



OUTLOOK

2023:

NEW REALITIES
IN MARKETING



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Introduction

As the sun sets on another year, now is the time to reflect, analyze, and plan new innovative strategies in order to **generate the best outcomes for 2023**.

Indeed, ahead of next year's challenges lies the opportunity to drive growth and results for those quick to pivot to trends with flexible and resilient strategies that keep pace with emerging developments. It is evident that if success is to be attained in 2023, a significant shift in marketing strategies will be required.

At the center of the trends driving the evolution in B2B marketing is the need for marketing and demand leaders to demonstrate quantifiable performance and significant results from their marketing investment initiatives. This emphasis on performance and growth marketing born from the pressures of the looming recession has already had a noticeable impact on the role of marketing departments within organizations—and will continue to affect how teams operate next year.

In fact, Forrester reports that [up to 20% of demand teams stand to be incorporated into sales functions in 2023](#)—a rather concerning statistic that demonstrates the ongoing problem of misalignment between sales and marketing and a wider issue that continues to plague many organizations.

While certainly an attempt to improve performance and boost revenue, this trend only emphasizes the need for marketers to deliver extraordinary growth results in the face of greater budget scrutiny—or risk losing their autonomy to the sales team.

Therefore, driving outcomes despite internal pressures and the challenges of the current economic climate must be the key priority of marketers in 2023. At the core of delivering performance is a greater focus on demand performance, as well as other long-term drivers that support showcasing true marketing value by engaging a higher percentage of organizations' total addressable markets.

Implementing this strategy will not only necessitate organization-wide alignment, but marketers must further evolve their roles to meet the new objectives and stay up-to-date with emerging trends. Failure to do so will only exacerbate the issue as organizations will be unable to adequately deliver a balanced client experience that matches the needs of today's buyers to generate effective results.

2023 will also see new realities in marketing due to the emergence of ABX, economic downturn, and evolving buyer demands, to name a few.

Alex Kesler
Founder & CEO
of INFUSEmedia



In light of the ever-evolving marketing landscape, it is essential to **create an effective strategy and remain precise and responsive** in order to ensure performance to drive business forward in 2023.

To aid your decision making next year, our INFUSE leadership team has come together to share their passion and expertise on the **key trends and areas of focus that will determine success in 2023 and beyond:**

- **The need for marketers to evolve** to deliver the demand performance necessary to empower business growth
- **The importance of data and tech** to inform decision making and revenue growth
- **The changing needs of buyers** and why businesses must enable prospective buyers at target accounts with relevant experiences
- **The role of alignment and organizational structures** to yield powerful results and performance regardless of budget restrictions
- **The alliances and partnerships to forge** to gain market share during an economic slowdown

With a collective 200+ years of demand experience, we believe that these insights from our team will help you drive impactful outcomes and innovation for your business in 2023 as our leaders do at INFUSE.

Be sure to check back as we regularly update this 2023 Outlook with new insights to aid your strategies.





THE EVOLUTION

OF THE MARKETER IN 2023

— *By Victoria Albert*

Given the economic realities and budget scrutiny, marketers today are under far more pressure than ever to deliver performance. However, more often than not, the internal definition of success fed back into marketing departments is far from clear.

The mounting expectations upon marketers are often subject to rapid change and scaling as businesses encounter new challenges in the pursuit of growth. With the ever-changing economic, technological, and social environment, marketers need to be prepared to stay flexible and agile. They must remain aware of new trends and technologies, while also effectively managing client expectations.

The challenge is maintaining a balance of consistent results and growth while also staying aware of what changes need to happen in order to capitalize on the opportunities available.

This strain has driven the continuous evolution of the marketer's role within organizations. In 2023, the question keeping marketers awake becomes how to ensure that such pressure in the face of today's challenges results in impactful outcomes, rather than burnout.

Victoria Albert
VP of Marketing



Today's B2B marketer

To forge the way forward with new strategies, it is crucial to first analyze the impact of the challenges currently faced by marketers and organizations as a whole.





The rise of the B2B buying committee

Comparative to the B2C buyer's journey, the sales cycle (buying process) for B2B has always been more drawn out, less linear, and certainly more complex, particularly given the average number of stakeholders. However, these characteristics have been exasperated by the current economic climate and readjustment of the tech market since 2020.

Indeed, according to Forrester, buying scenarios involving one to two decision makers have decreased to only **18% of total purchases**. The number of buying interactions has also jumped from **17 in 2019 to 27 in 2021**, representing a higher probability of roadblocks—particularly if buyer data has become outdated. While the adoption of digital marketing and content creation to suit independent research may have had influence, this mostly indicates greater scrutiny from buyers.

Difficulties from changes in buying attitudes are largely due to the state of the market, resulting in buyers becoming increasingly scrupulous with purchases and demanding of companies to prove the worth of their solutions.

This has resulted in longer sales cycles and therefore more internal pressure on marketers to deliver on influencing buyers and demonstrating value over such an extended time period. Due to this development, the organizational role of marketing as a department must evolve to meet these challenges.





The failure of sales and marketing alignment

[Sales and marketing alignment](#) should be a worst-case scenario as an organization should be aligned from its inception. However, the fact of the matter is that synchronizing teams requires strategy and upkeep, particularly in the case of rapid growth.

Misalignment presents an obstacle for all, but in the case of marketers, it only exacerbates the issue of delivering and demonstrating marketing performance. After all, without the right insights and interdepartmental communication, marketing efforts are unlikely to strike a balance to provide effective enablement for sales teams.

Many companies have realized the importance of marketing in relation to sales, yet have struggled to measure its effectiveness or tie it to revenue. As a result, some organizations have opted to move their marketing teams into their sales divisions in hopes to better understand their impact and tie it to revenue.

A recent [Forrester report predicts that some 20% of demand teams will be incorporated into the sales organization in 2023](#)—hardly a measure of trust in demand teams delivering the performance these organizations need.

Not only does this highlight the impact of poor alignment, but it also puts greater emphasis on marketing performance and the role of the marketing team within an organization—particularly when it comes to the attribution of quantifiable value for growth and revenue.

This move can be avoided by following the right strategy, as presented below:

The evolution of the B2B marketer over recent years

The mark of a truly successful business is its ability to assess and adapt to meet the ever-changing needs of its clients, as well as the influence of external factors contributing to change in its industry and the broader market.



It is therefore no surprise that B2B marketing, as the first bridge between prospect and brand, has sat at the forefront of organizational development and restructuring over the years. To inform the next stage of marketing evolution, it is important to look back on how much the department's role has changed over time.



#1 Brand marketing

It was not until recently that B2B marketing began to depart from its B2C counterpart, subsequently leading to specific strategies, technologies, practices, and metrics for success.

A decade or so ago, the role of marketing was primarily to boost brand awareness with audiences and expand reach. While B2B marketers regularly adopted new and upcoming channels, digital channels did not hold the same dominance as they do today. The infancy of these platforms and their relevant strategies had an impact on performance as marketers aimed to keep pace with their development.

This broader focus, as well as the nature of brand marketing's objectives, led to internal scrutiny, with many attributing marketing performance and ROI to a clouded form of revenue attribution (a problem that still persists today).



#2 Lead generation

In response to these concerns and to better facilitate the complex buyer's journey, B2B marketing and its performance metrics shifted for many to an emphasis on lead generation.

Not only did this bring marketing more in line with the sales process, but it also determined the role of B2B content for inbound marketing. This was particularly important to support the influx of independent buyer research.

As a result, content marketing became a powerful strategy due to its potential for high ROI and lead generation. This was in part a consequence of the ability to quickly repurpose content to suit trends and multiple formats with relatively low effort.

The delivery of MQLs highlighted the importance of marketing for B2B, but the dialogue about MQLs and their role in the sales process is ongoing, as companies assess how well they reflect the likelihood of purchase.

The motivations for marketing's current state are evident, even when only discussing its recent evolution.



#3 Holistic marketing: the best of brand and demand performance

Now, with the realities of a recession, the need has become apparent for marketers to adopt a holistic approach that combines brand marketing with long-term demand generation outcomes.

Change is particularly pertinent as reduced budgets together with a higher expectation on performance presents quite the challenge. How marketing supports longer sales cycles necessitates an evolution that will impact entire organizations.

Holistic marketing is the most suitable approach for catering to a longer sales cycle and the pressures from other departments on marketing to achieve success.

THE EVOLUTION OF THE MARKETER



BRAND MARKETING



LEAD GENERATION



HOLISTIC MARKETING



Why holistic marketing?

A primary focus is to establish marketing value (and brand identity as a result) consistently and seamlessly across all channels to generate demand outcomes.



Holistic marketing represents a complete, company-wide cohesion of strategies and processes that include both the channels and experience provided, as well as the synchronization of services and departments beyond marketing. With true alignment, holistic marketing has the potential to exponentially boost marketing results, and create a launchpad for real demand performance.

Below is a brief overview of key elements of holistic marketing for marketers in 2023:



#1 Alignment and internal marketing

As holistic marketing aims to consider the entire lifecycle of a brand, the synergy of all departments is essential for producing the best results. Breaking down boundaries begins with internal marketing. After all, acquiring the buy-in of internal stakeholders is just as important as that of external clients in order to work toward common goals.

A critical element of adopting holistic marketing is therefore synchronizing all teams on the core value of the business. Reevaluating the legacy of an organization and its unique offering is tremendously useful in today's context for setting the foundation for a strategy to competitively position the business.

Teams who stand firmly behind company core values are more likely to deliver performance. Indeed, much in the same way that marketing must account for its role in supporting all other processes, other teams must be aligned to aid the marketing process. This enables organizations to quickly pivot to meet challenges and objectives to stay competitive and generate impactful results.



#2 Integrated marketing



Improved communication and processes between teams allow marketers to better deliver an optimized and seamless experience across all channels. This is known as integrated marketing and supports a strong and consistent brand image that drives demand outcomes.

Synchronizing activity on all channels helps to ensure that all prospective clients and business partners have a shared perception of the brand. This is key to driving continued growth and stronger relationships with audiences by building trust.

For best results, this should be combined with a well-optimized channel mix and an [omnichannel marketing strategy](#). Despite omnichannel marketing requiring more resources and investment, it remains one of the most effective, outcomes-driven approaches.





#3 Performance marketing: a long-term focus

While not a new concept, holistic marketing, and the processes it supports facilitate the implementation of performance marketing, which originated from the need to track marketing value.

Under a holistic approach, performance marketing has an amplified range of metrics for quantifying the value and return on marketing efforts. This expands upon immediate revenue attribution, such as sales revenue, to include **long-term drivers** such as:

- **Client success (results and experience delivered)**
- **Client lifetime value (CLTV) and client acquisition costs (CAC)**
- **Product performance**
- **Market share**

This should also include partner and channel marketing, as well as the general impact and influence of an organization beyond its clients and teams. Performance marketing with its associated strategies is beneficial for B2B buyers as it provides a long-term focus that allows for a more complex purchasing journey, and time for teams to produce desired outcomes.

Given the need for marketers to effectively drive both brand and demand for businesses, holistic marketing's emphasis on congruent, impactful communications and organizational alignment make it a logical transition. Performance marketing is a core element, as it is crucial for demonstrating marketing value internally.

Although this strategy goes beyond the marketing department to cover the entire organization, it will be down to marketers to champion this transition in order to maximize budget, performance, and results.

How to measure marketing success in 2023

As the role of the marketer continues to evolve, the need to support the sales process remains a constant, if not elevated priority. While marketers must also support the rest of the business, it is clear that for marketing to be successful, integration between sales and marketing is a must.



For teams to align on common goals and quantify the impact of marketing towards outcomes, it is important to establish shared KPIs. While there are an immense variety that serve as indicators of marketing performance, the most crucial are longer-focus KPIs that center on outcomes above all else.

