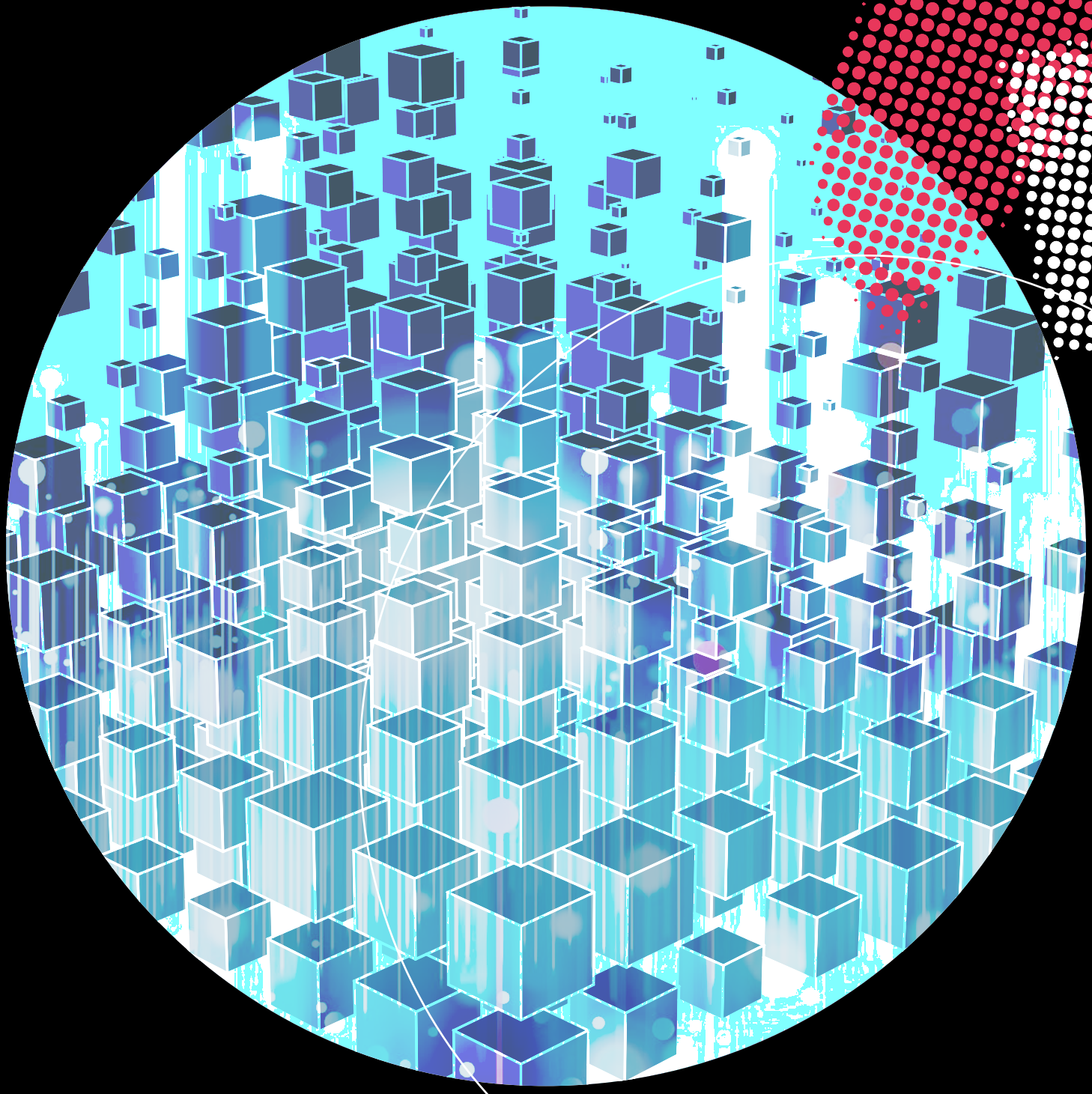
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How is marketing's technology stacking up?

And why it's process that counts



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Introduction



Peter O'Neill,
lead analyst,
B2B Marketing

This report will discuss what should be part of an ideal martech strategy and deliver guidance on the organisation and process of effective strategic management. It provides a snapshot of the UK industry's martech stack, including the most common platforms, the levels for customer satisfaction for those technologies, plus an overview of some of the challenges faced in moving B2B marketers forward in their martech proficiency. It also evaluates how B2B marketers are placing their bets on martech.

While this report will reveal some industry secrets, plenty of statistics and peer-to-peer advice, its main aim is to ignite a conversation by providing actionable advice. The advice given can help open the debate in your company about the challenges and ambitions behind building a modern martech stack.

Report Insights

- How strategic is the average martech stack?
- The budget for martech, now and for the year ahead.
- The state of martech in practice.
- An industry audit of how martech is standing up.
- Advice on how to develop your martech strategy and what it should entail.
- Practices that can overcome the skills shortage.

Companies interviewed for this report

We would like to thank the individuals from the following companies who generously gave their time during the research for this report.

Ian Bennison, marketing operations director, TMF Group

Emily Gravel, marketing automation manager, Carbon Black

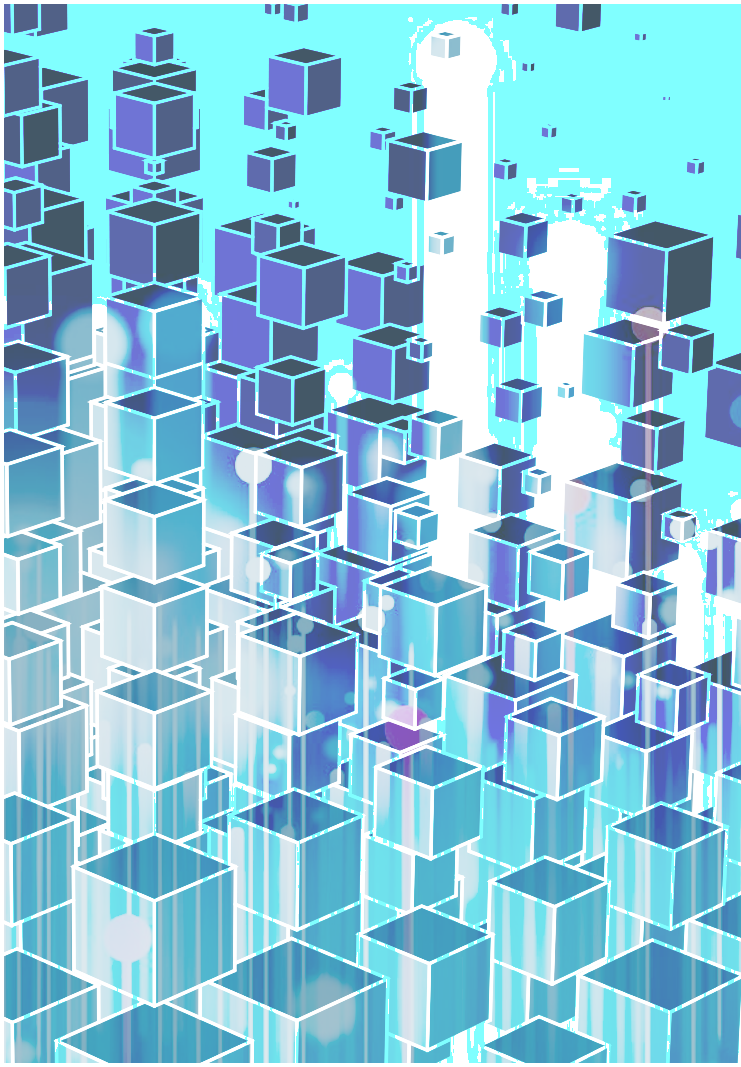
Marc Keating, chief innovation officer, Stein IAS

Payal Raina, head of global marketing, Torstone Technologies

Adam Sharp, co-founder and CEO, CleverTouch

Executive summary

This report is based on findings from our Q1-2020 survey of over 300 B2B marketers from companies of all sizes, small and large, and across all industries. The survey reveals B2B marketer's martech investment and development plans – including their budget, a view of their tech stack's efficacy and their major challenges.



