



How to Prove Marketing Value

Demonstrate Content ROI and Contribution to the Sales Opportunity Funnel

**How to Prove Marketing
Value with Reporting**

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Every marketer knows how important it is to prove their efforts are driving sales opportunities, but that's easier said than done.

When problems like sales and marketing misalignment, lack of data, and wasted efforts persist, marketers can't measure, prove, or increase their impact on revenue at a time when demonstrating marketing value is critical.

This guide to marketing impact and attribution explains how an effective sales enablement strategy that includes integrated content, tools, training, technology, data, and analytics helps marketers (and their company leadership) understand what content is most consumed by customers and what content is progressing them to the next stage in the buyer journey.

Solving Sales and Marketing Alignment Challenges

Odds are this sounds familiar: Your marketing team creates all the content they think sales reps might need when engaging with customers, but sales reps never use it. Everyone gets frustrated and starts pointing fingers at the other department. It's far too common a scenario even today.

According to Content Marketing Institute, 80% of content created by marketing teams goes unused by sales reps.

So, what's going on? Most likely, sales reps are not able to find the content they need to be effective when engaging a customer in a particular sales scenario, they are unaware of the specific point in the selling process to use content, and they have no way to understand what content is actually effective.

How can B2B marketers think they've

created too much content and, at the same time, not enough? Marketing organisations might be creating a lot of content, but it might not be the type of content that their buyers are looking to consume during their path-to-purchase.

To remedy this, sales teams need to have a better understanding of the content that's used in each phase of the buyer's journey, especially at the top of the marketing funnel (the part of the journey going from unaware to aware to consideration), to ensure that they know where a customer or prospect is in their path-to-purchase.

Conversely, marketers need to know which content is most effective at every sales stage in the opportunity funnel (from consideration to evaluation to purchase to expansion to retention) so they can understand and attribute the impact of content on the sales opportunity pipeline.

B2B marketers cite lack of time (69%), producing enough content (55%), and producing the kind of content that engages customers (47%) as their top three content marketing challenges.

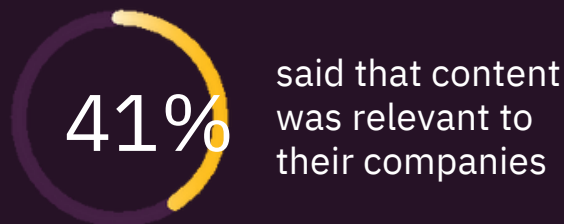
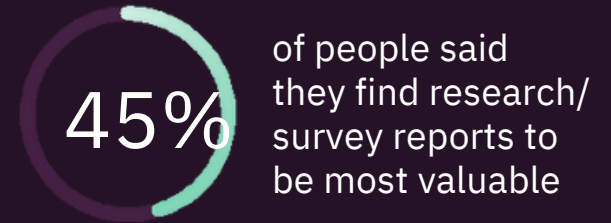
Content Marketing Institute

The B2B Buyer Perspective on Content

In general, we know that today's B2B buyers consume several pieces of content before engaging with sales reps, and we know that personalisation, relevance, and trustworthiness of the content source are all crucial factors driving the effectiveness of content.

B2B buyers consume a wide variety of content types. What B2B buyers consume and when they consume it can also vary based on persona preferences and where the buyer is in their path-to-purchase.

How is content used by B2B buyers?



The B2B Buyer Perspective on Content

B2B Buyers Want to Learn More

B2B buyers want to learn more than what the product does. They are researching and gathering information to solve a problem or capitalise on an opportunity. Content that's created without insight into buyer persona needs and without relevance to problem use- case scenarios for a customer's specific organisation and industry will fall short of expectations.

Marketing teams must shift from creating product-centric to audience-centric content, which moves the seller-buyer conversation away from features and **focuses it on solutions to actual customer challenges.**

What types of content are consumed by B2B buyers?



