The Future of B2B Marketing
The Road to 2025

Jay Gaines
Chief Marketing Officer
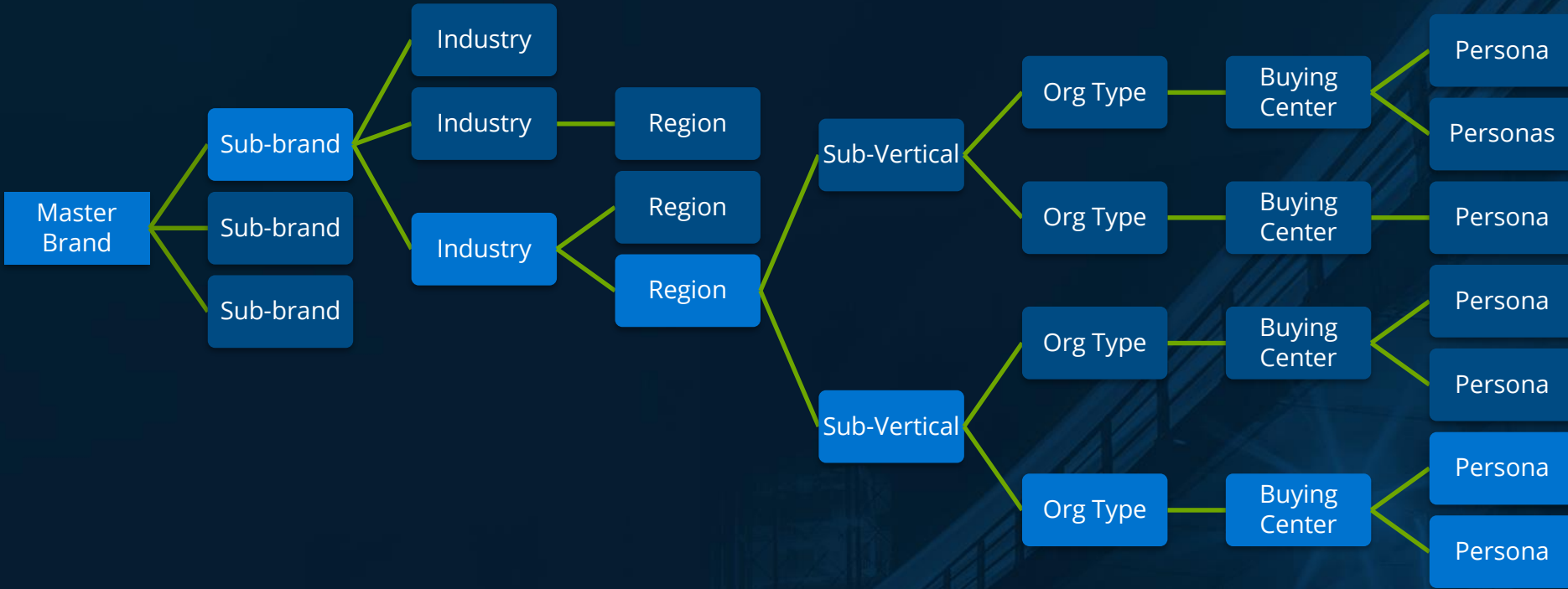@izjay

Agenda

Today → 2025

2025 → Trends

Trends → AI

@izjay

SiriusDecisions ▶
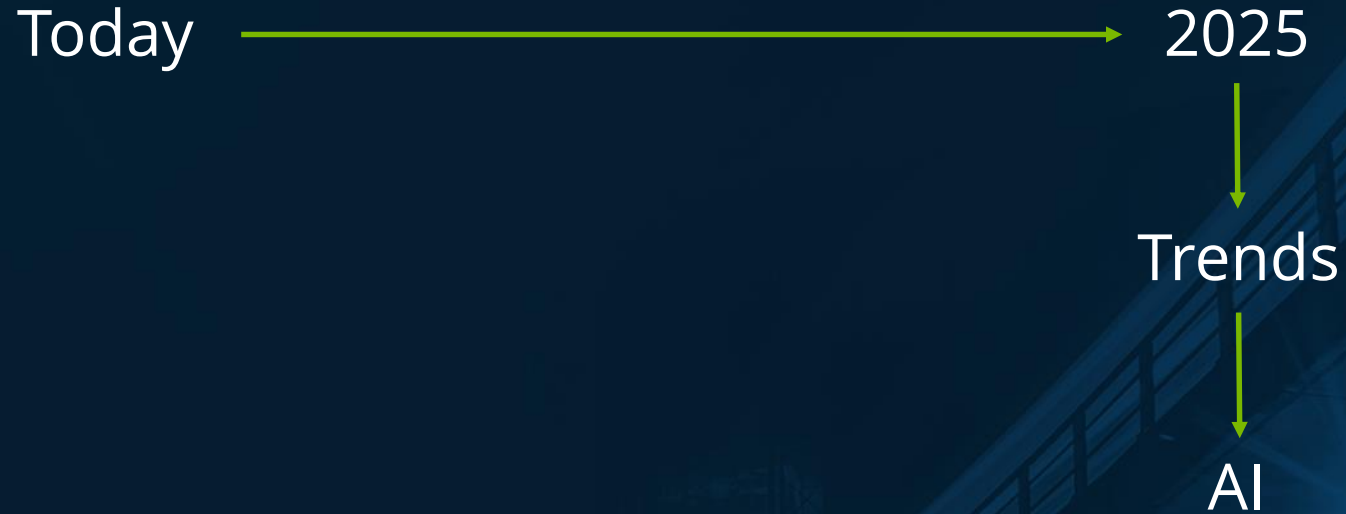
The Characteristics Of High-Performing B2B Marketing Today

