



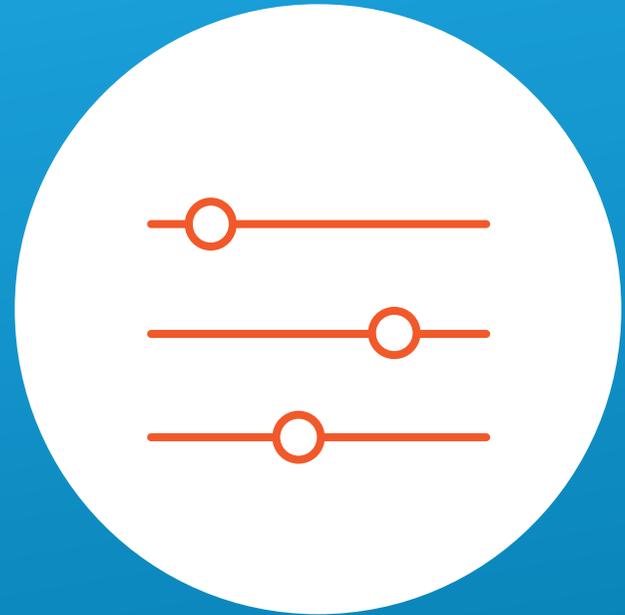
5 Distinct Traits of Highly Effective Marketing Teams



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#1

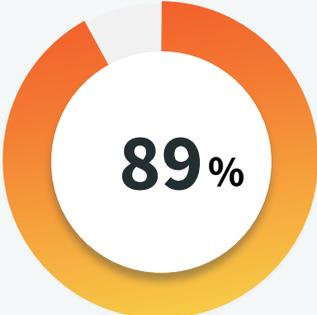
Strong alignment with Sales





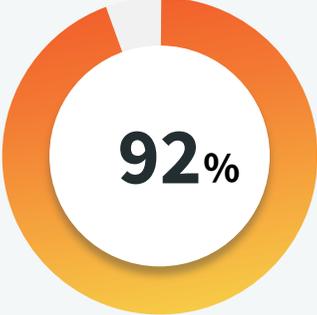
Collaborative

Top Marketers Align Closely with Sales Teams



High performers understand what Sales needs to succeed

Source: [Salesforce](#)



High performers know how marketing efforts impact individual accounts/customers

Source: [Salesforce](#)



More revenue from marketing in aligned organizations

Source: [Marketo](#)

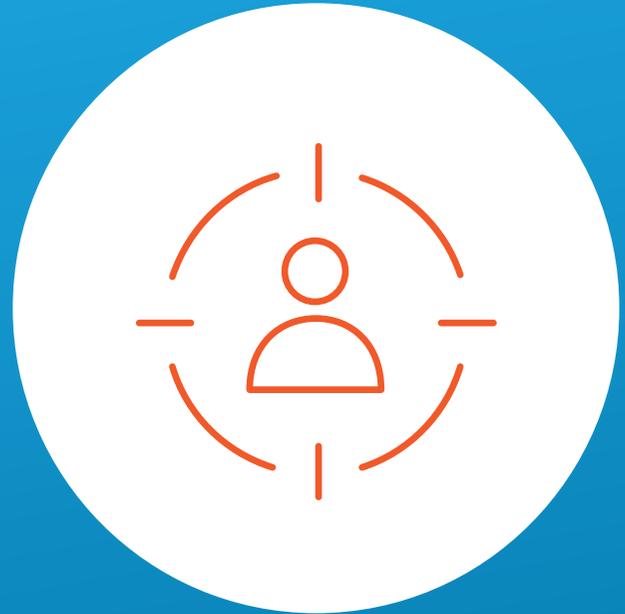


Centralized Content

- Single source of truth for faster, easier access by customer-facing teams.
- Automated version controls, content updates and expiration for more efficient content lifecycle management.
- Sales teams access only the up-to-date content for compliance and consistent buyer experience.

#2

Focus on creating
personalized,
connected
customer journeys



High-Performing Marketing Teams Drive Connected Customer Journeys



Agree they create dedicated materials that support the entire customer journey

Source: [ON24](#)



More likely to create personalized, omni-channel experiences

Source: [Salesforce](#)



Value automation as a critical capability to deliver consistent, personalized customer experiences

Source: [McKinsey and ANA](#)

