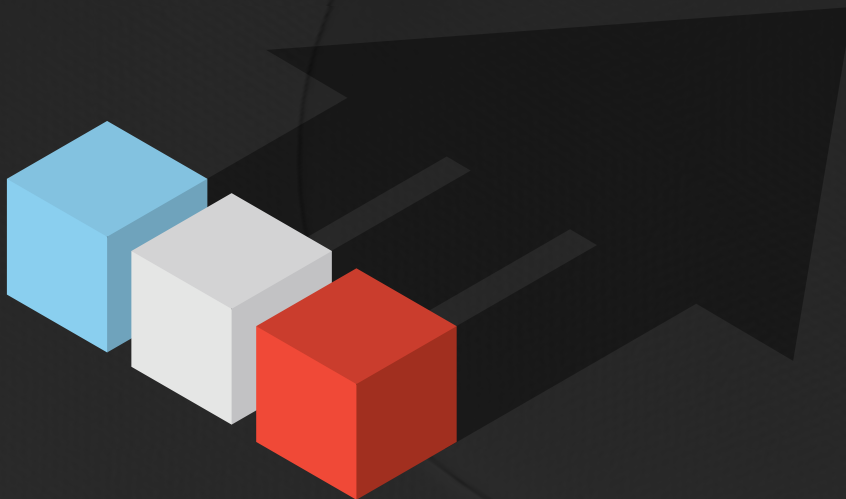




GENERATE MORE B2B REVENUE WITH A STRONG INTEGRATED GROWTH STRATEGY

*The most competitive B2B companies synchronize their sales, marketing, and channel teams into a finely tuned growth engine for their business. **Here's how to do it.***



CONTENTS

INTRODUCTION

STEP 1

STEP 2:

STEP 3:

CONCLUSION



The key to growing your market share is being easy to do business with — **taking care of the B2B buyer** better than anybody else, from consideration to purchase and loyalty.



HOW DO YOU ENSURE THAT YOUR COMPANY IS EASY TO DO BUSINESS WITH?

You run a **strong integrated growth engine** that unites the way your internal teams and channel go to market.

When your buyers and customers are other businesses, having an integrated growth engine means providing an omnichannel experience that's consistent and seamless, brand interactions that are relevant and valuable, products and services that are competitive and high-quality, and customer-facing teams that are responsive and interconnected.

B2B companies with a strong integrated growth engine are better positioned than their more disjointed competitors and are more likely to experience superior financial returns. In the past year, 60% of B2B companies with omnichannel experiences have grown their market share +10% and are generating double-digit revenue growth thanks to their focus on buyers, according to the McKinsey 2026 Global B2B Pulse Survey, compared to only 21% of "laggards", who saw their market share decline 5% over the past year.¹



60%

of B2B companies with
**OMNICHANNEL,
BUYER-FOCUSED
EXPERIENCES**

see

+10%

GROWTH

in their

MARKET SHARE



DOUBLE-DIGIT REVENUE GROWTH

McKinsey 2026 Global
B2B Pulse Survey

WHAT'S AT RISK IF YOUR TEAMS ARE DISCONNECTED

If you don't make it easy to buy from you, your customer will go to someone who does.

Switching costs have gotten lower, AI has made it easier for new competitors to enter the market, buyers are purchasing faster (77% complete their purchase within 12 weeks, per a [Google/National Research Group study](#)²), and B2B buyers' expectations have climbed higher. Fifty-eight percent of B2B buyers switched vendors in the last six months alone, according to Google/National Research Group.²

Even when a buyer purchases from you, it doesn't mean they'll stick around. Forrester research found that 85% of buyers are dissatisfied in at least one area with their chosen vendor, setting the scene for them to switch next time.³ Sixty-seven percent of B2B buyers even say they prefer a "rep-free experience," according to a [Gartner survey](#).⁴

All of these stats point to one thing: The traditional B2B approach isn't working. It's simply too difficult for buyers to navigate.

A recent McKinsey Global B2B Pulse Survey backs that up. B2B buyers will switch vendors when the experience is inconsistent or disconnected, difficult, and impersonal.

To win buyers and successfully compete in this rapidly evolving landscape, B2B companies must synchronize their sales, marketing, and channel teams into a finely tuned growth engine.

Actions most likely to make a B2B buyer stop working with a supplier:

52% Different teams provide inconsistent information about such factors as **price, availability, or lead time**

52% Difficulty connecting to **people** with the knowledge or authority to help

51% Unable to interact across channels

McKinsey 2026 Global
B2B Pulse Survey

But if team alignment is so lucrative, why don't all B2B organizations do it?

Because it's hard.

