

Solve these 3 critical B2B marketing issues to improve sales

New Solution for B2B Marketing Managers and CMOs



Executive Summary

The role of CMOs has changed and expanded. Now, that role has a stronger focus on driving revenue and proving marketing's impact on the bottom line.

You also face changes with today's B2B buyers. They are less trusting. Over 60% of those buyers need to hear a company's claim three to five times before believing it.

Combining the expectation of proving ROI quicker with earning the trust of skeptical buyers puts a lot of pressure on you and your team.

That demand creates three challenges for marketing leaders:

1. Content is needed **faster**.
Every new campaign or new product needs persuasive marketing pieces on various platforms.
2. Content must produce **better** results.
Did the content meet or exceed the intended goals? Did it move readers to action? If not...it's not good enough.
3. **Maintaining morale** and team motivation is difficult but essential to create faster, better content.



To meet these challenges, you may have encouraged (or required) your team to...

- Learn or use AI.
- Attend marketing conferences.
- Study books or listen to selected online trainings.
- Attend in-house trainings.

But these haven't fully solved your issues. Here's why.

AI can produce content quickly, but AI can't write with emotion and connect to readers. You may get faster, but not better, content.

Marketing conferences may focus on great strategies but may lack solid training in copywriting that gets results.

Professional development and individual learning are essential, but the courses can vary in quality. And regular in-house training takes planning, coordination, and precious time.

This white paper examines these three challenges, what's been tried before, and why that didn't work. This paper then offers a new solution on how and why offering your team world-class trainings on best-practice B2B writing solves all three challenges and positively impacts your bottom line.

The expanding responsibilities marketing leaders face today

The role of many CMOs has evolved to have a more direct role in driving revenue and growth. Those CMOs are expected to demonstrate marketing's impact on the bottom line, according to an Ipsos and LinkedIn 2023 report.¹

You must be an expert in consumer behavior, trends, the impact of a changing economy, emerging technologies, and your competition.

"The center of the bullseye for the vast majority of CMOs is growth, which CEOs look to CMOs and their teams to drive," per Gartner.²

Semrush, a software company that helps improve online visibility and provides marketing insights, surveyed 1,700 marketers and business owners for their "State of Content Marketing: a 2023 Global Survey."

According to one of their surveys below, lead generation, content production, generating ROI and sales from that content are top B2B content concerns.³



The high demand for content to generate quality leads, plus the expectation for a positive ROI, creates three challenges for marketing leaders.

Issue #1: Content is needed faster.

As shown in the above graph, producing more content faster is a top concern. Your marketing team must generate clear, compelling content for all campaigns to stay viable and competitive. And this must happen for each of your business lines, products, and services.

Today's B2B buyers require much more content before purchasing, per Zippia's "Vital B2B Statistics 2023" research.

- 63% must hear a company's claim three to five times to believe it.
- 90% don't go down a linear sales funnel, making marketing even more complicated. SEO content and strategies must be implemented so your audience finds you online.
- The average sales cycle for new B2B buyers can take 1-6 months.⁴

Ty Heath, Director of Market Engagement, The B2B Institute, LinkedIn, says, "Most of your growth potential lies in reaching people who will not buy from you today, but who will buy from you in the future."⁵

Issue #2: Content must produce better results

Zippia's report also states that even though "lead generation is a top measure of success for 85% of B2B marketers," only 6% of B2B businesses feel their team efforts were highly effective. Aiming for a 2-5% conversion rate, the average B2B business sees a conversion rate of less than 2%.⁶

To push those conversion rates higher, your team must understand how to create content that resonates with readers, address buyers' skepticism, and persuade them to take the next step.

If your team doesn't understand those factors, you will not get the results you want, and their frustration and job dissatisfaction will rise. That leads to Issue #3...

Issue #3: Maintaining morale and keeping your writers motivated

Globally today, **51% of currently employed workers are watching for or actively seeking a new job**, according to Gallup's "2023 State of Global Workplace" poll.⁷

When an employee does resign, then you face the difficulty of finding top talent.

HubSpot reports that 18% of marketers expected hiring top talent to be their biggest challenge in 2023.⁸



With companies focusing more on inbound marketing, the demand for top marketing talent is rising. Finding the right team member can take months or more, per HubSpot.

Gallup also reports that three in four employees in the U.S. experience burnout occasionally. One in four experience burnout “very often” or “always.”⁹

How do you develop an engaged, motivated team when the demand for better content is high, and employees are stressed and burned out?

You’ve attempted to solve these challenges before. Why didn’t that work?

What’s been done before?

For faster content production:

Using AI (Artificial Intelligence) such as ChatGPT or Bard is a frequent answer to speeding up content delivery. Yes, AI can produce content faster. The problem is with the quality of AI’s content.

Julia McCoy, VP of Marketing at Content at Scale, said in the Semrush 2023 survey, “AI tools like ChatGPT will help brands scale production but generate tons of low-quality content. Brands will need original, human-researched content to stand out.”¹⁰

AI is a tool – it’s not human. AI lacks the emotion to connect to readers and will never know your customers as well as your team does. However, AI can benefit those who understand the art of using AI prompts. If your team doesn’t know how to use AI effectively, they miss its power.

Updating content with fresh information and **repurposing content** for other platforms has been and still is one way to speed up content creation. When an article is still relevant, you can add new information, remove stale links or outdated information, and re-post it. Variations of that article can be posted on social media, stretching one piece of content into several, according to Amine Rehal, Forbes Council member and CEO of IronMonk Solutions.¹¹

Updating and repurposing content requires calendaring and management of that schedule. Your copywriters must understand this skill and why it helps with lead generation.

