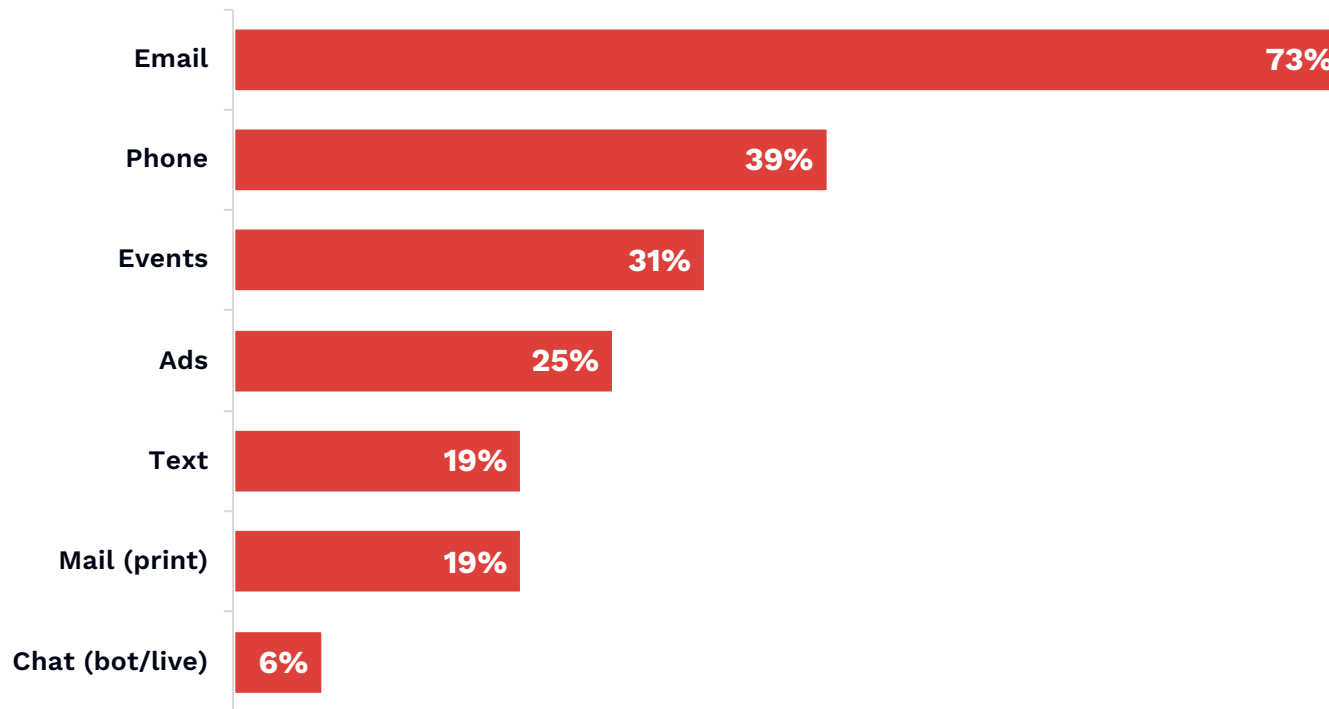
Which best describes how you tailor messaging across different channels to ensure consistency in your brand image and voice?



Most Effective Communication

Email is still the most effective mode of communication when it comes to connecting with prospects, according to the overwhelming majority (73%) of B2B marketers surveyed. Phone use was rated second, favored by 39% of B2B marketers. Live and digital events are also making an impact for 31% of B2B marketers as they engage with prospects.

