Really.

# HOW STRONG IS YOUR B2B MARKETING TEAM?

In the ever-changing world of B2B marketing, new channels, tools and strategies are emerging every single day. So, in order to stay ahead of the competition, prove your worth to the business and justify marketing budget from the board it's vitally important to have a fully functioning, expert team of multi-channel B2B marketers.

**But who actually has this?**

HOW STRONG IS YOUR B2B MARKETING TEAM?

## 70% OF B2B MARKETERS BELIEVE THERE ARE NOTICEABLE SKILLS GAPS IN THEIR TEAM

The C-suite needs confidence in its marketing team to get results before it allocates budget

## 8% OF MARKETING LEADERS IN FORTUNE 500 COMPANIES BELIEVE THEIR EMPLOYEES ARE STRONG IN ALL AREAS OF DIGITAL MARKETING

52.5% of marketers increasing digital media budgets means focus is needed on this important channel

## 47% OF MARKETERS THINK CUSTOMER INSIGHT, SEGMENTATION AND PROFILING ARE THE MOST IMPORTANT SKILLS IN MARKETING

This number should be higher! Inability to understand prospects will dramatically affect marketing results

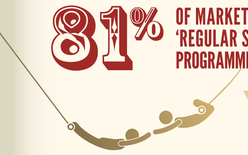
## MEASURING & REPORTING IS THE 2ND MOST FLAGGED AREA OF WEAKNESS

The board wants ROI! If marketers want budget they must measure, report and prove returns

## 97% OF MARKETING MANAGERS BELIEVE MARKETERS NEED TO HAVE MORE SKILLS TO SURVIVE IN THE MODERN MARKETING WORLD

But there's no perfect individual. You will always need a range of specialists to support your objectives

## 81% OF MARKETING MANAGERS HAVE NO 'REGULAR STRUCTURED TRAINING PROGRAMMES' IN PLACE FOR THEIR TEAMS



With budgets and resources tight, training is often low on the agenda, but how strong is your team?

TO SEE WHERE YOUR MARKETING TEAM'S SKILLS LIE, SIMPLY USE OUR FREE B2BMI (B2B MARKETING INDEX) CALCULATOR

DOWNLOAD YOUR FREE B2BMI CALCULATOR TO TEST YOUR STRENGTH

*"B2B Marketing's Professional Development Benchmarking Report 2014 / Onlinemarketinginstitute.org / reelseo.com*

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