Survey highlights:

- Martech has apparently overpowered the marketing department. The number one challenge is finding people skilled in effectively operating that software.
- Only 13% think their martech stack is good for current and future use.
- Most stack elements are siloed and not integrated within marketing, let alone to the rest of the company.
- Less than one quarter (22%) of respondents have an agreed and documented martech strategy. (However, at 57% just over half reported that they're currently in the process of putting one together).
- Just 51% of the respondents stated they were responsible for the CRM system.
- The CRM is marketers' most-hated system. For most, it was installed before they were doing digital marketing and it was built for the needs of sales, not them.

Section 1

B2B marketers have binge shopped on martech

Rampant digital transformation in the business world has raised two distinct challenges for marketing leaders. Firstly, they must adjust to communicating to their market through new digital channels; and secondly, they must adopt an expanse of new technologies to support those new business processes.

Marketing organisations have reacted to these challenges in different ways. Some quickly adopted marketing automation platforms, including new processes pre-defined by the software they selected. But often martech was bought and installed without process change and employees were left unprepared.

Others enthusiastically drew up (or had consultants draw) an idealistic target martech 'stack' and embarked on binge buying software subscriptions. Each is able to find one or two success stories from their investment orgy. However, the final result is a collection of disparate, uncoordinated systems that have become a headache to operate and manage.

A further group of businesses ended up with the same result, not through the approach of building a stack, but because numerous marketers in the organisation were empowered to license their own tools as an operating expense. Data provided by the Blissfully State of SaaS Report 2019 suggests that a SaaS-Apps audit in most marketing departments would quickly highlight there being more technology than originally assumed or planned.

In summary, a sense of urgency around digital marketing has created a sort of arms race where technology was being acquired tactically and in response to promises.

Marketing often spends more on technology than IT

Marketing is the one department most accustomed to spending externally, so it's not surprising that many of them are now spending more on technology than any other departments. Gartner believes that many marketing departments are even spending more on IT than their own IT department. Their 2019 CMO Spend Survey 2019-2020 found that a quarter of most marketing budgets are now dedicated to technology.

> *"Without an optimised martech stack, companies struggle to deliver a consistent customer experience, leaving more work and muddy waters for marketers"*
>
> **Emily Gravel, marketing automation manager, Carbon Black**

Marketing technology doesn't seem to be working

According to Gartner's 2019 Marketing Technology Survey, marketing leaders in the UK and North America only use 58% of their marketing technology's full capabilities. Marketing applications have mostly not been learned or fully assimilated due to a lack of resources on the user side. This is discussed in more detail later in this report. As is the issue that, in many companies, the many disparate martech systems are not well integrated with each other. One of the consequences of digital transformation is that the various departments are becoming more coordinated in their communication with customers (sales, marketing, service), and so siloed installation of technologies no longer works.

Many organisations still struggle to understand how digital marketing should impact their business and processes. Ultimately, successful digital marketing requires a new strategy, culture and operational process. It also demands a considered approach to new marketing technologies.

A strategic approach to martech is needed

This tactical approach to martech investment is prevalent across most industries, leading not only to a seller's market for software, but a stormy sea of churn for its users with companies discovering that prior tech investments aren't suitable.

According to a 2019 survey by Martech Today, 83% of marketers swapped out at least one marketing software application in the past year. In numerous user surveys about specific martech application areas by the industry analyst company Research in Action, the share of respondents planning to replace their current system hovers between 25% and 35%, depending on the topic.

"Many firms are implementing their second or even third instance of marketing automation and marketing cloud. It's a significant part of our business. What's interesting is that these second and third generation implementations typically have less emphasis on the technology and more on the wider organisational adoption"

Adam Sharp, co-founder and CEO, CleverTouch

Being accustomed to external spend on agency services and technology, marketing has not necessarily been subject to the same financial disciplines as its colleagues. But the honeymoon is probably now over. Chief financial officers have turned their attention to marketing expenditures and expect answers on return on investment, business outcomes, and revenue contribution.

Only marketing organistions that have a clear, strategic approach to their marketing technology stack will be able to ensure their spending provides a realistic return on investment to their companies. It's the chief marketing officer or marketing director's responsibility to ensure that all the marketing technology investments they are responsible for (software, external services, training, recruitment) provide full value.

Section 2

The B2B Marketing martech survey

This remainder of this report shares findings from our Q1-2020 survey of over 300 B2B marketers from companies of all sizes, small and large, and across all industries. The survey reveals B2B marketer's martech investment and development plans – including their budget, a view of their tech stack's efficacy and their major challenges.

For each section of the survey, we have documented the answers with appropriate descriptive commentary. Some insights are then provided about these results and, when applicable, a call to action is also provided.

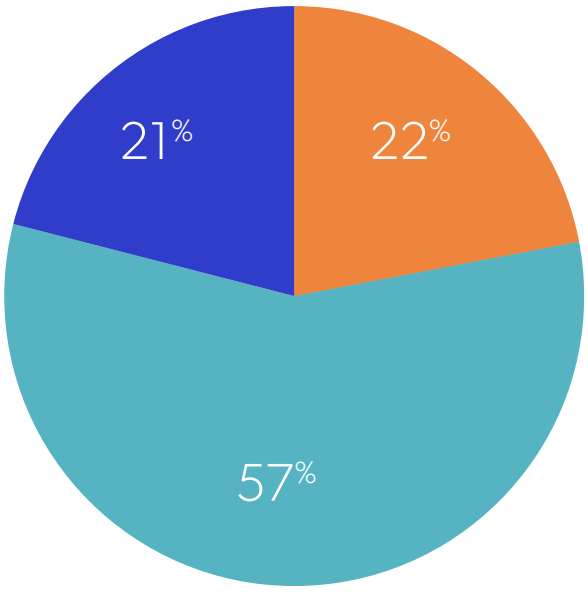
How many companies maintain a martech strategy and for what timeframe?

Less than one quarter (22%) of the respondents were willing to claim that their company has an agreed and documented martech strategy. However, at 57%, just over half reported that they are currently in the process of putting one together. Curiously, the remaining, and significant 21%, of respondents stated they have no plans for a strategy.

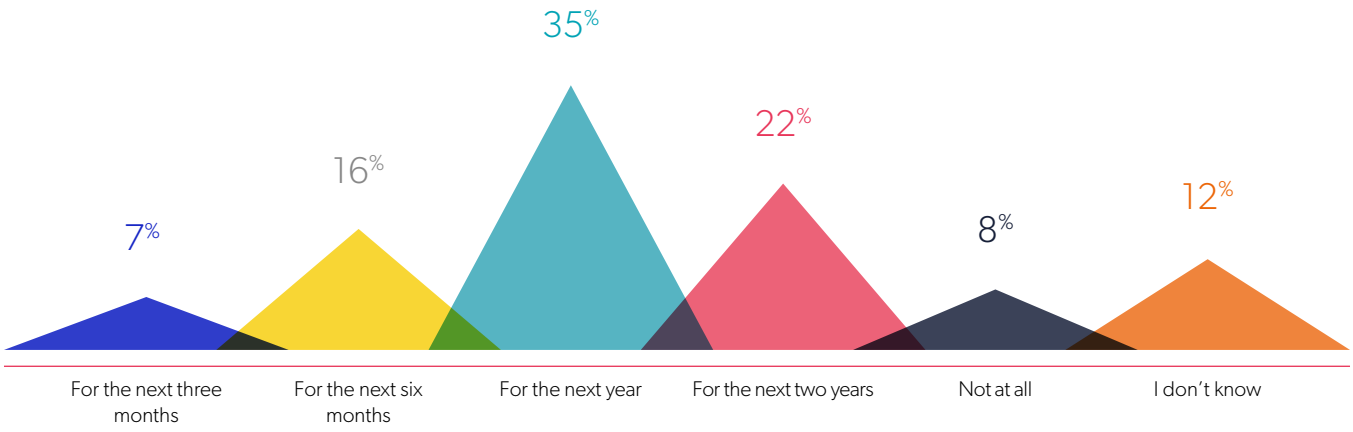
The vast majority (84%) of companies are developing their strategy in-house with just 10% relying on a consultant or agency for assistance.

