

5 MARKETING PROBLEMS AFFECTING YOUR REVENUE GROWTH

A GUIDE FOR B2B COMPANIES

INCLUDES ASSET STRATEGIC MARKETING HEALTH ASSESSMENT

Evaluate Your Current Marketing Strategies +
Identify High-ROI Opportunities



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THE AUTHOR

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My name is Kim Marchbank and I help PropTech, Security and Real Estate companies create go-to-market and brand strategies to accelerate revenue growth and ensure a seamless customer journey. I have over 20 years of marketing leadership and strategy experience in B2B, B2B SaaS and B2C working with growing startups and small to mid-size companies.

I help businesses grow their brands to attract and retain high-value customers to accelerate revenue growth without wasteful spending on ineffective marketing. My strategies not only attract and retain customers, but also streamline your marketing operation processes for maximum efficiency.



Kim's mission is to help businesses grow through revenue-focused marketing strategies."



INTRO

Your ability to stand out and continuously grow your revenue is everything. However, inherent challenges in your marketing strategy are hindering your progress, affecting everything from brand perception to customer engagement.

This guide identifies five critical marketing problems that are quietly eroding your company's potential for growth and outlines the significant impacts these issues may have if left unresolved.

Marketing, at its core, is about connecting your unique services to the needs and desires of your prospective and existing clients. Yet, many companies struggle with outdated marketing practices, misaligned marketing strategies, and underutilised marketing resources, which can lead to a disjointed customer experience and inefficient use of marketing budgets.

Each of these problems not only decreases the effectiveness of your marketing campaigns but also compounds over time, leading to a significant barrier to achieving your business objectives.

This guide serves as a resource for recognising and understanding these pervasive issues within your marketing operations. By confronting these challenges directly, your company can begin to implement the necessary changes to refine your marketing strategies, enhance engagement with your customers and drive sustainable revenue growth. The insights provided in this guide will equip you with the understanding needed to start transforming your marketing into a revenue-generating engine.

MISALIGNED ASSETS

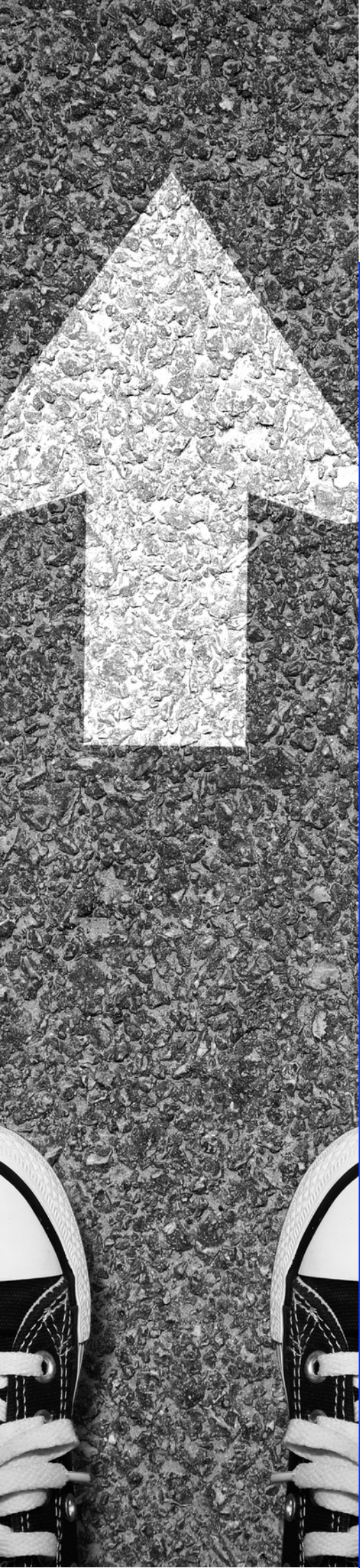
Your marketing materials might be outdated, not reflecting the current brand values or market realities, which could confuse your clients about what your brand stands for. Additionally, if your marketing tools are underutilised, you're likely missing out on enhanced engagement and broader reach, limiting your ability to compete effectively in the digital space. A lack of efficient asset management makes it difficult to locate and leverage existing marketing resources, leading to wasted time and potential missed opportunities. If these issues are not addressed, you begin to see a continued decline in campaign effectiveness and brand inconsistency, which could erode trust and diminish your brand's presence in the market.

Marketing materials might be outdated, not reflecting the current brand values or market realities.