The unfortunate truth is that for real, transformative success, B2B teams have to buckle up and tackle the hard stuff; the easy things have all been tried.

That "hard stuff" is personal and it runs deep. While the people in corporate sales, corporate marketing, and channel teams are ostensibly all working for the same company, in reality they are each focused on their own personal concerns. This keeps teams from operating as an integrated growth engine.



Broken: Teams focus on their personal concerns



Connected: Team focuses on shared goals and challenges



To create a strong integrated growth engine, individuals and teams need to break through their own motives and focus on their shared business goals. Only then can they work together to drive the business forward.

We acknowledge this is difficult. It takes real commitment to focus on the greater organizational

good and co-create the future together. But when you shift your teams to an integrated growth engine model, you gain traction and build momentum that drives your business forward.

And you don't have to do it alone.

2RM is here to guide you through it.



THREE COMPONENTS OF THE 2RM INTEGRATED GROWTH ENGINE

To drive **business growth**, the core constituents of the B2B team — key stakeholders from corporate sales, corporate marketing, and the channel — must gather together and align on their approach to three specific business activities:

BRAND STRATEGY:

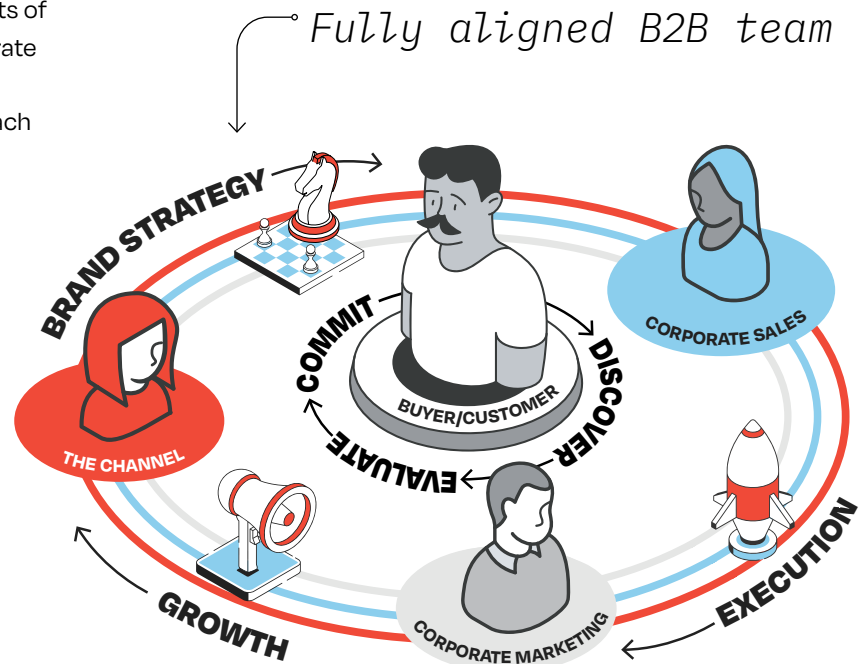
Who you are, who you're for, and what you say.

EXECUTION:

How you'll build and launch in-market activities.

GROWTH:

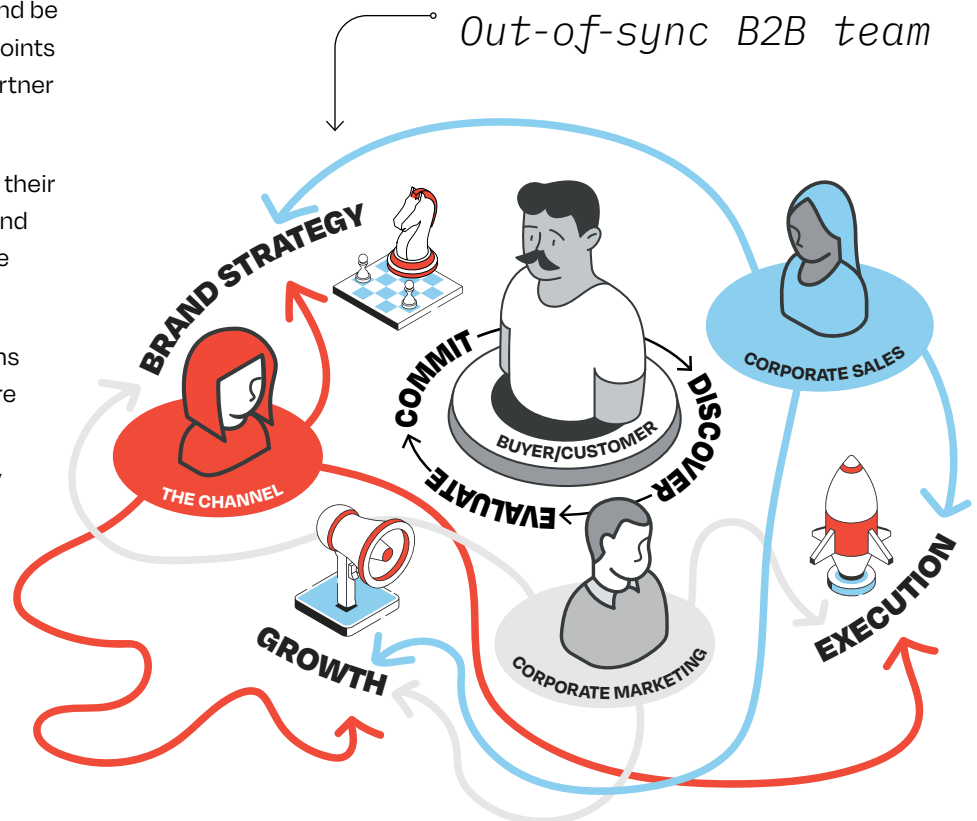
Where you'll optimize, prove ROI, and prioritize for maximum momentum.