Over 56% of those with a complete or in-progress martech strategy stated that they were planning for a time period of one year (35%), or even for two years (22%). A full quarter responded their strategy is planned for just six or even three months at a time.

Do you have an agreed and documented marketing technology strategy?



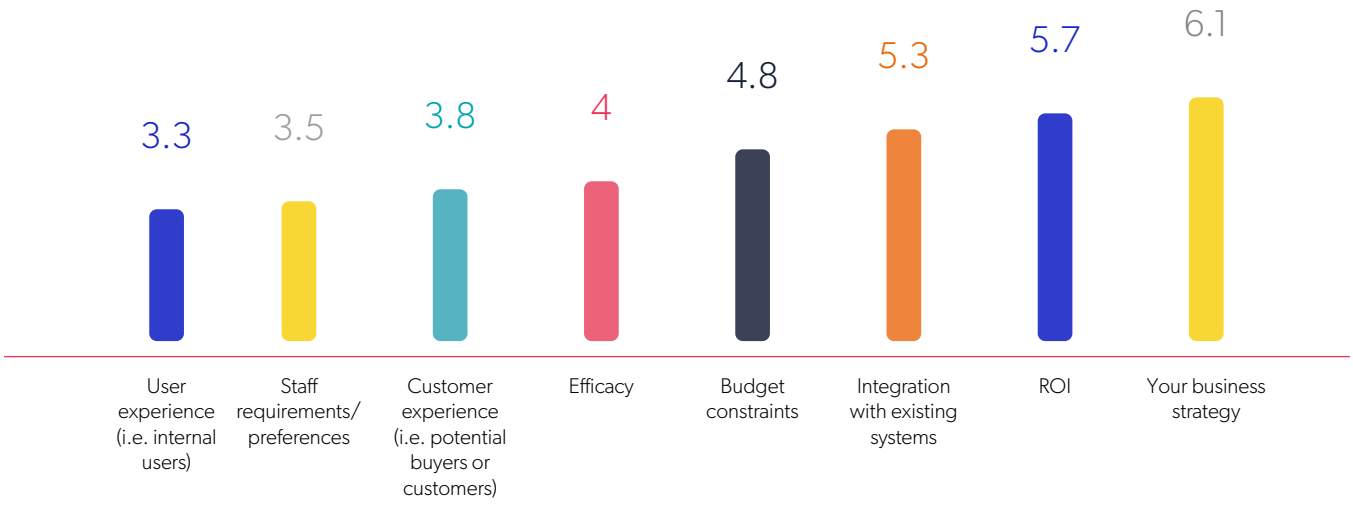
If yes, or in progress, how far ahead do you plan your marketing technology requirements?



What most influences strategy?

When asked which factors are most accounted for when developing a martech strategy, respondents revealed an almost even spread across various topics. Ranked highest was alignment to business strategy, followed by the expected return on investment. Integration and budget constraints were voted as next important while efficacy, customer experience, staff requirements and user needs were all scored lower.

Which of these factors influence your martech strategy? (Ranked most to least important, 1 being the most important factor, 8 the least)



Is the CRM part of the martech strategy?

For most companies, the CRM system is one of the first pieces of software implemented to cater for some of marketing's needs. However, the CRM project is usually more of a Salesforce automation initiative and often not used by marketing at all. We thought it would be interesting to review whether the CRM system was deemed part of martech at all. Just 51% of the respondents stated they were responsible for the CRM system. A further 39% take the CRM system into account in their martech strategy, but are not responsible. The remaining 10% of companies said the CRM was not factored into their strategic thinking.

Just 51% of B2B marketers stated they were responsible for the CRM system

Key insights on martech strategy

A total of 78% of companies either have a complete martech strategy or one in progress. This sounds impressive but should be considered alongside the timeframes involved. A major martech acquisition project will typically take six to nine months from initial specification to vendor selection and that time period is followed by a similar block for project implementation. Any timeframe under a year is not a strategy at all. This reduces the number of companies that are truly maintaining a martech strategy to around 56%.

- The true value of a martech strategy is not in having it written up in process documents or hung on wallcharts. It's in the meetings, communications and negotiations that serve the plan – the cliché 'it's all about the journey' applies here.
- It makes great sense that the top factor influencing the martech strategy is the associated business strategy. ROI is clearly scored as the next most important factor. While a cost and benefits analysis is relevant to marketing, setting up and executing an ROI analysis for one significant marketing technology project is very challenging and perhaps even distracting.
- It is depressing to see how lowly marketing managers consider the needs and preferences of their own employees. One of the greatest challenges for marketing technology is ensuring its adoption, and this greatly depends on its acceptance by users – if they find the system too cumbersome, the chances are they will still accomplish their tasks without it. Another challenge for marketing organisations is staff recruitment and many newly-qualified marketing staff (millennials, Gen X and Gen Y) do have their own, unique expectations regarding usability and responsiveness.

Call to action – A martech strategy isn't just martech

- A martech strategy must include several elements of planning, guidelines and frameworks. As the title implies, it includes the technology plan itself (with a description of the current status backed up by a recent technology audit) and a list of technology projects for the coming period (broken down into investment areas, make or buy decisions, status of technology acquisition, and an integrations project plan).
- It should also include a process re-engineering plan, discussing plans to adopt the new digital marketing methods with the associated change management projects addressing migration and skills acquisition. Another component of the strategy should be a resources plan (documenting staffing, recruitment, external assistance, and training).

"We include external agency resources in our plan to cover resource shortages or even contingencies, like only having one person trained on a product who then leaves us"

Ian Bennison, marketing operations director, TMF Group

Section 3

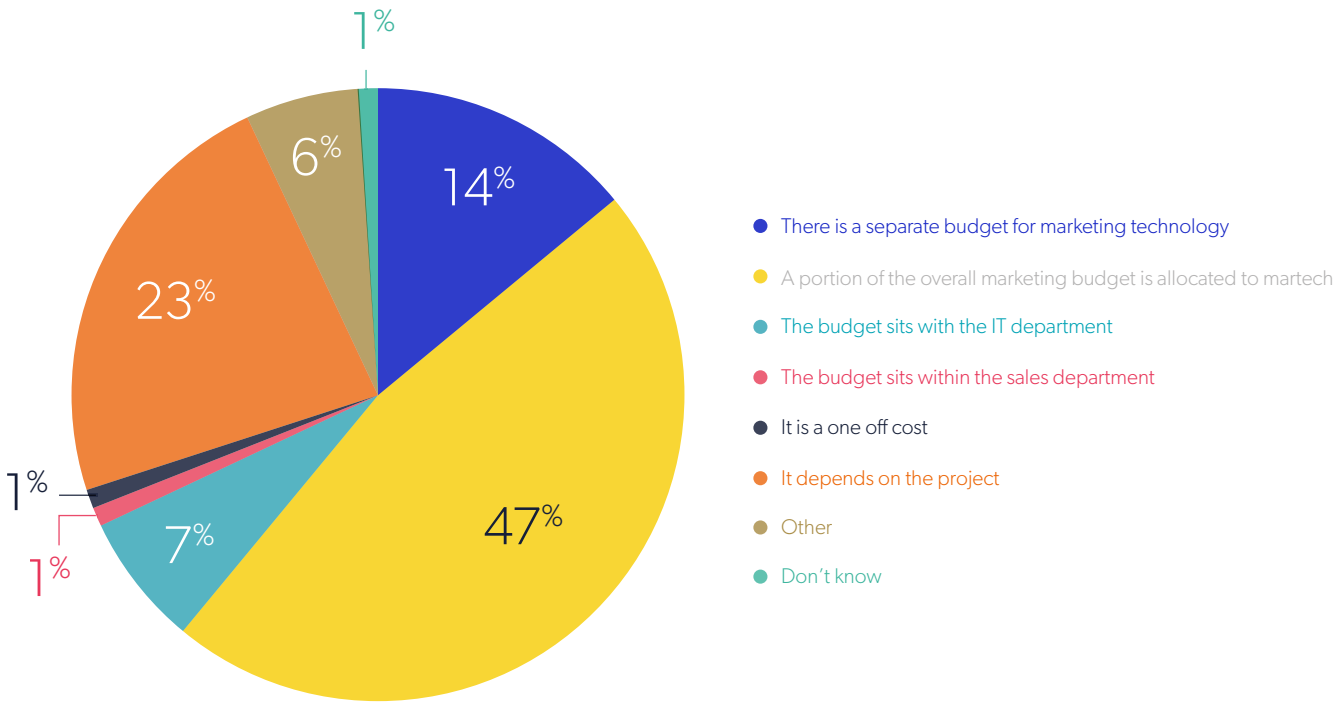
Martech budgets and investments

Our survey continued by asking about the financial aspect of a martech strategy. After all, if you don't control the budget, it's hard to really be responsible for the associated spending strategy.

