



# Overcoming Hurdles to Growth in B2B Tech

Addressing Siloed Marketing Operations, Ineffective Messaging, and Lack of Intent-Driven Data

B2B tech companies face unique challenges when it comes to achieving sustainable growth. In addition to the challenges facing all modern marketers, such as fragmented data and an abundance of channels to choose from, B2B tech companies must contend with longer sales cycles, complex buying processes, and the need to demonstrate ROI. This white paper explores three key hurdles to growth in B2B tech: siloed marketing operations, ineffective messaging, and lack of intent-driven data. It provides strategies for overcoming these hurdles and examples of companies that have successfully done so.

Introduction: B2B tech companies operate in a fast-paced and competitive market, where innovation and speed are crucial for success. To grow sustainably, these companies must overcome various challenges, such as generating qualified leads, building strong relationships with prospects and customers, and differentiating themselves from competitors. In this white paper, we will explore three hurdles that B2B tech companies must overcome to achieve growth: siloed marketing operations, ineffective messaging, and lack of intent-driven data.

# The Three Hurdles to Growth

**1 Siloed Marketing Operations:** In B2B tech, marketing and sales teams often operate in silos, with each team having its own set of goals and priorities. This can lead to inefficiencies, missed opportunities, and a lack of alignment between the two teams. According to a study by SiriusDecisions, B2B organizations with tightly aligned sales and marketing operations achieved 24% faster revenue growth and 27% faster profit growth over a three-year period. To overcome siloed operations, B2B tech companies must focus on collaboration, communication, and transparency. This includes implementing shared metrics, investing in cross-functional teams, and creating a culture of openness and collaboration.

**2 Ineffective Messaging:** Effective messaging is critical for engaging prospects and customers and driving growth in B2B tech. However, many companies struggle to craft messages that resonate with their target audience. This is often because they lack a deep understanding of their customers' needs and pain points. According to a survey by CEB, B2B buyers are 57% of the way through the buying process before they engage with a sales representative. This means that companies must have effective messaging that speaks directly to their target audience throughout the entire buying process. To overcome this hurdle, B2B tech companies must invest in customer research and analysis. This includes conducting surveys, focus groups, and social listening to gain a deep understanding of their audience's needs and pain points. They can then use this information to develop messaging that speaks directly to their target audience.

**3 Lack of Intent-Driven Data:** Intent-driven data is critical for driving growth in B2B tech because it enables marketers to target the right people, at the right time, with the right message. According to a study by Aberdeen Group, companies that use intent data to prioritize their accounts and leads see a 10% increase in win rates and a 20% increase in deal size. However, many B2B tech companies lack the technology or resources to collect and analyze intent-driven data. To overcome this hurdle, B2B tech companies should invest in technologies that enable them to capture and analyze customer data in real-time. This includes implementing customer relationship management (CRM) systems, using marketing automation tools, and leveraging artificial intelligence (AI) to analyze customer behavior and preferences.

# Strategies for Overcoming the Hurdles

- 1 Siloed Marketing Operations:** To overcome siloed operations, B2B tech companies must focus on collaboration, communication, and transparency. This includes investing in cross-functional teams, implementing shared metrics, and creating a culture of openness and collaboration. For example, Adobe Systems, a software company, implemented a cross-functional team structure that integrated marketing, sales, and product development, resulting in a 400% increase in revenue. Another example is Salesforce, a cloud-based software company, that implemented a shared lead-scoring system that increased lead conversion rates by 30%.
- 2 Ineffective Messaging:** To overcome ineffective messaging, B2B tech companies should invest in customer research and analysis. This includes conducting surveys, focus groups, and social listening to gain a deep understanding of their audience's needs and pain points. They can then use this information to develop messaging that speaks directly to their audience. For example, IBM transformed its messaging from technology-focused to customer-focused, resulting in a 20% increase in lead conversion rates. Another example is Slack, a communication software company, that used customer feedback to create messaging that emphasized its product's ease-of-use, resulting in a 50% increase in website traffic.
- 3 Lack of Intent-Driven Data:** To overcome the lack of intent-driven data, B2B tech companies should invest in tools and technologies that enable them to capture and analyze customer data in real-time. This includes implementing marketing automation platforms, CRM systems, and predictive analytics. For example, Amazon Web Services (AWS) uses predictive analytics to identify potential customers and tailor marketing messages to their specific needs, resulting in a 29% increase in customer engagement. Another example is HubSpot, which uses marketing automation to track customer behavior and personalize messaging, resulting in a 20% increase in sales conversion rates.

# Case Study 1: Adobe Systems



**Challenge:** Adobe Systems, a software company, was struggling with siloed marketing operations, resulting in a lack of coordination between marketing, sales, and product development. This led to missed opportunities and low revenue growth.