Each part of the team brings a distinct perspective that benefits all members; each has an individual role to "own" and be held accountable for. There are also points in the process where groups must partner to move things forward effectively.

The approach puts the customer and their journey at its center, with corporate and channel teams moving together in the same direction.

Unfortunately, many B2B organizations experience something that looks more like the diagram at right – with some teams heading in different directions, operating at cross-purposes, or even not engaging at all.



To provide the seamless experience that today's B2B buyers expect and demand, you need your teams **paddling in the same direction.**





THE BUYER JOURNEY VS. YOUR TEAMS

Here's how to build a strong integrated growth engine

While there are variations in the details, most B2B organizations have a similar structure:

- ▶ At the top sits a corporate entity that makes decisions about the business strategy, including R&D, product development and pricing, launch schedules, and brand positioning.
- ▶ Within corporate, there's a sales function and a marketing function. The sales team is focused on driving sales growth. The marketing team is focused on driving mindshare and brand preference.
- ▶ Also within the sales function, you'll typically find a field team in charge of the channel — the local reps and

retailers, dealers and distributors, and other contracted entrepreneurs whose job it is to sell the company's products and solutions to B2B buyers/customers.

- ▶ This channel network can be made up of dozens or thousands of locations and includes everything from mom-and-pop sole proprietor shops to multi-location million-dollar enterprises. The channel's focus is to earn repeat sales from existing customers and win new sales from prospects, turning them into repeat buyers.

Within each of those teams lie an infinite number of relationships, decisions, deals and negotiations. Everyone working in B2B knows the complex nature of what's behind those four seemingly simple bullets.

Now consider what's happening in the B2B buyer's journey as they consider making a purchase.



B2B BUYER JOURNEY



I have a problem I'm trying to solve; or I might be ready to try something different.

Always-on marketing to build brand preference and affinity

DISCOVER

BUYER BEHAVIOR	B2B COMPANY ACTION	B2B GROUPS IN CHARGE
Querying search/AI	Managing reputation and visibility in SEO, SEM, GEO/AEO	- Corporate Marketing - Corporate Digital Marketing - Corporate Comms/PR
Exploring social	- Maintaining active presence on social platforms - Managing influencer relationships	- Corporate Marketing - The Channel
Browsing online	- Creating owned content (website, blog, etc.) - Maintaining YouTube presence - Facilitating earned media coverage and PR	- Corporate Marketing - Corporate Comms/PR - Corporate Digital Marketing
Asking around	Maintaining strong relationships with field reps and The Channel	- Corporate Sales - The Channel

Here's what I'm looking for to solve my problem or to try something different.

Campaigns to drive conversations

EVALUATE

BUYER BEHAVIOR	B2B ORG ACTION	B2B GROUPS IN CHARGE
Researching options (reviews, price comparisons, features)	- Maintaining product catalog and e-commerce - Deploying ABM and targeted campaigns	- Corporate Marketing - Corporate Digital Marketing - Corporate Sales - The Channel
Asking search/AI	- Deploying targeted and competitive SEM - Managing reputation and visibility in GEO/AEO	- Corporate Marketing - Corporate Digital Marketing - Corporate Comms/PR
Attending trade shows, conferences, and events	Providing stimulating experience at shows, conferences, and events	- Corporate Sales - The Channel - Corporate Marketing - Corporate Events
Doing product demos/trials	Hosting effective product demos/trials	- The Channel - Corporate Sales

This is what I want to buy.

