



Global Digital Agency

GET MORE OUT OF '24 AND **SIMPLIFY** B2B.

Is your B2B strategy this year already facing roadblocks? Is your C-suite thinking of cutting ABM because of budget pressure? Freezing spend on martech? Welcome to 2024.

Gartner recently reported that 71% of CMOs believed they didn't have adequate budgets to execute their strategies. We don't know what the future brings, but we do know that to fit it all in, we need to simplify. Let's tackle the big areas to double down and make an impact.

Account-Based Marketing
Martech Efficiency
Testing and Optimization

AI Adoption
Web Personalization

JAN 2024

REVIVE YOUR ABM EFFORTS

Everyone is feeling the squeeze right now. Just when you thought it was safe to ABM, someone came along and yanked your budget. Instead of looking for a new job, look for some ways to sidestep the squeeze and ABM like a pro.



Fight for Your Right to ABM

Advocate for ABM budget by showcasing value, long-term benefits, success stories, industry trends, and revenue growth potential. Align ABM with business goals to drive meaningful results. And if all else fails—quote the analysts.



Tighten Up Your TAL

It's time to scale down. Make things manageable. Focus on a smaller, high-potential target account list to allocate resources efficiently and personalize your approach. Build a small, effective ABM team dedicated to nurturing these key accounts.



Re-Adopt Software You Have

You probably have a tool like 6sense, and you're probably using about 50% of its total power. Expand your keywords for additional insights, go deeper on campaigns for stages and verticals. Find and use all the features you paid for!



Progress Leads to Pipeline

Shift focus from immediate pipeline metrics to long-term progress. Measure success by account engagement, contacts added and micro conversions. Track progress to demonstrate incremental impact and value beyond revenue.



Play (Better) With Others

It's time to rethink the sandbox you're playing in. Sit down with smaller teams. Less is more. And focus your attention on actions you can measure so you know exactly what is and isn't working. Don't let ABM challenges deter you. Align on similar goals and KPIs *first* to drive meaningful results. Remember, it's about adapting and improving.

Forrester found that 91% of companies using ABM increase their average deal size, with 25% reporting a +50% increase.

NAVIGATING MARTECH CHALLENGES

Instead of searching for shiny new toys, try committing to what you already have. Are you using your current tools to the best of their ability? We're willing to bet you're not.



Identifying Weak Spots

To navigate the martech maze effectively, audit your current stack. Determine the effectiveness and value of each tool and pinpoint areas for improvement. Ask: Are these tools aligned with our goals? Identifying weak spots is the first step towards re-adopting...or dropping.



Low-Hanging Fruit is Still Fruit

There isn't an emoji for "read the damn manual", but there should be. Odds are there's an integration you're not using. Start small, work with what you already have to its fullest capacity. Then aim low. Get some small wins first. Gain momentum. And yes, read the manual.



Nobody's Perfect

Strive for balance between seeking perfection and implementing practical solutions. Spending excessive time and resources on finding the ideal tool can outweigh the benefits. Focus on implementation, results, and continuous improvement, making trade-offs along the way.

1. Plug the Biggest Holes First: Prioritize and address critical gaps hindering efficiency and effectiveness. Seek solutions that directly address pain points.
2. Double Down on What You Have: Maximize the potential of existing martech tools. Leverage untapped features or functionalities for better results.
3. Optimize Without an Out: Make the most of limited resources by fine-tuning existing tools, workflows, and processes. Streamline operations, improve tool integration, and enhance data-driven decision-making.

WHY AREN'T WE TESTING (STILL)?

Let's face facts. If you're reading this, you're already behind in the optimization game. The good news is the landscape will already have changed by the time you've finished. So, you're not as bad off as you originally thought. Just jump in. We all need to get into the pool eventually.



Guesswork Makes More Work

Testing unlocks the full potential of your digital experiences. It allows you to fine-tune, iterate, and optimize your strategies. Without testing, we rely on guesswork and assumptions. Plus, AI can help bridge human intuition with data-driven decision-making, enabling precise and swift optimization.