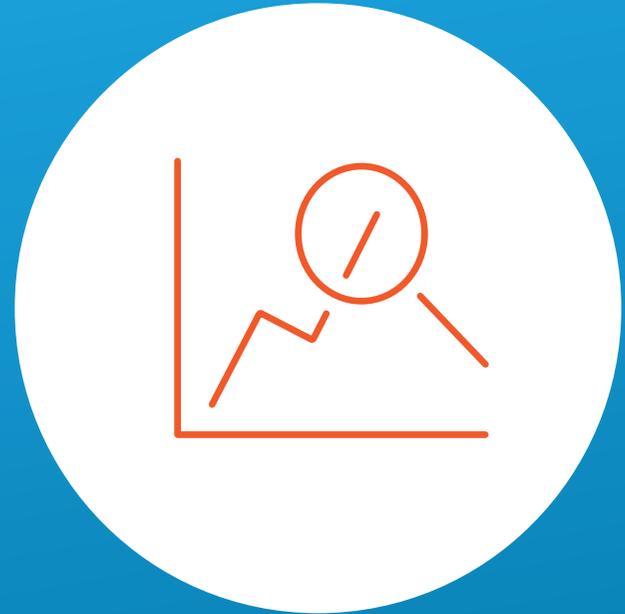


Personalisation at Scale

- Enable sellers to self-serve and customize content assets in minutes.
- Drive brand compliance and consistent messaging.
- Differentiate buyer experience: Personalized, connected, faster response.
- Reduce ad-hoc Sales requests for better resource efficiency.

#3

Use insights to optimize customer engagement and marketing operations



High Performers Capture Engagement Insights Across the Buyer's Journey



Adapt marketing strategy and tactics based on customer interactions

Source: [Salesforce](#)



More likely to use customer data to create more relevant experiences

Source: [Salesforce](#)



Capture customer insights and feed back into marketing programs to improve performance

Source: [McKinsey and ANA](#)



Engagement Insights

- In-depth engagement analytics of content shared by sellers
- Actionable insights on what is resonating with prospects.
- Decide next best action. Tailor conversations for relevance to build customer intimacy and trust.
- Aggregate insights optimise content and drive operational efficiencies.

High Performers Enable Sellers with the Right Content at the Right Time



Actively map the customer journey across the company

Source: [Salesforce](#)



More likely to deliver the right message, on the right channel, at the right time

Source: [Salesforce](#)



Provide commercial insights content to help Sales have intelligent, relevant conversations

Source: [ON24](#)

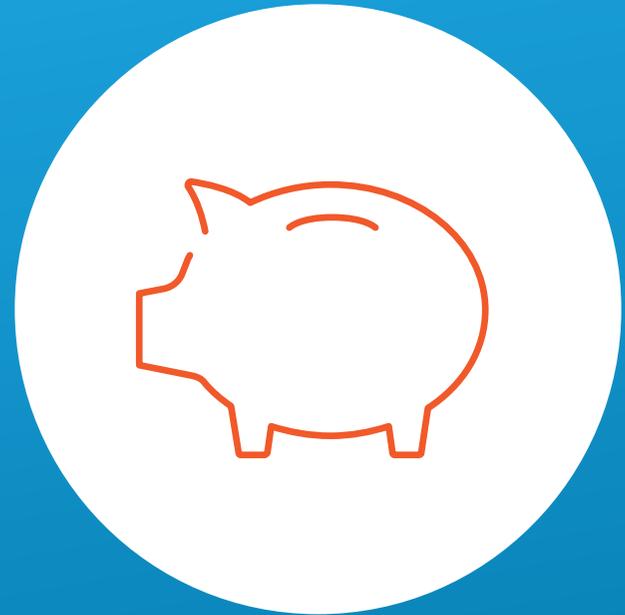


Predictive Content

- Recommend relevant content aligned to buying journey and opportunity stages in CRM environment.
- Optimise buyer experience by sharing the right content at the right time.
- Prioritise proven content with AI.
- Improves deal progression. Replicate winning patterns.

#4

Measure marketing
contribution to
revenue



Top Marketers Measure Metrics That Matter



Marketing executives measure marketing impact on revenue

Source: [Forrester](#)