Agile
Rapid response capability, culture of experimentation

Strategic
Go-to-market focus, customer knowledge, business relevance

Aligned
Shared vision, process and accountability

Focused
On measurable activity that drives business contribution, prioritization

Audience-Centric

Measurable
The math of marketing contribution is clear

Process Driven
Planned activity, operationalized approaches, integrated

Capable
Skills and core competencies align to go-to-market approach, technology enabled

Insightful
About buyers/ customers, sales, analytics

Insightful: Audience Framework Template

SiriusDecisions

Insightful: Audience Framework Example

| Offering	Industry	Region	Sub-vertical	Org Type	Buying Center	Persona 1	Persona 2
Employee Health Benefits Plan	Insurance	U.S.	Health insurance	Small and mid-sized employers	Human Resources	Director of Benefits	CFO
Key Issues	• Ongoing and constantly evolving regulation • Increased cost for coverage	Patient Protection and Affordable Care Act (2010)	• Implementation of the Affordable Care Act (ACA); preparing for Employer Mandate provision	• Employer Mandate provisions of the ACA extended until 2016 for small and mid-sized businesses	• Responsible for analyzing impact of the ACA • Pressure to reduce the cost of health benefits	• Overseeing multiple HR functions – benefits, recruiting, personnel • Limited expertise in the complexities of health insurance	• Overall financial management • Adjusting for the ongoing impact of increasing insurance costs
Buyer Need	• Keep current with regulations • Minimize the overall impact of increasing costs		• Understand the impact of the ACA on employer coverage	• Plan pathway to implement plan changes as required, OR plan to account for Federal penalty for not complying	• Easy way to break down tenets of the ACA to analyze options and impact	• Ensure that the plan meets standards for Essential Health Benefits defined by ACA • Reduce employer cost • Implement employee wellness programs	• Reduce cost

SiriusDecisions

Insightful: Anatomy of a Buyer

SiriusPerspective: Persona templates define the audience attributes marketers need to know to inform an audience-centric go-to-market strategy.

The Anatomy of a Buyer

Process Attributes:
Buying Scenario
Buyer Role
Purchasing Decision Phases
Demand Type
Decision Drivers

Emotive Attributes:
Initiatives
Challenges
Primary Buyer Need
Lexicon

Functional Attributes:
Job Role
Common Titles
Position on Org Chart
Buying Center
Firmagraphics

Behavioral Attributes:
Content Asset Types
Interaction Types
Watering Holes
Engagement Level

SiriusDecisions ▶

Insightful: The Buying Process

SiriusPerspective: While understanding the personas and phases in the buying process is helpful, reality is too complex to make buyer journey insights fully actionable.
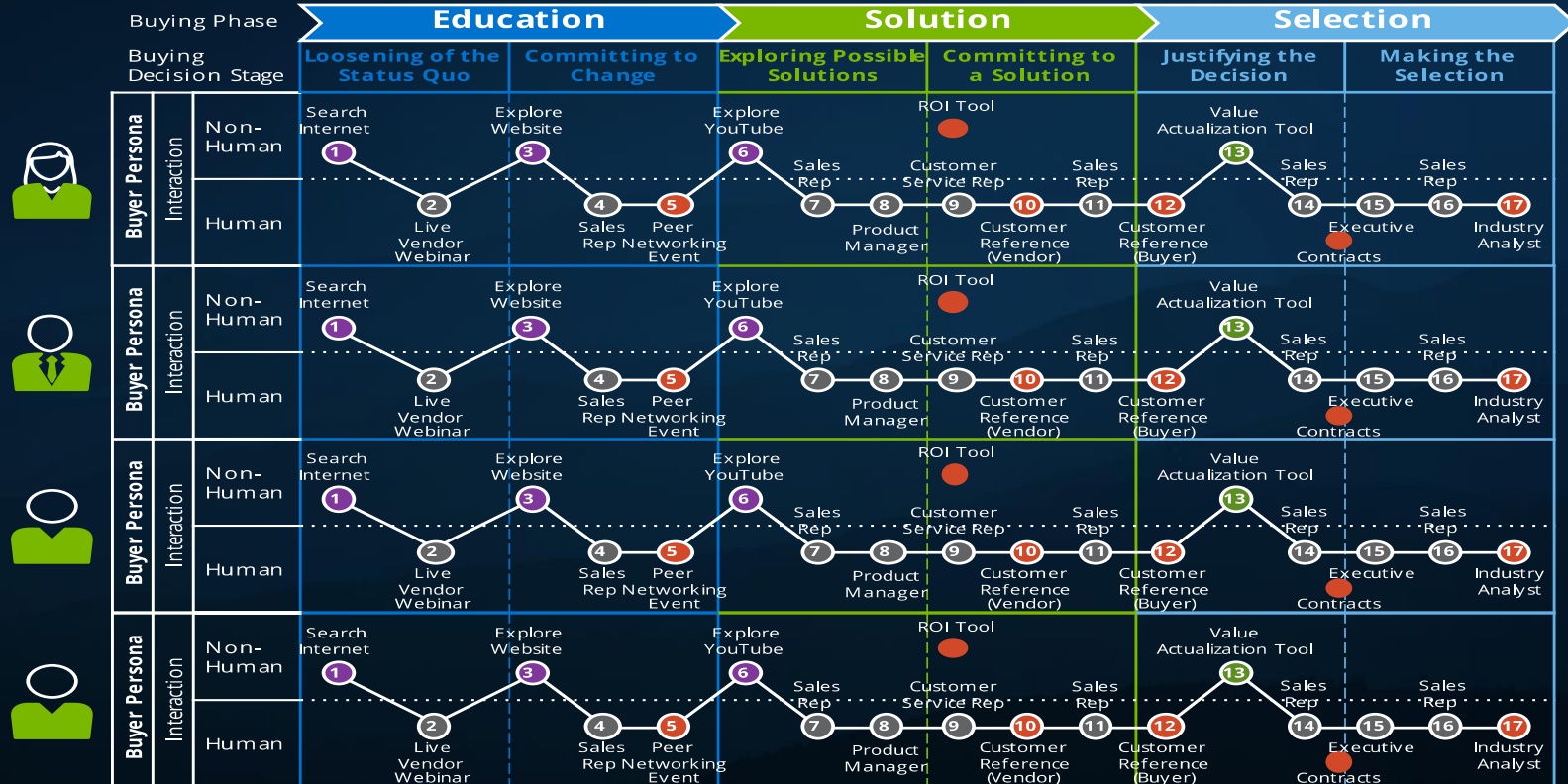
Great Marketing is Measurable