Who owns the martech budget?

When we asked about the ownership of the budget for martech investments, we found that just under a half (47%) of respondents manage their marketing technology budget within the overall marketing budget. Another 14% reported that the martech budget is managed as a 'separate budget' – most probably this would be a budget jointly owned by marketing and IT. A minor 7% need to ask their IT colleagues for approval, while nearly one quarter responded that 'it depends on the project'.

Where does the budget for martech sit?

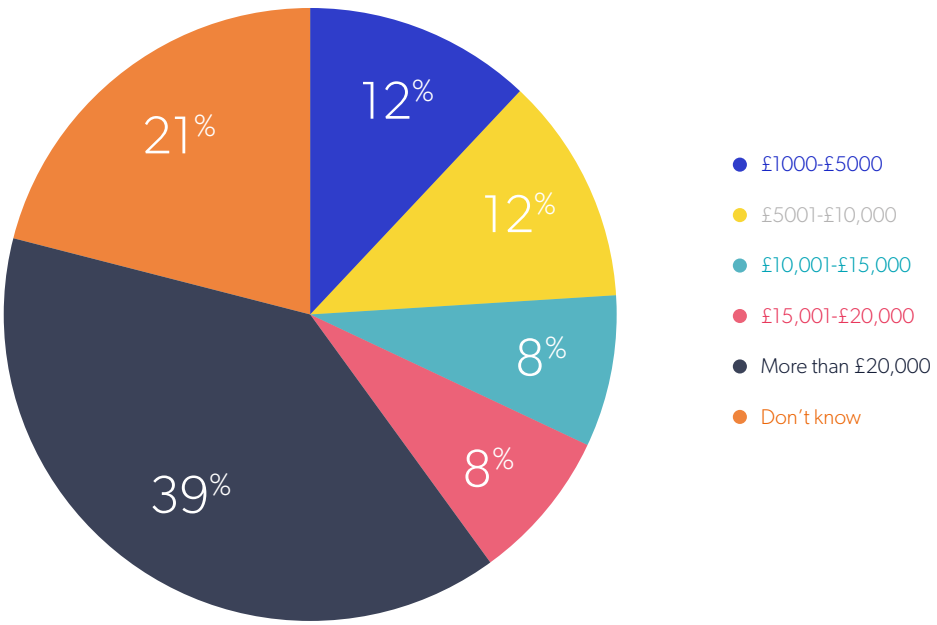


Budget size and future trends

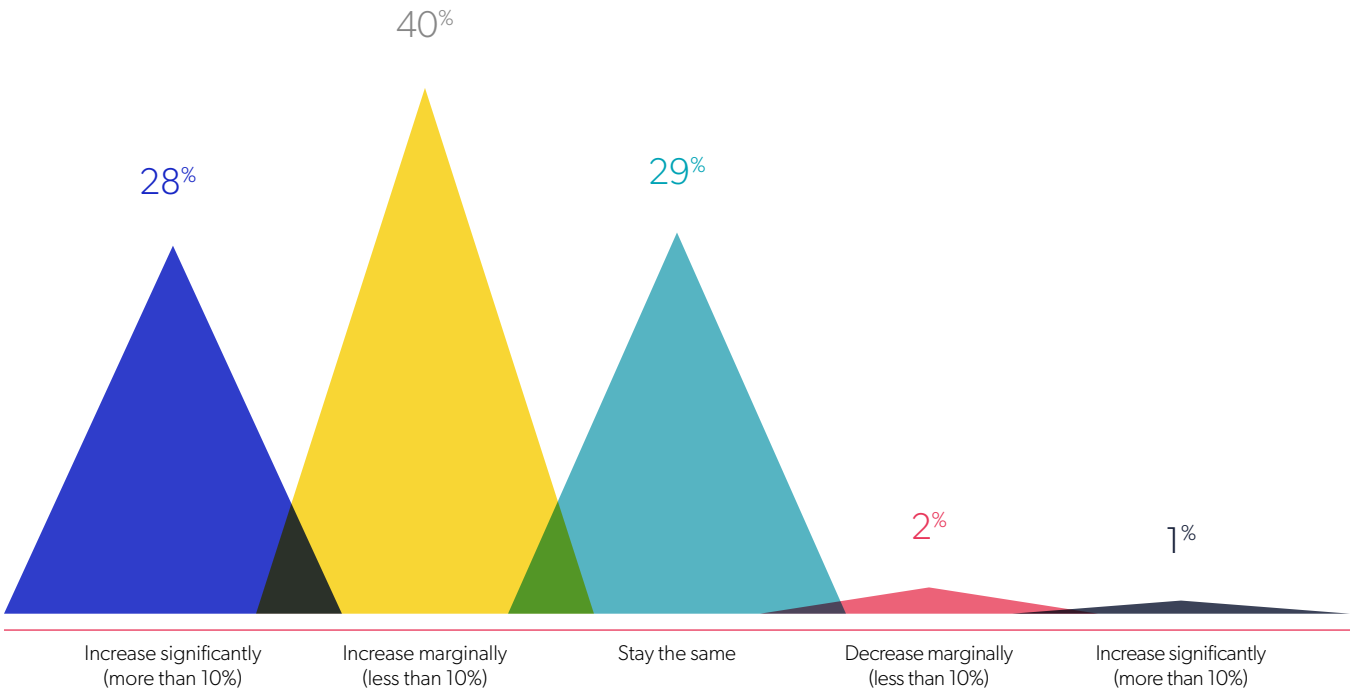
When asked what their organisation spends on martech annually, 18% responded with numbers up to £10,000 per annum, while another 16% spend between £10,000 and £20,000. The largest group by far (39%) spend over £20,000 on their martech investments. The estimated average martech spend across the companies that answered this specific question is £29,000.

In response to the question about budget changes for the next 12 months, over a quarter (28%) are in the happy position of planning an increase of 10% or more to their budget. Another 40% anticipate a budget increase, but only in single figures. A minute 3% already know that their budget will be reduced, which leaves around 29% with the same martech budget year-on-year.

How much does your organistion spend on martech over an average year? (this includes everything from plug-ins and apps to platforms)



How will your budget for martech change over the next 12 months?



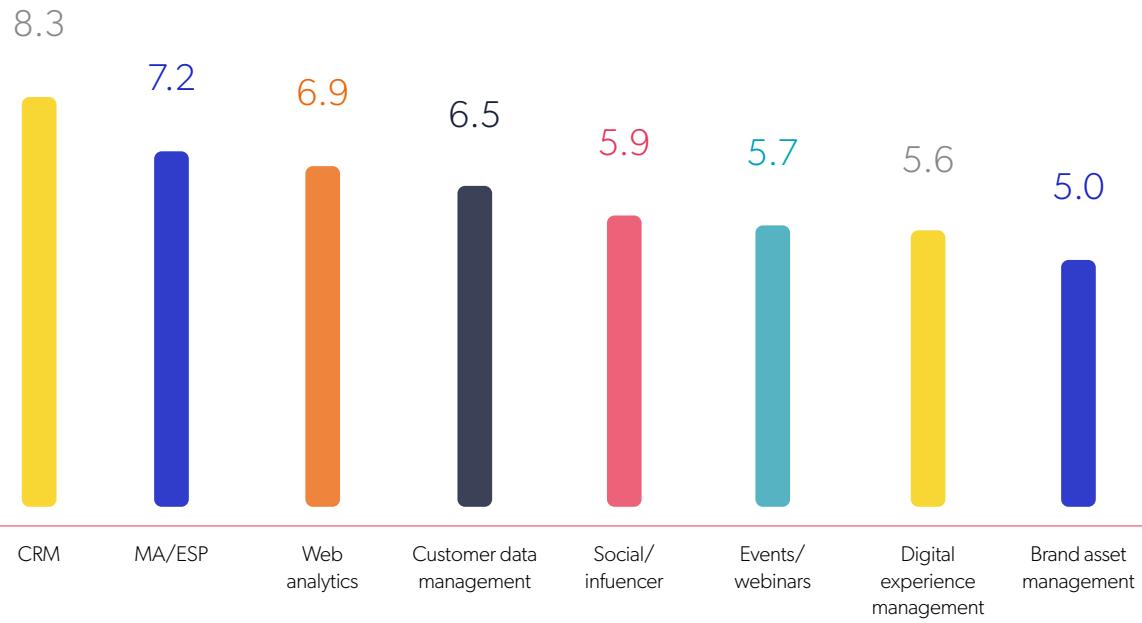
The estimated average martech spend is £29,000 per year

