

B2B MARKETING AWARDS
FROM B2B MARKETING

MASTERS OF THE ARTS

B2B Marketing Awards 2024 Analysis: Key Traits of a Successful B2B Marketing Team

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Let's be honest. Being a B2B marketer isn't easy. You're expected to be a commercial powerhouse, capable of building complex, nuanced strategies that deliver measurable growth. At the same time, you're expected to be a creative savant, capable of taking the proverbial temperature in a market and knowing exactly what's going to resonate with your buyers. As if that wasn't enough, you're now expected to be a technology expert too, capable of linking any number of systems together to make all of the above happen seamlessly and – at times – without human involvement.

Of course, we would all love to have a team of 1000 experts in every conceivable area, capable of handling anything thrown our way, but that's neither realistic, nor helpful as a point of reference. The question, therefore, is as follows: what does a great B2B marketing team look like in practice?

In order to answer the question, we looked no further than our very own B2B Marketing Awards. By analysing the entries from hundreds of submissions of award-winners, runners up and close-calls, we can see what high-performing B2B marketing teams look like, the habits they build, and the core competencies at the heart of everything.

So, want to know what makes a great B2B marketing team? Read on. Want to see all of the winners from our 2024 Awards programme? Just head here.



Building a collaborative culture



Entire departments falling into silos is a common pitfall in the world of business. This leads to a lack of collaboration, a lack of alignment, and, ultimately, an inefficient business in which different teams are on different pages.

However, it's not just departments that can fall into silos, but individuals too – so invested in their own 'to do' list that they scarcely look up and see if that work is even worth doing.

Analysing the entries from our 2024 B2B Marketing Awards, we can see that award-winning teams put the following at the heart of their culture:

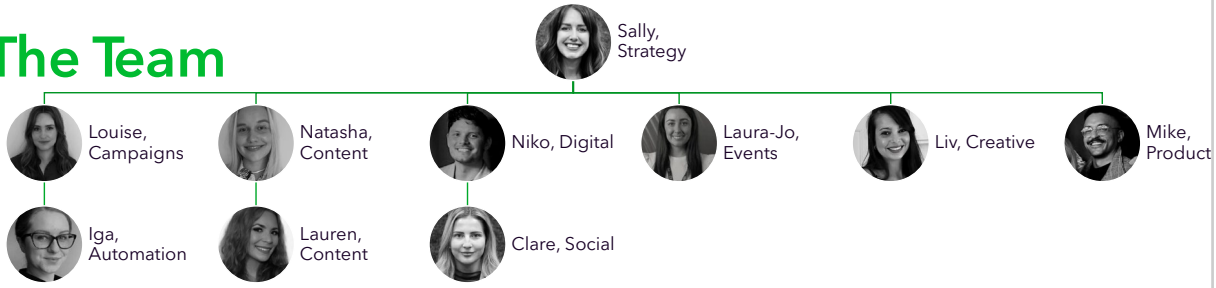
- Weekly team updates.
- Monthly strategic reviews.
- Quarterly in-person sessions.
- Cross-functional collaboration forums (85% of teams use this approach).
- Joint planning sessions.
- Shared KPIs.
- Integrated workflows.

One of our awards' categories is B2B Marketing Team of the Year. In 2024, the top accolade was awarded to two winners: System C and Benifex (formerly Benefex). Benifex is an HR tech company that creates exceptional employee experiences by helping global organizations manage rewards and benefits at scale.

In 2024, Benifex's marketing team achieved a £50 million revenue milestone with a 64% increase in leads. Reflecting on the award win, Sally Winter, Marketing Director, Benifex, recognized the remarkable progress of the team:

> *"One of the things that stood out in the awards was what we'd achieved with such a small team! We're a team of 12, and we're arranged quite traditionally into demand gen, ops, digital events, product, and then content and creative. The award spoke very much to the growth of our team, and how we built it from what was essentially a team of four with only one professional marketer."*

The Team



Complementary personalities



Engagement Score

45

22 above
True Benchmark® (23)



The outcomes

37% of sales are now generated from marketing (up from 15%).

