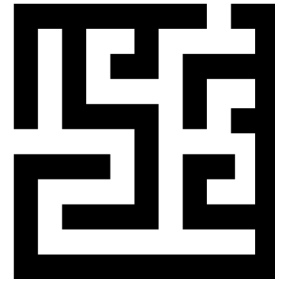


# The Modern GTM Leader

## Tackling Today's Marketing Challenges



### Our Topic:

# Conquering Today's Top B2B Marketing Challenges

Let's face it—B2B marketing is tough. Longer buying journeys, tighter budgets, and rising goals make it even harder. In this edition, we tackle top B2B marketing challenges with expert insights from seasoned practitioners. Dive in and enjoy!

*Seasoned GTM leaders share unfiltered insights and expertise on today's key B2B marketing challenges, offering readers actionable strategies and real-world experience.*

### [Matt Payne](#) (Leadswell): **Mastering Account-Based Marketing: Myths, Insights, and Success Strategies**

Account-Based Marketing (ABM) is no longer optional—it's a must-have strategy for modern B2B marketing. But as Cognism aptly states in its article, "[The top B2B marketing challenges for 2024](#)":

"ABM... can be a powerful strategy, but its execution requires precision and finesse."

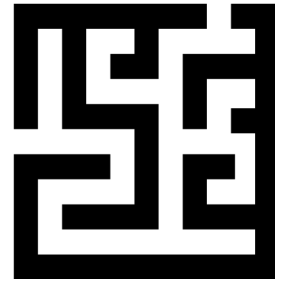
At Leadswell, we couldn't agree more. Strategy is only half the equation—execution is what makes ABM truly impactful. Here are some common myths and guiding principles that align with Cognism's insights and drive ABM success:

- **ABM is Only for Large Enterprises—Myth!**
  - ABM isn't reserved for corporate giants. For smaller teams, it's a smart way to focus limited resources. By honing in on a few high-value accounts, smaller companies can build meaningful relationships that translate into big sales opportunities. It's about prioritizing quality over quantity—crafting campaigns that truly matter to a select audience.
- **ABM is Just a Buzzword—Wrong Again!**
  - ABM is far more than a trendy acronym. It's a personalized, relationship-driven approach that aligns with today's complex B2B buying processes. With buying decisions often involving multiple stakeholders, ABM ensures tailored communications...

*[see page 2 for continuation of article]*

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### *Conquering Today's Top B2B Marketing Challenges (Continued):*

- ...that resonate. Grounded in data and driven by insights, ABM delivers measurable outcomes—from awareness and engagement to impactful conversations.
- **ABM is Only About Target Accounts—Think Broader!**
  - ABM isn't just about accounts; it's about your Ideal Customer Profile (ICP) and everyone in the account's buying group. Deep research into your ICP's needs, pain points, and goals is essential. From there, personalized marketing content and strategies tailored to the buying group's behaviors will elevate your ABM campaigns.

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### [David Hecht](#) (CloudAmp): **Re-evaluate Marketing Attribution for a Changing B2B Marketing Environment**

**The challenge:** Today's B2B marketing environment is difficult on multiple fronts. Sales cycles have been lengthening due to the challenging economic environment. While the economy is generally strong, many companies are looking to cut costs or delay projects to improve profitability, especially in industries facing headwinds or more uncertainty than normal, such as Technology or Manufacturing.

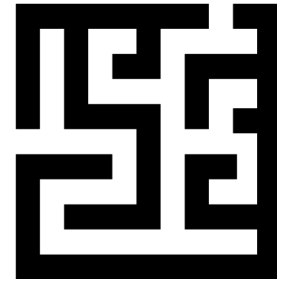
At the same time, the traditional funnel is breaking down in many cases, as buyers expect more control over the process on their own terms, and an explosion of outbound AI is making it harder for marketers to break through the noise. Email is no longer a reliable way of moving buyers through the expected funnel.

