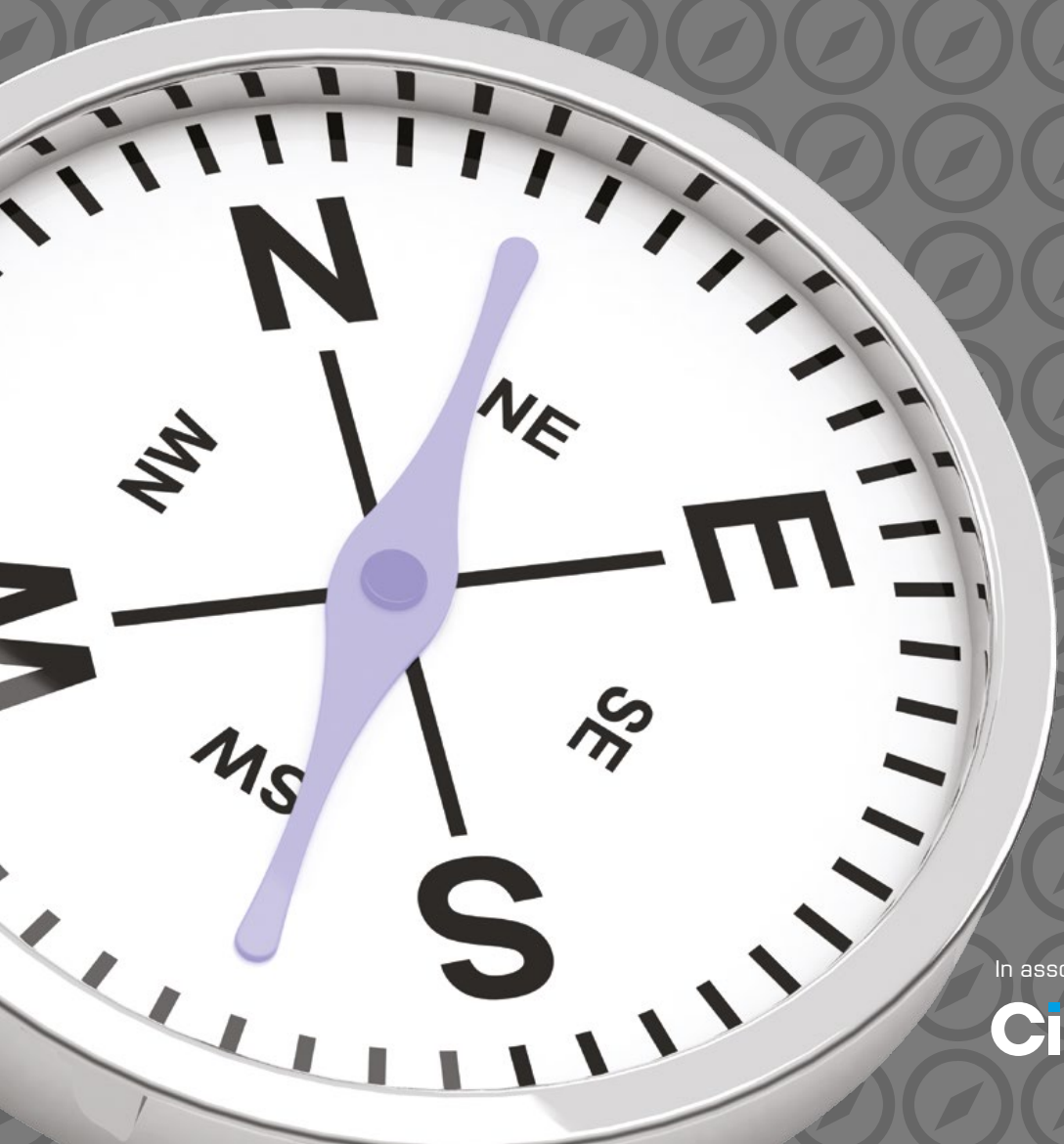
Benchmarking Report

Published February 2014
b2bmarketing.net

B2B Marketing

Professional Development



In association with

Circleresearch
FRESH PERSPECTIVE

Contents

Introduction

B2B Marketing comment 5
Circle Research comment 7
About B2B Marketing 8
About Circle Research 8
About this report 9

Section 1. Key findings

1. Education 13
2. Core marketing skills 13
3. The need to upskill 15
4. Formal training programmes 17
5. Training challenges 19
6. Ad hoc personal development 21
7. Outcomes 23

Section 2. Key learnings 27

Appendix. Full survey results

1. About the respondents 29
2. Current state of professional development 33
3. Budget and resource 41
4. Impact and outcomes 44

"Marketers are eager to learn. And that's fortunate because they are being tasked with a growing range of deliverables"

Realise your potential



ALEX ASPINALL
HEAD OF CONTENT
B2B MARKETING

Marketers are eager to learn. And that's fortunate because they are being tasked with a range of activities and deliverables that seem to grow with each passing year. Needless to say, departmental budgets and the timeframes they are expected to operate within don't always increase at the same rate.

