

Checklist: The must-have marketing and sales tactics and technology for success in 2018

If you are not sure how to distribute your marketing and sales budget for the year ahead, have a look at this checklist to find out what essential marketing and sales tactics and technology B2B companies are planning to invest in.

Marketing and sales tactics you should invest in

58% of US B2B businesses we surveyed for our B2B Sales and Marketing Benchmark Report will be investing in below the line tactics such as PR, SEO and paid promotion. 38% of businesses said they will be spending their budgets on Customer research. Here are the marketing activities that are high on the agenda for B2B marketing and sales teams in 2018.

- Below to lines tactics – PR, SEO, paid promotion, email, events
- Customer research
- Data analysis
- Customer retention marketing
- Learning and training
- Product development
- Updating website or getting a new website
- New software

Marketing and sales technology you should invest in

Better and more efficient marketing and sales technology is a great driver for growth. A good CRM system is on the wish list for 40% of B2B companies we surveyed and 34% say they will be investing in marketing automation software. Here is the full wish list for marketing and sales technology.

- Customer Relationship Management (CRM)
- Marketing automation
- Marketing analytics
- Lead generation software
- Social Media Distributor (SMD)
- Pipeline management

Did you find this useful? Download the full Lead Forensics Marketing and Sales Benchmark Report 2018 report now:

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More than 30% of B2B companies we surveyed will invest in lead generation tools in 2018. Get ahead of your competition and start planning your 2018 success today with a free trial of Lead Forensics.

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