

Driving Demand Transforming B2b Marketing To Meet The Needs Of The Modern Buyer

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Driving Demand | SpringerLink

About half of B2B marketers today have direct revenue accountability, and that number is growing quickly, according to Forrester. Transforming Marketing into a Digital Function. All these changes demand that B2B CMOs look closely at their departments and rethink their approach, from strategy through capabilities and organization. (See Exhibit 1.)

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The world is noisy. As a B2B marketer, you're competing for the attention of your target audience. And in B2B, buying cycles are long, meaning you have to keep audiences engaged for months. It's not easy being a B2B marketer in 2020. As we look towards 2021 and beyond, audiences will demand authenticity and transparency in your marketing.

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Carlos Hidalgo - B2B Marketing Leaders Forum Sydney ...

About. Results-driven, strategic B2B marketing leader passionate about leveraging data, process, and technology to engage customers and drive growth.

Liz Gertz - Rutgers University - New York City ...

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