Chokepoints Can Be Your Friend

To make the most out of testing, identify key areas with the most impact on user engagement, conversion rates, and overall satisfaction (Demo request pages, anyone?). By focusing on these critical areas, you can prioritize improvements and maximize ROI. Not to mention, make your CEO happy.



Use Your Tools, Like Mutiny

Simplify and streamline testing with tools like Mutiny. It helps incorporate testing logic, sample sizes, and outcomes directly into your digital experiences. Run experiments seamlessly, collect valuable data, and gain actionable insights that drive optimization.



Get Your Bearings Beforehand

If you don't know where you are, testing won't tell you how far you've come. Establish a baseline of conversion metrics you can understand (and show other people). Once you can do that, you'll be able to make data-driven decisions rather than relying on assumptions or guesswork.

STANDARDIZING AI— AGAIN AND AGAIN

To unlock the true potential of AI, everyone needs to be on the same page. Make its implementation standardized. Make sure everyone has the same expectations. In other words, do the unheard of and talk to each other. To help, we'll explore five steps to unify processes and teams for successful AI implementation.

46%

**of marketers plan
to invest in AI for
content creation
next year.**



Play Around - But Don't Get Attached

To standardize AI, assess available AI tools. Start with small groups. Assess. See what works and what fails. Stay updated with AI advancements, explore features that align with your organization's needs, and understand the capabilities of each tool. This knowledge will help you make informed decisions and choose suitable tools for your standardized AI framework.



Go for the Quick Wins

Standardizing AI implementation starts with identifying low-hanging use cases that deliver quick wins. Begin with simple AI applications in sales, marketing, and operations. Demonstrating the value of AI in these areas builds momentum for wider adoption and lays the foundation for more complex initiatives.



For Pete's Sake, Work Together

AI implementation should involve collaboration and knowledge sharing across teams and departments. Encourage cross-functional collaboration to share insights and best practices, allowing teams to learn from each other's experiences. This approach fosters innovation and drives collective AI success.



Support, Support, Support

Standardizing AI does not need an AI expert, but a basic understanding of AI concepts and applications is crucial. Conduct training sessions, workshops, or provide online resources to educate teams about AI techniques providing training and resources to all team members involved. Know the risks!



We're All Playing Catch-Up Right Now. BUT . . .

Standardization is an ongoing process. Continuously monitor AI performance, gather feedback from teams, and make necessary improvements. Evaluate the effectiveness of AI applications regularly, identify areas for improvement, and iterate accordingly. This iterative approach refines the standardized AI framework over time, adapting to the evolving needs of the organization.

QUIT STALLING AND PERSONALIZE

We all know that by tailoring content to individual preferences, businesses can drive better results and create meaningful connections. Let's explore key aspects of personalization to unlock its power and elevate your marketing efforts.



58% of consumers say they like it when brands seem to know their interests or preferences.

● Acquia 2023 Customer Experience Trends Report



Take Out the Garbage, Don't Repost It

Effective personalization requires personalized content and strategic orchestration. Deliver engaging content to the right audience at the right time through the right channels. BUT (you knew it was coming) if your message is garbage, then does anyone really care? No. No, they don't.



Don't Talk to Everyone

Successful personalization means tailoring a message for a specific audience. Choose your audiences for the most impact. Maybe power users who are frustrated with a key experience—or a new cohort that represents an area of growth. You can't personalize for everyone, so choose your target audiences wisely.



It's All ABM

Account-Based Marketing (ABM) plays a crucial role in personalization. Target specific accounts or segments with tailored messaging and experiences. Focus on high-value segments to create hyper-personalized campaigns that resonate with your target account list or audience in a specific target account list.



If The Content Isn't Right, Nothing Else Matters

Personalization requires delivering the right message at the right time. BUT the content must be relevant to the audience you're targeting in a way that it only matters to them. If everyone can appreciate the message, then you're just serving up two scoops of "who cares".

NEED TO SIMPLIFY? LET'S CHAT.

For 18 years we've brought marketing and technology solutions to life to help enterprise businesses grow. Our open-source and open-minded approach combines creative thinking with experienced B2B doing. By integrating and optimizing best-of-breed systems we transform digital experiences into intelligent marketing machines that deliver results.

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