



State of the customer journey for 2020 and beyond

Stop marketing.
Start engaging.
Get noticed.

4th December 2019





Agenda

- Adapt to today's more demanding and better informed B2B buyers.
- Learn to provide what B2B buyers now expect from the buying experience.
- Unite sales & marketing to deliver that better buying experience.
- Use content analytics to improve marketing's impact in the sales channel.
- Adobe - Stop Marketing. Start Engaging
- Question & Answer Session

State of the customer journey: 2020 and beyond.



Align sales and marketing to create a smoother buyer experience.

23 October 2019



Rev up the revenue; intelligently nurture new prospects.

20 November 2019



Stop Marketing. Start engaging. Get noticed.

4 December 2019



Jos Caelers

Founder & COO @ Engagement Factory

With 20+ years of experience in international Marketing and Sales, Jos is an expert within the commercial and digital domain. As founder and CEO of customer engagement agency Engagement Factory, he leverages his extensive knowledge of CRM, online marketing and change management to help organisations create compelling experiences throughout the customer journey.

Kate Doyle

Head of Marketing @ Adobe

Results driven Head of Marketing, with experience in both start-up and corporate environments.

An expert in identifying and leading marketing strategies that drive lead generation and customer acquisition, with clear and concise communications creating best in class brand and positioning. Recent results show 165% increase in inbound sales revenue and a consistent 15% month-on-month boost in sales qualified leads since January 2018.





Adopt to today's more demanding and better informed B2B buyers

An overhead photograph of a group of people working at a large, light-colored wooden table. The scene is brightly lit, with strong shadows cast across the table surface. Various items are scattered on the table, including two open laptops, several sheets of paper, a coffee cup on a saucer, a glass of water, and a smartphone. One person in the upper left is writing on a document, while another in the upper right is looking at a laptop. In the lower half of the image, a person is using a tablet, and another is working on a laptop. The overall atmosphere is one of collaborative work and productivity.

“89% of consumers make buying decisions based on experience, ahead of price and product”

Source: Forrester 2017

A blurred background image of two business professionals in a meeting. One person, wearing a blue suit and a striped tie, is holding a pen and pointing at a document. Another person is partially visible in the foreground, also in a suit.

90% of B2B
companies expect
customer experience
to be the next
battleground

Source: Gartner 2017

Digitalization creates a better
experience



what's next

WHERE. CANCEL ANYTIME.

THE

NETFLIX



Learn to provide what B2B
buyers now expect from the
buying experience

B2B marketing has to evolve



MAD MEN ERA
1960-2000

Generate brand
Raise awareness

Success: commercial
views & billboard



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LEAD-GEN ERA
2001-2016

Generate leads

Success: lead volume/quality
Caused Sales & Marketing divide

B2B marketing has to evolve



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EXPERIENCE
ERA *2017-...*

Generate growth

Success: Growth % + LTV
Brings Sales & Marketing back
together

What's keeping you from delivering the best B2B Experience?