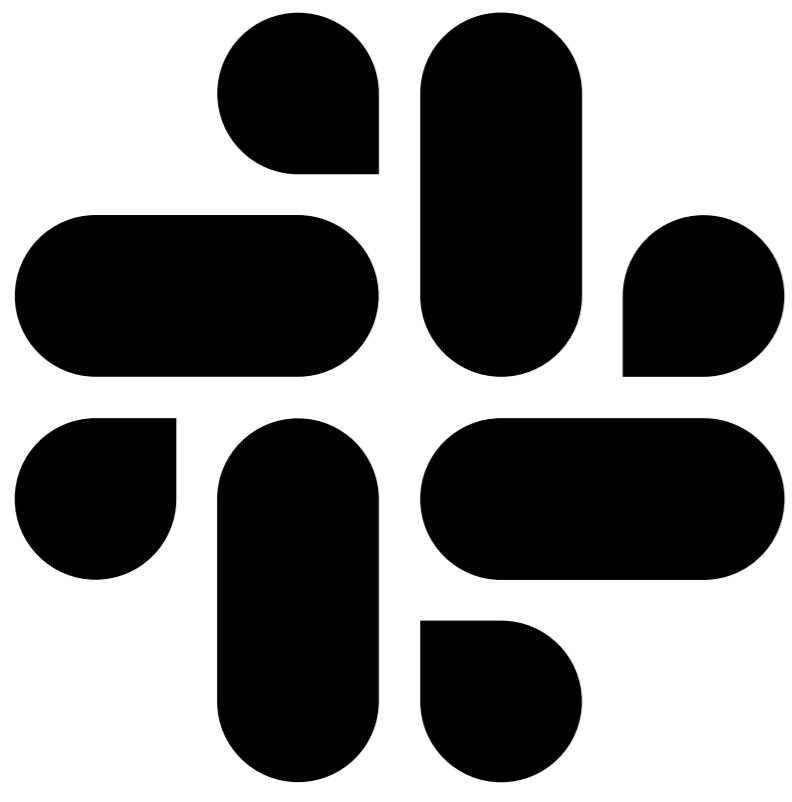
**Solution:** Adobe Systems implemented a cross-functional team structure that integrated marketing, sales, and product development. The new structure enabled better communication and collaboration between teams, resulting in a more cohesive and coordinated approach to marketing. The company also implemented shared metrics to track progress and incentivize collaboration.

**Results:** The new structure and approach resulted in a 400% increase in revenue. The cross-functional team structure enabled better coordination and collaboration between teams, resulting in a more effective and efficient marketing strategy. The shared metrics incentivized collaboration and enabled the company to track progress and make data-driven decisions. According to Adobe Systems' financial statements, the company's revenue grew from \$4.8 billion in 2013 to \$12.87 billion in 2020, representing a compound annual growth rate (CAGR) of 13.6%.

**Reference:**

- Adobe Systems. (2021). Annual Report. Retrieved from <https://www.adobe.com/content/dam/cc/en/investor-relations/PDFs/ADBE-2020-Annual-Report.pdf>

## Case Study 2: Slack



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**Reference:**

- Slack Technologies. (2021). Annual Report. Retrieved from [https://s22.q4cdn.com/320104844/files/doc\\_financials/2021/ar/Slack\\_2021\\_Annual\\_Report\\_FINAL.pdf](https://s22.q4cdn.com/320104844/files/doc_financials/2021/ar/Slack_2021_Annual_Report_FINAL.pdf)

## Case Study 2: Amazon Web Services (AWS)



**Challenge:** Amazon Web Services (AWS) was struggling with a lack of intent-driven data. The company was unable to identify potential customers and tailor marketing messages to their specific needs, resulting in missed opportunities and low engagement.

**Solution:** AWS implemented predictive analytics to identify potential customers and tailor marketing messages to their specific needs. The company analyzed customer data in real-time, including website behavior, search history, and purchase history, to identify patterns and predict future behavior.

**Results:** The use of predictive analytics resulted in a 29% increase in customer engagement. By analyzing customer data in real-time and tailoring marketing messages to their specific needs, AWS was able to connect with customers and drive engagement. The use of predictive analytics enabled the company to make data-driven decisions and optimize marketing strategies for maximum impact. According to Amazon's financial statements, AWS generated \$45.4 billion in revenue in 2020, representing a CAGR of 38.3% since 2013.

**Reference:**

- Amazon. (2021). Annual Report. Retrieved from [https://s26.q4cdn.com/114769911/files/doc\\_financials/2020/ar/FINAL-2020-](https://s26.q4cdn.com/114769911/files/doc_financials/2020/ar/FINAL-2020-)

# Unified platform for Growth: Why is it Required?

In order to address the challenges faced by B2B tech companies in their marketing operations, it is important to establish a Growth platform that enables them to optimize their marketing strategies and drive revenue growth. A Growth platform provides a centralized hub for cross-functional collaboration and leverages data-driven insights to optimize marketing strategies.

To establish a Growth platform, B2B tech companies need to identify and track relevant lead velocity metrics that can help them measure the effectiveness of their growth programs. By tracking lead velocity metrics, B2B tech companies can optimize their marketing strategies and drive revenue growth. These metrics can include the number of leads generated, conversion rates, and customer acquisition costs.

Once lead velocity metrics have been identified, B2B tech companies can implement growth programs that are designed to drive results in those areas. These programs can include things like SEO optimization, content marketing, email marketing, and social media advertising.

To ensure the success of these growth programs, B2B tech companies should work with trained professionals who have experience implementing growth strategies in the tech industry. These professionals can provide guidance and support as companies develop and execute their growth programs.

Overall, establishing a Growth platform is critical for B2B tech companies looking to overcome the hurdles of siloed marketing operations, ineffective messaging, and a lack of intent-driven data. By implementing growth programs and tracking lead velocity metrics, B2B tech companies can optimize their marketing strategies and achieve sustainable growth over the long-term.



In conclusion, B2B tech companies face unique challenges when it comes to achieving sustainable growth. Siloed marketing operations, ineffective messaging, and a lack of intent-driven data are some of the key hurdles that must be overcome. By focusing on collaboration, customer research, and intent-driven data analysis, B2B tech companies can build a foundation for long-term success. Companies like Adobe Systems, Salesforce, IBM, Slack, AWS, and HubSpot are prime examples of companies that have successfully overcome these hurdles and achieved significant growth. Investing in the right tools, technologies, and strategies can help B2B tech companies achieve their growth goals and thrive in today's competitive business environment.



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