**The solution:** In this environment, it is more important than ever to be able to attribute revenue to specific marketing activities – both early in the marketing funnel for demand generation, as well as the ongoing touchpoints and content that guide buyers through their journey to revenue.

Ensuring that your marketing attribution evolves, especially for offline revenue conversion in your CRM, is more essential than ever. And consider trying to measure some of the channels where your marketing is driving buyer engagement, that might not have the same level of attribution tech visibility that your Google Ads do – organic search engine and social engagement, podcasts, and events.

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*Conquering Today's Top B2B Marketing Challenges (Continued):*

### [Chris Kilkes](#) (Independent): **B2B Buyers Want It Their Way – But Are They Truly Satisfied?**

Gartner Research reveals a striking trend: [75% of B2B buyers prefer a rep-free buying journey](#). They enjoy the autonomy of self-purchasing through online platforms—but here's the kicker: **many end up regretting their decisions**. This paradox underscores a massive challenge for B2B sales teams—**how can businesses empower buyers without leaving them feeling unsupported?**

The **secret lies in finding the perfect balance**. It's about offering an array of compelling, useful content—think engaging videos, dynamic site content, and sleek brochures—especially ungated resources for top-of-funnel explorers. But that's just the start. The real game-changer is ensuring every touchpoint is seamlessly connected, enabling sales teams to respond instantly to intent signals like a lead form submission or a chatbot inquiry.

This isn't just about slapping on tools and hoping for the best. It **requires crafting a seamless go-to-market (GTM) strategy that unites sales, marketing, operations, analytics, and research into one cohesive, responsive machine**. It's a *tall order*, but when done right, the results speak for themselves: better engagement, smarter conversions, and happier buyers.

Turning this vision into reality isn't easy—but it's the difference between businesses that merely survive and those that thrive in the modern B2B landscape.

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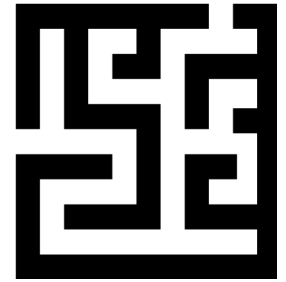
### [Darren Werfhorst](#) (Bython): **Sales Professionals Are A Marketer's Best Friend, Trust Me**

As we all know today's buyers are largely self-guided in their buying journey. As a seller in the lead gen space I think marketers are selling themselves short by not relying upon a key resource – sales professionals like myself! For example, here's what I'm hearing from the market about challenges in lead gen strategy and tactics:

- Marketers are under increasing pressure to ensure every dollar spent contributes to the pipeline, a demand driven by global economic headwinds.
- After the Covid-era surge in virtual lead gen (when budgets shifted from in-person events), marketers are returning to live events and scaling back lead gen efforts.
- When lead gen is prioritized, the focus is often on mid-funnel and below campaigns, with strict metrics tied to pipeline contribution.

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### *Conquering Today's Top B2B Marketing Challenges (Continued):*

- While these campaigns are essential, they're only one piece of a comprehensive marketing strategy.

The reality? Even mid-funnel and below leads often aren't ready to engage with sales. Buyers are conducting more "underground" research—exploring solutions independently without reaching out to sales teams.

The challenge here is clear: when buyers bypass sales, they might miss out on the unique value propositions of a product or service. As Cognism and others have noted, this trend often leads to buyer regret after the fact.

### **Here's my advice from the other side of the table:**

- Use your own research as just one tool in your decision-making process.
- Seek references and advice from trusted peers and leverage review sites tailored to your specific needs.
- And yes, eventually, engage with sales. The best sellers are focused on solving your problems and building long-term relationships. The bad ones? You'll spot them a mile away.

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### **Who we are:**

A collective of highly experienced GTM leaders who want to share our knowledge with a wider audience.

**Matt Payne**



Founder / Owner  
Leadswell.com  
25+ year B2B lead  
generation  
specialist

**David Hecht**



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professional

**Chris Kilkes**



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B2C growth  
marketing leader  
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practitioner