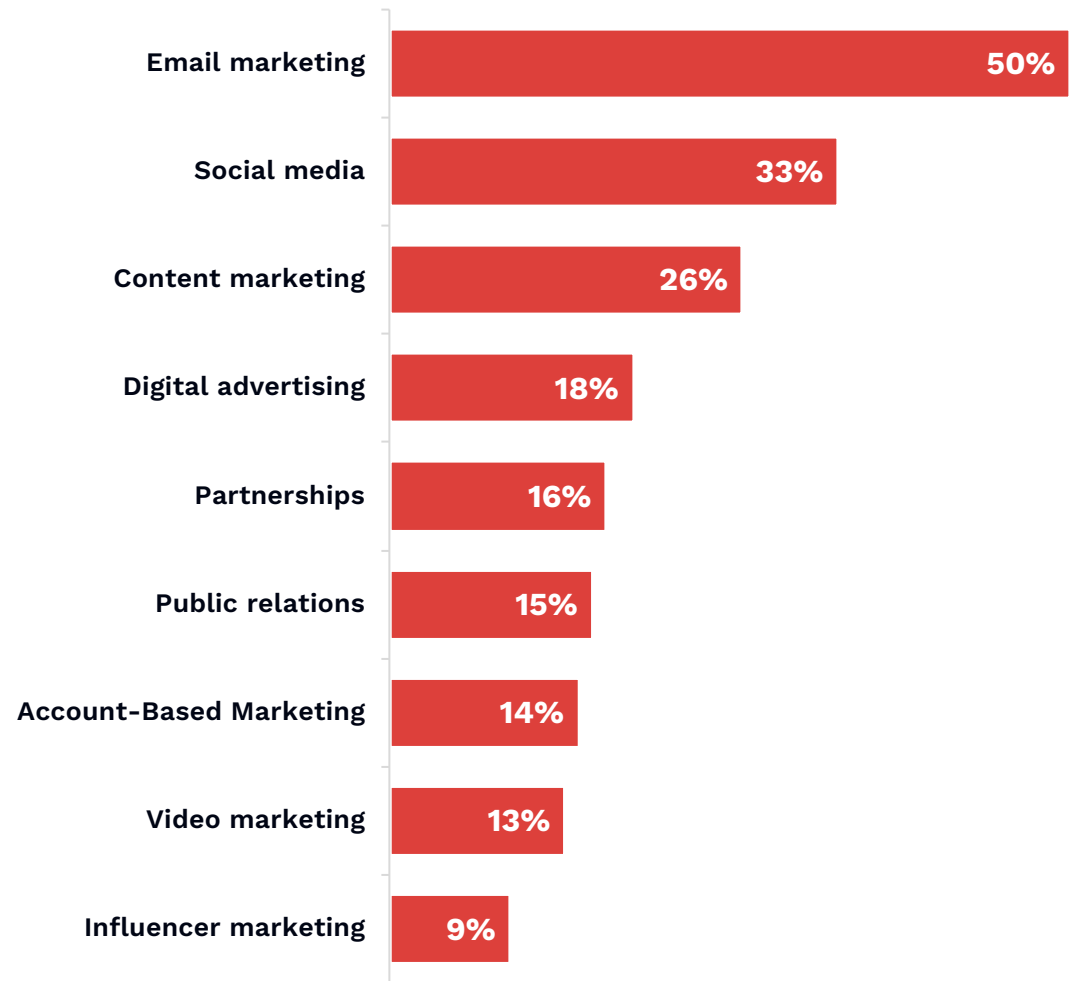
Which of the following channels enables you to most effectively connect with your prospective buyers? (Respondents selected up to three options)



Most Impactful Channels

Email marketing is considered to be the most impactful channel in B2B marketers' multi-channel approach. One-third (33%) of those surveyed report that social media also makes a major impact on their marketing strategy. Content marketing and digital advertising are considered to be most impactful for 26% and 18% of B2B marketers surveyed, respectively. Most B2B marketers have not warmed up to influencer marketing as an effective channel.

Which of the following has the most impact on your multi-channel strategy? (Respondents selected up to three options)



About the Research Partners



Conquer the constantly shifting business landscape with ZoomInfo's innovative go-to-market platform. Our integrated approach combines data and technology to connect you with your best customers and unify your sales and marketing teams into an unstoppable revenue engine.

[Learn more about ZoomInfo.](#)



Companies partner with Ascend2 to create original research, from survey conceptualization through report and content creation to media outreach. Ascend2 helps companies fuel marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

[Learn more about Ascend2.](#)