65%
vender
website



48%
analyst
report



48%
3rd party
websites



45%
vender
videos



42%
peer
reviews



40%
social
postings



39%
3rd party
articles



38%
industry
events



37%
vender
whitepapers



35%
vender
infographics



30%
webinars



23%
blogs

85%

of B2B marketers' credit
curated content for their
marketing success.

Content Marketing Institute

21%

of marketers are using
technology to enable their
sales team with the content
and tools they need to drive
customer engagement.

Clever touch



Calculating Content Spend and Usage

Research from the analyst firm SiriusDecisions/Forrester found as much as 70% to 80% of the content created by the marketing organisation goes unused. They also found that organisations are spending millions of dollars to create that content—on average 26% of their annual marketing budget. That’s a lot of wasted budget and effort. Consider the economic losses that this misalignment can cause.

SiriusDecisions/Forrester research also shows B2B marketing organisations have not been able to identify their true content spend. They discovered total customer content spend was anywhere between 3 to 10 times the known spend because the costs for internally developed content (collateral, PPT presentations, video, selling tools) are not being captured.

The fact that content is not free to create needs to be understood, and all content needs to be measured to determine ROI and contribution to the sales opportunity funnel as seen from these statistics.

\$14million

in sales and marketing costs and

\$100million

in lost opportunity due to poor sales enablement efforts for a \$1B firm.

IDC

\$2.3 million

enterprise losses each year because of opportunity costs associated with underused or unused marketing content.

Spotio

Many B-to-B marketing organizations act as if their internally generated content costs nothing. Few organisations have a discipline or methodology in place to truly understand their costs of creating content—either internally or externally.

SiriusDecisions

The Pulse: B-to-B Content
Creation Costs and Outputs



Calculating Content Spend and Usage

Types of Content Consumed by B2B Buyers

SiriusPerspective: product management tops the list because it is a large function that spends almost half its time—which is expensive—creating content.

	% of total content creating headcount	% of time spend creating content	FHR	% total cost
Product Management	40%	45%	\$69	47%
Field Marketing	22%	43%	\$47	18%
Portfolio Marketing	15%	40%	\$63	15%
Marcomm	6%	54%	\$40	5%
Corp. Comm	5%	43%	\$48	4%