Focus of spending

Elsewhere in the survey, we also asked which areas of technology were the most urgent. The respondents were asked to score a list of technologies between 'most urgent' and 'least urgent'. The investment area considered most urgent is CRM, followed by MA/ESP, then web analytics and customer data management. The least urgent was brand asset management.

The investment area considered most urgent is CRM, followed by MA/ESP. This is somewhat unsettling. Pumping even more money into CRM and MA systems could mean marketing remains in its lead collection and distribution role

Where do you plan to invest significantly in 2020? (Ranked most to least urgent)



Key insights on martech budgets

- In well over half the companies surveyed, the CMO or marketing director has full responsibility for martech spending. However, this also means that standard business expectations will prevail regarding reporting against these investments. Nobody is worrying anymore about which half of the marketing budget is wasted – they want a full account-based analysis.
- It is assumed that the 25% of companies that based budget on the project are probably small companies, and for them that is business as usual.
- The reported spending focus is somewhat unsettling. Pumping even more money into CRM and MA systems could mean marketing remains in its lead collection and distribution role.

Section 4

The state of martech in practice

We gave the survey respondents the chance to self-assess the state of their martech stack and the returns were extremely thought-provoking. We also asked about their challenges and for the respondents to rank these according to the area of technology.

Is your martech stack good enough?

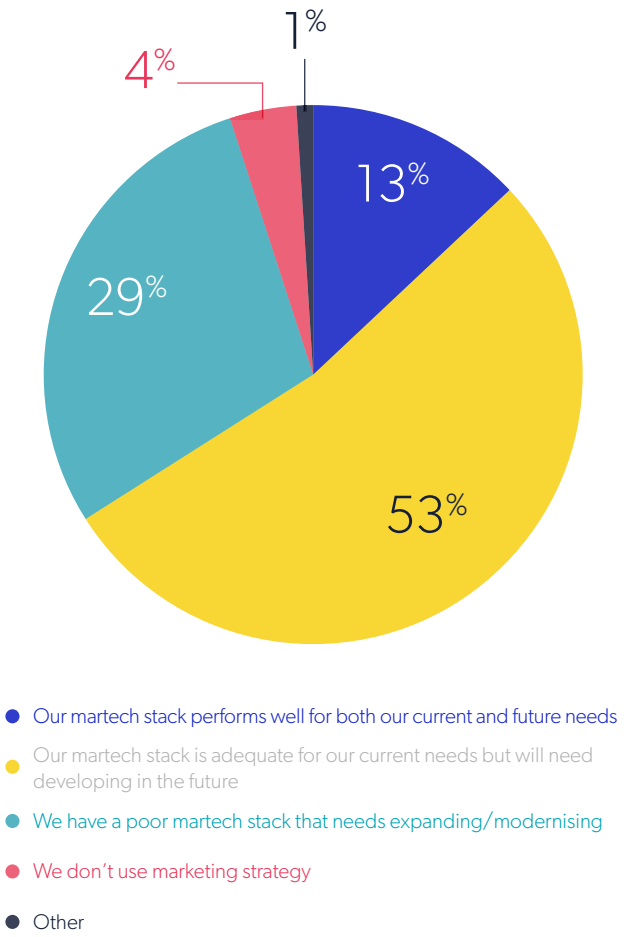
A staggering 87% of respondents weren't able to confirm that their martech stack was performing well, both for current and future needs. Nearly one third (29%) even consider their stack as poor or in dire need of expansion.

Some 53% reported that their stack was currently adequate but needs developing for the future, which sounds comforting but only at first. Planning for future needs is hopefully covered by those companies in their martech strategy.

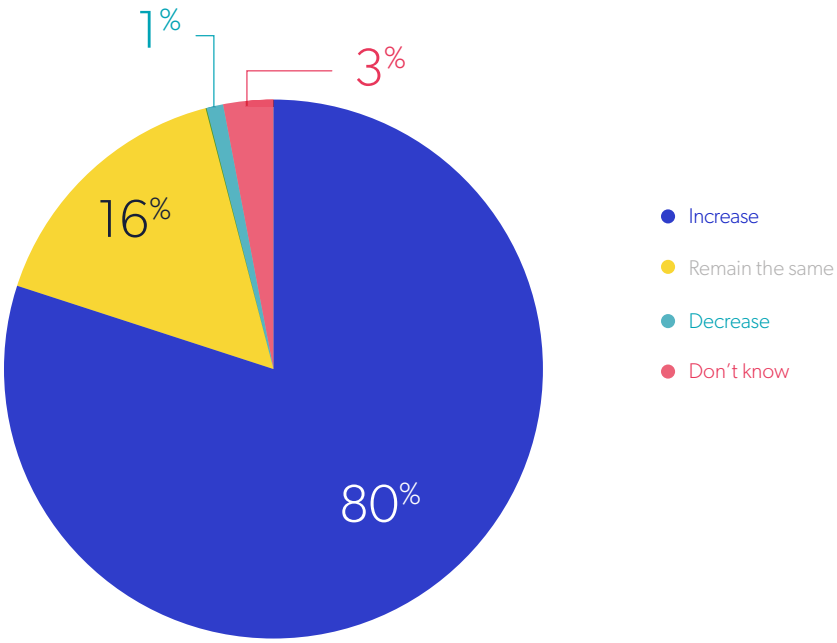
The vast majority (80%) of respondents expect their marketing teams to be making even more use of technology in the future, which is a worrying prospect as 82% had reported that their stack needs improvement and will be a work-in-progress.

Nearly one third (29%) consider their stack as poor or in dire need of expansion

Which of the following best describes your organisation's current marketing technology stack



In the next 12 months, do you expect your team's use of martech to...



What are the major challenges with your martech?

Asked to select the major martech challenges or success inhibitors, 'lack of time and resources' was the leading topic cited for seven of the eight technologies listed.

Comparing the technologies separately, 'Staff changes or churn' was the next most important issue for CRM and web analytics. Meanwhile, time and resources were the biggest challenge regarding CRM, CDM, and MA/ESP projects.