SiriusPerspective: The math of marketing business contribution must be clear and designed with audiences in mind.

Class	Measure	Description
Impact	• Revenue • Market share • Profit	Effects against business goals
Output	• Inquiries • Proposals • Demo requests	Direct results of actions
Activity	• Email sent • Calls made • Requirements written	Counts of actions taken
Readiness	• Database size • SLA compliance • Skills	Preparedness to perform

SiriusDecisions

Trends Impacting B-to-B Through 2025

Atomization

Artificial Intelligence

Authenticity

Accountability

Adaptability

Trends Impacting B-to-B Through 2025

Atomization

Artificial Intelligence

Authenticity

Accountability

Adaptability

@izjay

SiriusDecisions

AI Will Illuminate Two Critical Blind Spots

Your Customer

Your Performance

Do We Really Know Our Buyers?

SiriusPerspective: AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

You think your buyer is this...

@izjay

SiriusDecisions ▶

Do We Really Know Our Buyers?

SiriusPerspective: AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

...when it's really more like this.

@izjay

SiriusDecisions

Do We Really Know Our Buyers?

SiriusPerspective: AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

Actually, it's *really* more like this.

SiriusDecisions

Do We Really Know Our Buyers?

SiriusPerspective: AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

But after we get a lead from this person...

100

@izjay

SiriusDecisions

Do We Really Know Our Buyers?

SiriusPerspective: AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

...our systems act like the others don't matter.

@izjay

SiriusDecisions

Do We Really Know Our Buyers?

SiriusPerspective: AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

Second Lead Syndrome

100   100

@izjay

SiriusDecisions

Do We Really Know Our Buyers?

SiriusPerspective: AI makes it possible to know the b-to-b buyer like never before and to begin answering critical questions about what attracts and engages that buyer.

Second Lead Syndrome

Disqualified!!

Duplicate!!

100

100

Pop Quiz 1: Hot or Not?

All else being equal, which of these looks like the hottest opportunity?

@izjay

SiriusDecisions

Pop Quiz 1: Hot or Not?

One MQL (=75 pts)

75

All else being equal, which of these looks like the hottest opportunity?

20

SiriusDecisions

Pop Quiz 1: Hot or Not?

One MQL (=75 pts)

One MQL, 1 INQ

75

75

25

All else being equal, which of these looks like the hottest opportunity?

Pop Quiz !: Hot or Not?

One MQL (=75 pts)

One MQL, 1 INQ

No MQLs, 4 INQs

75

25   75

25

25

25

25

All else being equal, which of these looks like the hottest opportunity?

SiriusDecisions

Pop Quiz 1: Hot or Not?

No MQLs, 4 INQs

25

25

25

25
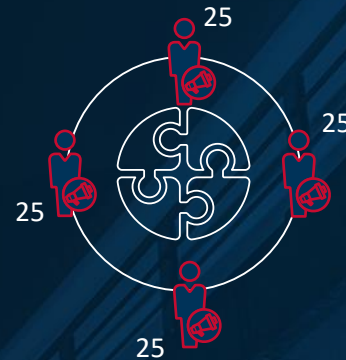
The fact that four relevant buyer personas are showing interest is a tremendous buying signal.

@izjay

SiriusDecisions

Signal Detection – Which Signals Actually Matter?

Here's what that looks like in b-to-b systems today...

Buying Group Blindness

No "leads." No buying groups. No meaningful signals.