89%



\$0.9M

< \$100M <



\$10.8M

< \$1B <



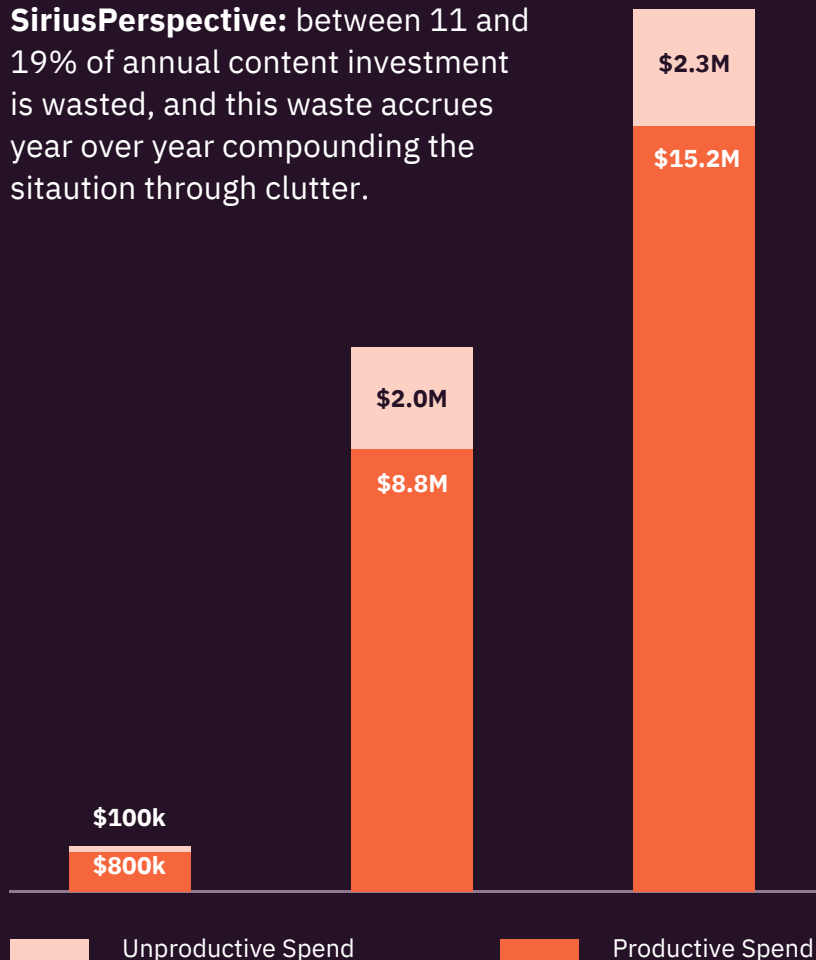
\$17.5M

SiriusPerspective: enterprise-size organisations spend roughly twice what they think they do on content—emerging growth organisations spend more than 10 times!

Calculating Content Spend and Usage

The Price of Unproductive Spend

SiriusPerspective: between 11 and 19% of annual content investment is wasted, and this waste accrues year over year compounding the situation through clutter.



Marketing Budget Waste Calculator

Factor X

Amount of marketing budget spent on content creation, sales tools and enablement annually \$ (26% of total marketing budget according to SiriusDecisions/Forrester)

Factor Y

\$ <from Factor X> x 0.70 (70% of content and selling tools are unused by sales according to SiriusDecisions)

\$\$\$\$\$ Marketing Budget Waste

Opportunity Pipeline Impact Measurement

While sales enablement is one of the most important initiatives for B2B sales and marketing executives, **many organisations are not utilising technology to execute, measure, and optimise how they drive sales enablement.**

In Bizible's State of Pipeline Marketing report, 53% of B2B marketers believe that their department is perceived as just a cost centre within the organisation. Marketing's image needs a makeover, as it should be viewed as an enablement function for sales opportunity and revenue.

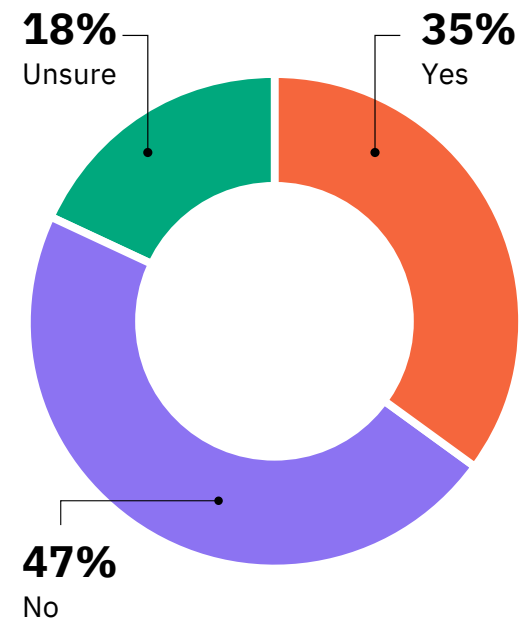
According to Content Marketing Institute reports, creating engaging content has always been the key challenge for B2B organisations. Marketing organisations put a lot of time and effort into content

creation, curation, and training. But, if they're not measuring content usage, they won't understand whether the content being consumed is of value and what content works to progress opportunities through the sales funnel.

Measuring and demonstrating the ROI associated with the creation of marketing content is an ongoing issue for marketers. As the organisation becomes more data-driven, it's imperative to use data and analytics to show marketing's value and impact on the sales opportunity funnel as well as across the entire customer path-to-purchase.

Does your organization measure the return on investment (ROI) of its content marketing efforts?