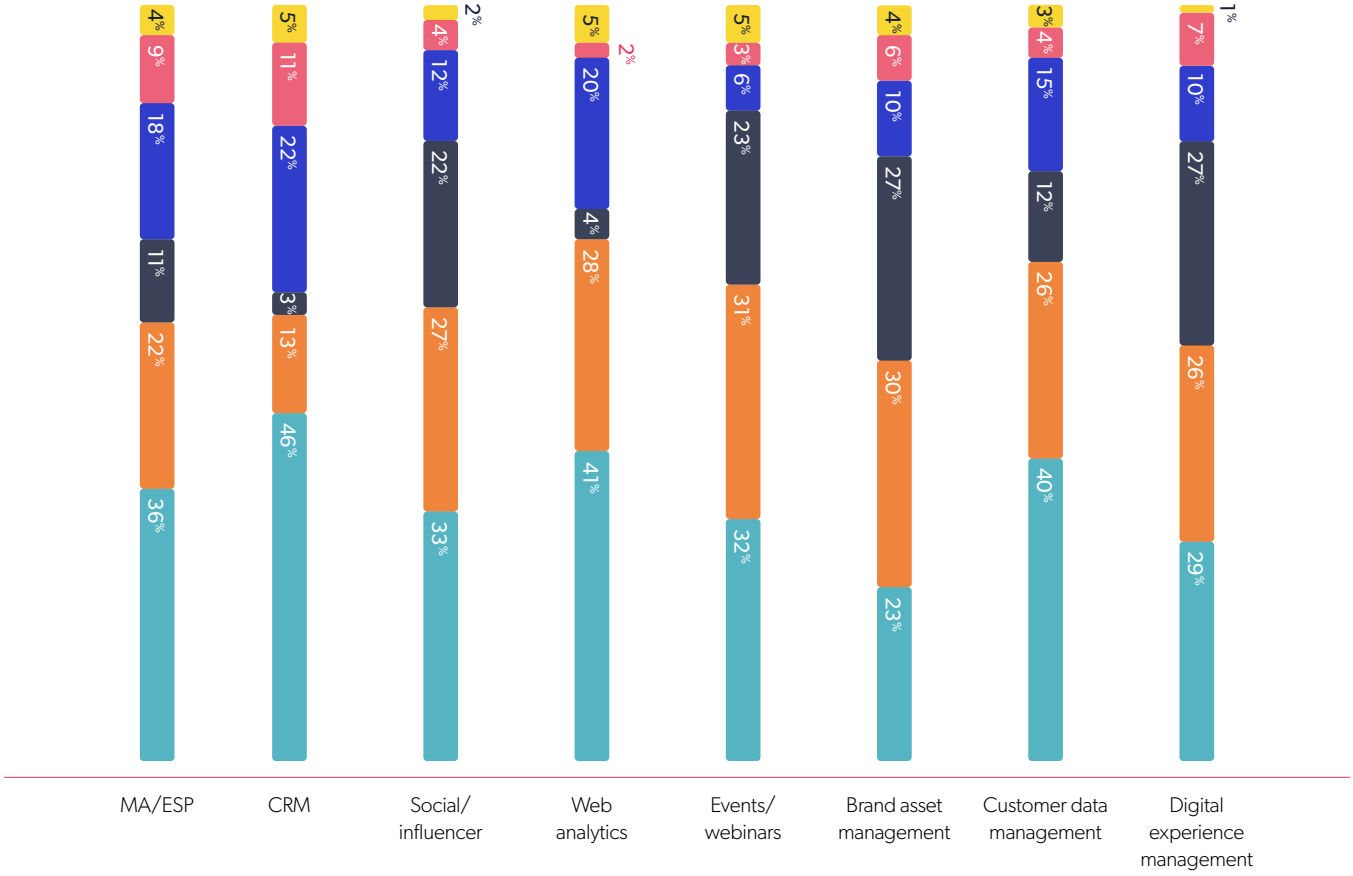
The provocative conclusion that marketers had made a 'poor choice of vendor' was significant for both CRM and MA/ESP vendors. As these are platform categories that influence many other technology choices, it would appear that many martech stacks are doomed to failure due to historical bad decisions.

When asked to comment on their specific skills gap, the (free text) responses fell into three main areas. Product skills among the existing staff accounted for 45%, gaps in marketing knowhow 35%, and general shortage of suitable staff 20%.

"Vendors are primed to sell what's on their truck. They aren't skilled or goaled on customer empathy and understanding marketing's real challenges"

Adam Sharp, co-founder and CEO, CleverTouch

What is the main challenge regarding the deployment of each martech?



- Lack of time/resource to use effectively
- There are no challenges regarding this tech
- There is no current need for interest in this tech
- Staff changes (need for continuous training)
- We made a poor purchasing choice
- Lack of support from the vendor

Key insights on martech in practice

- Here is the key fact of this survey - only 13% think their martech stack is good for current and future use. That's because a majority of these stacks were created in 'a buy now, patch it together later' manner.
- Martech has apparently overpowered the marketing department. The number one challenge is finding enough people to operate the installed software effectively. This sounds familiar – almost comfortably so – but we must also note that our peers in other departments do not issue the same complaint.

"We see this particularly in enterprises. After a frenzy of tech spending within silos (business unit marketing, sales, IT), they try to consolidate all marketing operations and discover numerous tech skeletons in many closets"

Marc Keating, chief innovation officer, Stein IAS

Call to action: Marketing's new vision will create their martech strategy

Technology is only an enabler. The initial planning should be around the role of marketing, the required organisation and its associated processes, to achieve that goal. Digital transformation within your companies mean that marketing's role will also transform. For example, consider that many B2B marketing organisations are currently in the process of maturing from a pure lead generation, or lead scoring scoring system, to supporting a more holistic customer experience or engagement.

"Legacy tech costs more and works less. It's important to keep track of trending technologies, such as Cloud, AI and machine learning. You need a flexible martech strategy to continually align with new business processes in your company"

Payal Raina, head of global marketing, Torstone Technologies

Only 13% think their martech stack is good for current and future use

Section 5

The industry audit: How does B2B martech stack up?

We reviewed the current implementation and maturity status of martech stacks through a series of questions that asked about deployment, integration and satisfaction. For every aspect, we asked for the respondents to separately rank the status of each technology type.

The respondents were also asked to name other technologies that we had not listed but which they thought were important. The most named in that context were content management, sales enablement and ABM platforms.

How satisfied are you with your martech?

There was a general atmosphere of reasonable satisfaction regarding this question. No single technology type earned a significant score relating to satisfaction: Web analytics scored 20% exactly (plus another 58% said they were reasonable satisfied). Respondents were most unhappy with their CRM system and a massive 25% specifically said they are 'dissatisfied' with their CRM.

Overall, how satisfied are you with the various martech platforms your currently use?



How integrated is your martech?

Although the highest percentage of respondents (24%) said their CRM 'integrates very well', it was just 1.5 percentage points away from having the most votes in the 'poor integration' category, pipped to the post by CDM, DXP and web analytics.

Those most commonly not integrated at all are web analytics and social technologies with 23% and 20% respectively. However, the general level of integration across all technologies was quite low at 36%.

How well is each of your following platforms integrated?