99% of opportunities have marketing influence on them.

Leads up 64% on last year.

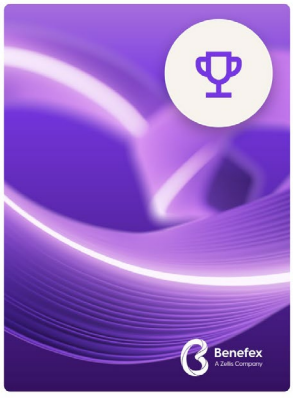
First ABM campaign generated £500k in revenue and £10m pipeline.

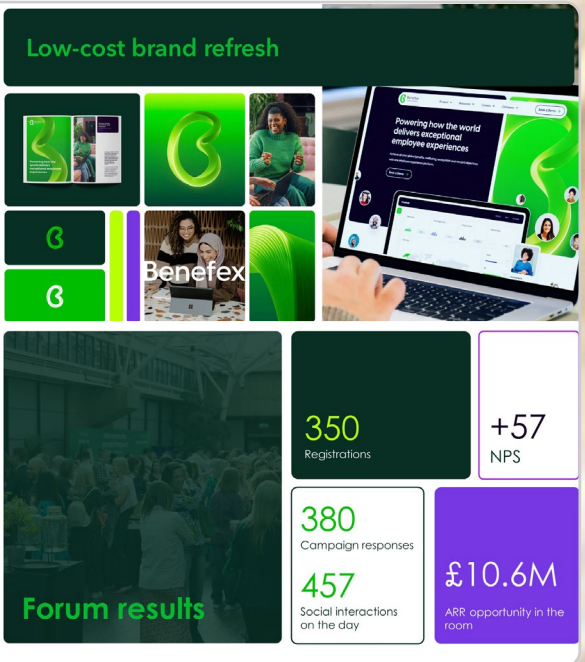
THE SUNDAY TIMES
Best Places to Work 2024
BIG COMPANY

Sunday Times Best Places to Work List 2024

Listed in the **top 10 big** organisation to work for two years in a row.

To be considered for the list, more than half of Benefex employees had to respond to 35 survey questions that measure their employee experience, covering six key drivers of engagement: Reward and Recognition, Information Sharing, Empowerment, Pride, Job Satisfaction and Wellbeing.





Sally spoke to us in a recent episode of The B2B Marketing Podcast, so, if you want to hear directly from Sally, and what she thinks it takes to build an award-winning marketing team, just head here.

Celebrating success and building comradery

Much to the chagrin of your CFO, there are some things which can have a positive impact, but which can be near-impossible to relate to a direct return-on-investment. No, I'm not talking about brand awareness; I'm talking about that after-work social, or that team getaway.

Analysing the entries for our 2024 B2B Marketing Awards, we can see that winning teams take their culture seriously. Looking at the numbers, we can see that:

- 75% of teams engage in regular social activities.
- 70% of teams have recognition programmes.
- 80% of teams have a vehicle for celebrating quick wins.
- 75% of teams have employee feedback loops in place.

A key part of building a strong, successful team is having a clear vision for the future. Reflecting on the hiring process, Sally shared how focusing on long-term growth, and inspiring candidates to join the journey, played a crucial role in shaping the team:

"My approach to hiring was to look a few years ahead to where we wanted to be. When reaching out to candidates, I was really pitching a vision, which can be challenging because there are no guarantees. You can't be certain the team will grow or that the organization will scale to its targets, but you're essentially saying, 'Please, will you come with me on this journey?' Fortunately, it worked out well."