To help, here are my KPI recommendations for measuring marketing performance:

- **Marketing-generated pipeline and opportunities, pipeline velocity, win/loss metrics, cost per opportunity:** These KPIs both demand and facilitate strong communication between marketing and sales teams. After all, the true success of marketing efforts is enabling sales processes, contributing to the number of opportunities generated, and positively impacting the overall revenue potential. Be sure to support measuring this metric with a solid foundation of [lead formulas](#).
- **Account opportunities:** Depending on the strategy in place (ABM or ABX for example), quantifying opportunities at an account level can prove to be insightful for evaluating the performance of account intelligence programs.
- **Channel performance:** Delivering prospective buyers and clients a seamless experience accurate to their preferences and needs requires investment into the right channels. As such, analyzing the performance of the marketing deployed across each channel is essential for maximizing the impact of budgets.
 - **Marketing attribution:** Determining the role of channels in driving sales processes, conversions, and revenue is an integral element of measuring performance. As such, be sure to adopt the right attribution model for your business (most likely multi-touch) and assign value to priority channels that hold a greater weight in your sales process.

This may take time, however, this process can be facilitated by marketing attribution systems or processes available to you. Given the emphasis on demonstrating marketing ROI, channel performance and attribution will be key KPIs for 2023.

- **Client lifetime value (CLTV):** Beyond the number of deals closed, another key indicator of performance is CLTV. This metric is crucial for the continuing growth and success of organizations. CLTV is therefore an area that concerns all departments, however, marketing's potential to drive client value is often not realized to its full potential.
- **Client acquisition costs (CAC):** As the combined marketing and sales spend for acquiring new clients, measuring CAC is essential for analyzing overall performance and the ROI for demand outcomes. This should also include expenditure for any new or existing technology or solutions purchased to aid acquisition to inform necessary cuts to preserve budget efficiency.
- **Cross-sell and upsell:** Keeping track of cross-sells and upsells serves as a good indicator of how marketing is performing and supporting sales processes. These strategies should always be driven by personalization and meeting client needs, in order to boost CLTV. As a result, be sure to prioritize measuring cross-sells and upsells for determining performance in 2023.
- **Brand evangelism & community building:** While this may be considered another element of CLTV, the value attributed to brand evangelism and establishing community building goes far beyond total revenue from an account. Effective strategies not only help support a stronger brand image, but crucially, also help to drive demand outcomes by maintaining and expanding audiences—through word-of-mouth marketing, reviews, and testimonials.

It is crucial to regularly assess the definition of what an outcome represents in line with changing needs and objectives, and to ensure that the outcomes being measured reflect the overall company's long-term goals. Aligning marketing teams and the organization as a whole on the measure of outcomes, while potentially a broad-scope metric, is essential.



Focusing on demand is a necessity in 2023

In such a results-driven environment, the temptation is often to seek short-term strategies. This can drive organizations to prioritize lead generation over generating demand and consequently, longer-lasting value.



Although lead generation delivers results, its potential for driving growth is far more limited without integrated demand and growth acceleration strategies. As such, demand and ultimately revenue should be a priority for those looking to achieve impactful outcomes in 2023.



Indeed, while lead generation is an integral element of demand, other more focused strategies that drive sustained interest over time, such as nurturing and ABM/ABX, are critical for generating the best results—organizations must make a mindset shift toward bringing prospective buyers a stronger experience that is more aligned with their needs.

As Gartner revealed in their 2019 study, [only an average of 5% of your total addressable market \(TAM\)](#) is looking to make a purchase at any one time. This statistic certainly still rings true, with the real challenge for marketing being how to engage the remaining 95%. Indeed, in the same study, Gartner found that leads only spend [17% of the buyer's journey](#) actively engaging with sales teams.

Meeting the buyer where they are and actively encouraging engagement during the remaining 83% of their journey is therefore imperative.

Given the state of marketing today, wasting resources and budget on lead lists and un-nurtured contacts with cold outreach is no longer an option. The answer to achieving real performance is high-quality demand generation to promote growth with the portion of the market that has yet to demonstrate a propensity to buy.

6 strategies for driving demand performance in 2023

It is apparent that, in today's climate, marketers must ensure they provide meaningful value to each client through precise personalization.



Here are my strategies for delivering demand performance for your clients:



1. Build the right team

With the rise of performance marketing and revenue optimization, the organizations that will thrive are those led by teams empowered with the right skills. As a result, start by reviewing your teams, upskilling, and hiring where necessary.

Find individuals who are eager to grow and learn as much as they are motivated to innovate and drive your business forward. In terms of hard skills, look for talent who are data-driven and know their way around your tech (or have the ability to be upskilled).

You will want your team to be able to interpret data and use insights to action strategies that drive performance. Ultimately, achieving results requires the right team for the job.





2. Relationship marketing

Also referred to as human-to-human marketing (H2H), relationship marketing is a powerful approach that aims to establish stronger emotional connections between clients and prospects with a brand.

The idea is to cultivate loyalty and a more genuine bond rather than interaction only when necessary. This approach is more likely to be appreciated by today's prospects as they prioritize partnerships with organizations that invest in their clients with personalized experiences.

Relationship marketing is organization-wide, spanning all departments. Executed correctly, it has the potential to drive demand outcomes by building brand image and contributing to consistent revenue streams—as a result of increased renewals, longer client relationships, and word-of-mouth marketing.

This makes relationship marketing a priority for companies looking to maximize performance to secure ground in today's competitive market as loyalty is arguably the most valuable commodity in the face of economic uncertainties.

In this way, this strategy also makes a logical accompaniment to holistic marketing and client obsession (see below).

How to measure relationship marketing

Measure your team's performance by encouraging feedback as clients and prospects progress through the buyer's journey. This could take the form of [surveys and questionnaires](#) or by including case studies in deal proposals. Investing in growing and training your client success team is also a must, as they will be responsible for most of the contact with clients.

Both of these tactics serve to make the client feel heard and valued, thereby increasing loyalty.





3. Delivering impeccable CX

Ensuring that clients receive the best experience possible is essential for demand performance. While this is reliant on multiple factors, CX plays an important role in boosting client satisfaction.

Leverage UX data

Delivering impactful CX requires a wealth of data in order to glean the insights necessary for actioning optimizations. Be sure to collect and utilize UX data on user behavior, preferences, and the areas of most friction. This will allow you to prioritize CX projects without overwhelming your team's capacity to make impactful change.

Client obsession and CX innovation

Essentially, client obsession is the practice of prioritizing client retention and loyalty above obtaining new clients. Not only does this represent savings by cutting down on the amount spent on new acquisitions (CAC)—particularly considering the complexity of the B2B buying cycle—but it also promotes a healthy stream of revenue.

As organizations strive to break competitive ground, innovative CX has the potential to create powerful differentiation that aids positioning and, therefore, retention.

Given the [CX skill shortage reported by Forrester](#) (2022), those who succeed in providing the best experience and therefore, client obsession, will be those who adequately invest in building and upskilling CX teams to innovate in their industry. Without such investment, [up to 50%](#) of above-average brands are likely to stagnate with their CX.

However, as with any strategy, it is essential to ensure that development is aligned to solving pain points by collecting regular feedback from clients (in addition to gathering UX data). Demonstrating dedication by actioning feedback to support a seamless experience for clients will not only result in a better experience across the board, but will also increase the likelihood of retention.



The rise of ABX

The need for better CX and client obsession to drive performance has resulted in the rise of ABX, a combination of ABM and UX/CX best practices to provide buyers with a personalized experience at an account level. While requiring a significant investment, ABX promises to deliver performance far beyond the capability of ABM alone. Success in ABX has the potential to establish stronger relationships with impactful experiences and, therefore, client retention and loyalty as a result.





4. Implement personalized nurturing streams

Building on the strategies explored above, a crucial element of any campaign is the nurturing of prospective buyers to guide them through their buyer's journey. Too often than not, leads are pushed forward to SDRs and BDRs without the requisite nurture, despite the risk.

With buying committees expanding, alongside an ever-complex B2B buying process, nurturing is crucial now more than ever. This includes prospects or accounts, in the case of ABM, that have demonstrated high levels of intent. Prospects must receive nurturing even if they are demonstrating a propensity to buy.

For the best outcomes, this should be as personalized as possible (see ABX) in terms of the type of content shared, the platform, as well as the format. Consider also implementing nurturing over multiple channels and all active channels if possible to stagger outreach and match the preferences of your target market.

Be sure to regularly audit content to identify opportunities for optimization. Fuel this with feedback from sales to ensure that teams are equipped with the content perfect for nurturing leads.

The more you invest in nurturing, the more likely that your strategies will gain better results. In short, without nurturing, campaigns in 2023 are unlikely to yield the demand performance necessary for driving the outcomes you need.



5. Build a compelling omnichannel presence

Given how little buyers spend interacting with sales teams (17% of the buyer's journey, Gartner 2019), it is imperative for marketers to craft a compelling online presence with enough materials to empower buyer research.

Creating a regularly updated body of quality content is the first step for many—particularly given the potential ROI of content marketing and how readily content can be repurposed for multiple channels and formats.

Once generated, it is important to consider developing a strategy commensurate with each channel's performance goals, its unique experiences, and most importantly, buyers' needs. For many looking to secure performance today, omnichannel marketing is ideal (and required) for adapting quickly.

Indeed, implementing and maintaining an omnichannel presence is essential for ensuring the reach of brand awareness, authority, and image—all contributors to demand performance. Despite the significant investment it requires, omnichannel is the most optimal solution for supporting a fluid, frictionless process for prospective buyers.

Maximize performance with the right channel mix

While omnichannel refers to all channels, it is crucial for marketers to deploy an [optimized channel mix](#), particularly given the budgetary pressures faced today. After all, the essence of omnichannel is building an experience that is best suited to your audience's preferences.

Conduct regular audits to ensure that spending is optimized for each channel with the highest performance to maximize the results of your campaigns and therefore, your budgets. On top of spending, be sure to consider the workloads of your teams versus the performance you received per channel.

The greater the accuracy of your channel mix and campaigns, the stronger the buyer experience.

Third-party sources and partnerships

Reinforce omnichannel experience by leveraging third-party sources. This can be via partnerships and co-marketing with non-competitors most likely to boost your standing.

Having your content featured by reputable third parties helps to boost your online presence and increase the likelihood of demand generation with leads researching for solutions.

For channels such as social media, this could include influencer marketing or guest speaker partnerships in the case of on-demand webinars.

Partnerships can also extend to SEO strategies and backlinking agreements, however, those that feature your work and thought leadership as a reference are preferable for contributing to your presence as well as demand results and brand image as a result.

Corporate Social Responsibility initiatives (CSR)

The development and implementation of CSR initiatives is a core element of creating an omnichannel presence, and therefore driving demand outcomes. In recent years, this has been devoted to environmental sustainability and community development, both key issues for creating a strong brand image that delivers results. Social media is an ideal platform for introducing collaborator and CSR strategies since it facilitates interaction with followers and allows content to spread easily.



6. Stay agile and accurate

While a long-term focus is important for generating demand, the ability to adopt new practices, strategies, and processes to meet the changing needs of your target market is also crucial. After all, guaranteeing performance means investing in winning strategies and high-performers to maximize the impact of marketing budgets.

Here are my recommendations for staying agile:

Regularly assess your ICP and their needs

ICPs are the foundation for building out strategies to target and drive engagement with buyers. As such, it is imperative to evaluate the accuracy of your ICP, their current needs, challenges, and goals, as well as how you are currently meeting them—particularly in line with market developments.

This should also inform an analysis of your current target accounts and whether they are a good fit, both in terms of your product for their needs, as well as their ability to purchase. Doing so will help you adjust current strategies and optimize spending, alongside measuring general performance.

Measure your results to evaluate outcomes

Actively measuring the results of your strategies and campaigns is essential for determining the value being brought back into the business. Start by determining your goals alongside a shortlist of priority KPIs that support them being met.

While it is crucial to be thorough, be careful not to overcrowd your analysis with too many metrics, as this will likely complicate your process for quantifying performance and actioning optimizations. In addition, schedule reporting and feedback sessions to avoid teams fixating too much on past performance over managing current campaigns. Focus these meetings on a balance of current and older strategies to best inform the creation of new campaigns.

In essence, measuring performance will not only empower your teams to pivot as necessary to secure better outcomes and competitive ground for your organization, but also to celebrate your wins.



Prioritize client obsession

As mentioned in delivering exceptional CX, client obsession is the practice of investing in client retention and loyalty above finding new clients. While expanding your client base is important, effective client obsession represents an opportunity to drive consistent revenue for your business, reducing client acquisition costs.

This is particularly pertinent today, given longer sales cycles, larger buying committees, and the scrutiny of decision makers. Client obsession strategies have the potential to also drive growth from increased awareness, demand outcomes, and loyalty from word-of-mouth marketing.

