

Connecting the dots

| What an omnichannel approach
could mean for growth

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Weathering economic forecasts

Maximising ROI has been the name of the game for B2B brands so far this year. But with less budget to go around, seamless and contextual omnichannel experiences could be what we need to spur stable growth.

So far, 2023 has been a year in which businesses turn to strategy for growth. To avoid folding under the weight of uncertain economic conditions, B2B brands are looking to build **efficiency** and **resilience** into their Sales and Marketing operations. But decision makers have a lot to consider.

Buyers are spending more time away from Sales Reps than ever before, with Gartner finding that prospects now use **83%** of the purchase process for doing individual research.¹

Conversations are becoming increasingly asynchronous as messaging platforms, social media, and collaborative documents dominate the landscape. And only **61%** of B2B decision makers say they trust Sales Reps.²

So how can B2B brands like yours drive stable growth amid dark and dreary economic forecasts? For us at Transmission, part of the answer lies in an omnichannel approach to sales and marketing.

What does this mean for you?

Well, it depends. How you navigate the landscape will depend not only on your level of seniority but also your function. But no matter what, you need solutions that work across your organisation.

If you're a Marketing Leader...

2023 has been about finding ways to drive stable growth (as it always is). Whether that's through **increasing efficiency** through Sales and Marketing alignment or evaluating your agency roster, understanding where and how you can build resilience into your brand's operations are key considerations.

B2B buyers want to be shown that you have a deep understanding of their needs in every interaction. But with decreased access to decision makers across the customer journey, organisations need to make every moment they have their audience's attention matter.

If you're in the marketing department...

You'll want to **connect** what you do to business growth in ways that don't add to your growing scope of responsibilities. Sure, **38%** more deals are closed when Sales and Marketing are aligned.³ But it can be hard to get the most out of collaborating without the right strategy.

As the quality and quantity of information available through digital channels have risen, B2B buyers are more frequently conducting research alone. This means teams like yours have less access to customers and fewer opportunities to influence their purchasing decisions throughout the purchase process — giving Marketing a leading role in **driving revenue**.



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If you oversee brand marketing...

You know that demonstrating how brand building contributes to revenue growth always has been and continues to be a pressing challenge – especially in an economic downturn. We live in a ten+ channel world now.⁴ And competition for your audience's attention is at an all-time high, emphasising the role a resonant brand platform plays in cutting through all that noise.

Buyers are taking advantage of the increase in touchpoints to research and purchase directly from B2B vendors - leaving brand marketing to do a lot of heavy lifting over the education journey. But to overcome a long and complex sales cycle, you know that maintaining, or even increasing, investment in brand activity can keep you top of mind over a period of years – not months.

If you're in the sales team...

2023 will be the year of personalisation and sales enablement. Two-thirds of buyers opted for remote or digital self-service interactions in 2021,⁵ changing the way you build and nurture relationships – leaving you no choice but to make the most out of the short time you have prospects' attention.

Audiences expect sales reps to act as trusted advisors.⁶ They want brands to show a deep understanding of their business needs.⁷ And they want to move away from the one-size-fits-all, transactional sales process of old. But without the right organisational structures in place, starting the right conversations in the right way can be a challenge.



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So what are some solutions?

With efficiency at the heart of this year's decision-making, we've laid out five ways to grasp the omnichannel opportunity with both hands.

1. Build resilience through Sales and Marketing integration

Be honest, how often have you launched new channels without a consistent approach to messaging and content? We're all guilty of doing it. And that's why integrating Sales and Marketing through an **omnichannel strategy** is so important. It allows them to work towards the same goal more effectively by creating account or pain point-specific customer journeys that better address their needs.

No matter your entry point, having the two functions work closely together enables clearer, more efficient planning, production, and activation strategies. And by reducing the number of internal frictions (**resource, time, and budget**) between teams, you can showcase how you provide accurate solutions to customer needs in both campaign-specific conversations and more holistic brand stories — something **89%** of B2B buyers want to see.⁸

In practice...

It all starts with an initial conversation between Sales and Marketing. Both functions work towards the same revenue-driven goals, so lay the groundwork for cross-functional teams by aligning them to **key messaging** territories and work from there.

Sales' insights and Marketing's tactical know-how work hand-in-hand to overcome common challenges like out-of-date content, a lack of visibility into what's shared out, and most importantly, measuring what content resonates best with audiences.