85%

of buyers don't think their meetings with Sales are valuable

-Forrester

86%

of buyers are overwhelmed by more than 10 pieces of content

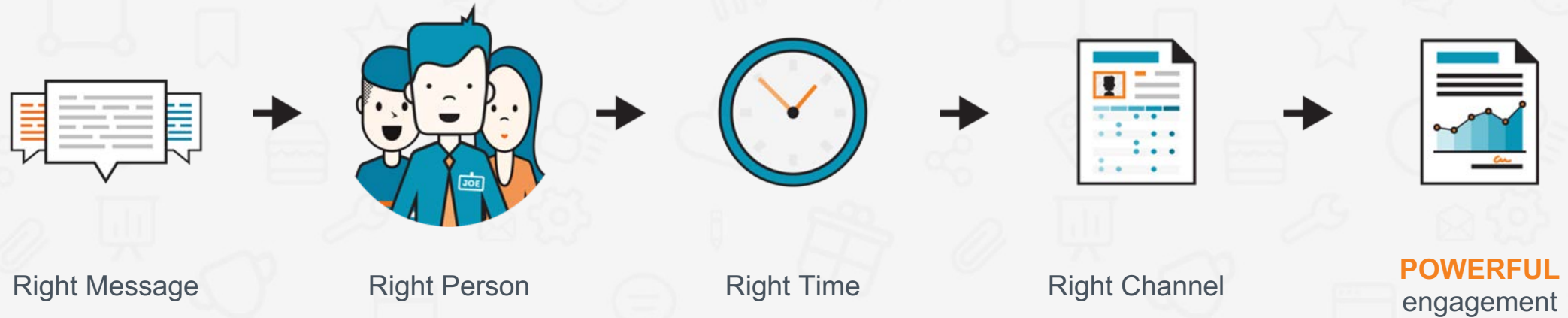
-Showpad B2B Buyer Study

66%

of buyers want more relevant content

-IDG

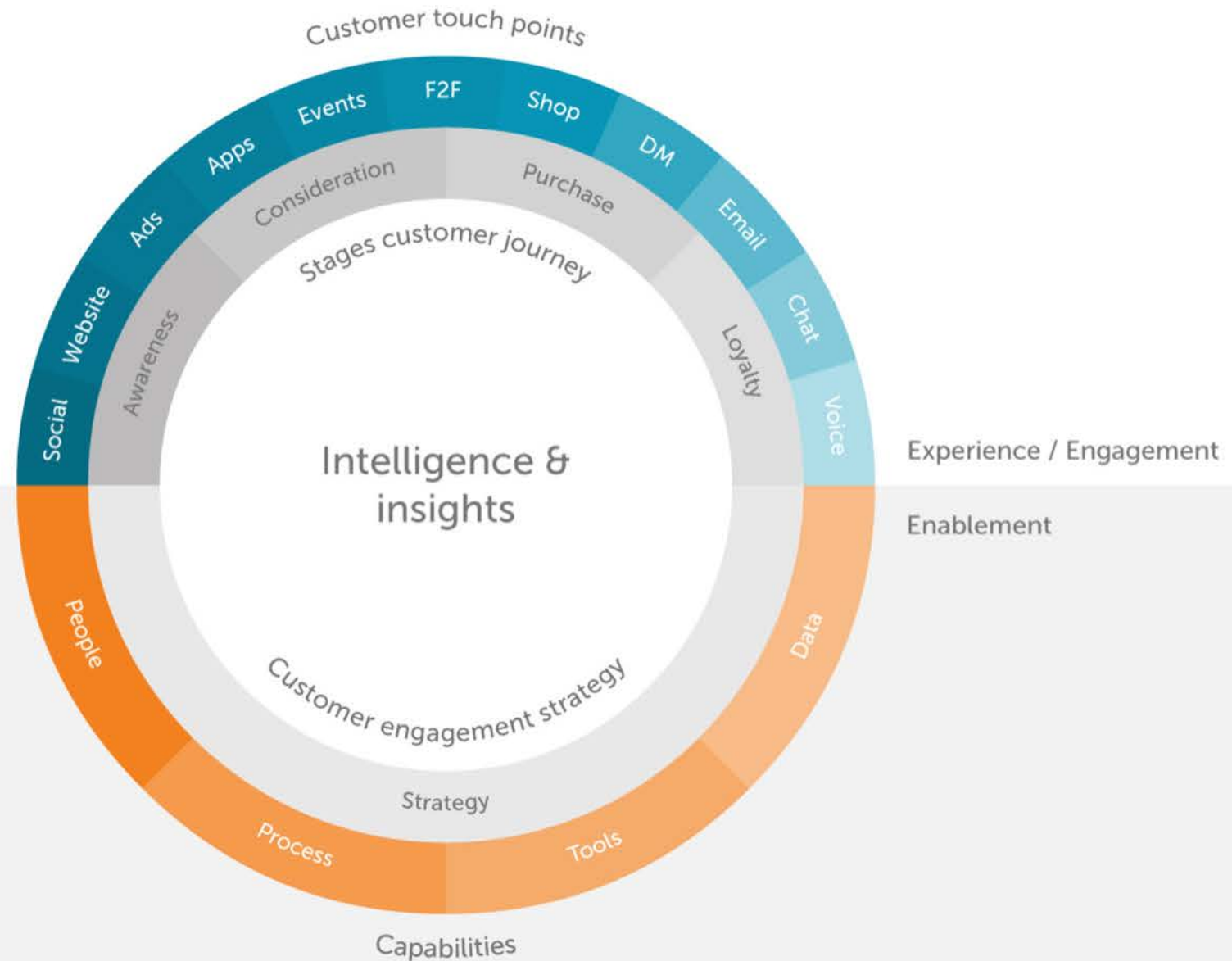
Smart conversations that deliver engagement