Percentage of B2B Marketers Who Measure Content Marketing ROI



Data-driven Optimization for Marketing

Customer journey engagement data can be used for understanding the cadence of a customer buying-team's path to purchase. It can be used to understand what works in messaging, engagement, and the sequencing of content offers across different variables (firmographic data—customer profiles, industries, geographies, etc.) by leveraging data out of the CRM coupled with tagging/indexing information for content and context classification.

This insight can then be leveraged by a sales engagement recommendation engine to make the next best content offer at every stage in a specific customer's buying journey based on similarities from analysis of those variables.

Sales enablement solutions can track content utilisation, showing how often content is viewed, downloaded, and shared and by whom. Marketers can easily see what content is used most, what content moves the needle the most, and what content needs to be changed or is not of value. When it comes to creating new content assets, marketing teams can understand what content is worth the spending time and budget on to create—eliminating marketing budget waste.

This insight data is not only valuable for sales engagement effectiveness and reducing marketing budget waste, they can also be fed into SEO and SEM demand generation optimisation to improve performance at the top of the marketing funnel.

less than
33%
of marketers
know how sales is
sharing content

Gatepoint research



How Datafy Improves Content Engagement

The marketing organisation's biggest contribution to any sales enablement initiative is creating content and tools for sales reps to use when engaging customers. But, selling today requires an evolved approach—one that understands the selling and customer buying environment and leverages a platform that brings the power of customer insight to provide a contextually relevant experience to the sales conversation.

With Datafy, marketing organisations can proactively push curated, relevant content to sellers so they can be more effective in every selling scenario they encounter.

How Datafy Improves Content Engagement

Solving Sales Content Enablement Challenges

How Datafy solves marketing's sales content enablement challenges:

- Employs a world-class recommendation engine to deliver the right content in context to the right users at the right time on any device
- Ensures field reps are working only the latest, approved version of content
- Measures and delivers insights into content utilisation across the entire selling process and pipeline impact—attribution optimises content, eliminates waste, and determines impact on sale opportunities
- Unlocks expert sales behaviours and makes recommendations regarding content that works best for similar sales scenarios to improve customer engagement and opportunity conversion
- Gives direct, unsolicited, and unfiltered sales feedback to the marketing team on what is working and what isn't
- Helps align sales and marketing team initiatives via common tools and workspaces