Sale, post-sale, and service; drive loyalty and repeat purchase

COMMIT

BUYER BEHAVIOR	B2B ORG ACTION	B2B GROUPS IN CHARGE
Negotiating purchase, securing financing	Managing purchase process	- The Channel - Corporate Sales
Receiving product and using it	Onboarding and training customer	- The Channel - Corporate Sales
Ongoing product use	Servicing the product, troubleshooting with customer, and handling telematics, warranty, and recall issues	- The Channel - Corporate Sales - Corporate IT/Digital

RETAIN

THERE HAS TO BE A BETTER WAY

Even in the simplified B2B buyer journey we show here, there are dozens of activities happening behind the scenes within corporate and the channel.

The frenzy is made worse by the silos that exist between all groups. Sadly, it's common for teams to get tangled up in each other, to contradict one another, or to drop the ball completely.

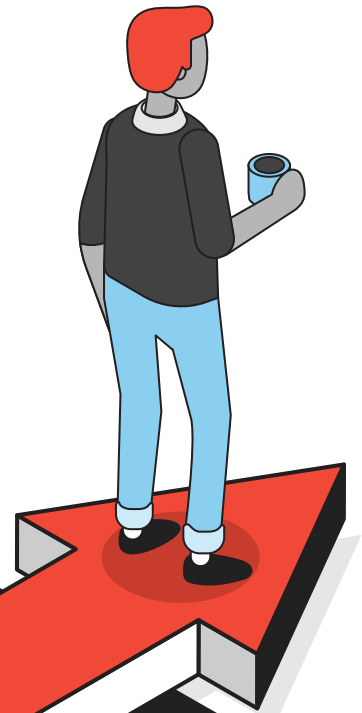
But time has run out for this whirlwind. Not because there are fewer actions to take, however; the quantity of research spots B2B buyers use before purchase is increasing. Your in-market activations, campaigns, and always-on efforts will only multiply as time goes on.

As they juggle more responsibilities with less support and fewer resources, B2B buyers demand ease in the purchase process. They also know easy purchasing exists because they experience it every day in their

consumer lives. To purchase almost anything, they can find reviews, compare and contrast options, and close a transaction with a click of a button. They expect the same for the purchases they make for work.

Unfortunately, for many B2B organizations, the only way to give the customer the illusion of smooth sailing in their purchase experience is to paddle like mad beneath the surface. It doesn't have to be so.

Use the three steps on the following pages to build a strong integrated growth engine.



STEP 1

BRAND STRATEGY AS YOUR FOUNDATION

Answer honestly: Within your organization's sales, marketing, and channel teams, how strong would you say your brand is today? Would you all say you have a winning value proposition and brand position?

Signs that you have a finely tuned brand strategy:

- ✓ You have a strong brand identity.
- ✓ You have good product quality, selection/lineup, service quality, and parts availability/support.
- ✓ Your brand has a clear value proposition and differentiated positioning.

If, like many B2B companies, you have a brand strategy with some strengths and weaknesses, this stage of the integrated growth engine process will help shore things up.



BRAND STRATEGY

PURPOSE:

To ground your go-to-market efforts in a single shared foundation built on what makes you the top choice for your target buyers.

WHY IT'S IMPORTANT:

The brand strategy provides the core that all future decisions and ideas stem from. Skip aligning here and subsequent stages inherit the misalignment.

	CORPORATE MARKETING	CORPORATE SALES	THE CHANNEL
<i>Role</i> →	Lead the foundation.	Ground the strategy in reality.	Localize the brand.
<i>What they own</i> →	Brand value prop, identity, and messaging; audience insights; and knowledge of the media landscape.	Frontline buyer intelligence, including the objections, questions, and language buyers actually use.	Flagging where messaging doesn't translate or resonate with buyers locally.
<i>Responsible for</i> →	▶ Identifying what drives buying decisions and where content can move prospects to buy. ▶ Defining the brand foundation — vision, voice, and visual identity (the strategic + creative core the work stands on). ▶ Auditing the existing experience for gaps. ▶ Writing the core brand narrative that positions your brand's expertise as essential for the target customer. ▶ Outlining the ideal customer profile and the measurable KPIs that will tie marketing activations to business outcomes.	▶ Checking the strategy against actual deal experience: noting where deals stall, where you lose to competitors, and friction in the current sales process. ▶ Validating the ideal customer profile against who really buys today. ▶ Confirming that the core brand narrative resonates in live conversations before everyone signs off on it.	▶ Supplying ground-level insights on buying dynamics that corporate can't see. ▶ Validating the core brand narrative against what wins in the field. ▶ Identifying where they'll need <u>support to credibly carry the brand</u> in their markets.
TOGETHER			

All three groups align on →

- ▶ A single source of truth for the ideal customer profile, positioning, messaging, and goals — one definition everyone uses.
- ▶ The competitive set you need to win against. All groups understand how your brand strategy is different from — and more valuable than — the competitors in your industry.
- ▶ Definitions of KPIs before any execution starts, including areas like what counts as a lead, what constitutes an MQL vs. SQL, and what qualifies as an opportunity.
- ▶ The brand narrative all three functions will carry into market and use consistently in all interactions and activations.



