

The Road Ahead for B2B Marketers

What's going to matter most

‘My predictions for 2016’

- Crystal balls
- Fortune tellers
- Horoscopes

Marketers aren't stupid

Marketers aren't the same

Too specific

- Virtual reality
- Expanding into Polynesia
- Getting the most out of hoverboards

Too general

- Social media
- Big data
- Securing more budget

***“It’s not what’s going
to change for marketers,
it’s what marketers
are going to change.”***

John Dragoon

“ You reap what you sow. If you don’t accept responsibility for being measured in terms of your contributions and outputs, then you are viewed as a cost-centre. If you aggressively pursue an agenda of accountability and transparency, then you’ll be viewed as a trusted partner and adviser. ”

Marketo Report: *The Rise of the Marketer*

The things that will matter

- Predictive analytics
- Future-proof teams
- Multichannel customers

Predictive analytics

- Don't be scared
- Moving from reactive to proactive
- Marketers need to know the *market*

Future-proof teams

- Not many Heads of Social Media in 2010
- New roles: Head of marketing automation, ecommerce marketing specialist, data scientist etc.

“ Every single role in marketing now needs analytical skills. Not everyone needs to be a data specialist – but they have to have the ability to think analytically about data in a way that allows them to test and measure ideas. ”

Rick Schultz, Alteryx

Multichannel customers

- How marketers respond to the empowered multichannel customer will determine their success
- Multichannel customers don't require multichannel teams – they need the opposite
- All the changes marketers make should be to know their customer better and make sure they have a single conversation