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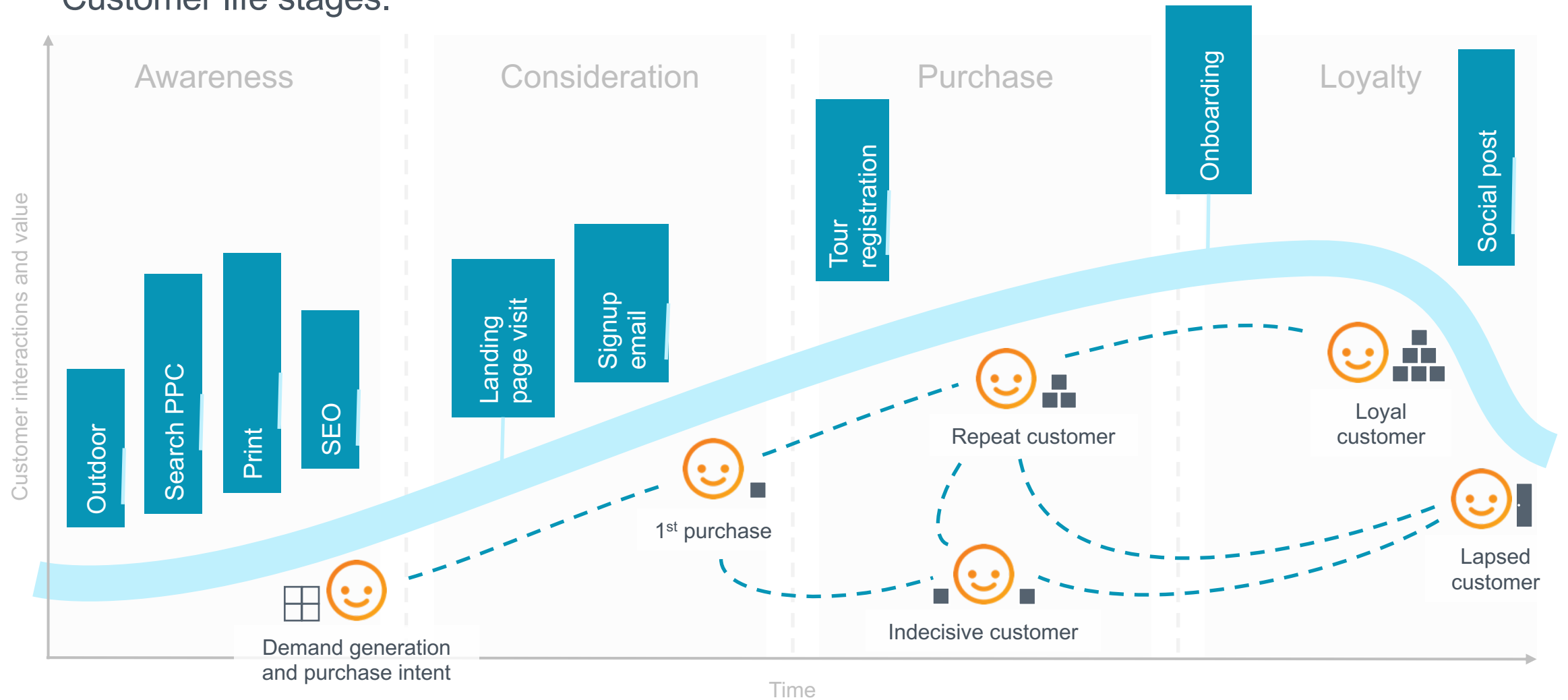
It's all about Content & Context