HOW 2RM DOES IT

When one of our clients needed to refine their brand strategy to more meaningfully reflect the evolution of their business and unite corporate + channel partners, our 2RM team facilitated an integrated workflow in three phases:

PHASE 1

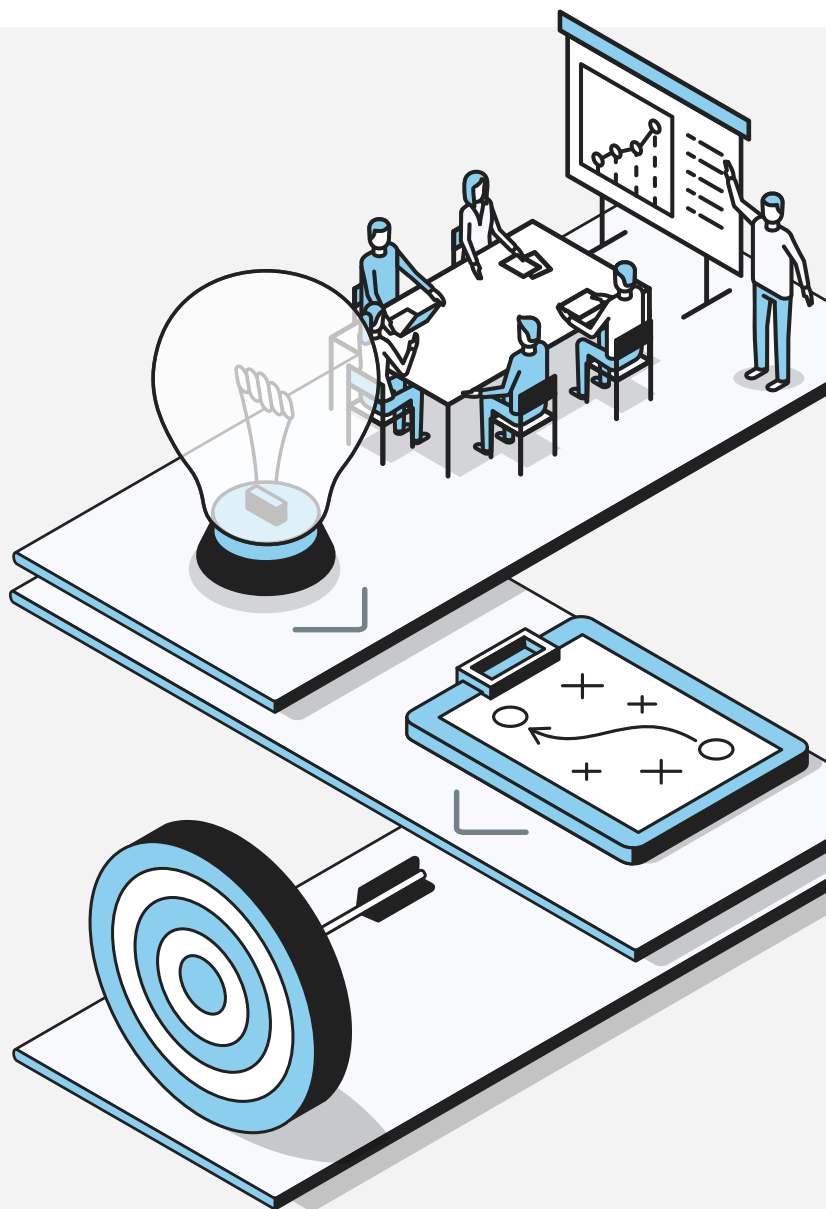
First, to understand the brand's current value proposition and where there were opportunities and gaps in the current corporate + channel experience, we interviewed members across their global teams and conducted competitive research.

PHASE 2

Then, we brought our findings together in a workshop where stakeholders from the sales, marketing, product, and channel teams took the insights and co-developed the evolution of their brand together.

PHASE 3

Finally, we built the new brand strategy: providing messaging tailored by audience and developing sales enablement resources for field teams to carry the narrative to their markets.



The combination of insights-driven recommendations alongside co-developing the brand framework helped our 2RM team unite the client's core teams and gave them the foundation needed to drive business growth.