For better content:

Encouraging or requiring professional development. Have your team members:

- Attended marketing conferences.
- Participated in In-house trainings.
- Studied books or watched various online trainings.
- Asked for help.

Professional development is an ongoing part of your team’s toolkit. Conferences, books, and online trainings can benefit (and probably have helped) your team...to a point.

Different team members have different needs. Skills development requires specific training. The gains from selected courses or books can be sporadic without a plan for each employee to succeed.

For team morale and motivation:

You may

- Recognize outstanding work and contributions.
- Offer flexibility on schedules to encourage work-life balance.
- Empower your leaders to make decisions.
- Authorize and attend fun activities (at work or outside of work) to build camaraderie.

Each of these solutions can benefit individuals and the team. These may not have worked before if your staff did not feel you **genuinely cared** about them and their success.

Forbes Council Member and GrowthSpace’s CEO, Meira Primes, addresses the problem of “**quiet quitting** – the phenomenon of employees opting to perform the bare minimum of their job duties.” When the pandemic shifted to more remote work, many burned-out workers had time to rethink their career priorities.

During the pandemic, many companies talked about how much they value their employees and the investments they planned on making in them. That didn’t happen for many employees, according to Forbes. Primes said, “I believe quiet quitting is the result of frustration, lack of resources, and short-term employer vision.”¹²

A different approach...

You can solve this challenge. The Forbes article outlines how to improve morale. “As the CMO of a company that offers a platform for talent development through coaching, training, and mentoring, I think what they (employees) want is simple: They want to know that their workplaces don’t just expect them to perform the duties of their jobs (and often significantly more than what they initially committed to).



“What they should get are resources for a better future, with programs incorporating coaching and mentoring, workshops, and ongoing learning and development within their daily flow of work. They should get authenticity and a balance in their lives, and most of all, they should feel worthy of investment,”¹³ per Primes.

Resources...mentoring...ongoing training – the foundation for building a stronger team.

DID YOU KNOW?

- Companies that invest in training have a **24% higher profit margin**
- **Employee retention** rate grows by 30-50% at companies with a potent training program.
- **Ineffective training costs** companies \$13.5 million per 1000 employees annually.
- **94% of employees** would stick with an organization longer if it invested in their training.
- 70% of surveyed workers would be **tempted to leave** their current workplace for a company that invests in employee development.
- 68% of workers consider training and development opportunities an **organization's most important policy**.
- 74% of workers consider lack of development programs as the reason they're not unlocking their full potential.¹⁴

This callout highlights key statistics on the impact of employee training and development compiled by Teamstage.

Note the positive impact on retention and the bottom line, and then the cost of ineffective training.

What can you do today?

Forbes discusses these strategies.

1. Understand your team's skills and where there are knowledge gaps.

2. Review processes and tools.

Make sure everyone understands how to use them.

3. Provide learning to fill the gaps.

Create in-house trainings. Or compile vetted resources for quality training. (Many online courses are available. Work with HR or a top marketing leader to first assess.)

4. Encourage curiosity.

In a field like marketing, there's always something to learn. Algorithms change, software is updated, and trends come and go. Inspire your team with trainings that keep them up to date on changes.¹⁵

LinkedIn Learning's "2023 Workplace Learning Report" echoes the importance of investing in your team. Ariel Mendes, HR Global Learning and Development Leader, Rock Content, shared, "At first we worried that employees would spend too much time learning and not deliver on their jobs. We found the opposite to be true: People who are top learners are also top performers. And those top performers are helping build a stronger employer brand name, and share what they learn with other employees."¹⁶

Investing in your team's training and development is how you ensure your staff is adequately trained and has access to new ideas and innovative tools.

The result: Faster, better content, a happier team, and a stronger ROI.

CONCLUSION

The responsibilities of CMOs and marketing leaders today have expanded beyond producing, implementing, and analyzing marketing campaigns. Now, a significant requirement is to ensure marketing efforts increase the company's bottom line.

You rely on your team of copywriters and marketers to quickly generate a high volume of quality content that gets results. Your staff is under pressure to produce great content in record time. That leads to stress, frustration, low morale, and low motivation.

Statistics prove the positive effect of ongoing mentoring and training. A plan with vetted resources for world-class training sets up your team (and company) for greater success.

Better results happen more consistently when team members know how to excel at their jobs.

You'll get more persuasive, customer-focused B2B copy with compelling offers and clear calls-to-action (CTAs), which helps your ROI.

Building an engaged, motivated team by offering excellent ongoing training can solve your content creation challenges.



Engaged team = better results. Better results = better ROI. Better ROI = better night's sleep for you.

To explore further and learn how you can easily implement this solution, [read more here](#).



B2B Writers International is the premier industry go-to authority on success in B2B writing – the only global community where aspiring and working B2B writers connect for world-class training and resources. Its focus is on mastery in driving leads and sales throughout the entire B2B buying cycle. It offers over three dozen training projects that cover the entire B2B buying cycle, including ever-changing technology like AI.

B2B Writers International is a division of AWAI (American Writers & Artists Institute), a leading training company since 1997. Its faculty has written winning campaigns for some of the biggest B2B brands and agencies, including 3M, Verizon, Epson, Google, Intuit, John Deere, Kodak, and more.

[Learn more here](#).

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