Great teams need great leaders

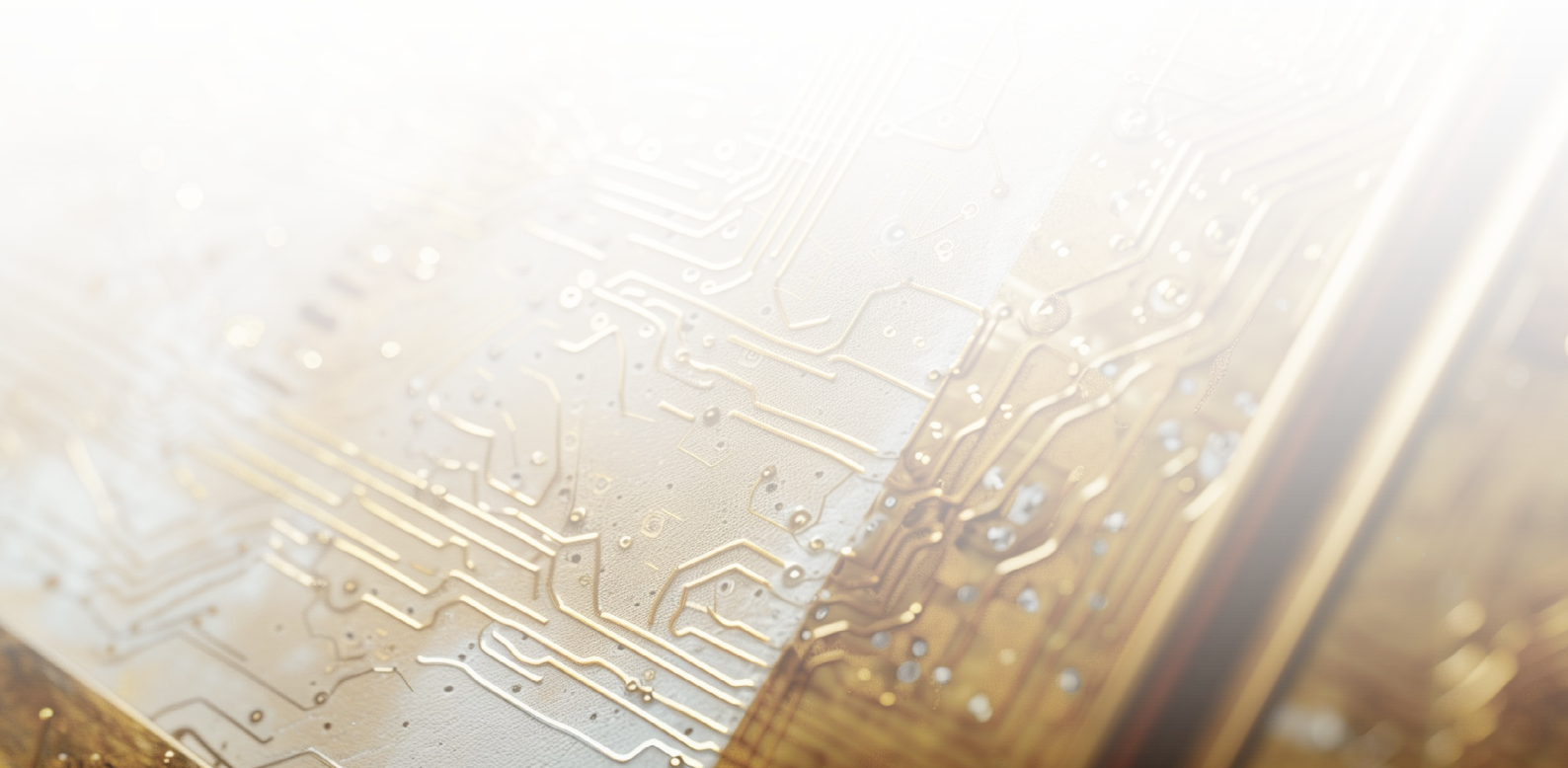
What is a team without a leader, after all? A strong leader needs to be a commercial marketer – a marketer whose primary skill set and value is in their ability to think strategically and drive measurable revenue growth through marketing – but they also need the right soft skills to get the best out of their team. After all, it's their team that actually executes their strategy.