Invest in creative marketing

Creativity has the potential to elevate and differentiate messaging to capture the interest of your buyers. Therefore, approach content creation with a quality over quantity approach.

This will allow you to develop content that leverages impactful insights in a creative manner. After all, your content should establish your brand as industry thought leaders equipped with the experience and knowledge to deliver outcomes.

Start your process by assessing the content of your top competitors to identify opportunities for characterizing your message in a unique manner. Of course, all of your creative marketing efforts should be informed by the pain points and preferences of your ICP, including their favorite content formats.

Lastly, be sure to also consider how content can be repurposed for omnichannel marketing strategies, as this will help to maximize the ROI of your content.



Key takeaways

These are the top three considerations for marketers looking to drive demand performance and demonstrate marketing value in 2023:

Adopt holistic marketing and promote alignment

The unification of strategies does not require marketing becoming absorbed into sales. Instead, rally the entire organization with joint goals and strategies that promote brand image in a manner that drives performance both internally and externally.

Not only will this help organizations achieve the best outcomes but it will also establish a strong base from which the teams will be able to quickly pivot to challenges and trends as they surface.

Drive performance and measure success

While there is an expansive range of KPIs to determine marketing success, true performance should be measured on opportunities and outcomes. This shift in mindset should be organization-wide to capture success.

Moreover, long gone are the days when marketers could rely on brand metrics to demonstrate value. Instead, in today's performance-driven culture outcome-based metrics are an integral part of successful revenue teams and must be able to drive demand performance by optimizing marketing investment that fuels growth.

Deliver the best experience possible

Creating content and sales outreach that breaks through the noise remains a constant challenge. Experiences, however, are often far more memorable.

As a result, it is critical to invest in and enhance the client experience in order to promote growth and yield results.

7-step checklist for driving demand performance in 2023

- ✓ Build a team of data-driven marketers determined to lead with innovation
- ✓ Determine goals and KPIs for measuring performance in 2023 to drive optimization and innovation
- ✓ Implement relationship marketing to create stronger bonds with new and existing clients
- ✓ Deliver impeccable CX to aid client retention and loyalty
- ✓ Build personalized nurturing streams to avoid wasted opportunities
- ✓ Establish a compelling omnichannel presence to support performance
- ✓ Stay agile and accurate with regular analysis to advance strategies to maximize outcomes



About the Author

[Victoria Albert](#), VP of Marketing, is a visionary marketing executive with a proven track record of driving revenue growth for some of North America's most prominent brands. With decades of wide-ranging vertical and cross-function expertise, Victoria leads INFUSE's marketing initiatives to enhance the company brand and market position.



THE RISE OF ABX:

HOW TO ACHIEVE
TRUE ABM IN 2023

— *By Mukesh Rajpurohit*

Account Based Marketing (ABM) has long been a popular strategy for driving engagement with key buyers, however a DemandMetric and Integrate survey reveals that [53% of B2B marketers will spend less in ABM](#) in 2023. While this statistic may discourage marketers from investing in ABM, this means the opportunity for businesses that leverage True ABM in the year to come is enormous.

There is a gap in the market for high-quality ABM campaigns—buyers at accounts require account intelligence solutions, but are not always engaged effectively and do not find the custom-tailored programs they require. In other words, the forecasted decrease in spending results from businesses conducting ABM incorrectly or not to its full potential. This has led to campaigns not meeting expected outcomes.

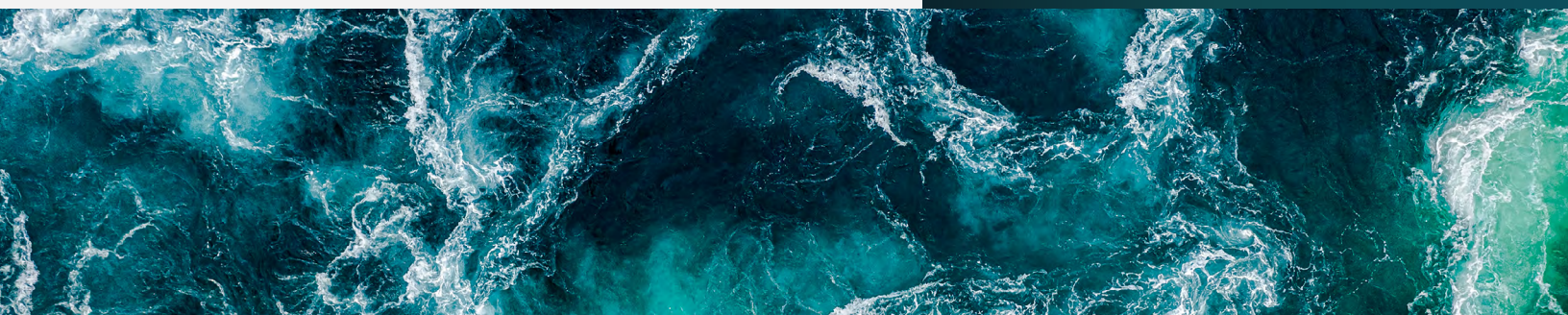
This article explores how marketers can achieve true ABM and make the leap to ABX, a client-centric buying experience that resonates with buyers and keeps brands top of mind when they are ready to engage.

Mukesh Rajpurohit
VP of APAC Sales



How to achieve true ABM

With constrained budgets, companies will shift from ABM targeting and utilizing account lists to a data-driven and organization-wide approach to engage accounts known as true ABM.





#1 Create organization-wide structure and alignment



According to a [LinkedIn ABM report](#), 41% of marketers have difficulty proving the impact of campaigns on the sales pipeline. Also, 42% comment that creating personalized content at scale for target accounts is a challenge.

The origin of these challenges derives from most B2B organizations siloing ABM to a single department or professional, who then is responsible for launching and monitoring complex campaigns on their own.

ABM is a strategy that only works efficiently if it is cross-departmental—multidisciplinary teams must be formed with stakeholders across business functions to achieve its intended outcomes.

True ABM is, therefore, organization-wide and must be orchestrated by multiple leaders rather than a sole marketer with a handful of creatives and salespeople. Creating an organization-wide structure depends on not only having a cross-departmental ABM budget, but also a reasonably sized ABM team with professionals able to pool their expertise and efforts to launch and track campaigns.

Holding multiple leaders accountable not only streamlines tracking efforts, it also enables the organization-wide alignment required for true ABM to be a success and engage accounts effectively—after all, personalization is paramount for ABM and the amount of data and work hours required to act upon an account's unique challenges and deliver resonating marketing campaigns is exponential.

In 2023, businesses will realize the sheer humanpower ABM requires to truly deliver results and capitalize on true ABM because of the high returns it promises by adding high-caliber accounts to the business portfolio. At a time when all marketing must be benchmarked for results, true ABM will be one of the most effective approaches.





#2 Determine what is an account and the business's revenue readiness

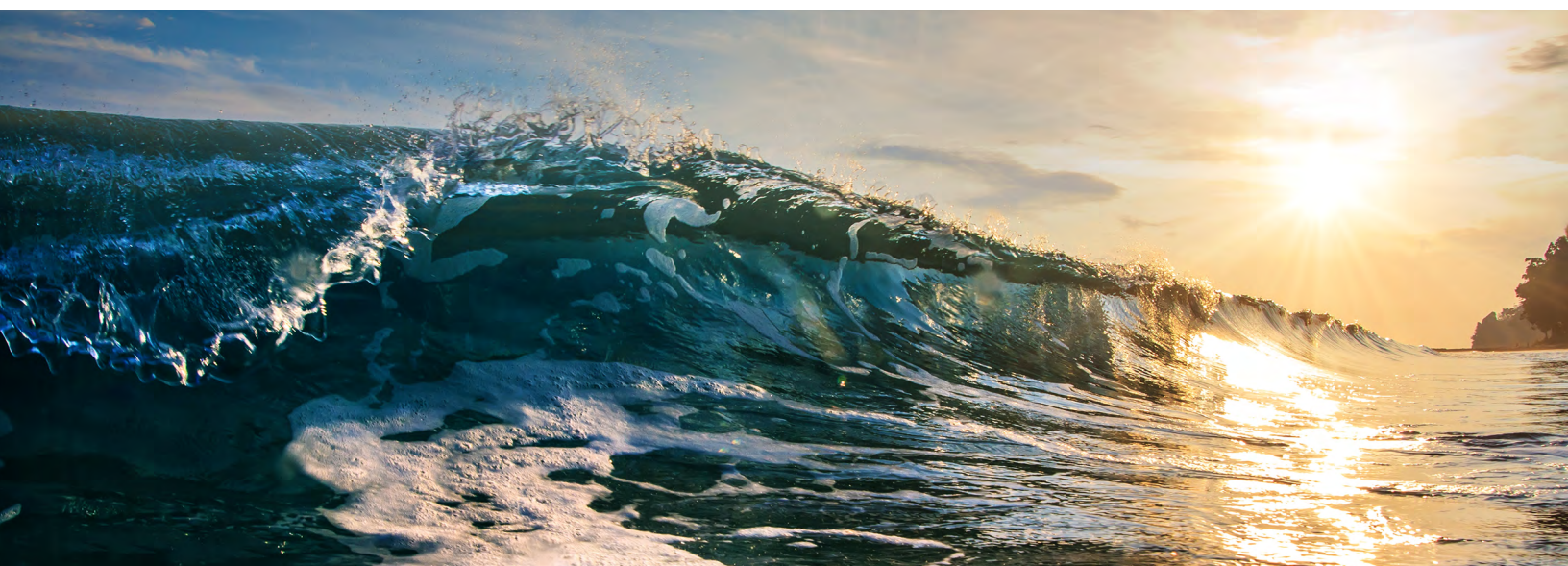
With an organization-wide ABM organization in place, it is easier for stakeholders to collaborate and decide in unison what determines an account as fit for the business.

In the aforementioned [LinkedIn study](#), 43% of marketers cite that identifying the right targets is a challenge due to unreliable data, which demonstrates that many businesses are struggling to identify ideal buyers with ABM.

A clear definition of an account means prioritizing targets is effortless, as the criteria will be crystal clear of what businesses to target first and foremost.

How to determine what is an account:

- **Define a required list of Ideal Client Profile (ICP) factors:** Defining must-have ICP criteria allows marketers and salespeople to quickly identify worthwhile accounts. This can also be informed by [marketing segmentation data](#), along with factors such as buyer intent, install, and contract renewals.
- **Engage the buying committee to assess if the solution is an ideal fit:** By establishing contact with the buying committee ([as well as conducting surveys](#)), marketers and salespeople can determine if a [buying committee](#) views the promoted solution as an ideal fit for their challenges. Even if solutions can be custom-tailored, gauging compatibility at the start is better than investing in accounts that will most likely not convert.
- **Determine if the business has enough revenue to secure the account:** Enterprise and global accounts require a higher investment than a local start-up. Therefore, the company should determine if there is enough budget to launch an ABM campaign of the necessary scope to engage the account effectively.



The Rise of ABX

Account Based Experience (ABX) is an approach that incorporates Client Experience (CX) and User Experience (UX) best practices into ABM strategies and campaigns. It is a “step above” true ABM, as it leverages insights from users at target accounts to inform the marketing process and generate an overall engaging and relevant experience.



According to B2B Buying Journey research by [Gartner \(2019\)](#), when considering a purchase, buyers will spend as little as 17% of their time meeting with suppliers. This time becomes shorter when comparing options, with buyers spending only 5 - 6% percent of their consideration time talking with a sales representative. Even if the rise of remote work during the pandemic has affected how buying committees schedule their time to consider solutions, it is most likely that buyers today and in the future will spend little time actually talking with a salesperson.

Therefore, ABX must be designed to generate meaningful experiences for buyers when they are actively researching and considering solutions. After all, that is how 83% of buyers spend their time considering a purchase, which means the interaction with a salesperson only comes after a meaningful brand experience during their research.

C-suites spend less than 2% of their time with vendors ([B2B Marketing](#)), which demonstrates the importance of developing [nurturing experiences](#) with ABX to pique their interest in the promoted brand for a meaningful sales conversation later on.