2. Create seamless and tailored customer journeys

Audiences buy solutions. So, it makes sense to put them at the heart of your strategy if you want to drive growth. With **78%** of B2B buyers of the opinion that salespeople fail to have relevant content at the ready,⁹ audiences have shown they want simpler, on-demand interactions that reflect their journey through the purchase process. But only **8%** of B2B organisations are set up to deliver highly personalised marketing.¹⁰

An omnichannel approach draws on Sales insights, analytics, and go-to-market strategy to meet changing customer expectations across the buying cycle. It allows you to have informed conversations that demonstrate expertise on a buyer's industry, product, and market challenges — leveraging key messaging territories and Sales Reps' experience to deliver content with tailored value propositions no matter the touchpoint.

In practice...

Try mapping out how your audience's needs change in your customer journey. This'll help inform content production and messaging across touchpoints, allowing you to build an ecosystem of campaign journeys that take inputs from one channel and use them to affect what's served on another.

You'll also want to make your content production process scalable by creating assets ready for personalisation come the time Sales has those one-to-one conversations. That said, you'll need the right **tech platforms** in place before you start. More on that in point four

3. Bolster trust in your proposition

Buyers buy from brands they trust, there's no way around it. They're also showing that they now prefer digital, self-service interactions — that is, actions that provide value without support from customer or Sales Reps — over traditional sales conversations, highlighting the importance of **high-quality, on-demand content**.

There's definitely a business case for it. **47%** of decision makers say thought leadership led them to discover, and ultimately purchase, a brand they hadn't previously considered. Whether you're a challenger brand or an established industry leader, pairing a subject matter expert-led (SME) content strategy with a cross-functional omnichannel approach showcases how you can be a **reliable** end-to-end partner.

In practice...

You'll need to learn how to leverage your **SMEs** in ways that don't make them feel like salespeople. Believe us, it's the last thing they'll want. Get them involved with messaging workshops and content creation to make sure what you're saying aligns with industry trends.

You should also make sure your brand strategy is consistent across touchpoints. Ensuring you look and sound the same wherever you meet audiences is a key part of building the memory structures conducive to fostering trust. One of the issues with a multi-channel strategy compared to an omnichannel approach is how it doesn't establish consistent visual and written identities across touchpoints.



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4. Find a tech stack that works for you

Omnichannel strategies are great at breaking down silos between teams and putting your customers at the heart of everything you do. But to make the most of increased collaboration between Sales and Marketing, you need to ensure you've got the right platforms driving their decisions. McKinsey has found that the B2B companies who lead the market are those building rich signals that go beyond traditional customer data.¹¹

Third-party indicators like intent, behavioural analysis, etc. can be used to enrich first-party customer data to offer a more rounded view of your audience. They allow businesses to optimise outcomes by deploying analytics that translate insights into **impact**. And when paired with an omnichannel strategy, it gives Sales and Marketing the tools they need to drive targeted, personalised messaging across touchpoints.

In practice...

The first things you'll need to address are the tech silos between teams. **CRMs**, customer data platforms, intent, and sentiment analysis tools — you name it and more often than not, Sales and Marketing will be using separate tools to achieve similar goals.

If efficiency's your aim, bringing a unified view of shared data will go a long way to reducing unnecessary back-and-forth. You'll get everyone on the same page, using the same data, the same insights, and the same signals to inform everything you build into a campaign.

5. Move away from a demand-generation mindset

Marketers in B2B are guilty of focusing too heavily on demand generation.¹² But who can blame us? Key performance indicators like marketing-qualified leads (MQLs) and the traditional funnel view of the buyer journey have incentivised marketing teams to introduce customers to sellers without readily knowing if they're at the right stage of the decision-making process.

Instead, B2B organisations should look to introduce a customer journey mindset in which Sales and Marketing work together to identify where prospects are in the buyer journey and tailor content/messaging appropriately.

An omnichannel approach that personalises messaging and content to awareness, consideration, and conversion stages of the buying cycle moves the needle away from MQLs at any cost and reframes the sales process as a way to position yourself as a **high-quality** solutions provider.

In practice...

Try approaching your omnichannel strategy like you would a strategic **ABM programme**. Your aim isn't to sell outright. Instead, you should be looking to build the right relationships by engaging the right people when they're most ready — giving your account teams the highest chances of success.

But we get it. It can be tough to move away from what we've practiced for years. However, when you pair it with an integrated sales and marketing function, a unified use of tech, and a clear idea of how to keep your customer journey consistent, you'll have the structures you need to make the transition a lot simpler.

Looking to implement your own omnichannel strategy?

We'd love to hear from you.

[Contact us](#)

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