SYMPTOMS OF MISALIGNED ASSETS:

- **Outdated Marketing Materials:**
Assets such as content, graphics, and collateral that have not been updated to reflect current brand values or market realities.
- **Underutilised Digital Tools:**
Lack of effective use of digital marketing tools and platforms could enhance engagement and reach.
- **Fragmented Asset Management:**
Difficulty in locating and leveraging existing marketing assets efficiently due to poor organisation or outdated inventory systems.





CUSTOMER JOURNEY GAPS

If your customer journey mapping isn't comprehensive, you're likely missing critical engagement opportunities that could convert more leads into customers. A poor understanding of key touchpoints that influence customer decisions means your interactions may not be as effective as they could be, potentially leading to a lower conversion rate.

Without tailored experiences that meet the unique needs and preferences of different customer segments, your marketing efforts might not resonate with potential buyers. Failing to address these gaps could lead to a further decline in customer satisfaction and loyalty, making it increasingly difficult to retain customers and attract new ones.

SYMPTOMS OF CUSTOMER JOURNEY GAPS:

Incomplete Customer Mapping: Lack of a detailed map that captures all stages of the customer journey, leading to missed opportunities for engagement.

Poor Understanding of Touch-points: Inadequate identification and optimisation of key touch-points that influence customer decisions.

Ineffective Personalisation: Failure to tailor experiences to meet the unique needs and preferences of different customer segments.

INCONSISTANT DATA

Currently, a lack of reliable metrics might be making it hard for you to measure and understand your marketing effectiveness and customer behaviour accurately. Data silos, resulting from unintegrated data collection across platforms, complicate forming a comprehensive view of marketing performance. Moreover, limited capabilities in data analysis can force decisions based on intuition rather than hard evidence. If not rectified, these data issues could lead to increasingly misguided marketing strategies, wasted budget on ineffective campaigns, and a significant competitive disadvantage.

SYMPTOMS OF INCONSISTENT DATA:

Lack of Reliable Metrics: Difficulty in obtaining accurate and reliable data to measure marketing effectiveness and customer behaviour.

Data Silos: Data collected across different platforms is not integrated, making it hard to form a comprehensive view of marketing performance.

Inadequate Data Analysis: Limited capabilities in analysing data to derive actionable insights, leading to decisions made on intuition rather than evidence.

A lack of reliable metrics might be making it hard for you to measure and understand your marketing effectiveness.



NO OVERARCHING STRATEGY

Operating without a clear, overarching marketing strategy leads to reactive campaigns that only respond to market changes instead of driving them. Undefined marketing objectives can create confusion within your marketing team and misalignment with your business goals. A lack of coordination among various marketing channels may result in disjointed efforts that dilute your overall impact. If left unchecked, the absence of a strategic plan could lead to further inefficiencies, ineffective spending, and an inability to achieve long-term business goals.

SYMPTOMS OF NO OVERARCHING STRATEGY:

Reactive Campaigns: Tendency to run campaigns that are reactive to market changes rather than being part of a proactive, strategic plan.

Undefined Marketing Objectives: Goals that are not clearly defined or aligned with the broader business objectives.

Lack of Coordination Among Channels: Disjointed efforts across various marketing channels that do not complement each other, diluting overall impact.



MARKETING SKILLS GAP

If your marketing team or executive's skills do not fully meet your marketing needs, you risk falling behind, missing opportunities for growth, and losing competitive edge. A lack of ongoing training and development opportunities means your team may not be equipped to handle evolving market challenges effectively. Recruitment challenges could also prevent you from attracting and retaining the talent needed to drive marketing innovation and success. Without addressing these gaps, your marketing efforts could suffer from stagnation, leading to decreased effectiveness and an inability to compete in a rapidly changing market environment.

SYMPTOMS OF MARKETING SKILLS GAP:

Outdated Skill Sets: Team skills that have not kept pace with the evolving demands of modern marketing techniques and technologies.

Insufficient Training Opportunities: Lack of continuous learning and development opportunities for the marketing team to stay ahead of industry trends.

Recruitment Challenges: Difficulty in attracting and retaining talent with the necessary skills and expertise to drive marketing innovation and success.

If your marketing team or executive's skills do not fully meet your marketing needs, you risk falling behind.





RESOURCE

Strategic Marketing Health Assessment

HOW TO USE THE HEALTH ASSESSMENT

The Strategic Marketing Health Assessment is designed to help you gauge the effectiveness and alignment of your current marketing strategies.