How to implement ABX

Discover a 4-step process to structure ABX at your business and engage target accounts throughout the buyer's journey:



#1 Plan the buyer's journey with UX and CX in mind

Incorporate UX and CX best practices into the buyer's journey for target accounts. This will provide insights on user behavior, preferences, and points of friction where buyers "give up" the most.

By planning a buyer's journey that prioritizes interactivity and enables buyers to make decisions and inform themselves on their own terms, the brand will stay "top of mind" with a journey that is meaningful and comfortable for buyers.



#2 Meet buyers where they are with thought leadership content

Instead of prioritizing promotion via LinkedIn inMail and cold emails, promote the brand where buyers are naturally consuming professional content.

[Content syndication](#) on popular business publishers and blogs is an example of promoting brand awareness with meaningful content in a manner that is not invasive. Buyers that appreciate the content might then follow the brand on social media, providing a more natural experience of consuming content marketing.

Mapping buying committee members and leveraging [psychographics](#) is crucial for crafting campaigns at an account-level that will actively engage buyers, incentivize content sharing between them, and result in a brand and its solution being a top choice when it is time to buy.

An [omnichannel approach](#) is also paramount to ensure a seamless buyer experience across the channels that buyers access. It is imperative that you avoid repetition of content, as well as make sure that content is relevant to buyers every time.



#3 Curate services to meet the needs of buyers

ABX requires solutions to be custom tailored to best meet the needs of buyers. These solutions must be easily configured by marketers and salespeople and buyers must be able to get a quote timely.

By having adjustable solutions, with features that can be added or removed seamlessly, not only will the buyer find the solution that best resolves their problems, but brands will also be empowered to offer the best experience possible.

Curation adds relevancy to what would otherwise be a generic offer, which will be paramount in 2023 as tighter budgets put pressure on buyers to make the best choices to enable growth with technology and partners.



#4 Build the tech stack to scale ABX

When building the ABX buyer journey, bottlenecks will most likely emerge that hinder a seamless experience for users at target accounts. This is why developing a tech stack comes as the last and final step after problems have been identified and the requisite tools can be integrated.

After all, ABX requires a lean tech stack to make sure that marketing, ops, and sales teams can glean insights quickly and make adjustments to maintain a smooth experience. Integrations are paramount to guarantee that the data is at one point of access.

In 2023, ABX will be sustained by knowledgeable and agile professionals, who can build out a holistic brand experience guided by real-time data from buyers at target accounts.

Content, paid promotion, websites, and applications will be updated as needed at a rapid pace—expect B2B companies to further their [A/B testing](#), proactively making changes to the layout, messaging of assets, and platforms similarly to how Meta and Alphabet manage their product roadmaps (for example, [Whatsapp is updated every two to three months](#)).

ABM vs True ABM vs ABX

A breakdown of the differences between each account marketing approach:



	ABM	True ABM	ABX
ORGANIZATIONAL STRUCTURE	<p>Siloed structure: one stakeholder or part of the marketing team’s tasks.</p>	<p>Organization-wide and cross-departmental: multiple stakeholders and professionals.</p>	<p>Organization-wide and cross-departmental, powered by UX and CX insights.</p>
STRATEGY	<p>Account list: marketers and salespeople engage ICP accounts.</p>	<p>Data-driven and personalized marketing to ICP accounts.</p>	<p>Buyer journey-driven with feedback from target accounts to improve UX.</p>
OUTCOMES	<p>High-risk, low gain with buyers at target accounts frustrated with generic offers and messaging.</p>	<p>Engaged buyers and verifiable results with multiple stakeholders accountable for success.</p>	<p>Engaged and happy buyers with their needs continuously met with an ever-evolving buyer journey experience.</p>

The ABM mindset shift: focusing on opportunities

As know-how on true ABM and ABX evolves, companies will realize that focusing on opportunities within buying committees rather than accounts will be more beneficial to sales teams.



This means an optics shift from the account level to the opportunity level within buying committees.

This will guide marketing and sales approaches to identify signs of an opportunity within buyers and capitalize on it when the time is right.

ABX is essential for this mindset shift as a deep understanding of the buyer journey is required to identify an opportunity at buying committees. Layering [buyer intent data](#) can also guide analysis as an additional criteria of what defines an opportunity for an organization.

Focusing on opportunities also ties in with the agility ABX requires to resonate with buyers and promote solutions in a memorable way. By personalizing follow-up touchpoints after an opportunity is identified, businesses will find greater success with their marketing efforts.



Beyond the platform: the need for an ABM activator

Most companies currently conduct ABM with a Client Relationship Management (CRM) or dedicated ABM platform and assign a marketer or small team to be “in charge” of launching and measuring campaigns.



This approach is—understandably—not delivering results as the complexities of ABM go beyond the scope of a single or handful of professionals. Also, companies often overestimate the capacity of platforms to run campaigns on “autopilot” rather than taking them at face value for what they really are: tools.

While useful, tools require an activator to reach intended outcomes, which is what most companies frustrated with underperforming ABM campaigns will be looking for in 2023.

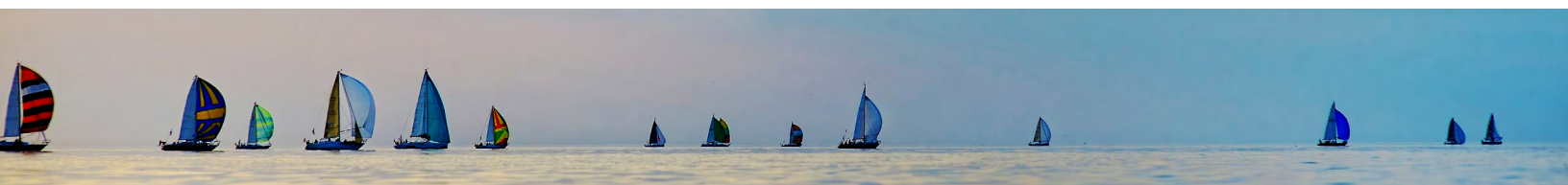
As a result of this demand, consultants and ABM providers will gain a footing on the management of ABM platforms and orchestration of campaigns that generate results. An activator will prove how results are being achieved with ABM and interpret the data on the platform into actionable tasks for the business.

When selecting an activator, it is also essential to consider their ability to launch campaigns with an [omnichannel approach](#), to not only meet buyers where they are in their journey, but also actively adjust messaging and promotion to work best on each channel.

Capabilities of an ABM platform vs activator

ABM platforms are hubs that aggregate data, whereas activators are partners or professionals who can drive the account generation process, prove results, and make adequate changes when needed to pivot ABM campaigns for success.

Recently, marketing automation platforms and ABM tools are evolving to include ABX best-practices, such as Artificial Intelligence to recommend the best accounts. It is likely that in the future, legacy ABM tools will cease to exist as marketers achieve better results with sophisticated ABX platforms guided by insights from experienced activators.



Key takeaways

These are the top three considerations from this guide to keep in mind when updating ABM strategies in 2023:

Eliminate silos and leverage data to create memorable ABM experiences for buyers

ABM must be an organization-wide strategy where multiple professionals are accountable for the ABM outcomes. Empower them with integrated data on accounts and their users to inform the ABX strategy.

Experiences will be the expectation from buyers in 2023 for purchasing a solution, which means eliminating friction points and addressing concerns effectively (and in a non-invasive manner) will be crucial for B2B marketers to strike a chord.

Focus on opportunities within buying committees

Shifting the focus from accounts to opportunities within buying committees will not only humanize the marketing approach to better resonate with their current concerns, but also boost agility when planning follow-up campaigns.

This optics shift makes ABM more timely and better aligned with the best practices of true ABM and ABX, which promote one-to-one and personalized engagement.

Achieve ROI with an ABM activator

Launch campaigns and verify outcomes with a seasoned ABM partner who can activate campaigns for success in 2023.

5-step checklist to implement true ABM and ABX

- ✓ Set a true ABM foundation with a cross-departmental ABM team that includes multiple stakeholders to launch, track, and optimize campaigns
- ✓ Define the ideal target account for the business considering the ICP and available budget
- ✓ Achieve ABX by launching a buyer's journey informed by UX and CX best practices
- ✓ Focus on opportunities within buying committees at target accounts
- ✓ Leverage an ABM activator to reach the utmost potential of platforms and prove ROI



About the Author

[Mukesh Rajpurohit](#) is a seasoned B2B Demand Generation executive with over 20 years of industry experience.

As Vice President of APAC Sales, he spearheads INFUSEmedia's growth opportunities in existing and new markets in Australia, Singapore, India, and the larger APAC region.



RevOps:

How to Organize Your Business for Revenue Growth in 2023

By Dan Freeman

Given the economic turbulence brought on by the readjustment of the market, it is no wonder that many organizations are exploring RevOps as a business model with a promise that it may bring bigger and more stable revenue growth.

Indeed, research by [Revenue.io](#) indicates that 21% of companies have seen an increase in alignment and productivity as a result of RevOps. In addition, teams crafting and implementing go-to-market (GTM) campaigns saw a [100%-200% increase in the ROI](#) of digital marketing initiatives, according to Boston Consulting Group.

The potential of RevOps is as clear as its popularity: As stated in the [2022 Tenbound report](#), 41% of companies already have a RevOps function, with at least 11% planning to switch to RevOps in 2023.

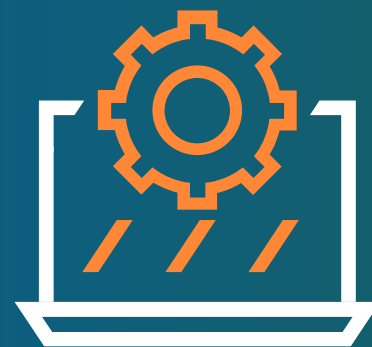
However, before organizations are able to reap the many benefits promised by RevOps, its implementation presents some challenges, particularly when determining the right structures and tools to achieve the best outcomes.

Dan Freeman
Chief Revenue Officer



How to implement RevOps for your business in 2023

Before getting started with RevOps, it is important to first ensure that your processes are empowered by [complete alignment across your entire organization](#).



Alignment is essential for successful RevOps implementation, but it is a complex process that requires careful planning and ongoing maintenance. At the center of synchronizing your teams is a change of mindset. For many, the misconception that RevOps is an approach run by a singular department or small expert team remains prevalent.

However—much like true ABM and ABX—yielding impactful results from RevOps requires an organization-wide approach that unifies teams with shared goals and KPIs. It is this alignment that empowers businesses to achieve up to [19% faster revenue growth](#) (SiriusDecisions) and maximize RevOps outcomes.

Regular meetings between departments can help prevent misalignment by allowing teams to review shared objectives, such as pipeline and revenue performance, and identify areas for improvement. This enables them to quickly adjust their strategies accordingly.

Beyond internal alignment, [Gartner's six-step framework for transitioning to a RevOps structure and combating the complexities of the process is worth considering](#):

- **Strategy:** A detailed plan that aligns revenue objectives for the organization.
- **Process:** The design, management, and tracking of processes that generate (and measure) revenue.
- **Workflow:** Determining the automation of tasks to sustain an interconnected revenue organization.
- **Data:** Identifying the data necessary to manage revenue tasks.
- **Analysis:** Processes to monitor the revenue life cycle of the organization.
- **Technology:** The tech stack needed to maintain and facilitate RevOps

As RevOps is a multidisciplinary model that is relatively new for businesses, follow the six steps above to help build and maintain a healthy RevOps ecosystem.

In a time when promoting growth is more important than ever, particularly with the [risk of recession in 2023](#), implementing RevOps can sustain a business for a difficult fiscal year.

4 RevOps trends to boost revenue growth in 2023

Empower your RevOps framework with these trending initiatives:



#1 CX and buyer enablement as tools to drive revenue

Since clients determine revenue streams for the business, [RevOps is intrinsically connected to client experience \(CX\)](#).

CX covers all interactions between a brand and its audience, from attracting leads to offering post-sale support. Clients who have a positive relationship with the brand are more likely to contribute to its growth, such as renewing contracts or recommending services to others. Therefore, CX must be a driving force when implementing a RevOps model.

To ensure seamless customer experience (CX), it is essential to reduce friction points that clients may have with your brand. This includes eliminating information scarcity, providing reliable support, and ensuring timely deliveries. Additionally, having a satisfied and well-trained team is also key to achieving successful RevOps.