Customer Engagement Framework

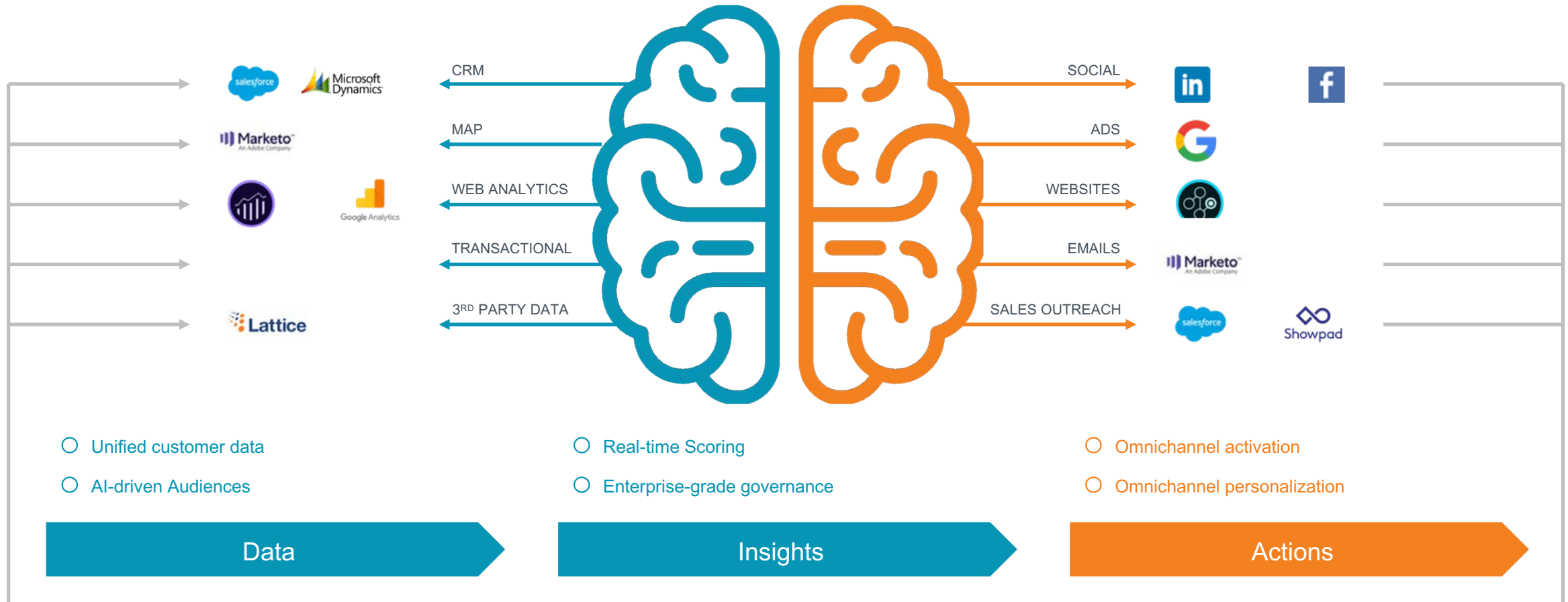


Let's define Programmatic Marketing.

Customer life stages.



Customer engagement is all about data.





**Here now is Kate Doyle,
Head of Marketing at Adobe.**