

DOES YOUR B2B MARKETING PAY OFF?



76% of B2B marketers say: "Ability to track marketing ROI gives marketing more respect." (Forrester Research)

It's a sad fact that board members and company execs don't always respect or understand the impact made by marketing departments.

CEOS AREN'T CONVINCED BY MARKETING WITHOUT MEASUREMENT...



(Source: Fournaise Group)

"IF YOU'RE GOING TO DO [MARKETING] WITHOUT MEASUREMENT, IT'S LIKE RUNNING A MARATHON, IN AN EARTHQUAKE, BLINDFOLDED."

(David Raab, author of Winning the Marketing Measurement Marathon)

Measurement has to cover the LONG list of marketing channels that B2B marketers use....

THE AVERAGE ALLOCATION OF B2B MARKETING BUDGETS



Source: Marketing Sherpa 2012

MEASUREMENT MUST KEEP TRACK OF A LONG SALES CYCLE...

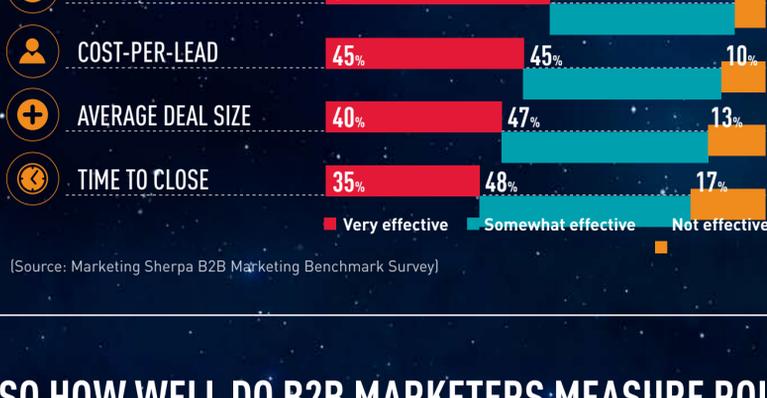


The average B2B sales cycle ranges from 117 to 156 days (Source: Eloqua Grande Guide to B2B Blogging)



The average number of touchpoints a business needs to make with a sales prospect ranges from 10 - 12 (sources: B2B Marketing Zone, Customer Engagement Study 2012)

WHICH METRICS ARE MOST EFFECTIVE?



(Source: Marketing Sherpa B2B Marketing Benchmark Survey)

SO HOW WELL DO B2B MARKETERS MEASURE ROI?



44% OF MARKETERS USE GOOGLE ANALYTICS AS A METRICS TOOL



MOST HAVE SOME ROI MEASUREMENT PROCESS FOR SEARCH ENGINE MARKETING (90%) AND EMAIL (88%)

BUT ROI MEASUREMENT IN NEW AND INTERACTIVE MEDIA LAGS BEHIND...



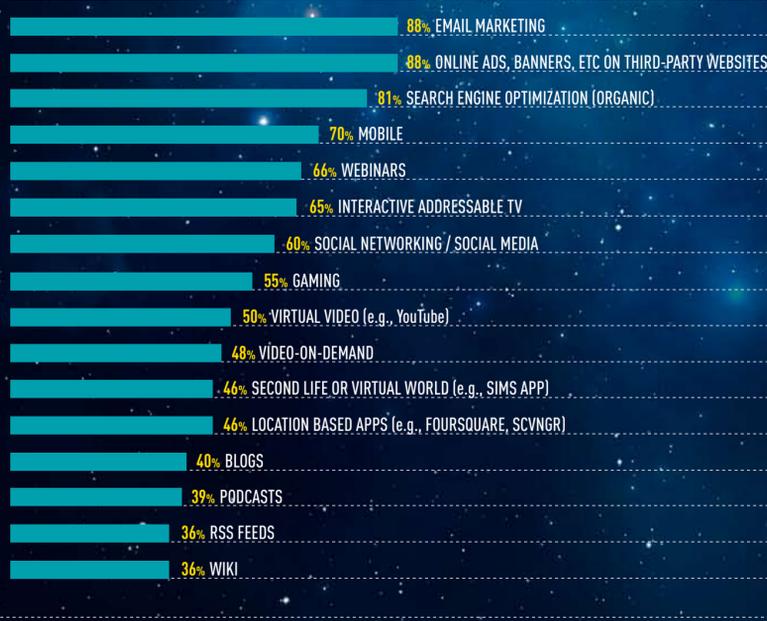
Only 6 in 10 measure ROI for social media marketing



Only 4 in 10 measure the impact from blogs

(Source: ANA Digital Media Survey 2012)

THE AVERAGE ALLOCATION OF B2B MARKETING BUDGETS



Source: ANA Digital Media Survey 2012



OVERALL, 1 IN 3 B2B COMPANIES DOES NOT CALCULATE ROI ON MARKETING ACTIVITY!

SO HOW WELL DO B2B MARKETERS MEASURE ROI?

Do you calculate ROI to assess marketing effectiveness?



Source: eMarketer 2011

HOW CAN MARKETING AUTOMATION SOFTWARE HELP?

- A 360° view of the effects of your campaign
- Command of email, web and social media statistics
- Review metrics as the campaign develops, allowing performance-enhancing adjustments to be made
- Optimise effectiveness by allocating spend where it gives the most return
- The value of marketing campaigns is clearly demonstrated to company decision makers

THANK YOU FOR READING!
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