



Accelerate your business growth

5 secrets to marketing success
– from those leading it



Marketing automation has changed the game for B2B marketers. By digitising and automating marketing processes, you can fast-track growth and deliver truly great customer experiences.

This sheet explains how the right marketing automation tools can deliver personalised cross-channel engagement at scale – while also future proofing your business.

We'll also take a closer look at the best practises separating marketing leaders from everyone else. Ready to move to the fast lane?



What's slowing you down?

B2B marketers typically have some key objectives to hit if they want to create better experiences that deliver quicker results:



Improving marketing ROI



Growing pipeline and revenue



Providing great buyer and customer experiences



Keeping pace with marketing tools and techniques

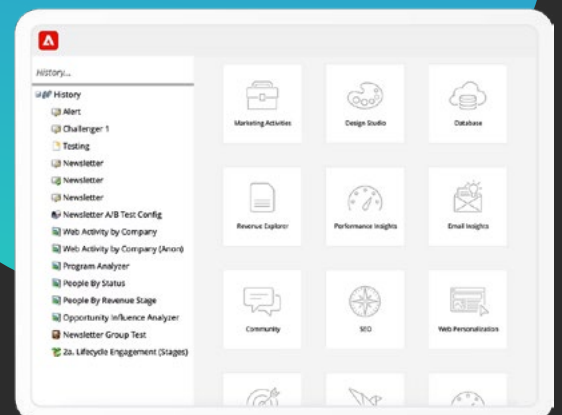
With the right tools and technology, marketing leaders can deliver without friction, creating better, personalised experiences at scale – and generating a faster and more identifiable ROI.

The best way to make the most of your marketing is to automate it. Check out the **Self-Diagnostic Detect Your Time and Money Sinks** interactive worksheet – it'll help you uncover current inefficiencies across data management processes and campaign execution speed, plus analyse your tech integration and reporting methods.



How can Adobe Marketo Engage help?

Adobe Marketo Engage is Adobe's B2B marketing automation platform. It's been a leader in the Gartner Magic Quadrant for B2B Marketing Automation Platforms for 10 consecutive years – and its ROI was recently documented in a Total Economic Impact Study by Forrester Consulting.



Five secrets to success

How marketing leaders lead

Creating personalised experiences at scale and across multiple channels isn't easy. With the functionality of Adobe Marketo Engage, you can confidently create, scale, and manage experiences to drive conversion and go for growth – just like those leading the way are doing right now.

Here are five areas – we'll call them best practices – that you need to think about.



Getting purposeful about strategy

Leaders embrace experimentation, but their strategies are grounded in the needs of their business. That's why 81% of leaders use a single platform to manage their lead and account-based engagements.



Bringing marketing and sales closer

Leaders are investing more time than ever in alignment, nurturing the overall relationship, and keeping a close eye on the evolution of operations – a trend that research shows is set to continue.



Personalisation at scale

Leaders understand that personalisation is at the core of today's B2B marketing. As a result, 64% of marketing leaders use high-personalisation to better achieve success – and speed-up business growth.



Orchestration mastery

Leaders meet their B2B customers on the channels they prefer, at the right place, the right time and with the exact right content. They do this by using a platform like Adobe Marketo Engage, orchestrating engagement that ensures a seamless experience.



Marketing measurement

Leaders use multi-touch attribution to prove and improve marketing impact. Now, they're investing in completeness and automation. As one Tech Industry CMO put it – “the ability to tie marketing to pipeline, revenue, and ROI changes everything.”

The key to success across these five best practice areas? A marketing automation platform underpinned by smart MarTech management and a relentless focus on data.

So, how do you speed up?

When planning your marketing execution, the ability to turn insight into action is vital. Here's how to set your business apart.

Account-based marketing

Adobe Marketo Engage has been evolving. Today, it provides the most flexible solution and integrations to help marketers strike the right balance between lead-based and account-based approaches – as well as inbound and outbound channels.

Sales alignment

Personal selling (sales) is a critical sales tool when it comes to B2B. While marketing and sales may be functionally separate, their union is essential to the future harmony of your business. Adobe Marketo Engage offers industry-leading capabilities including Sales Insight, which runs atop the CRM systems that reps use every day.

Content personalisation

Let's face it – successful personalisation at scale would be impossible without automation that can serve up the right content in the right place at the right time. When it comes to content personalisation and integrations to optimise broader content workflows, Adobe Marketo Engage leads the pack.

Automating cross-channel journeys

When you're ready to create campaigns and activate engagement in one or multiple channels, that's where automation comes in. Adobe Marketo Engage helps automate not just campaigns, but complete experiences that make an impact – and includes one-click program cloning and real-time triggers that make it easy to do.

Attribution

Adobe Marketo Engage was the first marketing automation platform to make multi-touch attribution available to all customers regardless of subscription level. Done right, attribution provides visibility to the revenue impact of every trackable touchpoint. Couple this information with cost data and ROI is revealed – every marketer's dream.

Want to learn more?

We've gathered insights and best practices from more than 600 organisations using a variety of marketing automation platforms. Our mission: find out what best practices separate leading marketing teams from everyone else.

We learned a lot and we hope you will, too.

Ready to see how Adobe Marketo Engage can benefit you?

Introducing Adobe Marketo Engage

Adobe Marketo Engage specialises in customer engagement for complex B2B buying journeys. As a complete solution for lead management, it brings marketing and sales together to nurture leads, orchestrate personalised experiences, optimise content, and measure business impact across every channel. It natively supports both demand and account-based marketing strategies, providing a single, integrated lead management platform from acquisition to advocacy. Build engaging, personalised experiences at scale and prove impact with Adobe Marketo Engage.



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