@izjay

SiriusDecisions

Why We Have Buying Group Blindness

The systems we rely on in marketing have been person-centric

Often, we don't have data collected on all the touch points we need to evaluate
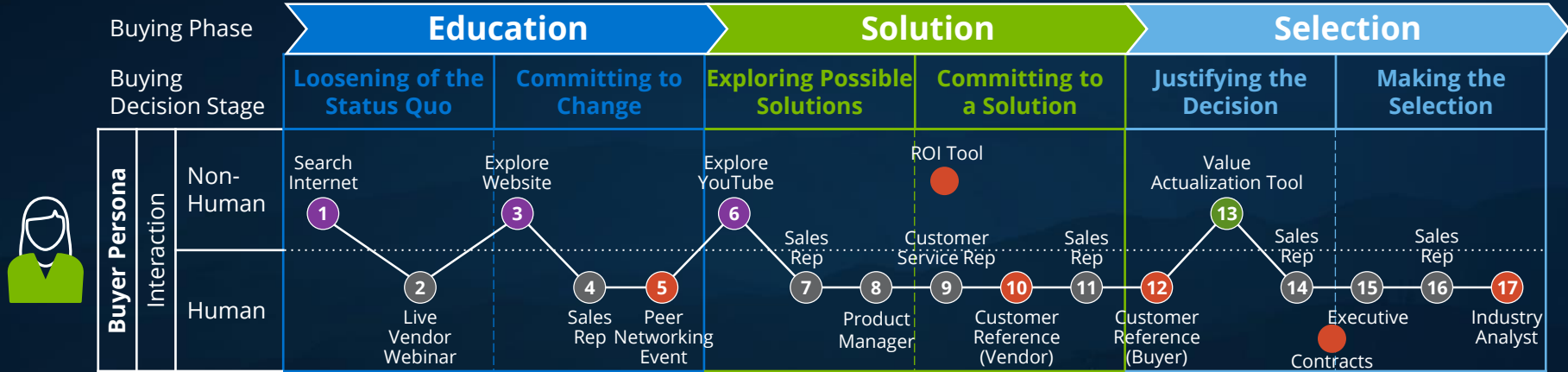
We haven't had the analytic capabilities to make sense of the data we do have

SiriusDecisions ▶

We Don't Always Know What, If Any of This, Is Working

SiriusPerspective: An understanding of what causes buyers to progress in their buying processes has largely been absent, but AI-based tools are beginning to illuminate this b-to-b blind spot.

Buying Phase			Education		Solution		Selection	
Buying Decision Stage			**Loosening of the Status Quo**	**Committing to Change**	**Exploring Possible Solutions**	**Committing to a Solution**	**Justifying the Decision**	**Making the Selection**
Buyer Persona · Interaction		Non-Human	Search Internet **1**	Explore Website **3**	Explore YouTube **6**	ROI Tool ●	Value Actualization Tool **13**	
		Human	Live Vendor Webinar **2**	Sales Rep **4** — Peer Networking Event **5**	Sales Rep **7** — Product Manager **8**	Customer Service Rep **9** — Customer Reference (Vendor) **10** — Sales Rep **11**	Customer Reference (Buyer) **12** — Sales Rep **14**	Sales Rep **15** — **16** Executive ● Contracts — Industry Analyst **17**

We have many touch points with prospects and customers...

...but we lack unbiased information to determine which are most effective...

@izjay

SiriusDecisions

We Don't Always Know What, If Any of This, Is Working

SiriusPerspective: An understanding of what causes buyers to progress in their buying processes has largely been absent, but AI-based tools are beginning to illuminate this b-to-b blind spot.

⚠ **...or which of these many individuals really drives the buying process...**

⚠ **...and what appeals most to these individuals.**
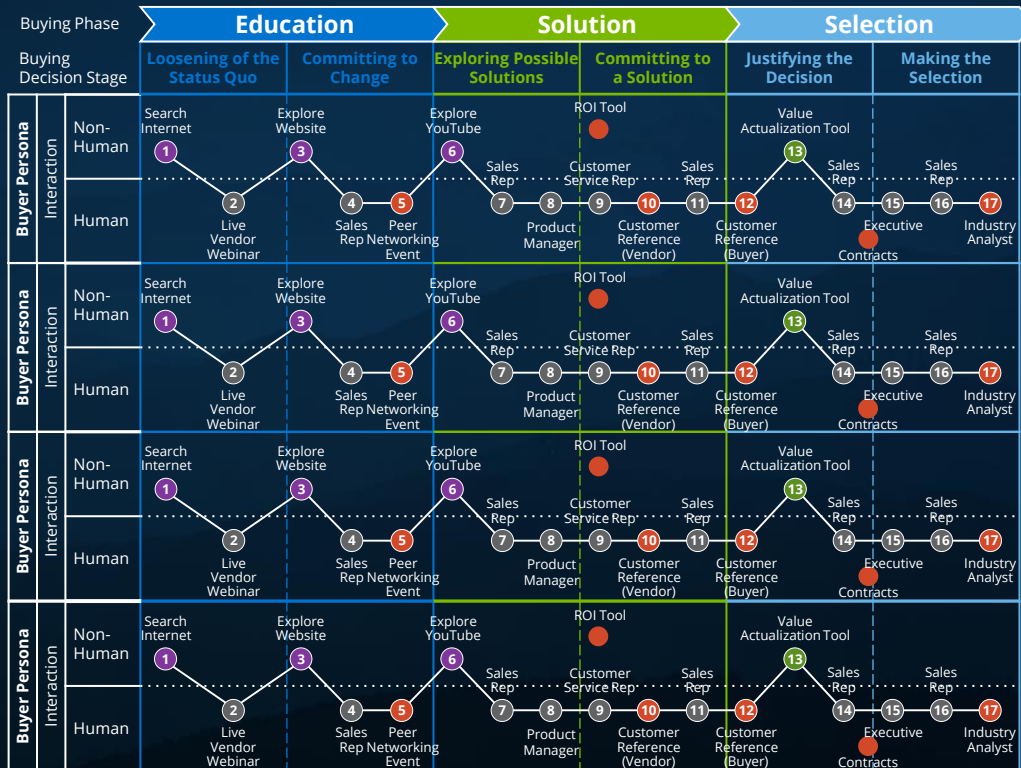
Why We Don't Always Know What Is Working