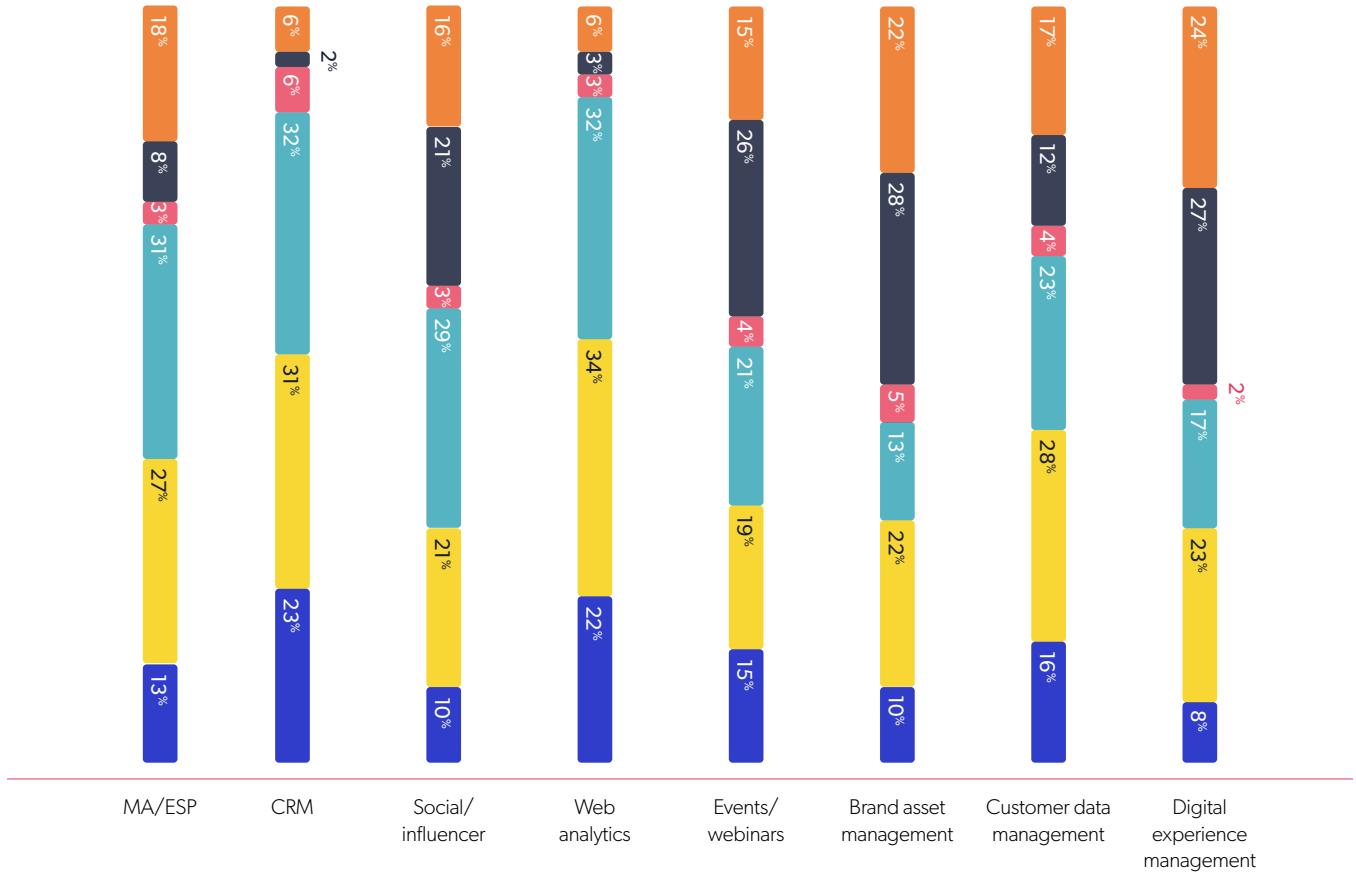


- It integrates very well
- The integration is satisfactory
- The integration is poor
- Not currently integrated
- We do not have one
- Don't know
- Not necessary to integrate

How far along is your martech?

When asked about the deployment status of each technology type, respondents reported that their CRM and web analytics systems are the most used (50% scoring both as mostly deployed or better). CDM and MA/ESP systems then follow with around 40% mostly or fully deployed.

To what extent are the full capabilities of each martech system deployed?



- Fully deployed
- Mostly deployed
- Partially deployed
- Bought but not yet deployed
- We have no need for this
- Don't know

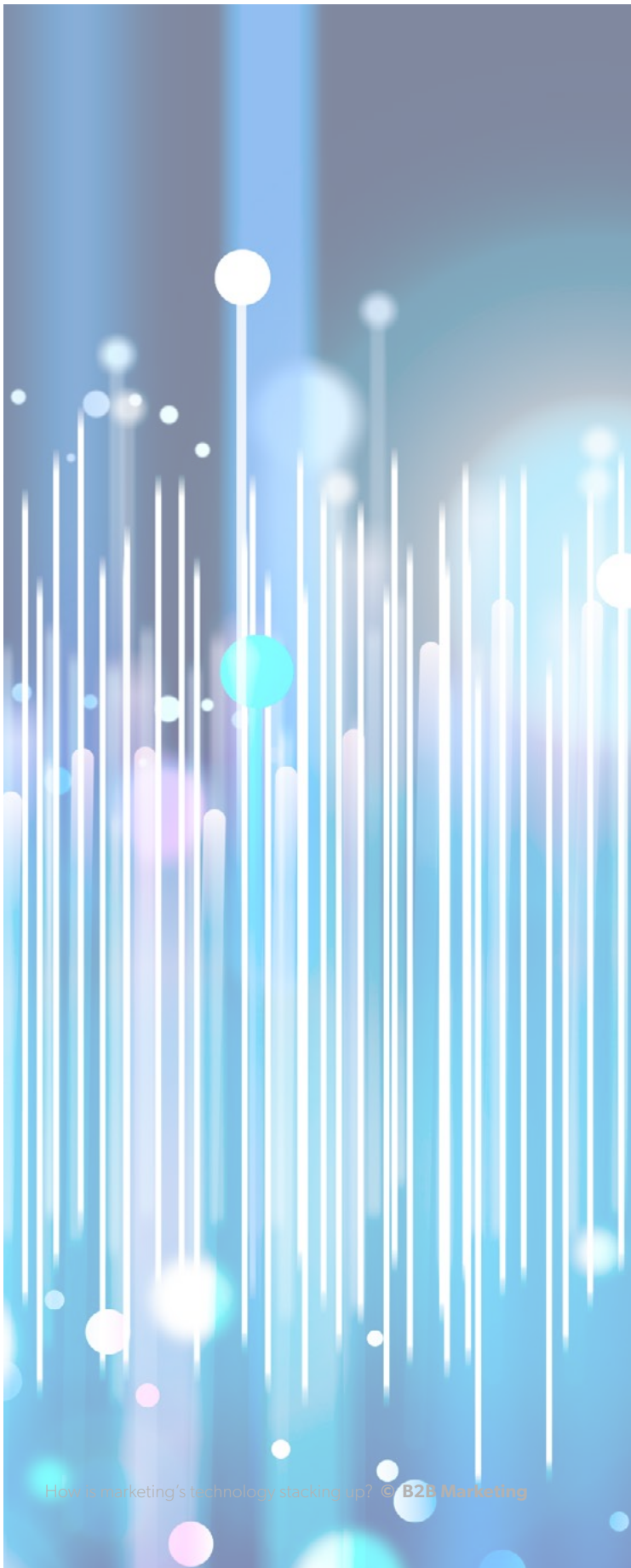
Key insights on current martech stacks

- There is little satisfaction with martech across the board. This is no surprise when 87% of respondents are not prepared to state that their stack is not good enough.
- The CRM is marketers' most-hated system in general, scoring most negatively for satisfaction. For most marketers, the CRM is an external system – installed before they were doing digital marketing and built for the needs of sales, not marketing.

> *"The CRM system continues to be a symptom of the disconnect between sales and marketing"*
>
> **Marc Keating, chief innovation officer, Stein IAS**

- After staff resources, integration is the second biggest issue that B2B marketers recognise. The first phases of most new martech strategies should probably focus on integration first, that's before adding new technologies to the list of pain points.

> *"To build a single, coherent view of the customer and develop services tailored to that customer's needs, integration within martech is now paramount. You can't drive a customer experience initiative without a strong link between the customer journey, personalisation and orchestration technologies; let alone with the company's ecommerce and customer service systems"*
>
> **Payal Raina,** head of global marketing, Torstone Technologies



Section 6

Feedback specific to martech vendors

While martech vendors are extremely aggressive in their marketing, the barrage of content marketing they broadcast is not always perceived as educational or evangelical. In fact, it seems to shame marketers into investing in more software. They are also similarly aggressive in their selling, as many anecdotal comments collected in the survey attest.

Most valued vendor improvements

The survey included the open and constructive question:

'How you feel vendors can support you better?'. The numerous replies fall into these four desired areas of improvement:

24%
Provide more business orientation (use cases, processes, language)

44%
Provide more guidance and responsiveness (training, support)

19%
Reduce the amount and tone of salesmanship

13%
Improve integration to other elements of the martech stack

Provide more business orientation (use cases, processes, language)

- *"Help build business cases for management and talk to my boss"*
- *"Be more proactive in understanding the business case we need to support"*
- *"Help us sell it internally – get through procurement and legal"*
- *"Provide better real-world cast studies".*

Provide more guidance and responsiveness (training, support)

- *"Provide better training so I can navigate the tool myself"*
- *"Give better support options (24/7, plus ability to talk to someone)"*
- *"Give more specific support instead of general usage advice".*

Reduce the amount and tone of salesmanship

- *"Be realistic and authentic with your marketing promises"*
- *"Stop hassling me"*
- *"I'd prefer not to be upsold but have vendors listen to my problems"*
- *"Don't make a million promises then walk away so we have to learn the hard way"*
- *"Use less tech speak and have more of a big picture view of the field"*
- *"Educate instead of selling".*

Improve integration to other elements of the martech stack

- *"Vendors often have very little patience to understand the intricate IT department we have"*
- *"We need better API and integration options"*
- *"Simplify your offerings, customising to industry specific or user needs".*

Most valuable players

To give balance, we also asked the open question: 'Which is the most useful piece of marketing technology in your stack and why?' Six vendors were specifically named by a multitude of respondents, earning recognition as the most valued player.