Observable data can enable salespeople to efficiently promote solution sets, combining different services into a coherent bundle, as well as to price offers adequately. This ties in with buyer enablement, which empowers your leads with relevant information to guide their complex purchases.

Since [77% of buyers state that purchases have become increasingly difficult](#) (Gartner), buyer enablement becomes a core strategy to drive sales and increase revenue with a brand that stands out for its streamlined purchasing process.





#2 Investing in client obsession

As our INFUSE champion of delivering outcomes and previous Executive Director of Client Success, presently Vice President of Business Operations, [Larysa Zakirova](#) shares her thoughts on client obsession:

“When faced with the challenge of driving revenue growth, the knee-jerk reaction is often to focus on expanding one’s client base. Although this is worth pursuing, high acquisition costs brought on by the longer B2B sales cycle are likely to hamper profits.

Therefore it is prudent for organizations, particularly those with a RevOps model in place, to make use of client obsession to drive sustainable revenue and growth as a result.

Essentially, client obsession is the practice of prioritizing existing clients and strategies to foster loyalty and thereby greater levels of retention. Not only does this stand to reduce acquisition costs but it also helps to increase the overall client lifetime value (CLTV) of each account and maximize profits.”



— Larysa Zakirova,
VP of Business Operations

3 steps for implementing client obsession:

- **Include case studies as an extra value proposition in deals:** Establishing contact with existing clients is sometimes challenging. Combat this by baking case studies into the sales process. This will both help to reiterate the value clients have received from their partnership with you and build up your library of social proof. Produce case studies for a multitude of clients and industries and you will be more likely to leverage said content in personalized nurture streams.
- **Build points of feedback into your processes:** A key element of achieving client obsession is demonstrating dedication back to clients from the start. Allow and encourage clients to provide you with feedback at various stages of the buyer’s journey and fulfillment process. Once collected, act quickly to action optimizations and solutions to their pain points. Even if clients refrain from feedback until the end of your services, motivating open communication demonstrates confidence and a willingness to meet their needs that builds trust.
- **Establish brand evangelists:** Take the previous strategy to the next level by empowering clients to regularly provide insights and their opinion on your products or services. Facilitate this process with quarterly business review (QBR) meetings and reports on how their feedback had an influence on performance. Be sure to reward brand evangelists with deals on upsells, renewals, or collaborations of thought leadership (as possible). This tactic takes time to implement, however, the rewards could mean long-lasting partnerships.

Essentially, the more you invest in community building, driving regular engagement and empowering clients, the more value you will be able to generate from your existing client pool—all while minimizing additional costs.



#3 RevOps hiring

It comes as no surprise that implementing RevOps as an organizational-wide model requires the right team to yield the results necessary for driving revenue opportunities and growth. With this in mind, it is important to approach hiring and team building with the right strategy.

Here are some tips in line with current RevOps trends to help you get started:

- **Establish goals:** Proper planning is essential for any successful strategy, and this includes assembling the right team. Determine the goals of the RevOps team for your business and create an organized strategy for sourcing team members based on their specific skill set and function. Establish the order in which each member should be sourced to ensure the team is able to meet the goals.
- **Source knowledge:** Given the drivers of RevOps in recent years, it is hugely beneficial to hire individuals who have years of industry experience and know-how, particularly those with change management training and expertise. By forming teams that are aware of the difficulties faced by marketing, sales, and client success departments, you will be able to effectively implement complex initiatives.

Hiring in this way will also support the alignment that delivering a seamless client experience necessitates—including meeting organization-wide goals.

- **Cultivate the right attitude:** While direct skills are essential, hiring with soft skills in mind, such as character, curiosity, and a healthy appetite for learning, is also a must. Indeed, the members of the team you build will greatly influence its culture and the quality of its deliverables.

After all, skills can be taught to those with the right mindset, given that established onboarding processes are in place. Support this by encouraging open communication and team discussions, as well as facilitating processes with the right tools (see the stack section below for more information).



➤ **Elect an internal champion:** While the responsibility of ensuring that RevOps processes run smoothly throughout your organization should not fall down on one individual, it does necessitate finding the right leader to drive it forward. This may be the role of the Chief Revenue Officer (CRO), Chief Marketing Officer (CMO), Chief Strategy Officer (CSO), or a similar span of control, who must leverage an understanding of organization-wide alignment and each department's role (ideally from hands-on experience). Your leader should also have knowledge of appropriate technology and how to support its integration to aid data flow throughout systems.

Above all, they must be passionate about delivering value and the best outcomes and experience for clients. Be sure to build their presence as an external champion of RevOps with thought leadership content. This will help audiences relate to your content and brand authority, boosting demand outcomes.

➤ **Talent retention:** Finally, your strategy for building an effective RevOps team should also address how to retain talent. This is particularly pertinent given the state of the job market today, the current skill shortage, and the recent increasing ubiquity of RevOps making it harder to identify true talent. In addition to cultivating a healthy culture in your team and driving open communication, consider providing team members with regular learning opportunities.

Not only will investing in the growth of your team help nurture their interest and motivation, but this will also boost potential outcomes. If successful, you will then be able to empower team members with more responsibility, boosting their career progression and the development of your team as a result.





#4 RevOps data and tech stack

Discover the data sources and tools to empower your RevOps in 2023:

How to leverage RevOps data in 2023

Businesses that wish to effectively drive RevOps will require clean and current data, going beyond analysis on historical data and events.

Relying on old data for analysis and decision making is reactive, limiting the capacity to adapt and preventing the business from driving future revenue. Current data is better for painting a forthcoming picture of the market to guide future decisions.

The need to futureproof RevOps with real-time data has become even greater considering the recession risk of 2023, given fewer opportunities and market readjustment as budgets decrease and buyers become more reluctant to spend.

Building current data systems requires information from multiple sources, which is demonstrated by the **top four sources appointed by respondents in the [2022 Database Survey by Demand Gen Report](#):**

- **Data** on a buyer's timeframe for decision making (54%)
- **Buying** intent signals (52%)
- **Specific** commentary on challenges/pain points (52%)
- **Budget** information (40%)

All four of these sources are related to the buyer's journey, which demonstrates how RevOps data in 2023 will be mostly focused on optimizing the buying experience, empowered by CX and user experience (UX) best practices.

Therefore, to leverage data for efficient RevOps, it is paramount to combine first-party and third-party data, along with information from partners if possible to evaluate the current market scenario and drive campaigns.



How to build a RevOps tech stack for 2023

The ideal tech stack for RevOps in 2023 is precisely one that is capable of aggregating and interpreting real-time buyer data from the sources mentioned above.

Therefore, it is paramount to move on from legacy programs and implement technology that gains insights from buyers and target accounts timely, to empower agile changes for marketing and sales.

Below is a list of must-haves in a RevOps tech stack for 2023:

CX and UX

As previously mentioned, [CX tools](#) analyze the buyer's journey to glean insights so businesses can build better experiences for clients. This includes tracking client touchpoints as well as measuring KPIs such as churn and CLTV. Many Client Relationship Management (CRM) platforms are currently evolving to include CX functionalities.

CX is also paired with UX, which focuses on improving the brand experience for users, which includes web and product design. There are dedicated [UX design tools](#) for developing design systems and prototypes teams can work on collaboratively.

The idea of combining CX and UX is to improve the overall experience by analyzing both client and user activity. Together, they can assess audience behavior and guide adjustments to improve brand promotion and solutions.



ABX

Account Based Experience (ABX) is an approach that incorporates UX and CX practices with account based marketing (ABM) to develop a buyer journey-driven campaign to engage buyers at target accounts.

The idea is that by leveraging insights from the tools mentioned above, alongside ABM platforms and activators, brands can better resonate with buyers with timely and personalized experiences.

Buyer intent

Buyer intent data (first and third-party) will be essential to inform sales readiness of prospects, as well as how to follow up with marketing and sales on their behavior.

While there are many [myths surrounding buyer intent](#), it is important to analyze it as a factor (among many) to personalize messaging as well as the highlighted features of your solutions.

Social listening

Building upon the experience tools above, [social listening](#) tracks brand mentions and branded keywords to assess the overall brand perception of your audience.

Evaluating brand perception is important to assess if content is driving its intended messaging, as well as detect issues clients may have with solutions and make adequate adjustments.



Sales enablement

There are many [sales enablement platforms](#) available, which recommend content for salespeople to share with prospects based on previous interactions, as well as glean insights from emails and phone calls to make recommendations to improve their future approaches.

Sales enablement tools also generate a wealth of data for RevOps to evaluate the sales practices, content, and events that are driving revenue for the business as well as those draining resources (and should, therefore, be addressed).

Revenue Intelligence

As the need for actionable RevOps data develops, there are now multiple [Revenue Intelligence](#) platforms which act as a hub that aggregates data from CRMs to analyze revenue streams and guide decision making.

Depending on the chosen platform, Revenue Intelligence can analyze current deals to recommend approaches for encouraging renewals, as well as pull stats from target accounts for ABM.



The importance of structures that drive performance

Given the economic challenges projected for the next year and those currently being faced, teams are under greater pressure to prioritize the right strategies to generate revenue outcomes that boost growth.



Therefore, in addition to data-driven insights, implementing the right structures and processes between teams is essential for ensuring high levels of performance.

Start by building your model based on the roles of each department (you can go more granular later), and how friction can be removed by streamlining workflows. Once this is established, you will be able to implement strategies that provide teams with feedback that drives optimization and innovation—**see the model below for an example:**



The key to the success of this model is that it has been adjusted to match the longer sales cycle of the current buyer's journey with clear processes—as well as an emphasis on demand over lead generation. In essence, demand generation teams enable lead nurturing, which in turn supports sales teams to capitalize on opportunities.

Indeed, rather than a sales-first approach, this model centers on empowering buyers with enough information and nurturing to fuel their research (and interest) to guide them toward a purchase.

Any insights gathered from accomplishments and shortcomings are also fed back into the process to inform teams on how to action improvements, leading to optimizations that will ultimately boost performance.

In short, organizations that yield higher levels of performance in 2023 will be those that adapt their internal structures and workflows in line with new strategies based on evolving buyer needs.



Key takeaways

These are the top three considerations to keep in mind when organizing your business for RevOps in 2023:

Generate revenue with experiences

Offering remarkable CX drives high revenue, since positively engaged clients often renew contracts, as well as organically recommend your brand.

Improving CX relies on reducing friction both internally and externally, empowering both sellers and buyers with resources that enable quick purchases. Establishing post-sale client support is equally important to improve CLTV and reduce churn.

Hire for RevOps

Building the right team is essential for RevOps success. Clear goals help define the specific skill set required for each team member, as well as to evaluate their performance.

Hiring seasoned individuals with a clear understanding of RevOps challenges is a plus, but training in-house can be more advantageous considering the skill shortage in the market.

Establishing a leader to act as a RevOps champion, as well as improve the team's soft skills and foster a healthy culture, will promote the organizational alignment required for efficient RevOps.

Drive performance with the right structure, data, and tools

To enable the tech stack that drives RevOps performance, it is crucial to obtain real-time, observable data from multiple sources (both first and third-party). Data is what drives the success of CX, UX, and ABX initiatives, as well as sales enablement and revenue intelligence platforms.

Building an organizational structure where demand generation, lead nurturing, and sales empower each other with feedback and opportunities will steer performance for RevOps in 2023, as it is better aligned with the current buyer's journey and its demands.

5-step checklist to organize your business for revenue growth

- ✓ Tackle the complexities of RevOps implementation by following [Gartner's](#) 6-step framework
- ✓ Invest in CX, buyer enablement, and client obsession
- ✓ Hire professionals with RevOps expertise
- ✓ Source RevOps data and build your tech stack
- ✓ Drive performance with a demand generation, lead nurturing, and sales structure



About the Author

For nearly 30 years, [Dan Freeman](#), has used his deep expertise in business, technology, and sales processes to help businesses succeed.

As a founding member of INFUSE and its Chief Revenue Officer, he has overseen the company's growth from a startup to a global organization of 1000+ team members.



THE RECESSION

FORGING THE RIGHT ALLIANCES
FOR GROWTH IN 2023

— *By Andrew Sambrook*

Andrew Sambrook

SVP of Global Demand Generation

As economic difficulties loom, [recession marketing](#) is an increasing priority for B2B organizations in 2023. Traditional lead generation budgets and tactics are under scrutiny as go-to-market (GTM) teams feel the pressure to deliver demand generation ROI for sales teams and C-suite budget holders.