[Read more case studies](#)

STEP 2

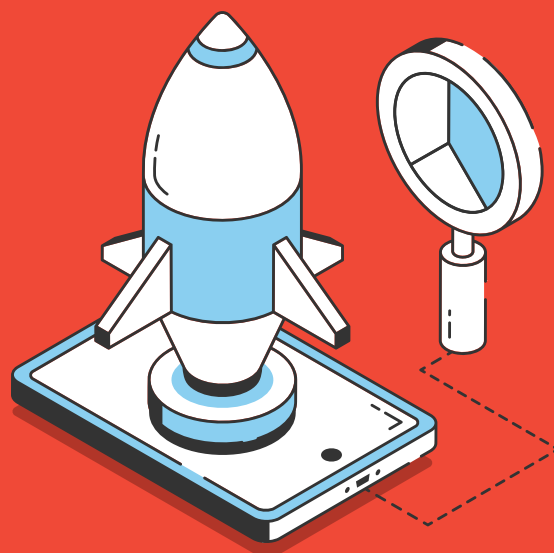
EXECUTING A SYNCHRONIZED PLAN

Next, your sales, marketing, and channel teams move to execution mode and decide how you'll **go to market**. Start by looking at your commercial engine: How sophisticated is your go-to-market strategy today?

Signs that you have a strong commercial engine:

- ✓ You follow an omnichannel marketing strategy.
- ✓ Your martech stack is up to date, reliable, and highly utilized.
- ✓ Your teams use high-quality first-party customer data to inform your sales and marketing activations.
- ✓ You have an effective MQL to SQL lead hand-off process.
- ✓ You prioritize customer experience.

If there are execution breakdowns holding you back, it'll stall your growth potential. That's why this stage is focused on connecting the pieces to ensure that you launch with the full commitment and alignment of each team behind it.



EXECUTION

PURPOSE:

To turn your agreed-upon brand strategy into coordinated activity in-market.

WHY IT'S IMPORTANT:

The Execution phase is where you move from theory to practice within each team, ensuring that all three groups remain in sync so the message at HQ matches what's going on in the field.

CORPORATE MARKETING

CORPORATE SALES

THE CHANNEL

Role →

Build and launch the go-to-market plan.

Put the plan to work in interactions with The Channel and live deals with customers and prospects.

Activate the plan locally.

What they own →

Connecting the tech and tools so the experience is consistent everywhere.

Acting on opportunities surfaced by campaigns; running outreach to agreed-upon audiences.

Reaching out to buyers and customers.

Responsible for →

- ▶ Activating campaigns in the spots where your ideal customer shows up.
- ▶ Developing all creative.
- ▶ Deploying PR and earned media pitches that make your message impossible to miss.
- ▶ Creating sales enablement and training content for Sales and The Channel to use.

- ▶ Articulating the brand's value and pushing buyers from interest to action (using the agreed-upon brand narrative).
- ▶ Feeding real-time deal and campaign responses back to Marketing for analysis.

- ▶ Activating localized, co-branded campaigns in-market to reach buyers faster and show up strong in local markets, including using co-op programs effectively.
- ▶ Applying sales enablement guidance to articulate brand value and drive purchase.

TOGETHER

All three groups coordinate on →

- ▶ Syncing up the message.
- ▶ Coordinating launch timing across Marketing, Sales, and The Channel so activations land with real momentum.
- ▶ Maintaining one shared asset and content library so everyone pulls from the same place.
- ▶ Sharing data in a single measurement dashboard so insights can quickly benefit all teams.



STEP 2

HOW 2RM DOES IT

One of our equipment manufacturing clients needed to improve local engagement with customers and empower their dealer channel to promote the brand and its products in a consistent way. Our team developed a series of dealer-facing executions within their digital strategy that met several criteria:

Efficient and easy to use, since dealers often lack dedicated marketing resources or expertise in digital outreach.

Prioritized for organic social media because those platforms actively influence 70% of purchasing decisions.⁵

Balanced between national brand consistency and each dealer's locally authentic voice.

Scalable and cost-effective to implement across the client's 200 dealer locations.

We set out to make the dealers feel like marketing heroes to their customers with **sales enablement** materials that didn't require them to become marketing experts. We built high-quality content that was automated and syndicated across multiple social platforms to ensure consistent brand messaging, making it easy for dealers to participate with a few taps of a button. And content was customized based on the dealer's offerings while also maintaining scalability across the network.

Through the 2RM team's efforts, the program allowed dealers to amplify their local presence and connect with target audiences in a meaningful way, delivering significant impact with low lift for dealers.