So, what sets great leaders apart from the rest? Well, analysis of entries from the 2024 B2B Marketing Awards reveals that:

- 95% of teams are completely clear on the vision, set from the top (i.e. by their leader).
- 90% of teams are focused on commercial results, set by the leader.
- 75% of teams have clear career progression frameworks.
- 80% of teams have skill development programmes in place.
- 65% of teams have mentorship initiatives that their teams can make use of.

Strong leadership is about balancing short-term goals with long-term vision. Reflecting on this approach, Sally shared how she navigated the challenge of driving immediate results while building a lasting brand foundation:

> *"I wanted to move quickly but avoid the trap of focusing solely on lead generation at the expense of long-term brand building. We also took a strategic approach: reviewing the brand and our positioning, clearly identifying our ideal customer profile (ICP) and establishing a solid foundation. Every activity and campaign was relentlessly focused on the pain points and aspirations of our target audience."*



How great teams measure impact

Ultimately, what you decide to measure is going to depend on any number of things: your business model; whether you're selling a product or service; if you're in a high growth phase or if you're looking to maintain your existing market share.

That said, reviewing the entries from our Awards entries, we can see some common ground. According to the data:

- 95% of teams measure pipeline contribution from marketing.
- 90% of teams measure revenue attribution.
- 85% measure deal influence.
- 80% of teams measure ROI/ROMI.
- 90% measure campaign performance.
- 85% measure lead quality metrics.
- 80% measure channel effectiveness.
- 75% measure customer engagement.

In addition to this, it's clear that great marketing teams also take an even more advanced approach to their measurement, looking at things like:

- Multi-channel attribution (70% of teams).
- Customer journey tracking (65% of teams).
- Predictive analytics (60% of teams).
- AI-powered analytics (55% of teams).
- A/B testing frameworks (75% of teams).
- Real-time optimization (70% of teams).
- Automated reporting (65% of teams).
- Predictive modelling (55% of teams).

Nonetheless, measuring impact goes beyond just tracking numbers, it's about ensuring results are seen, understood and celebrated. Sally has made a conscious effort to showcase and celebrate the team's achievements more effectively. Entering marketing awards, for example, was a deliberate step toward increasing visibility.

While they have always been diligent about tracking performance, they now place greater emphasis on sharing results and celebrating wins:

"Now, I make it a priority to close each quarter with a report, bring the team together, and celebrate achievements before moving on to the next initiative."

Technology is at the heart great teams

Without doubt, it's the 'sexier' technologies that tend to dominate the headlines. And whilst it's clear that AI is here to change marketing – and, in fact, the world – forever, the data from our 2024 B2B Marketing Awards indicates that the high-performing marketing teams have the basics in place first.

- 95% of teams have marketing automation in place.
- 90% have an integrated CRM.
- 85% use some form of analytics platform(s).
- 80% use a content management system.

At a slightly more advanced level, we can also see that:

- 70% of teams have a AI/ML implementation.
- 60% utilised account-based marketing (ABM) platforms.
- 55% use customer data platforms (CDPs).

These numbers make it clear: the best teams aren't just chasing the latest trends, they're building on a strong technological foundation. Without the right infrastructure in place, even the most advanced tools can fall flat. Sally reinforces this point:

> "We knew we needed to move quickly, but we also had to get the fundamentals right: without the right tracking, CRM integration and marketing operations in place, it's impossible to prove ROI or scale effectively. Getting those foundations in place first made all the difference in how our team performed."