Therefore, forging high-value alliances with companies that enable and support performance-driven campaigns with audience, first-party data, and buyer activation know-how is paramount to capitalize on GTM opportunities in 2023.



What B2B companies are looking for in a partner in 2023

According to a DemandMetric and Integrate survey, [only 42% of marketers feel that their budgets in 2023 will be higher](#) than in previous years—fears of a looming recession are to blame in this sentiment as companies prepare for a series of layoffs. Lower budgets put partners under more scrutiny to demonstrate value and ROI—and marketers will also be challenged to prove the performance of their partners during an economic slowdown.



Therefore, this necessitates alliances of the highest quality with terms and conditions that hold decision makers of each party accountable to achieve success. It is also important to futureproof alliances, evaluating if the chosen partner could damage existing or future brand relationships.

The need for partnerships has been compounded ahead of companies evaluating renewals with service providers at the end of 2022 and the start of 2023. Providers who do not meet the standards set by stricter buying habits and reduced budgets will not be renewed, even if they have achieved results that are not considered essential. This means there will be a gap in the market for profitable solutions, which will be filled with partnerships.

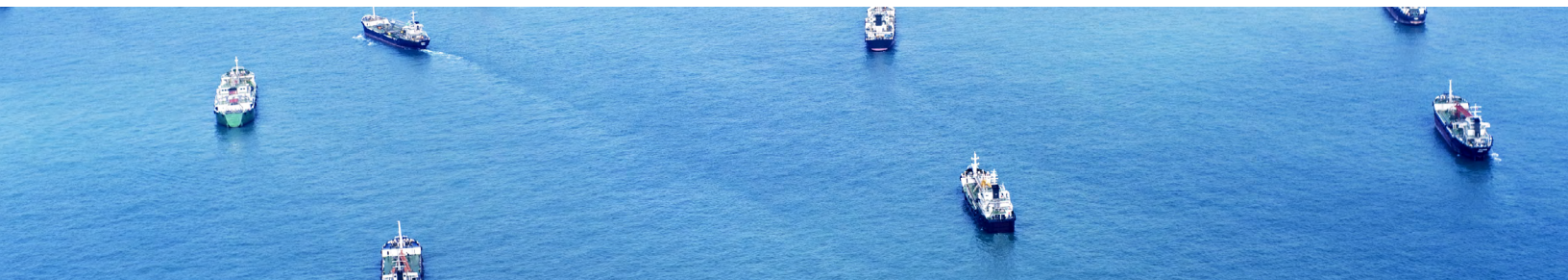
In 2023, an ideal B2B partner will be:



Data-driven, lean, and transparent

Performance-driven companies with lean tech stacks and transparent business processes are those most likely to prosper in 2023. In addition, partners who follow up in a timely manner, synchronize seamlessly, and can foresee challenges before they occur will be of great value.

Visibility of results in real-time will be a must, with partners enabling the other party to evaluate performance without any gatekeepers.





Agile and forward thinking

During a recession, seizing opportunities as they emerge is essential. Partners who are able to quickly adjust their plans or launch campaigns will be more beneficial than those who have to go through a long internal approval process due to a lack of agreement.

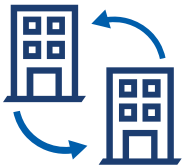
A keen eye on trends, empowered by tools such as AI forecasting, performance insights, and [social listening](#) will enable businesses to analyze new developments as they arise to engage audiences in a timely manner, which will be essential for partnerships to stay top of mind with leads and prospects.

Therefore, the ideal partner in 2023 will have a one-to-one relationship with their audience, identifying accounts and buying teams who are in-market to then deliver activated, actionable opportunities. This includes an “always-on” approach to identify which companies and buying teams were activated with content, to engage opportunities timely.



How to engage audiences with partners to achieve the highest ROI

Below are 4 steps to engage buyers with data-driven campaigns and granular analysis in 2023:



#1 Collaborate, integrate, and act upon data

The ability to track performance in real-time will be essential for both parties to understand the effectiveness of their campaigns and to make adjustments as needed. This will require the use of advanced analytics and reporting tools to provide insights into customer behavior, engagement, and conversion rates.

In addition, both parties must have access to the same data in order to make informed decisions. This will require the use of a centralized data platform that can be accessed by both parties. This platform should be able to integrate with existing systems and provide a comprehensive view of client data.

Finally, both parties must be able to collaborate in order to ensure that their strategies are aligned and that they are working towards the same goals. This will require the use of communication tools such as video conferencing, chat, and project management software, and will enable both parties to stay connected and ensure that their strategies are in sync.



#2 Define the same KPIs for all partners

KPIs should be tailored to the specific partnership and regularly reviewed and updated to ensure they remain relevant. This will help to ensure that the analytics and insights are still relevant to the partnership and that the goals are still achievable.

It is also important to ensure that the KPIs are measurable and that the data is easily accessible. This will help to ensure that the performance of the partnership can be accurately measured.

Finally, it is important to ensure that the KPIs are communicated to all parties in the partnership. This will help to ensure that everyone is working towards the same goals and accountable for their performance.



#3 Create a process for granular analysis of campaign success

To evaluate each element of campaigns, criteria should be established that go beyond just key performance indicators (KPIs). This criteria should be tailored to the specific type of campaign element, such as a social media post, an eBook, a [syndicated thought leadership article](#), and more. The criteria should be granular and include metrics such as engagement rate, click-through rate, lead rate, with additional qualitative criteria, such as the quality of the content, the relevance of the content to the target audience, and the overall effectiveness of the campaign element.

Having a clear framework for evaluating each element of campaigns will be essential when scrutiny from leaders increases. This framework should be used to measure the success of the overall program and to identify areas for improvement. Additionally, this framework should be used to track progress over time and to ensure that campaigns are meeting their goals.



Here is a framework for granular analysis of a campaign, utilizing an eBook as an example:

Tech Adoption Overview: 2023 Expert Guide

Campaign goal: Engagement

LinkedIn:
at least 450 reactions

Email:
at least 10 downloads

Content syndication:
at least 5 downloads

Criteria	Success/Failure (explain why)
Messaging	eBook mentions the rise of tech since 2020 and highlights the importance of not “lagging behind” with legacy software. The overall message is “update your tech stack.”
Quality of information	The eBook includes quotes by industry experts and data from Gartner and Forrester reports. Overall, high-quality.
CTA	The CTA invites readers to an on-demand webinar with the industry experts featured in the eBook. This is a relevant CTA for readers at this point of the buyer’s journey (top or bottom of the funnel).
Audience engagement	The eBook earned 500 reactions on LinkedIn and was downloaded 10 times via email. The eBook was published on a guest blog, but downloaded only once.
Generated leads	The eBook generated one lead from the guest blog.
Review (1 - 10)	8/10, because the content was high-quality but the engagement could have been better on the thought leadership piece (which did not meet the established goal).

DOWNLOAD YOUR GRANULAR ANALYSIS TEMPLATE

TO ASSESS YOUR DEMAND GENERATION PERFORMANCE IN 2023 —>



#4 Focus on buyers willing to spend

In order to maximize ROI, it is important to focus on buyers that have the budget and propensity to make a purchase. This means that marketers should be leveraging data, such as predictive analytics or segmentation, to identify buyers that are in-market and have the ability to purchase.

In 2023, when a recession is likely, it will be even more important to identify buyers that are in-market and have the ability to purchase. According to [Gartner \(2019\)](#), only about 5% of the total addressable market is available to buy at any given time—presumptively less in down years. Therefore, marketers should be leveraging data, including AI and machine learning, to identify buyers that are in-market and have the ability to purchase in order to ensure that the right buyers are being targeted and ads are being pushed to the right people.

Laser-focused approaches such as [performance marketing](#) and ABM will be top selections by budget-aware marketers, who will engage buyers willing to spend with highly personalized campaigns.

While [buyer intent](#) can assess propensity to buy, this must be combined with other [behavioral data](#) to evaluate sales readiness. By having multiple data points on buyer engagement, it becomes easier to evaluate who to prioritize in campaigns.

Even so, abandoning 95% of an addressable market is not ideal. While efforts should be overly focused on the 5% in-market, those who are not ready to buy now should be [nurtured with mindful and personalized evergreen campaigns](#), which warms leads up for a purchase when budgets are available again.

Partnerships are valuable to pool efforts to engage the 95% not ready to buy for opportunities in the future at a lower cost and effort than companies could manage individually.



Marketing with a partner during a recession: 8 steps

Discover the steps to drive revenue from an alliance in 2023:



#1 Set healthy expectations

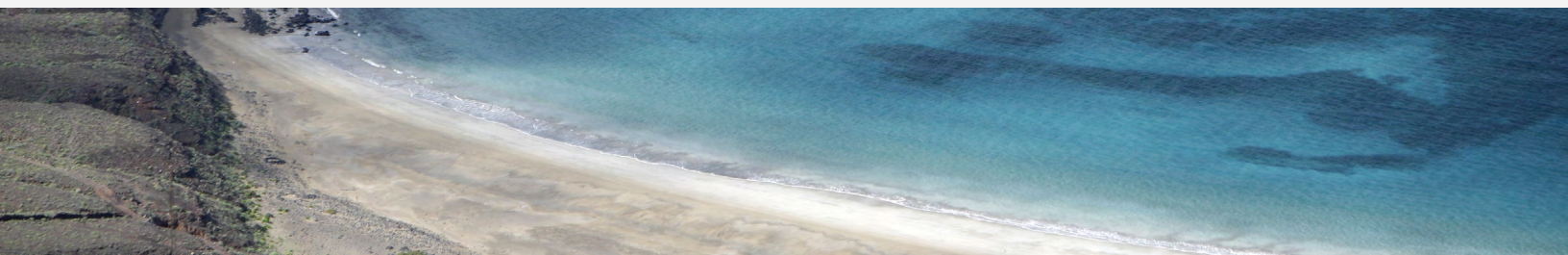
Even during a recession, businesses that secure a winning strategy and a stable position in the market can still experience modest growth. To ensure that marketing and sales teams remain motivated, it is important to set realistic KPIs and healthy targets.



#2 Establish campaign logistics

Once expectations have been set, it is necessary to determine the methods of marketing promotion for each party, such as the channels and strategies used to launch content and ads.

Defining the channels before the content is better because partners can align the most cost-efficient channel mix. Content creation for channels that are deemed too expensive or low performing will not take place, allowing teams to focus their efforts on optimizing content for the channels that are prioritized.



Here are 4 campaign logistics that must be discussed:

1. Co-marketing: This approach sees partners splitting resources to market a campaign, asset, tool, or event together. This is ideal for partners with overlapping ICPs and who wish to promote their brands at scale, sharing costs.

[Learn more about co-marketing in our CMO Guide.](#)

2. Performance marketing: This includes methods such as Cost Per Click (CPC), which allows partners to pay per interaction to granularly evaluate the progress, value attribution, and overall success of each campaign. [Learn more about performance marketing in the Revenue Growth chapter of this Outlook.](#)

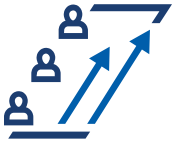
3. Content syndication networks: Partners must decide how content will be syndicated (either first or third-party) to an audience both parties can equally benefit from. Content syndication is crucial to expand outreach beyond what proprietary channels can organically achieve, which can be particularly fruitful for content such as thought leadership and lead magnets. [Learn more about ITCurated, the INFUSE content network with 28+ verticals and a 138+ million decision maker audience.](#)

4. Social media efforts: Social media has the potential to resonate with audiences beyond your followers, with social media partnerships having the power of feeding off the joint audiences of each brand to reach a higher level of genuine engagement. Therefore, deciding which content to promote on each brand channel, as well as key pieces that will be marketed, is crucial to understand the goals and the expected outcomes of this medium. [Read our Definitive Demand Generation guide for further advice on social media marketing.](#)



#3 Define the messaging and create content

In a partnership campaign, it is important for the messaging to be aligned (or at least complementary) for both brands, including the tone of voice. This will ensure that the desired action from the audience is consistent, and that the content meets the agreed-upon standards. To ensure this, it is beneficial to create a system of peer review for each party to evaluate the other's content.