[Read the full case study](#)

STEP 3

AMPLIFYING GROWTH

Once you've successfully executed the plan in-market, it's time to take it even further. The **Growth stage** is about optimizing: reviewing performance so far and identifying areas to fine tune and amplify, all in service of making your company the preferred choice for B2B buyers.

The ultimate test: verifying that it's easy for B2B buyers to do business with you.

Signs that working with your business is easy:

- ✓ You provide adequate resources, training, and support employees across marketing, sales, and the channel.
- ✓ You have high-quality local channel sales/retail employees who are skilled at telling your unique brand story and are excited to do so.
- ✓ You ensure that insights and learnings related to go-to-market efforts — including buyer behavior, campaign performance, and customer feedback — are shared with marketing, sales, and channel teams.
- ✓ You prioritize continuous measurement of and improvements to customer experience.



A critical part of being easy to do business with is being easy to find.

This is an item worth mentioning, although it's usually outside the control of corporate marketing or sales teams.

Operating retail locations in the regions where your target buyer is located and offering a robust e-commerce experience that makes purchasing simple are vital considerations for B2B buyers as they evaluate a potential partner. We've focused this piece on areas that are within the scope of corporate sales, corporate marketing, and channel teams, but don't forget about the on-the-ground and digital purchasing experience for winning buyers.

Here's where to focus in the Growth stage so your corporate sales, corporate marketing, and channel teams collaborate effectively to drive your B2B organization forward.

GROWTH

PURPOSE:

To connect activity to outcomes and identify what's driving revenue so you can reinvest where returns are real and start the next cycle smarter.

WHY IT'S IMPORTANT:

This stage closes the loop so you can apply learnings to your future activities.

CORPORATE MARKETING

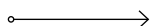
CORPORATE SALES

THE CHANNEL

<i>Role</i> →	Measure performance; turn data into insight.	Ground the data.	Provide the data.
<i>What they own</i> →	The unified measurement plan that connects all media channels and funnel stages to the business outcomes.	Reporting deal outcomes back to the other teams, including win/loss, velocity, and pipeline movement.	Validating that the insights generated from the data capture the reality of what happened in the field.
<i>Responsible for</i> →	▶ Diagnosing what's really driving revenue vs. what only looks busy. ▶ Optimizing messaging, targeting, channels, spend, and creative against performance to improve efficiency and ROI. ▶ Quantifying ROI and reallocating budget toward where returns are real.	▶ Identifying which content and campaigns influenced closed deals. ▶ Understanding where friction slowed deals so it can be engineered out. ▶ Finding the data from the measurement plan to confirm that the numbers match what's happening in real deals. ▶ Scaling what works across The Channel and retiring what doesn't.	▶ Quantifying their activities in-market with sales data as well as qualitative info about what they're doing, what's driving sales, and where they need support. ▶ Reporting co-op and local program performance against shared goals.

TOGETHER

All three groups close the loop by



- ▶ Reviewing the shared measurement dashboard that ties Marketing + Sales + The Channel activity to business outcomes.
- ▶ Identifying where to double down on what worked and cut what didn't.
- ▶ Reinvesting against a single ROI view that all three functions trust.
- ▶ Feeding learnings back into the strategy for the next cycle.