By answering the questions honestly, you can identify potential areas where your marketing may be falling short and understand the implications of these challenges.

Rate each statement on the following pages from 1 to 5, where 1 is “Strongly Disagree” and 5 is “Strongly Agree”.

This assessment will help highlight areas where your marketing strategies may be falling short, offering insights into the potential long-term impacts if these issues are not addressed.

Use this as a guide to begin thinking critically about how to better align your marketing efforts with your firm’s strategic goals.

ASSESSING RESOURCE ALLOCATION EFFICIENCY

We clearly understand which marketing initiatives provide the best ROI

Strongly Disagree Strongly Agree

1 2 3 4 5

Our marketing budget is regularly adjusted based on campaign performance and market feedback

1 2 3 4 5

We rarely spend on marketing efforts that fail to meet their objectives

1 2 3 4 5

There is a company-wide understanding of where marketing funds are allocated and why

1 2 3 4 5

Our marketing spend contributes directly to our firm's growth and client acquisition.

1 2 3 4 5

TOTAL SCORE

CLARITY IN SUCCESS METRICS

We have well-defined success criteria for each marketing campaign.

Strongly DisagreeStrongly Agree

12345

We use a consistent set of performance metrics across all marketing efforts.

12345

Stakeholders can easily explain how marketing success is measured in our company.

12345

Data from marketing efforts are used to make strategic decisions.

12345

We track our lead sources for each campaign.

12345

TOTAL SCORE

CAPTURING MARKET POTENTIAL

We quickly adapt our marketing strategies based on changes in the market.

Strongly Disagree Strongly Agree

1 2 3 4 5

Our marketing efforts are proactive rather than reactive.

1 2 3 4 5

We frequently identify and capitalise on new market opportunities before our competitors.

1 2 3 4 5

We understand which market segments we are not reaching effectively.

1 2 3 4 5

Our marketing strategy is dynamic and adjusts to capture emerging trends.

1 2 3 4 5

TOTAL SCORE

SYNCING STRATEGIES WITH OBJECTIVES

Our marketing campaigns are directly aligned with our firm’s strategic goals.

Strongly Disagree Strongly Agree

1 2 3 4 5

We review the timing of our campaigns to ensure they match market demand.

1 2 3 4 5

Our marketing efforts are perceived as relevant and timely by our target market.

1 2 3 4 5

There is a high level of internal agreement on the effectiveness of our marketing strategies.

1 2 3 4 5

We consistently evaluate and adjust our marketing tactics to better align with business objectives.

1 2 3 4 5

TOTAL SCORE

ASSESSING BRAND VITALITY

Our brand visibility in the market is growing steadily.

Strongly DisagreeStrongly Agree

12345

We are regularly attracting new clients through our marketing efforts.

12345

Our brand is perceived as innovative and leading in our industry.

12345

Feedback from clients indicates strong brand engagement and satisfaction.

12345

We feel confident in our brand's position and trajectory in the marketplace.

12345

TOTAL SCORE

Evaluating Your Score

After completing the assessment, tally your scores for each section. The maximum score per section is 25, with a total possible score of 125.

You Scored 100-125

Your marketing strategies are well-aligned and effective. Continue to monitor and refine as necessary.

You Scored 75-99

Your strategies are generally effective but need some refinement. Focus on areas where scores were lower to improve alignment and effectiveness.

You Scored 50-74

There are significant gaps in your marketing strategy that need to be addressed to prevent further issues.

You Scored 25-49

Your marketing efforts are largely ineffective or misaligned with your business objectives, risking serious competitive and growth setbacks.

You Scored Below 25

Critical issues are present in your marketing strategies, requiring immediate attention and strategic overhaul.

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Your Marketing Clarity Call

If your company is navigating the complexities revenue-focused marketing campaigns, the path to clearer, more effective marketing is just a phone call away.

Discover The Full Potential of Strategic Marketing

I would like to invite you to apply for a marketing clarity call. On this complimentary call, we'll dive into your current marketing and sales strategies to unearth how much more revenue your company could potentially generate in the next quarter and beyond.

I'll evaluate your current marketing operations, highlighting areas in need of enhancement in consistency, predictability, and outcome quality.

Here's What You Can Expect From Our Call

- A comprehensive review of your marketing strategies to identify untapped revenue opportunities.
- An analysis of your marketing operations to pinpoint areas for improvement.
- Insights into whether my marketing leadership services can help steer your company towards achieving its goals.

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