#4 Align marketing and sales between partners

Alignment is crucial for the whole partnership process. Therefore, once most of the campaign assets and logistics have been defined, establishing a roadmap is necessary to make sure everyone knows what lies ahead.

[Marketing and sales alignment](#) for partnerships means that firstly, teams must be aligned internally, in order to then align them across organizations. Achieving cohesion is paramount for the success of the partnership as stakeholders from both sides must be held accountable. Creatives must be also in sync for content to promote messaging aligned with both businesses.

As for sales, teams will need to focus not only on promoting the wheelhouse of solutions from their organizations, but also positioning their partner's solutions when applicable to prospects. This will require training to make sure salespeople are not overwhelmed and understand key benefits of their partner's solutions.



#5 Share and qualify leads

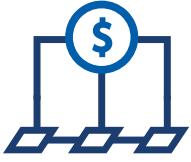
Joint promotion means shared lead generation and qualification. To ensure that leads are aware that their data will be shared between both parties, it is essential to ensure privacy compliance.

As for the demand generation process, assets that are co-marketed may generate leads that can then be assessed as a better fit for one partner or the other. The idea is for leads to find the solutions best suited for their needs after engaging with the content to provide an [optimal user experience](#) and meet buyers where they are in their purchasing journey.

Lead qualification must go beyond [lead scoring](#) and other run-of-the-mill criteria to include factors that deem a lead as qualified for one company or both (continued in the next step).

It is also important to have updated lead attribution that takes into account the origin of leads from each party as well as leads coming in from joint efforts such as [content syndication](#).





#6 Combine offers by both partners for upselling and discounts

Creating bundles and unique offers for leads from partnership campaigns can increase sales and client retention for both parties by offering a (potentially combined) solution set of greater value than competitors. As they say, the sum can be greater than its parts.

During a recession, buyers are looking for deals. Brands that offer the highest quality-price ratio of products will secure the most sales in 2023, independent of the niche.

Therefore, marketers at both companies should decide the best solutions to offer together as a bundle, what should have a discount, and what can be included in an upsell either when signing the contract or a few months down the line.



#7 Co-create a unique product, if applicable

If the partnership is strong, and to this point both parties have benefited from the alliance, then it can be valuable to co-create a product that will be of value to the audiences of both brands.

Launching a product should never be done for its own sake, with adequate research into a need in the market being the first step for partners going this route. Therefore, only when a gap is identified should partners join forces to launch a product together to address the market need.



Here are 5 pointers for partners co-creating a product in 2023:

1. Vet your potential partner: Even if you have trust in the partner, an extra level of research to ensure credibility is important given the long-term nature of agreements centered on joint product creation.

2. Both companies must benefit from the solution: The new product strategy should outline goals and benefits for both parties to avoid disagreements later on.

3. Analyze the audience perception: It is important to [conduct a survey](#) with clients, prospective clients, and select audience members (preferably those with little brand contact) to evaluate if a co-created product would negatively impact the brand image of either party. A co-created product should better the image of both businesses, therefore assessing audience perception beforehand is paramount to not waste resources or brand equity.

4. Get marketers and sales from both companies on board: To ensure the longevity of the product, marketing and sales teams from each company should believe in its value, vouch for it, and promote it as a solution to their leads and prospects. Hosting meetings, listening to feedback, and getting involvement from marketers and sales in the planning stage helps to ensure that products will be well received when launched.

5. Established shared KPIs: Similarly to the aforementioned KPIs in this article, it is important for the co-created product to have KPIs aligned between both companies and agreed upon by their decision makers.



#8 If necessary, end the partnership

Although not a decision to be taken lightly, if necessary, the partnership must end. This should be the last resort, considered only when partners are not keeping up with their obligations, hindering your performance outcomes.

KPIs are crucial to evaluate any failures of the partnership and justify its end informed by data. Strive to end the relationship amicably—you never know when a former partner could be useful later on for referrals or even a co-marketing campaign.

Before ending the partnership, evaluate possible negative public reception and the extent to which Public Relations (PR) would be required to assist to avoid fallback and make the end of the partnership smooth.

Finally, assess the operational impact the end of the partnership will have. This will depend on the amount of shared tasks and whether your partner took on responsibilities from your business that will need to return in-house or be outsourced.

Key takeaways

These are the top three considerations from this guide to keep in mind when forging an alliance in 2023:

Empower the partnership with data

High-performance partnerships in 2023 will be data-driven, with campaigns and decisions made on behalf of each partner informed by integrated data on leads, prospects, and clients.

In 2023, B2B alliances will be driven to greater heights with the know-how and insights only a collective pool of data and experts can provide.

Align stakeholders and KPIs

Defining the same KPIs and having stakeholders champion them, as well as rallying teams to achieve goals, will be paramount for successful partnerships in 2023—eliminating silos and individual metrics must be a top priority.

Do not be afraid of making the right decisions

Partnerships need to be accountable on both sides, which means pointing out mistakes when needed and, in worst-case scenarios, terminating the relationship.

Being brash is unwarranted, however, it is also important to make mindful decisions to lower risks and save resources at a time when both sides of the partnership have no budget to waste.

Therefore, enable your decision makers and allow them to address problems when needed with partners to obtain the best value from alliances.

6-step checklist for forging high-performance alliances during a recession

- ✓ Integrate data and align KPIs
- ✓ Analyze campaign success, make adjustments, and focus on buyers willing to spend
- ✓ Define the campaign messaging, content, and logistics
- ✓ Share and qualify leads
- ✓ Create offers, upsell, and co-create a product when applicable
- ✓ End the partnership if it is not achieving expected outcomes



About the Author

[Andrew Sambrook](#) is a veteran in the demand industry. With 33+ years of experience in roles ranging from services to publishing, operations, and sales, he brings a wealth of practical knowledge to INFUSE's clients. He is a strategic thinker with a can-do attitude that unites ideas into actionable plans that deliver growth.

THE READJUSTMENT

OF THE TECH MARKET

— *By David Verwey*



David Verwey
VP of EMEA



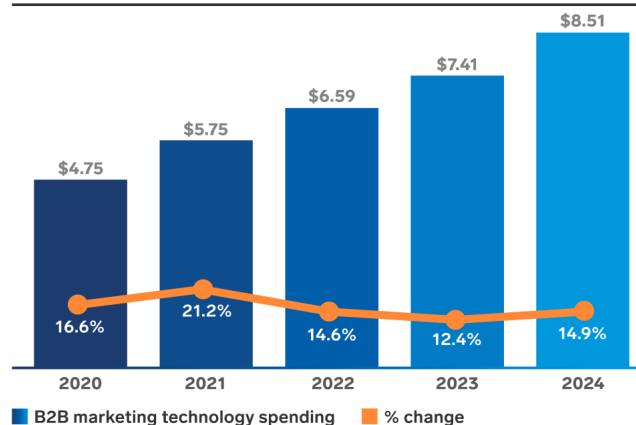
The onset of the COVID-19 pandemic caused a myriad of changes for businesses worldwide. Urgent social distancing measures required companies to promptly implement tech solutions and increase their HR spending to enable professionals for remote work, which incurred many unforeseen budget adjustments throughout 2020 and 2021.

As the gravity of the pandemic decreased, businesses were left with a bloated tech stack thanks to this hurried digitization, which now demands companies to reassess their budgets, cut redundant spending, and rethink strategies, especially with many renewals set for the end of 2022.

Furthermore, as buyers look back on purchased services with budget cuts and streamlining departments in mind, this has put greater emphasis on businesses to demonstrate the value of their services as well as how they generate revenue, drive client satisfaction, and boost productivity. It is therefore also crucial that businesses looking to succeed position their brand, products, and solutions as the right fit for adjusting to and driving performance despite adversity, as well as featuring a [unique value proposition](#) that resonates with their needs.

Reduced spending has left many businesses stuck with legacy systems that may have served to an end these last couple of years, but that now have become cumbersome with tightened budgets—especially with the [threat of recession in 2023](#). Noticeably, companies such as [Meta](#), [Twitter](#), and [Netflix](#) recently laid off thousands of employees. This scenario has led to a [decreased average growth rate on such spending](#), for example, in the marketing technology sector:

US B2B Marketing Technology Spending, 2020-2024
billions and % change



Note: Includes spending by companies on software or other technology that enables and facilitates marketing functions; excludes spending on hardware and spending on professional and agency services and consulting
Source: eMarketer, Aug 2022

eMarketer | InsiderIntelligence.com

[Infographic by eMarketer | InsiderIntelligence](#)

How the B2B buyer's journey has changed—and will continue to evolve in 2023



The digitization and readjustment of the tech market caused important changes in B2B buying, particularly to buying committees. Committees composed of only one or two people, which in the past were the majority, [now represent only 18% of total purchases](#). Today, buying committees are formed of [an average of 11 members](#).

This increases the importance of identifying decision makers and key influencers within buying groups to improve the targeting and personalization of campaigns. Additionally, information-gathering touchpoints jumped [from 17 in 2019 to 27 in 2021](#), revealing that buying committees have become more reluctant and careful with their purchases

Since buying committees are more scrutinous with their research, it is imperative to create a compelling, and robust web presence so that buyers can easily find the information they're seeking. Third-party websites, such as industry forums and reviews, are also important sources of information. Therefore relationship building, long-term demand generation strategies, and reputation monitoring become essential for those looking to drive buyer engagement in 2023.



4 strategies for adapting to changes in the B2B buying process




Accurately address the changing needs of B2B buyers with the list of strategies below:



#1 Improve content marketing strategies

[A survey conducted by the Content Marketing Institute](#) states that 71% of B2B marketers consider content marketing to have become more important to their companies in 2022. Consequently, 47% of the interviewed marketers say their companies plan to increase budgets and hire new content producers in 2023.

Some of the pertinent challenges encountered by marketers in this scenario are:

-  Developing alignment between content and sales teams
-  Differentiating content from competitors
-  Meeting buyer expectations at different stages of the buyer's journey

Given the importance of content marketing for driving marketing performance as a keystone of demand generation, it is essential to approach content creation with the right strategy.

For example, Gartner states that marketers should [avoid overloading their audiences with early-stage information](#), focusing instead on buyer enablement, guiding them to easily overcome the challenges that may arise throughout their journey. This is manageable by [closely keeping track of buyer intent](#), which varies according to their stage on the sales funnel.





#2 Leverage demand generation marketing

The longer buyer's journey also puts emphasis on the benefits of always-on marketing strategies, such as demand generation, which accompany all the stages of the buyer's journey, from sparking interest to attracting leads and nurturing them from marketing-qualified all the way to closed-won deals.

Investing in building long-lasting partnerships based on [relationship marketing](#) that offer value and support even after a deal is closed is another crucial tactic for managing today's challenges. Not only does this help to maximize client lifetime value but it also supports humanizing brands to create a stronger image.



#3 Implement lead nurturing and drive personalization

As personalization becomes increasingly efficient, organizations must strive to adjust nurturing strategies to match specific personas and even accounts, promoting a more client-centric buying process. This should include the personalization of content as well as the frequency and tone of the outreach sharing it.



#4 Review your campaign channel mix

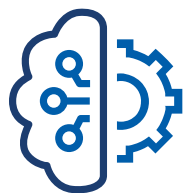
Another interesting strategy to address this scenario is [optimizing your channel mix](#): companies are narrowing down on their audience's preferred channels of contact and content distribution to cut down on wasted budgets and low-performing channels.

All of these strategies aid in collecting relevant data to promote increasingly client-centric experiences, tying in with the current personalization trend, as well as in reviewing your company's tech stack, in tune with the aforementioned inclination to review systems and halt strategies that are not driving results.

Technology trends to drive results in 2023

Before seeing returned business growth, companies first have to face and overcome the obstacles presented by the forecasted recession of 2023. Be that as it may, businesses must strive to identify and leverage upcoming technology with the potential to drive much-needed performance, across all areas. This section presents **the most relevant tech trends for 2023:**





Applied Observability

Client buying behavior has the potential to constitute a source of valuable data. However, many companies still struggle to put such data to use. One solution for this issue is Applied Observability, as this approach leverages observable data gathered across different business functions, fostering alignment. This procedure allows businesses to make future decisions faster and more assertively, based on metadata and results from previous decisions, which then undergo Artificial Intelligence (AI) analysis.

