

HOW ARE B2B MARKETERS OPTIMIZING THEIR FUNNEL?

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Top 5 most effective demand generation tactics

Percentage of organizations indicating "very effective" for each tactic.

1. **Website design, management and optimization** — 31%
2. SEO — 29%
3. Email marketing — 26%
4. Content marketing — 23%
5. Tradeshows — 20%

2

Top 3 tactics for creating engaging content

Percentage of organizations indicating "very effective" for each tactic.

1. **Using a multichannel messaging strategy** — 46%
2. Improving thought leadership — 45%
3. Segmenting the delivery of content — 37%

3

The average percentage of B2B inquiries that are qualified and ready for Sales

27%

4

The percentage of B2B organizations that verify a valid business lead for leads before they are passed to Sales

56%

5

The average percentage of B2B leads that will buy

20%

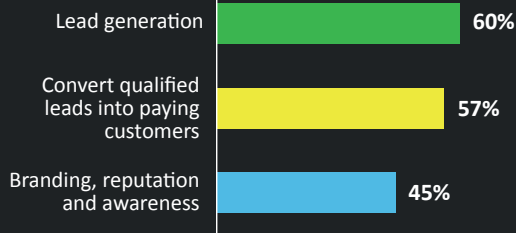


“ Target the right customers through ways they like to seek information. Create value propositions that differentiate and resonate.

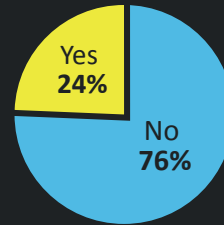
“ Multichannel B2B marketing with an integrated campaign. When tactics have been done individually the ROI has been significantly lower.



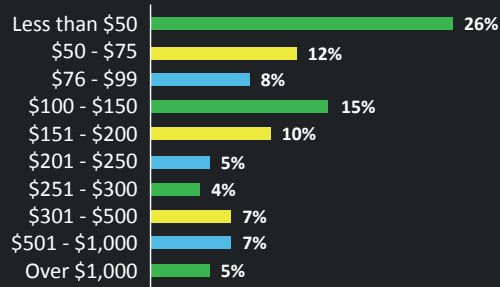
Top 3 funnel priorities



Do you Use a Marketing Automation Software Solution?



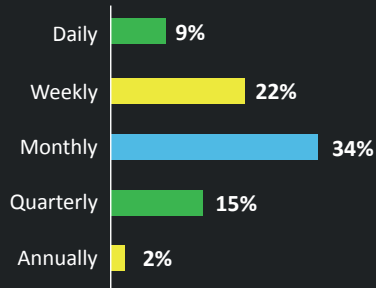
Average cost of B2B leads



“ Thought leadership activities have had the best yield for us.



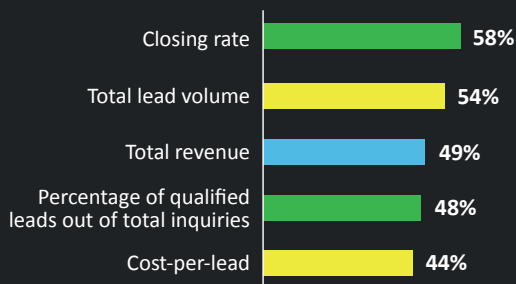
Frequency of Lead Nurturing Touches



“ Improvements to the lead nurturing process have had the most impact on increasing ROI.



Top 5 critical marketing metrics in determining ROI and marketing contribution



The percentage of organizations that have not identified their funnel