SiriusPerspective: An understanding of what causes buyers to progress in their buying processes has largely been absent, but AI-based tools are beginning to illuminate this b-to-b blind spot.
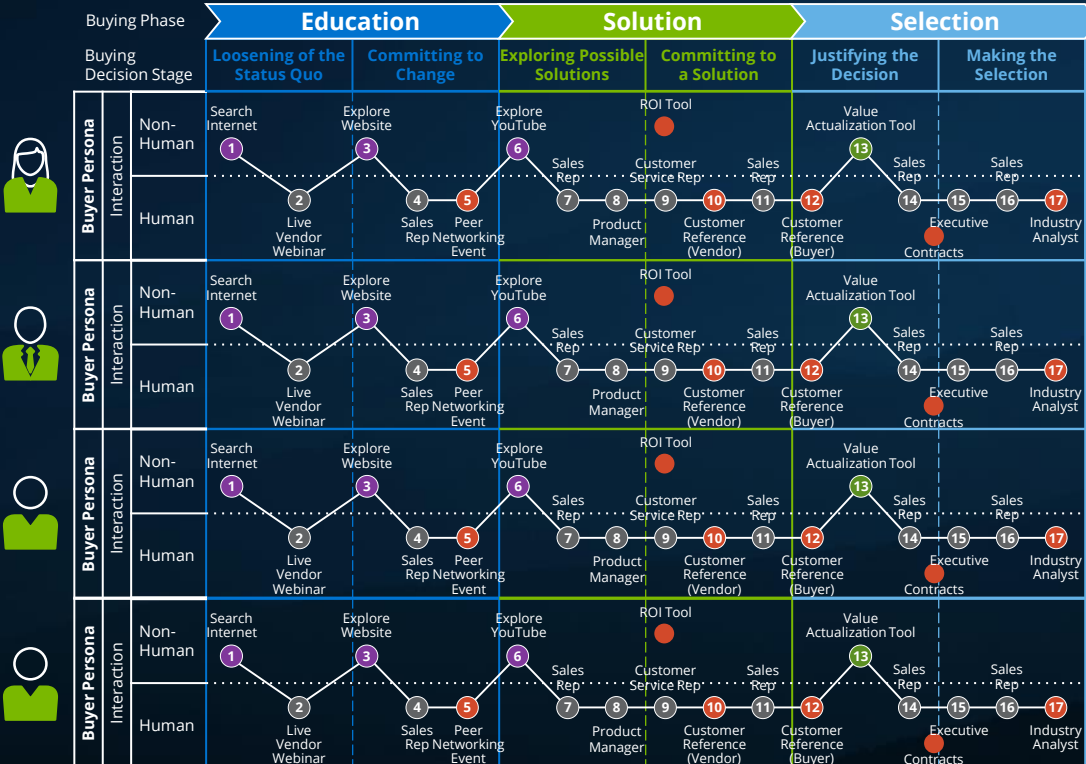
It is really complicated – we've lacked the analytic firepower

Often, we don't have data collected on all the touch points

@izjay

SiriusDecisions

The Four Ways AI Helps

Four capabilities help you understand your buyers and assess your performance

How It Helps – Capabilities of AI

Add Perceptive Capacity
- Take in more information
- See more connections

Intent monitoring
IP lookup

Add Cognitive Capacity
- Process more (complex) information

Data visualization
Customer data platforms

Reduce Cognitive Load
- Simplify decisions

Predictive lead scoring

Automate Processes
- Automate actions and decisions
- Simplify, automate processes

Revenue intelligence platforms

30

SiriusDecisions

Know Your Buyers and What Drives Them – at Scale

SiriusPerspective: Organizations are already adopting solutions for automating content tagging, enabling personalization and profiling web visitors at scale to drive content engagement.

Add Perceptive Capacity

Add Cognitive Capacity

Reduce Cognitive Load

Automate Processes

1. AI "reads" web assets and creates taxonomy aligned to solutions

Know Your Buyers and What Drives Them – at Scale

SiriusPerspective: Organizations are adopting solutions for automating content tagging, enabling personalization and profiling web visitors at scale to drive content engagement.

Add Perceptive Capacity

Add Cognitive Capacity

Reduce Cognitive Load

Automate Processes

1. AI "reads" web assets and creates taxonomy aligned to solutions

2. AI assesses repeat visitor interests, presents relevant content

SiriusDecisions

Know Your Buyers and What Drives Them — at Scale

SiriusPerspective: Organizations are adopting solutions for automating content tagging, enabling personalization and profiling web visitors at scale to drive content engagement.