Applied Observability can then be employed to shape the buyer experience by referring to data from previous deals and their different levels of success. Furthermore, this method can inform demand generation campaigns with real-time observable insights on client behavior, allowing needed adjustments to be made on the go. This strategy becomes even more relevant when considering the previously discussed changes of the buyer's journey, as well as the increasing need for personalization, thanks to its highly evidence-based way of collecting and handling data.

3 steps to implement Applied Observability in 2023:

- Break data silos, merging information from different sectors
- Scrub your database to improve the overall quality of gathered data
- Integrate observability into the whole lifecycle of your business's activities, enabling teams to fix issues and channel system efficiency into business performance

What's in it for marketers:

Since it can offer useful insights on client behavior and preferences, observable data is an invaluable asset for marketers. Applied Observability enables efficient campaign planning, as well as the health-checking of ongoing campaigns, providing marketers with a roadmap for improvements.





Digital Immune System (DIS)

Another candidate for 2023 is implementing Digital Immune Systems (DIS). These combine observable data, AI-augmented testing, automation, and input from experimental testing backed by chaos engineering. This not only promotes security and resilience within a company's systems but it also enables them to automatically react to unforeseen operational issues, ultimately delivering the best possible user experience (UX). According to Gartner (2022), [the utilization of DIS might reduce downtimes by up to 80%](#).

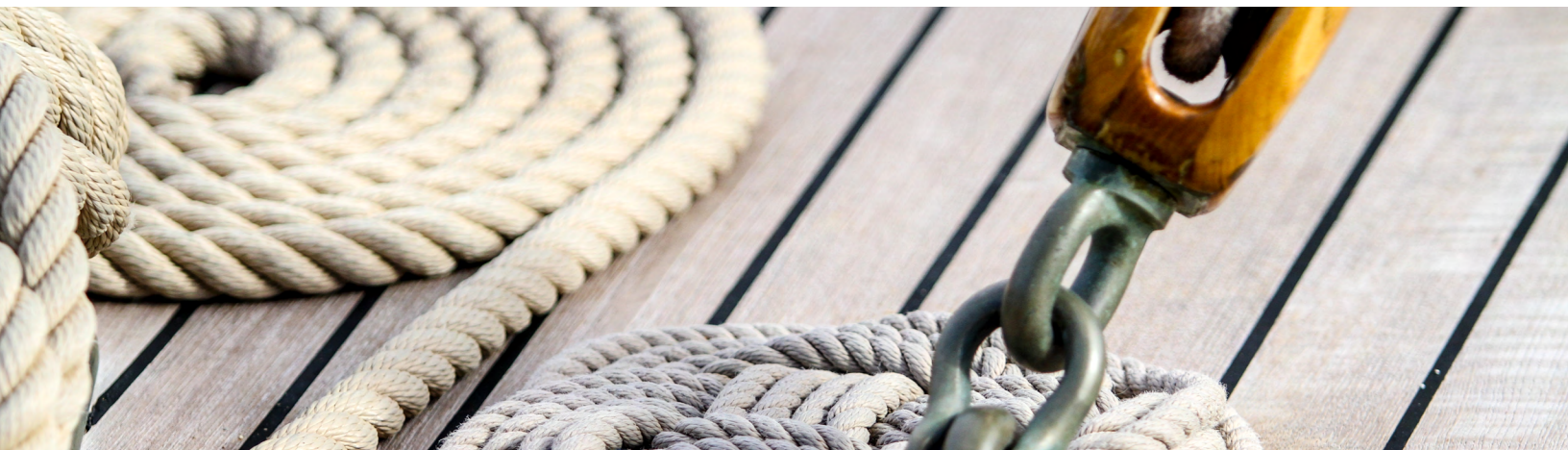
As we further our comprehension of how to best interpret and leverage data, even failures in a business can now be utilized as learning opportunities—both for employees and AI systems—to build increasingly secure and effective practices.

3 steps to implement a DIS in 2023:

- Leverage observable data gathered across different departments as propellant for AI and chaos engineering testing, whose results should then be fed into an autoremediation system
- Based on testing results, design an autoremediation system, i.e., native application features that monitor the system to detect performance issues and automatically repair them
- Implement software supply chain security, e.g., with strong version-control policies, to protect the integrity of internal and external code, avoiding vulnerabilities that leave your software open to attacks

What's in it for marketers:

In an age when data security is becoming increasingly important, best practices regarding data protection can earn your company reputation and client trust. This can be an important aspect to highlight when marketing your business to audiences who work with sensitive data, for example.





Superapps

A Superapp is a centralized platform where users can install independent miniapps that share data and go beyond the platform's core functionalities. This way, each user has a highly personalized iteration of the app, tailored to their particular needs and preferences. Miniapps can be designed either by the same company, or have the platform's development framework made public (open source) for potential developers to build and publish their own applications.

A perfect example of a successful miniapp is Tencent's WeChat, China's most used messenger app. Within it, users can shop at big and small businesses, access public services, order food, and even trade goods similarly to eBay. Its electronic wallet function is so widely used in the country that many users completely forgo cash and credit cards to favor transactions done via WeChat. Even its biggest competitors gave in to designing a miniapp within it—after all, its colossal outreach within the country's population represents a major opportunity for attracting leads.

In B2B, many marketing and management tools operate in a similar model, such as HubSpot and Clarizen, whose functions can be customized, enabled, or disabled according to the company's needs.

3 ways to create a B2B superapp in 2023:

- Strive to identify the multiple solutions your clients need, developing miniapps tailored to each one
- If they line up with your company's scope, develop miniapps tailored to each one of these solutions—or publish a platform within which your client's technicians may do so themselves
- Ultimately, the company will accumulate an ensemble of different functions readily available for current and new clients alike, making the platform appealing to increasingly broader audiences

What's in it for marketers:

Increasing the scope of features offered by your Superapp product is a valuable approach to broaden your target audience as well. Creating the opportunity for third-parties to design their own customizable miniapps may also reduce the need for other companies' solutions, maximizing adherence to your platform.



Platform engineering

Platform engineers design and build work platforms that include all of the functionalities teams require, arranged in a way that perfectly accompanies user workflows. This promotes a focused, frictionless workflow by avoiding excess information. Platform Engineering has demonstrated great potential in increasing productivity by reducing cognitive burden.

3 ways to implement Platform Engineering in 2023:

- Offer your development teams wide access to information on different departments' workflows
- Streamline unnecessary functions that may clutter team members' experiences
- Propose clean, tidied iterations of the central platform, custom-tailored for each department

What's in it for marketers:

Streamlined work platforms boost productivity by cutting any unnecessary burden on workers, enabling your company to be more agile. By concentrating data from different departments, Platform Engineering helps align teams and maintain members' focus by filtering out irrelevant data for each work function. This increase in efficiency will result in quicker project deliverables and more satisfied clients.





Wireless Value Realization

Wireless Value Realization is the term used by [Gartner \(2022\)](#) to describe the potential of next-generation wireless tech to improve user experience and gather valuable data from previously impractical approaches, such as location tracking, via low-power units capable of energy harvesting.

3 steps to implement Wireless Value Realization in 2023:

- Keep close attention to upcoming tech research that may prove useful to your business's data gathering strategies, enabling the prompt implementation of new resources into existing observability systems
- Locate strategic sites, both internally and in your company's products, that may be a good fit for the implementation of these solutions
- Lean into already-in-place systems and tech, such as IoT, as frameworks for the application of new tech

What's in it for marketers:

New wireless tech can empower marketing campaigns with valuable data inaccessible elsewhere. However, it is prudent to wait for this innovation to become more widespread in order to ensure its efficiency and relevance. Therefore, there is untapped potential for pioneers, but the investment is still high as the infrastructure for this technology is still in its infancy.



Metaverse

This buzzword, referring to a combination of virtual and augmented realities, spatial computing and Web3 technology, seemed to be all the hype for 2022, with Meta (previously known as Facebook) spearheading investments in tech and pressuring the market to follow suit. However, investors do not seem to be putting much faith in the trend.

This fact, paired with the information that [the company is approaching \\$10 billion in losses](#), demands businesses considering this venture to be more careful. As stated by Gartner (2022), [it is difficult to know beforehand which metaverse initiatives will prove fruitful in the long term](#). Additionally, [IAB's 2023 Outlook Survey](#) shows that a significant portion of marketers consider the ability of metaverse advertising to deliver ROI unclear, especially since the industry is still in its early stages.

Therefore, due to the uncertainty of how the Metaverse currently supports B2B business strategies, I have refrained from proposing ideas on how to leverage it in the following year—however, this remains a trend that B2B marketers should keep up to date on as it develops.

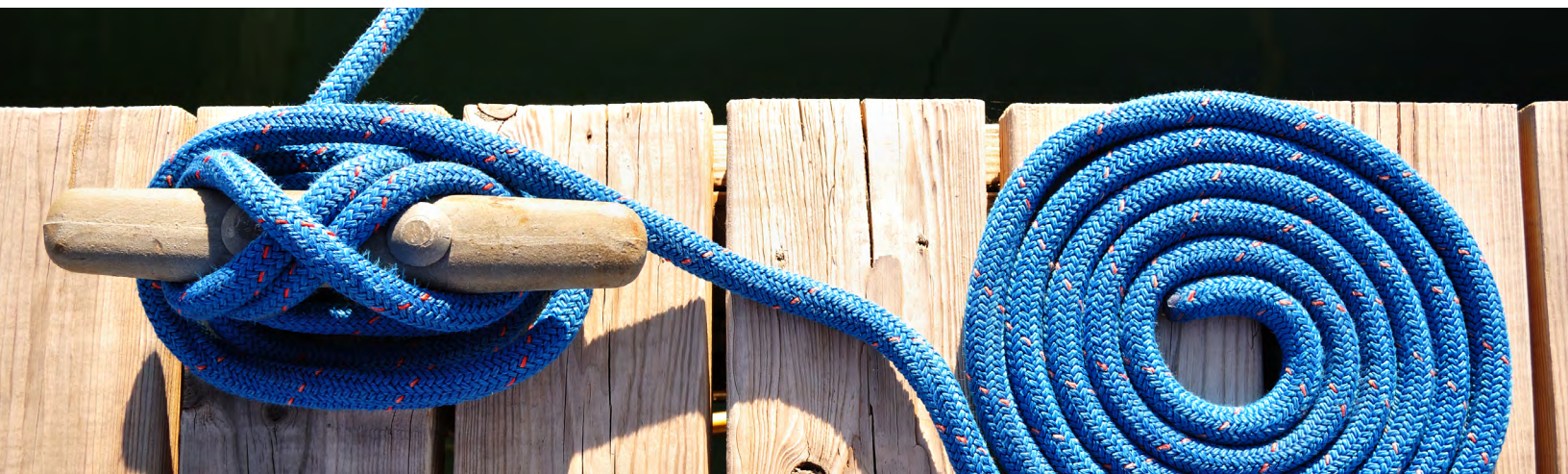
Key takeaways

The threat of recession in the wake of the COVID-19 pandemic has left companies across the globe reconsidering their budgets, with mass layoffs and updates to the tech stack being carried out in many businesses. The decrease in the growth rate of marketing technology spending is also notable.

Therefore, it is imperative for products to be highly-personalized and tailored to each account, with a clear value proposition aligned with the ongoing changes in the B2B buyer's journey and the challenges being faced today. Larger buying committees, the emphasis on digital adoption, and a higher number of touchpoints require new marketing approaches to drive performance.

8-step checklist for adapting to the evolution of the buyer's journey:

- ✓ Create and offer concise, accurate content marketing aligned to specific pain points
- ✓ Optimize your channel mix to cut down on inefficient spending
- ✓ Employ buyer intent tracking strategies
- ✓ Promote alignment between marketing and sales teams to support a seamless buyer experience
- ✓ Personalize nurturing strategies, to provide a more client-centric journey
- ✓ Prioritize long-term focus demand generation marketing strategies to suit the longer buyer's journey
- ✓ Leverage new tech capable of boosting the performance of your marketing campaigns, such as Applied Observability and Platform Engineering
- ✓ Keep close track of tech trends able to drive productivity and revenue, assessing their relevance and viability for your business





About the Author

[David Verwey](#) has extensive experience incubating and growing technology and marketing businesses worldwide.

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OUTLOOK

2023



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