Most commonly recognised at a valuable player was Salesforce. Comments about Salesforce included:

- *"Used by majority of employees, it's a single source of truth"*
- *"Gives time-poor regional marketing managers the ability to develop and nurture leads"*
- *"Full integration with CRM enables our 360-degree lifecycle marketing"*

The second-place (for MVP) was won by Hubspot, with comments such as:

- *"The main tool we are using right now"*
- *"Best of all, it's regularly updated with new or improved features"*
- *"Good all round platform, decent online training"*

Third place in the voting was shared by Google Analytics and Marketo (named explicitly, not Adobe). Honourable recognition was also earned by Eloqua and Hootsuite. A further 30 vendors got one or two citations each.



Section 7

Improve your martech stack through a strategic approach

Here is a reminder of the damning insights we've gleaned in this report:

- Only 13% of respondents consider their martech stack to be good enough.
- The number one issue with martech is the lack of staff and skills to fully-use the software.
- Most stack elements are siloed and not integrated within marketing, let alone to the rest of the company.

How did we get here?

The cause of this is a combination of various factors:

- A rapid adoption of martech without due consideration of necessary process changes and resource planning (trained staff).
- A stack approach, collecting shiny new objects to fill out a highly schematic and theoretical architecture without first considering specific business objectives and having a plan.
- Rogue and individual SaaS subscripting to a plethora of discrete marketing apps
- Allowing vendors to diagnose problems and blindly believing their solution prescriptions.

If anything, this scenario has been exacerbated by a renowned and often celebrated churn in marketing executive positions, leading to a wind of martech change every time a new CMO or marketing director is installed and they promote their favourite software partners.

"Many companies are not fully utilising the martech they already have, but still want to buy something new"

Marc Keating, chief innovation officer, Stein IAS

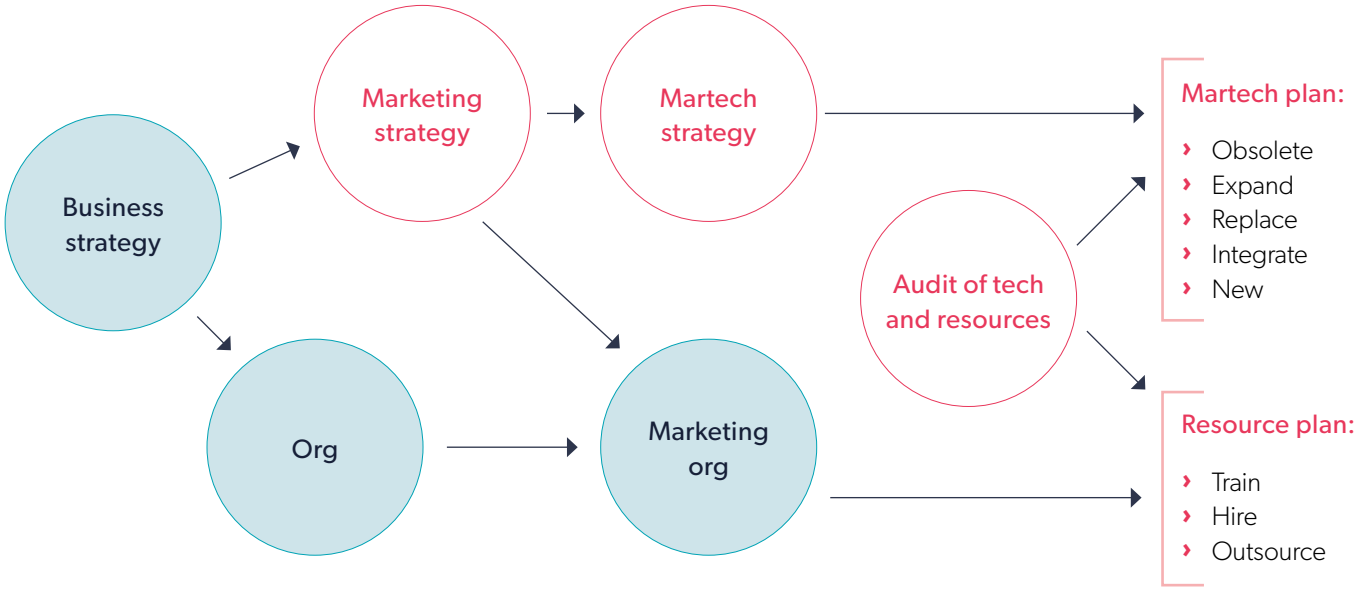
How will a martech strategy help?

A clear, strategic approach to the martech stack ensures that spending across the whole marketing budget is optimally invested. Marketing has become primarily digital and requires technology to operate effectively – a suitable martech infrastructure is needed to achieve that goal. But equally, digital marketing also requires the appropriate organisation and framework of business processes to be effective in operating and leveraging that infrastructure.

"Once you've assessed your organisation and processes, you can create a roadmap towards an optimal digital marketing operation. Only then can you compile data and insights for your martech strategy"

Emily Gravel, marketing automation manager, Carbon Black

Improve your martech stack through a strategic approach



The overall marketing strategy is a business plan emerging from the goals and strategies defined for the business it's representing. Ideally, a martech strategy could be documented onto an empty playing field, a greenfield site, where the optimal solution can be selected for each business process.

However, the reality is that it must also be informed by the current set of technologies installed, so a full technology audit is fundamental. The audit should record all installed technologies, how much they are used, the benefits that result and what they cost to operate.

Having a martech strategy raises accountability and governance

An important benefit of formally creating and discussing a martech strategy is that you have one or several members of staff who take responsibility. The CMO or marketing director must assign this responsibility to a senior member of their staff. In larger organisations, a separate group for marketing operations is created to manage the technology – the leader of that group could be the owner of the martech strategy.

The martech strategy, when complete, becomes a framework for all marketing staff (and possibly IT staff) who are involved with the technology. Digital marketing means there are many categories of marketing staff now involved: marketing application end-users, marketing operations staff and executives who need reports and dashboards. But also involved are citizen developers of digital experiences or external marketing apps; or those potential rogue buyers of marketing software (such as analytics) for individual use. In a modern democratic business environment, there is no way to stop the individual investments, but establishing a framework will limit any potential damage that is caused to integration, security, non-compliance or privacy breaches.

It's the process that counts

The true value of a martech strategy is not that it is documented and placed on a book shelf. It is the meetings, communications and negotiations that are needed to develop the plan. That continuous dialogue helps everybody understand the importance of planning and then aligning to that plan – and will probably limit resource and integration issues in the future. A martech strategy should be a continuous work-in-progress and openly accessible to all of the marketing staff.

About

B2B Marketing

With hundreds of thousands of users across the globe, we are the leading trusted voice at the centre of the B2B marketing community.

B2B Marketing members are kept up to date with the latest strategies, insight and inspiration from the B2B marketing space, through our dedicated:

- Research and analysis
- News
- Information portal
- Events
- Training
- Networking.

Why become a B2B Marketing Premium member?

Our Premium membership package delivers outstanding value, and is the go-to choice for thousands of senior-level B2B marketers, decision-makers and leaders.

Here's some of the value Premium membership provides:

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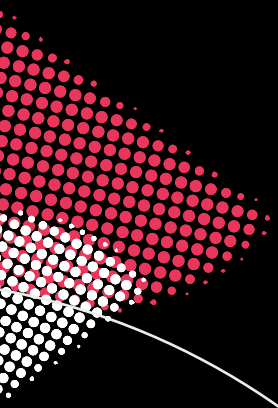
How to get started

- Go to b2bmarketing.net/join to set up your Premium membership.
- Check out Events, Training and Enterprise Solutions on our website.
- Call us on +44 (0)207 014 4920 if you'd like to discuss your specific business needs.

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