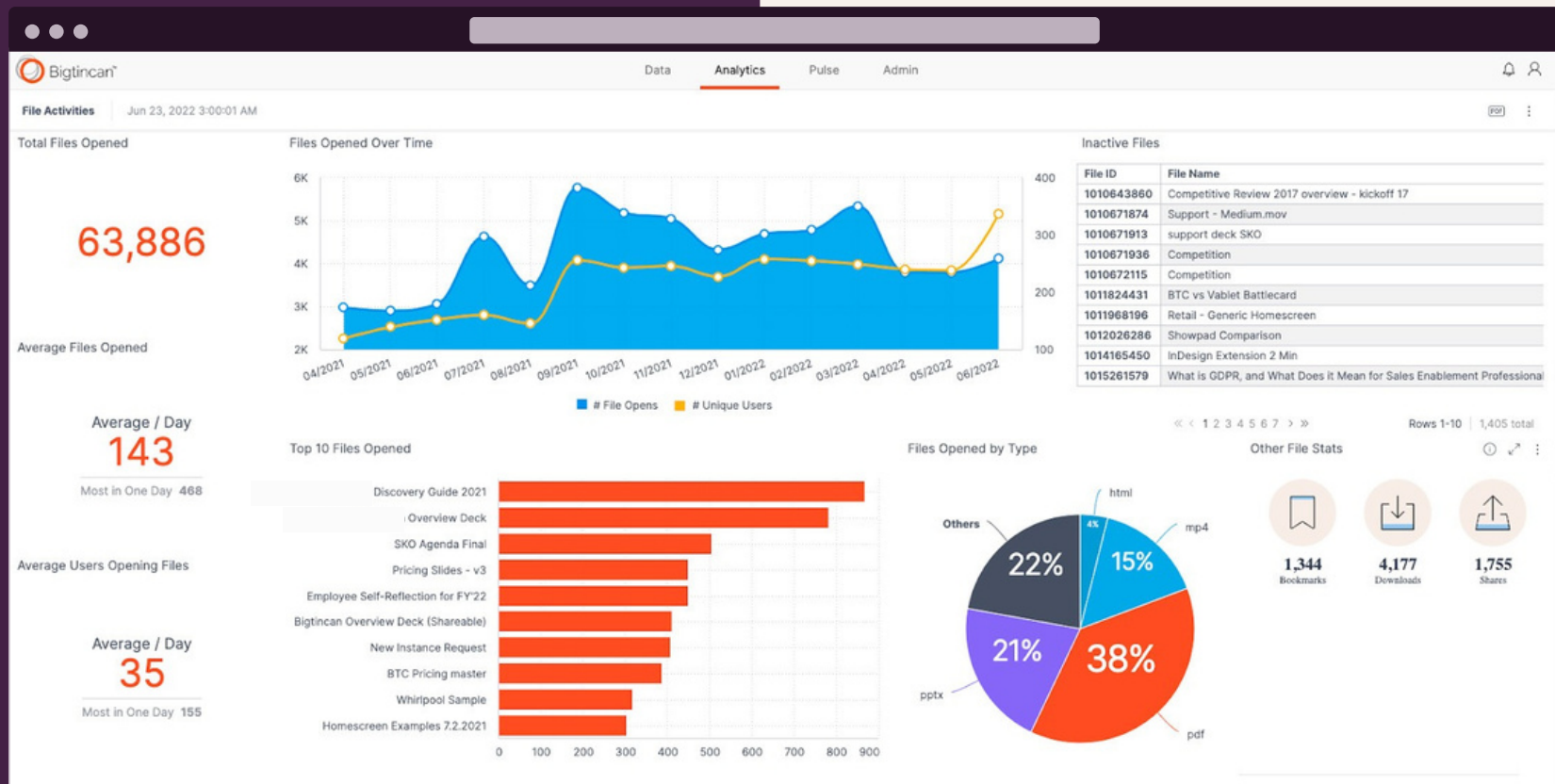


How Datafy Improves Content Engagement

Understanding Content Utilisation

How Datafy lets you measure and analyse content utilisation and effectiveness across the entire sales/customer interaction journey:

- Connect all your marketing channels in one click
- Shows what content is being used and what content is most effective across each stage in the buyer journey
- Provides a feedback loop to marketing, the content creators, on what is working and what isn't
- Measures content impact on the opportunity pipeline (attribution ROI analysis)



Case Studies

Case Study: How The Economist uses Datafy to making meaningful conn to making meaningful connections actions between marketing content, sales forecasts, and customer engagement.

“

I can see how many proposals have been uploaded and how many presentations we've shown on a daily basis. So when I have less insight into where we might end the month, having the activity data helps me paint a picture of what's really going on.

David Kaye

Chief Revenue Officer | The Economist



About Datafy

Datafy is helping the world's leading brands facilitate the buying experience of the future. Everything we offer is designed to be smart, flexible, and easily adapted to unique business processes with highly personalised experiences that people and brands love.

We're on a mission to help companies deliver branded buying experiences that are engaging, personalised, provide value, and guide people to the best decisions with confidence. Innovative companies like Kurt Geiger, Nike, Tesco, Reckitt Benckiser, and Barbour trust Datafy to enable marketing teams to intelligently prepare, engage, measure and continually improve the buying experience for their customers.

 trydatafy.com  [@datafy](https://www.linkedin.com/company/datafy)



Analytics

All your marketing data in one place.



Single Customer View

Understand how customers interact with your brand across channels



Engagement Hub

Build meaningful engagement with powerful tools.

Talk to us today.

[Contact our team](#) to discover how Datafy can help your marketing teams take back their time and empower your organisation to drive more revenue.