Add Perceptive Capacity

Add Cognitive Capacity

Reduce Cognitive Load

Automate Processes

1. AI "reads" web assets and creates taxonomy aligned to solutions

2. AI assesses repeat visitor interests, presents relevant content

3. AI generates high-definition visitor profiles

@izjay

SiriusDecisions

Know Your Buyers and What Drives Them — at Scale

SiriusPerspective: Organizations are adopting solutions for automating content tagging, enabling personalization and profiling web visitors at scale to drive content engagement.
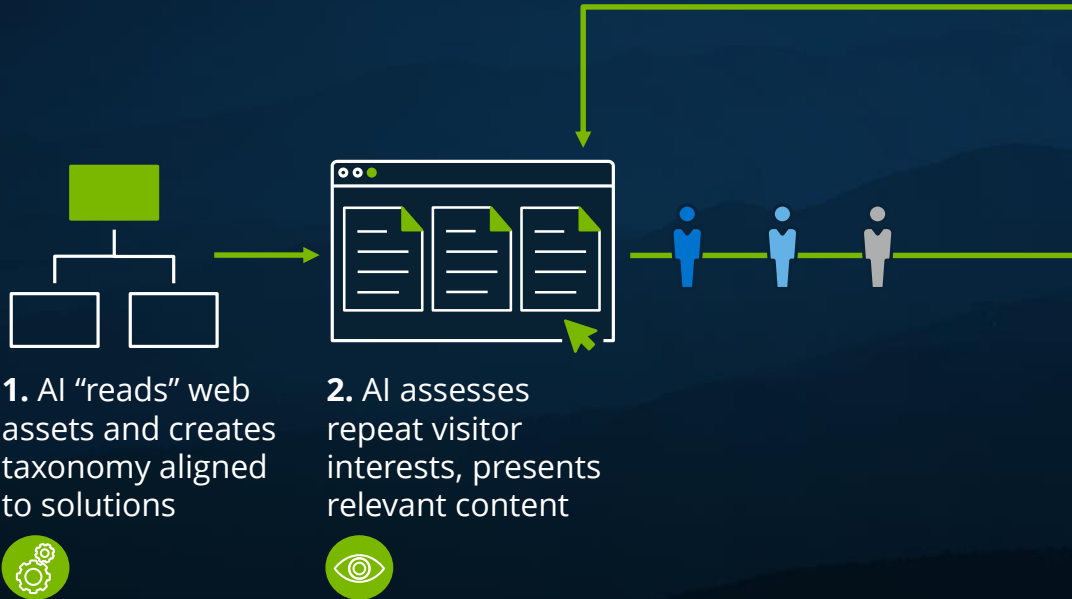
Add Perceptive Capacity