CEOs expect CMOs to lead revenue growth

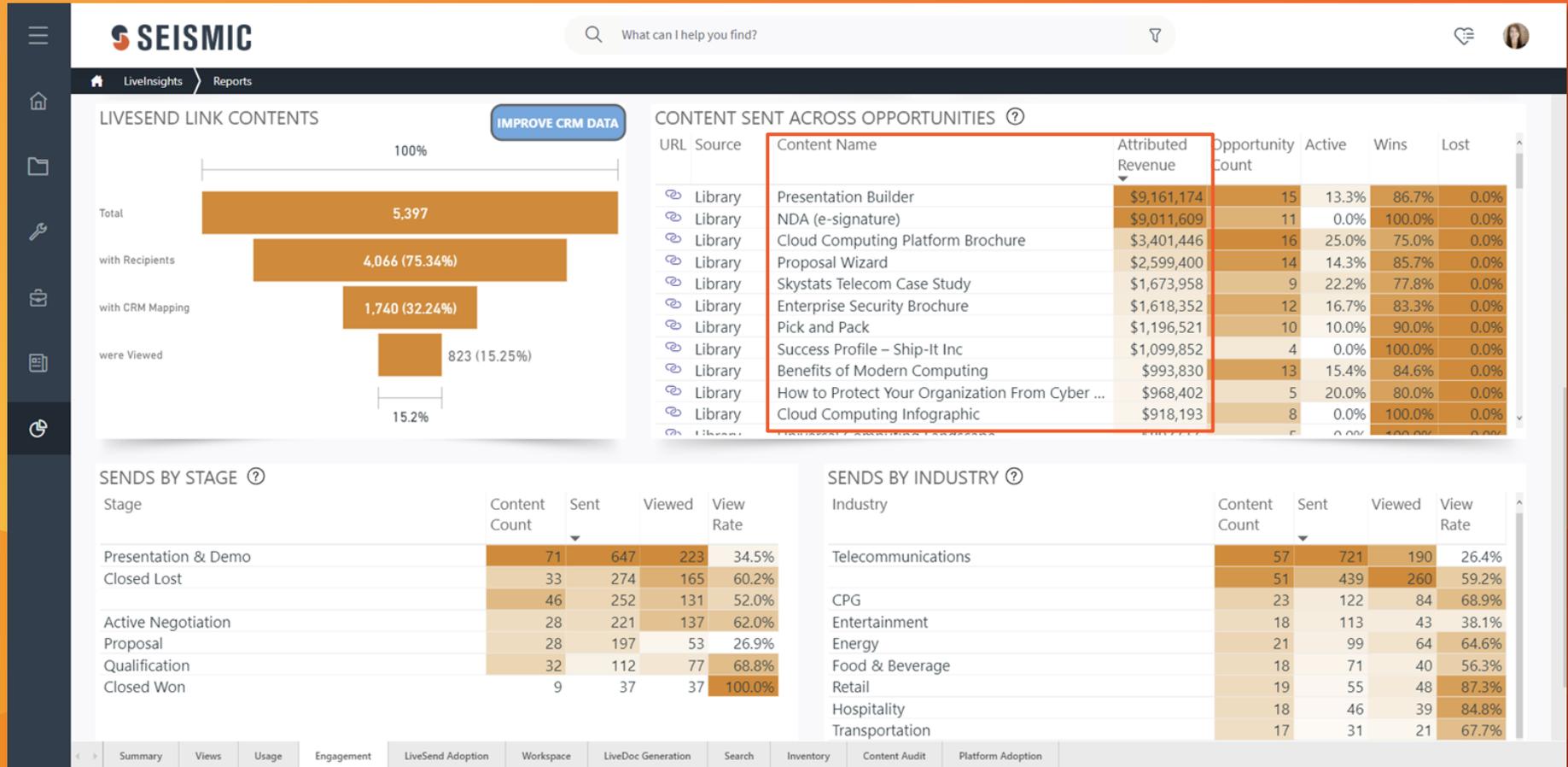
Source: [Gartner](#)



Leading marketers use strategic metrics, e.g. gross revenue or CLV, to measure campaign effectiveness

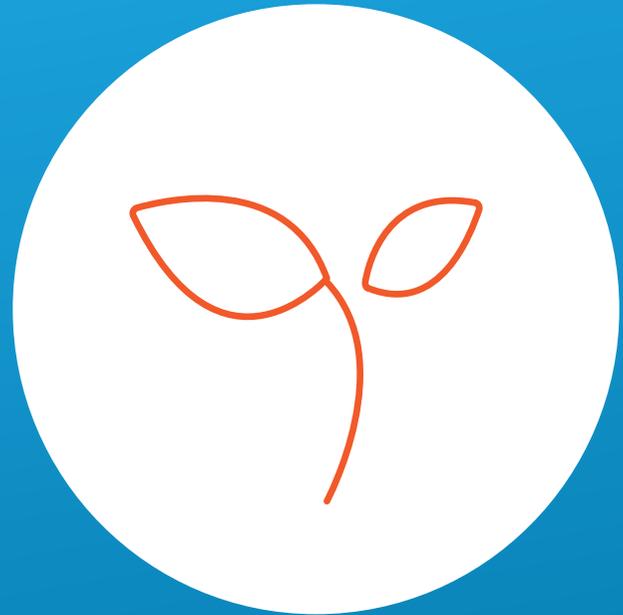
Source: [Google](#)

Measure Content ROI and Revenue Impact



#5

Adaptable
and resilient
storyteller



ADAPT TO CHANGE

Prioritized Skills for Future Marketing Talent



Ability to pivot as new priorities emerge



Creativity and innovation skills



Navigating ambiguity

Source: [CMO Survey](#), Duke University



The essence of
**compelling buyer
experiences**
is
Storytelling



Thank You

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