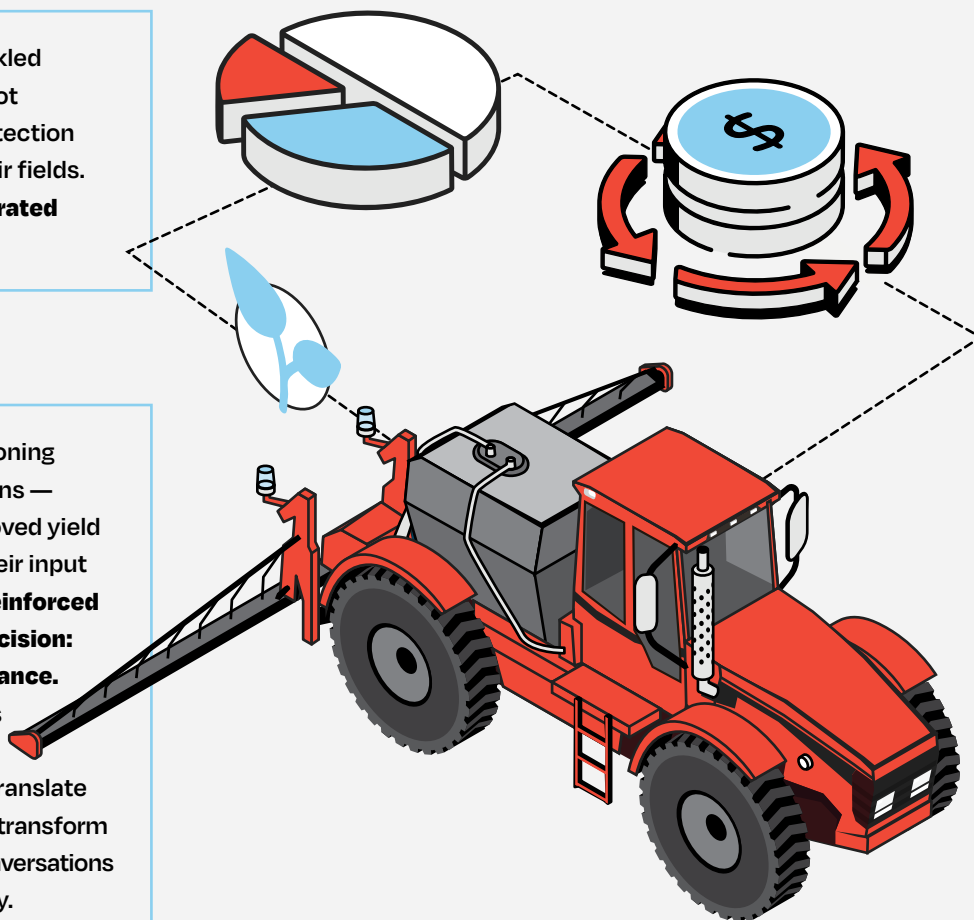


HOW 2RM DOES IT

One of our agricultural clients had a strong offering with their crop protection product lines, but rather than view the brand's seed product, crop protection product, and application timing tool as three separate entities, they had an opportunity to achieve greater ROI for the company and their customers by packaging the items in a bundle. Our 2RM team needed to identify the best way to shift from promoting individual offerings with separate value props to positioning the trio as a package with an integrated solution that delivered one measurable customer outcome.

We landed on an insight that tackled the grower's primary problem: not knowing when to apply crop protection to achieve the best ROI from their fields. **We positioned the client's integrated solution as the simple answer.**

Our 2RM team designed a positioning strategy that led with grower gains — increased disease control, improved yield potential, and the full value of their input investment. **Every touchpoint reinforced that this was a single, simple decision: Take control or leave yield to chance.** Critically, we built a parallel sales enablement strategy for our client's field reps so they could translate the national narrative locally and transform what had been three separate conversations into one powerful, cohesive story.



Our integrated solution approach delivered **2x ROI improvement** for growers, providing measurable performance advantages they could trust. And it positioned the client's field sales team as the growers' business partners, deepening brand affinity and preference.

The tangible proof our 2RM team developed gave growers the confidence to adopt our client's products going forward.

[Read more case studies](#)



UNIFYING YOUR COMMERCIAL EFFORTS TO DRIVE FUTURE B2B BUSINESS GROWTH

An integrated growth engine gets all of your B2B corporate and channel teams pointed in the same direction, driving toward the same goals and objectives and unifying your commercial efforts.

Done well, the process is continuous — a cycle of always-on efforts alongside product launch campaigns and activations with each team involved from the start, with clear lines of ownership and accountability. From the B2B buyer's perspective, these steps make it easy to do business with you — deepening their affinity for your brand as well as your local channel team.

Just as importantly, the integrated growth engine framework **positions your teams to execute well together** in the future, establishing valuable trust and rapport among sales, marketing, and the channel. Like a finely tuned engine, the more synchronized your teams are, the more momentum you'll have to power your business forward. Do your teams execute well together?

Give your B2B organization a go-to-market advantage with 2RM's integrated growth engine.

To get started, take our **2RM Catalyst Diagnostic** to pinpoint where friction exists today and see what's needed to regain momentum and drive your revenue growth.

Not ready to jump in yet? **Explore our Growth Services.**

¹Global B2B Pulse Survey, 2026, McKinsey.

²Google/NRG B2B New Buyer Journey Study, US, Q2 2025

³Buyers' Journey Survey, Forrester, 2025.

⁴Survey of 646 B2B buyers conducted from August through September 2025, Gartner, 2025.

⁵Open Journal of Business and Management, March 2025





Two Rivers Marketing is an integrated B2B growth agency built for companies and brands that sell through dealer and distributor networks. 2RM connects brand strategy, creative, content, digital, media, and sales enablement into a single growth model — so marketing, sales, and the channel work from the same playbook. We're fiercely proud to help our clients build, grow, fuel, move, fund, and feed the world.

430 East Grand Avenue | Suite 102 | Des Moines, Iowa

515.557.2000

tworiversmarketing.com

info@2RM.com