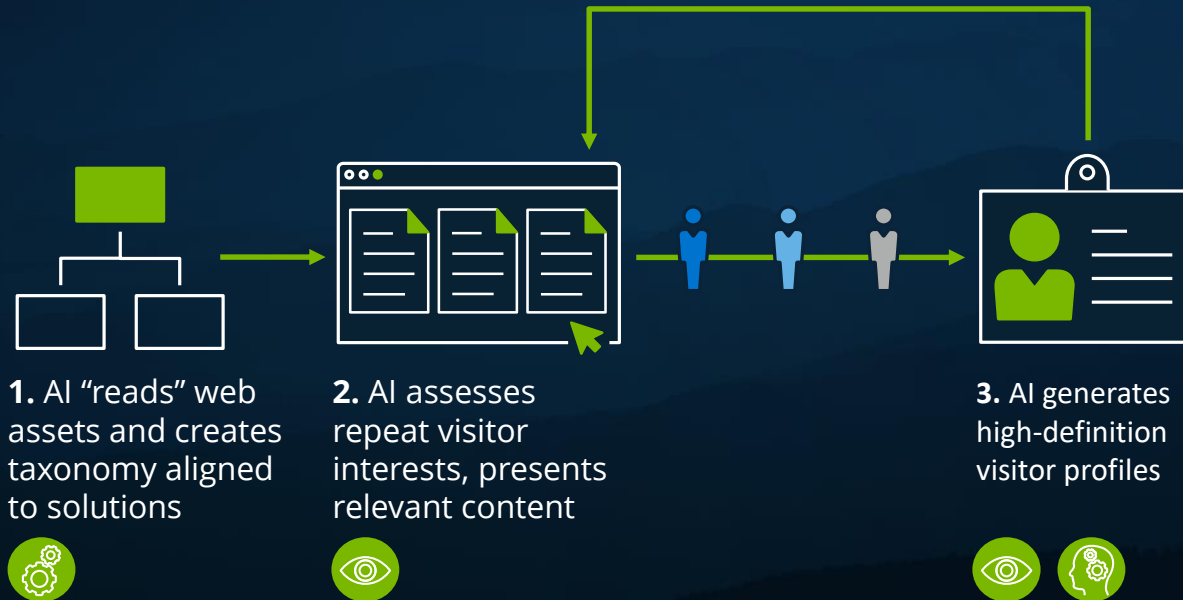Add Cognitive Capacity

Reduce Cognitive Load

Automate Processes

1. AI "reads" web assets and creates taxonomy aligned to solutions

2. AI assesses repeat visitor interests, presents relevant content

3. AI generates high-definition visitor profiles

SiriusDecisions

Know Your Buyers and What Drives Them at Scale and Align With Sales

SiriusPerspective: Organizations are adopting solutions for automating content tagging, enabling personalization and profiling web visitors at scale to drive content engagement.
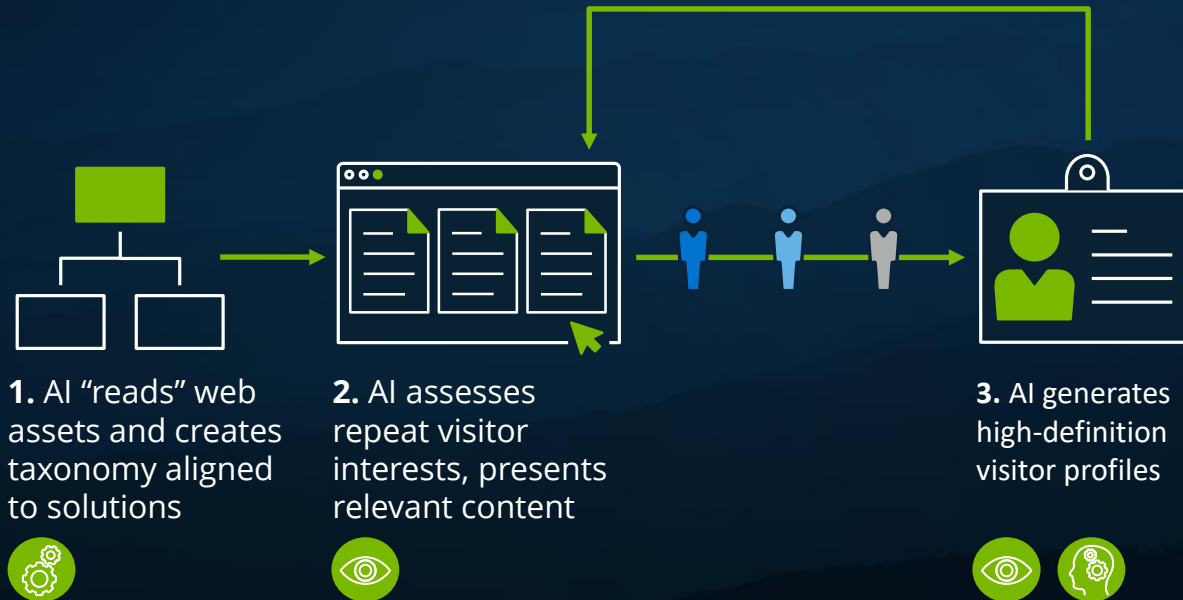
Add Perceptive Capacity

