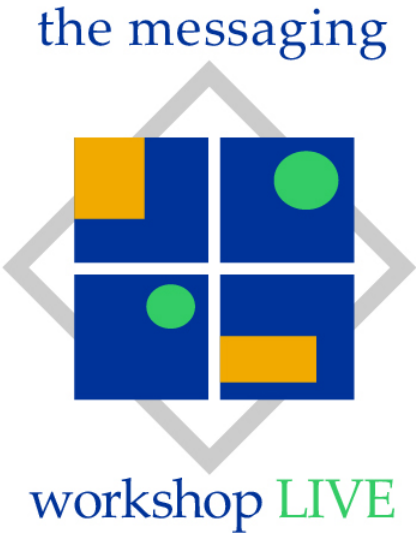


# CMOs Share What's Working and What's Not in B2B Messaging



JUNE 1, 2021

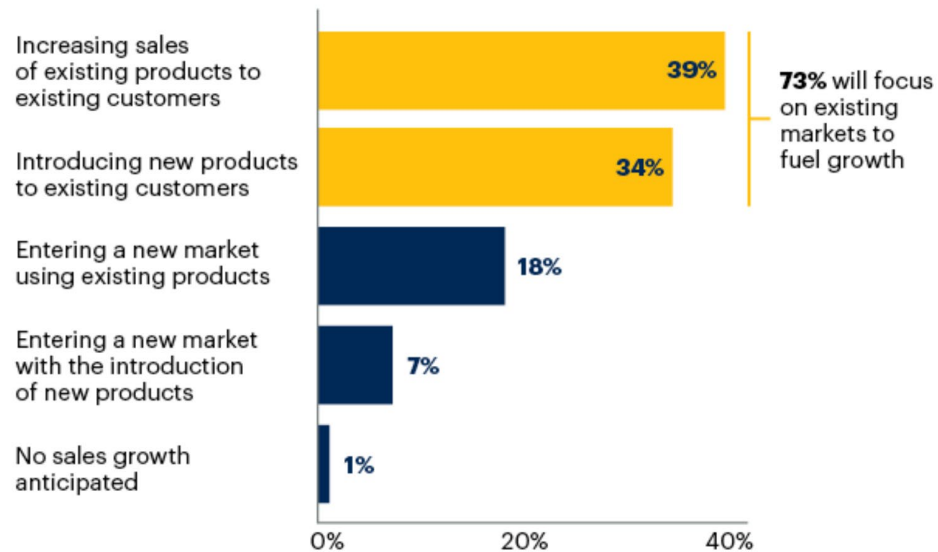


Hosted by:  
Lisa Dennis  
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# What are CMOs focused on right now?

## Primary strategy to fuel growth into 2021



[gartner.com/SmarterWithGartner](https://gartner.com/SmarterWithGartner)

n = 381 marketing leaders  
Q: What is your company's primary strategy to fuel growth into 2021?  
Source: CMO Strategic Priorities Survey, 2020-2021  
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**Gartner**

- Recovery
- Revenue generation
- Penetration
- Cross-sell & upsell

## What does that mean for messaging?

- Increased messaging focus
- Clarity & consistency
- Telling the right stories
- Increased account & buyer focused messaging

# KEY CMO QUESTIONS

- How is messaging and communications tied to the selling process?
- What is the process for your organization to develop a value proposition hierarchy and messaging structure?
- How are you building messaging from the brand right down to individual sales conversations?
- How do you prepare customer and prospect facing team members to communicate a consistent and coherent story?
- How do you invigorate or translate your brand for a new generation of customers?

# TYPICAL CHALLENGES

- Shift from product / service focus to account or buyer focus
- Moving from Marketing to Sales Messaging
- “Installing” new messaging across the organization
- Right steps to ensure adoption and consistency

# IT STARTS WITH WHO

*I think the disciplines of marketing and brand building are consistent across every single industry. It starts with who, who are you trying to reach? The what is what do you want to stand for that is unique and differentiated than anybody else out there. And then how do you reach them, how do you engage with them, how do you unlock it?*

*Steve Fund  
CMO, Intel*

<https://www.forbes.com/video/5380980591001/>



# TELL OUR STORY BETTER

*As marketers and communicators, we have got to tell our story better. If we can just be that voice of our customers, then that is an incredible role of change that marketing can play within an organization....We do have to stop segmenting between B2B and B2C. As we market, as we tell a story, recognize that everybody is a consumer. All of your endusers are the #1 influencers in decision making and we need to make sure that is at the forefront of shaping our technology and our marketing strategies.*

*Alicia Tillman  
CMO, SAP*

<https://www.forbes.com/video/5727448854001/>



# EVERYONE IS OUR AUDIENCE

*Whether it be a small enterprise or a large enterprise , we have some customers with 300,000+ seats deployed globally, and then we have more small mom & pop shops and frankly my grandmother is using BOX. So, it runs the gamut , right, which is the great joy of doing marketing for a company like this because everyone is our audience to some degree, or an influencer potentially, but it is also the very tough part of being a marketer at BOX, which is how do we hone in on the audiences that matter most....*

Carrie Palin  
CMO, BOX

<https://www.forbes.com/video/5790954257001/>



# WHERE TO START?

- **Personas** – getting really clear on who we are aiming at and what they care about
- **Brand Messaging** – tying the brand to the customer's experience
- **Value Prop Hierarchy** – fitting the pieces together
- **Sales Messaging** – not the same and also is an art