Conclusion

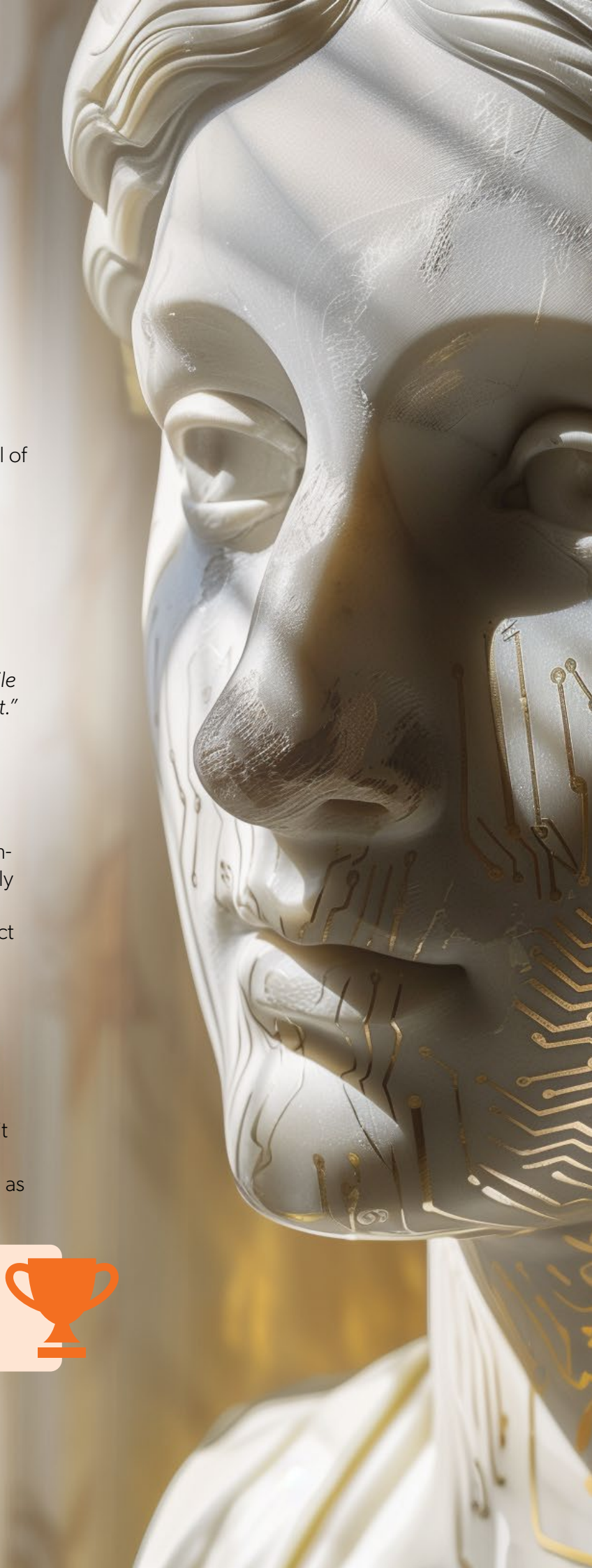
With over 200 entries to analyze, summarising the findings succinctly and accurately can be a difficult thing to achieve. According to our AI tool of choice, however:

"This detailed analysis reveals that the most successful B2B marketing teams excel not just in one area, but maintain a balanced focus across cultural, leadership, measurement and technology aspects. The key to success appears to be the integration of these elements into a cohesive strategy that drives business results, while maintaining team engagement and development."

Ultimately, this hammers home the importance of becoming a commercial marketer – a marketer whose primary skillset and value is in their ability to think strategically and drive measure business growth through marketing. By comparison, a non-commercial marketer is a marketer who is primarily focused on tactical wins or results in isolated marketing metrics, without any measurable impact on growth.

If you want to learn more about becoming a commercial marketer and the skills you need to operate as one, we'd urge you to look at our **commercial marketer strategy pack**. This pack gives you everything you need to stop talking marketing, and start talking business. Ultimately, it will help you to build trust and influence with the board, and start positioning your marketing team as the strategic growth engine of your business.

If you want to learn more about entering out 2025 B2B Marketing Awards programme, you can learn more about entering here.



About B2B Marketing

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

Deliver your marketing content and proposition to the right audience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

Our products

ELEVATION AWARDS FROM B2B MARKETING

B2B MARKETING AWARDS FROM B2B MARKETING

B2B IGNITE FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

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THE B2B MARKETING PODCAST FROM B2B MARKETING

PROPOLIS FROM B2B MARKETING

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