Add Cognitive Capacity

Reduce Cognitive Load

Automate Processes

4. AI presents next best content

1. AI "reads" web assets and creates taxonomy aligned to solutions

2. AI assesses repeat visitor interests, presents relevant content

3. AI generates high-definition visitor profiles

@izjay

SiriusDecisions

Know Your Buyers and What Drives Them at Scale and Align With Sales
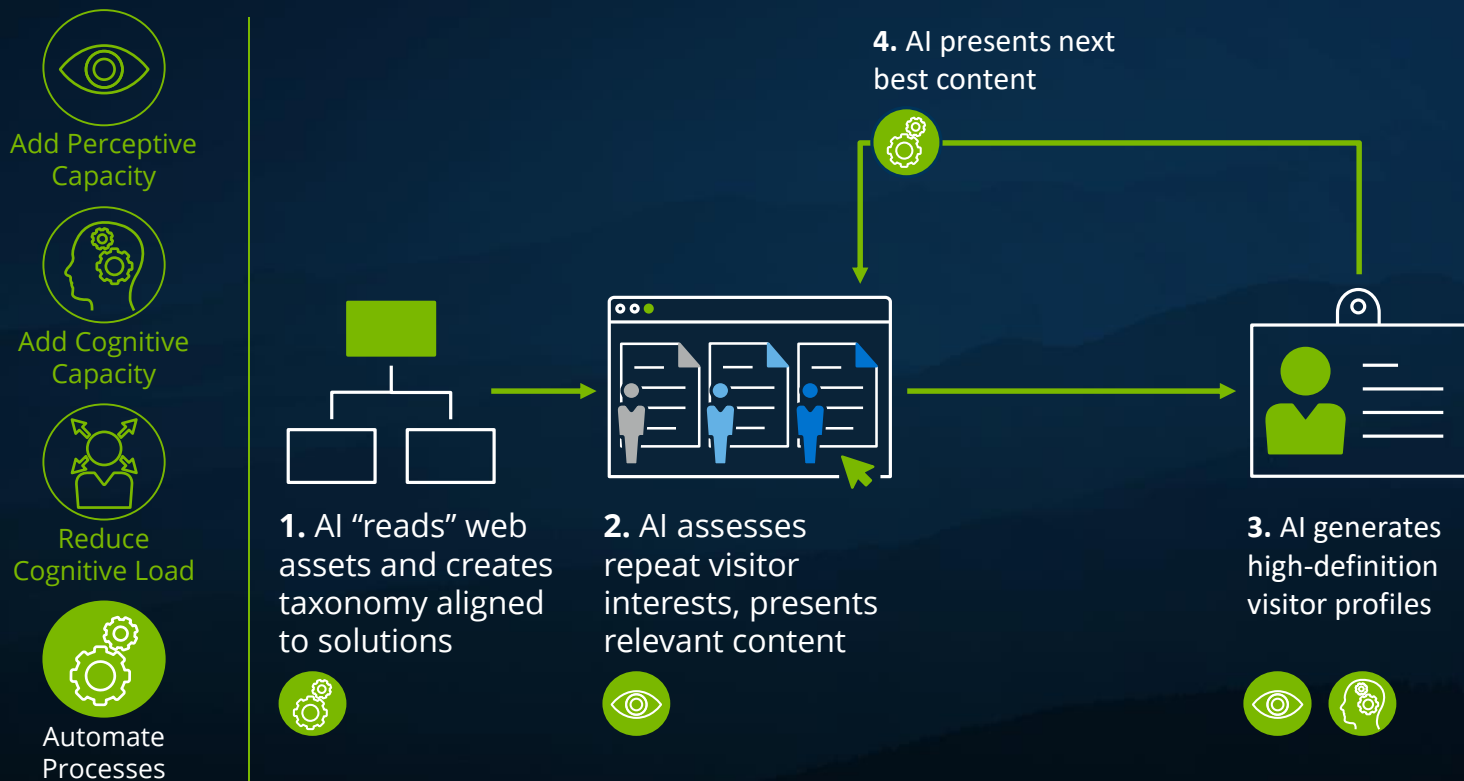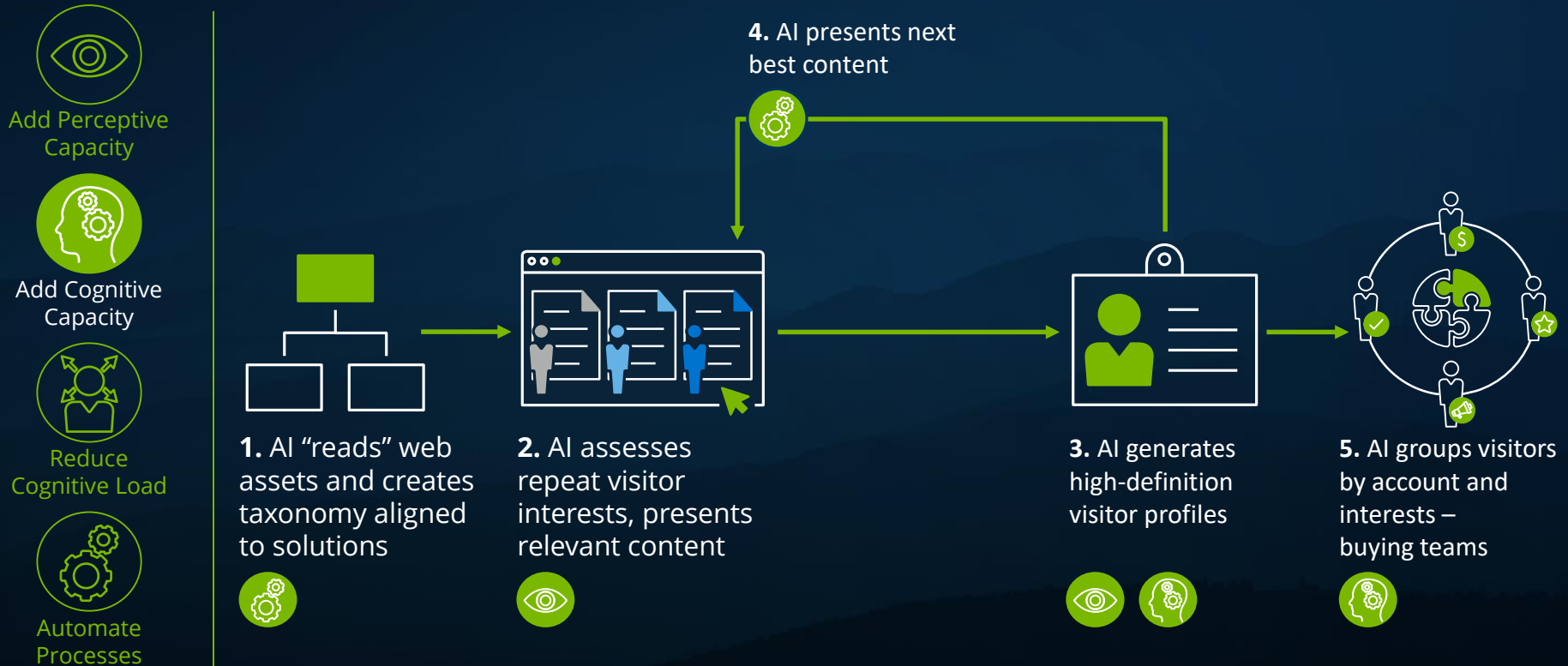
SiriusPerspective: Organizations are adopting solutions for automating content tagging, enabling personalization and profiling web visitors at scale to drive content engagement.

Add Perceptive Capacity

Add Cognitive Capacity

Reduce Cognitive Load

Automate Processes

4. AI presents next best content

1. AI "reads" web assets and creates taxonomy aligned to solutions

2. AI assesses repeat visitor interests, presents relevant content

3. AI generates high-definition visitor profiles

5. AI groups visitors by account and interests – buying teams

@izjay

SiriusDecisions

Assess How AI Might Help

		Buying Group	Performance
👁	**More Data**	Do you need more data on your buyers?	Do you need more performance data?
🧠	**More Processing**	Do you have data but need more computing power to make sense of it?	Do you need better analytical capabilities to process existing data?
👤	**Less to Process**	Do you need to segment and prioritize better?	Do you know where to focus demand gen dollars?
⚙	**Process Automation**	Do you need to respond more consistently and quickly?	Do you need to automate collection of customer-facing performance data?

SiriusDecisions▶

2025 Summarized (at least in terms of AI)

Leads	⟶ Groups
MQLs	⟶ Signals
Data	⟶ Big Data
Complexity	⟶ Clarity
Data Supported	⟶ Data Driven
Actions & Improvement	⟶ Automated & rapid

38

SiriusDecisions▶

@KerrySirius   @danatherrien