This can create a situation where an emphasis is placed on getting the job done at the expense of more strategic considerations, including the provision of, and participation in professional development and training programmes.

Our *Professional Development Benchmarking Report* aims to uncover just how much emphasis is currently being placed on training in the B2B marketing landscape, maps out what kind of skills marketers most value, provides practitioners with the opportunity to compare their experiences against an industry average, and offers best practice guidance based on these findings.

The report provides interesting insight in to a wide range of professional development issues, including:

- Formal qualifications
- Core marketing competencies
- Skills gaps
- Company-funded training programmes
- Challenges associated with training
- Informal options
- Outcomes

Though this is the first time we have focused our benchmarking spotlight on the professional development arena, it certainly will not be the last. It is an issue likely to start garnering more attention in the coming years as the demands placed on the marketing department are only going to increase.

Those marketers more likely to make it to the top of the career ladder will see the opportunities inherent in this era of high expectations. We hope this research, and the complementary content and training opportunities we provide, will go some way towards helping you realise your potential.

For more information on any of these products or services go to b2bmarketing.net or call +44 (0) 20 7438 1370

"While change should ideally come from within, it strikes me that the 'learning industry' can play a critical role"

Make learning human



ANDREW DALGLISH
DIRECTOR
CIRCLE RESEARCH

In our recent survey of B2B leaders, 70 per cent told us that there are noticeable skills gaps in their team. This report of client-side and agency marketers explores the issue, and the potential solutions, in more detail.

It seems that 'customer insight' is the biggest skills gap to fill. It tops the list of skills marketers feel they need to have, but one quarter (24 per cent) also name it as an area of personal weakness. A similar proportion (28 per cent) report that their colleagues are equally weak in this area – in other words, there's no one there to pick up the slack.

This is perhaps unsurprising given that professional development and training is the exception, not the norm. Two in five (43 per cent) B2B marketers work for organisations who either provide no training or don't do so as a matter of course.

Now, while change should ideally come from within, it strikes me that the 'learning industry' can play a critical role in breaking this status quo. Learning providers could:

- **Make the case about ROI:** those surveyed report there are three barriers to building a learning culture – a lack of time, a lack of budget and a lack of senior management support. All three could be resolved if there was a firm belief that an investment in learning brings a clear commercial return.

- **Make learning pay immediate dividends back at the office:** ask what their boss wants to see as a result of training and one outcome tops most B2B marketers' list: 'actionable insight'.

- **Make it human:** e-learning and distance learning has its place, but most B2B marketers prefer face-to-face delivery; 79 per cent name it as their preferred delivery format.

And if you want to start making your case for ROI, here's a striking statistic: nine in 10 (91 per cent) B2B marketers receiving training report that it is having a positive impact on their marketing department.

About B2B Marketing

B2B Marketing is the comprehensive information resource for B2B marketers. Its mission is to provide practitioners with the information they need to perform better and achieve more, whatever sector of the B2B space they are operating in.

Launched in 2004 as *B2B Marketing* magazine, it has since evolved into a multi-faceted resource, delivering a broad range of content in a variety of different forms and formats. Its key products are:

- Online community
- Magazine
- Awards
- Research and reports
- Training
- Events
- Membership

For more information on any of these products or services go to b2bmarketing.net or call +44 (0)20 7438 1370

About Circle Research

Circle Research uses market research to help clients solve business issues, grasp opportunities and develop competitive advantage. The average client engages Circle Research on more than four projects, and counting. Here's why:

- The B2B market research experts – understanding your sector and seeing things others miss.
- Multi-award winning – benefit from extensive experience and best-in-class approach.
- Commercial acumen – receive commercially sound, engagingly presented recommendations that drive action.
- International – seamlessly covering your entire footprint.
- Delighted clients – you'll love the Circle experience.

Get in touch and let's talk about uncovering those Eureka! moments – insights that transform your view of the situation.

Call Andrew Dalglish, director at Circle on +44 (0) 20 7960 3802 or email him on andrew.dalglish@circle-research.com

About the report

Aims and objectives

The *Professional Development Benchmarking Report* highlights training trends in B2B organisations based on an exclusive research project. The report was produced by B2B Marketing, in association with Circle Research.

Structure

This report is split into two main sections – section one focuses on the key findings from the survey, and provides context for the data in this section. Section two focuses on the consequent action and takeaways marketers should concentrate on to improve their marketing. The appendix includes information on who responded to the survey, in addition to a comprehensive list of at-a-glance charts relating to questions in the survey.

Methodology

The questions for this report were devised by B2B Marketing and Circle Research. An online survey was conducted in November 2013, with 110 agencies and 196 client-side marketers completing it. Analysis was written by Alex Aspinall, head of content at B2B Marketing.

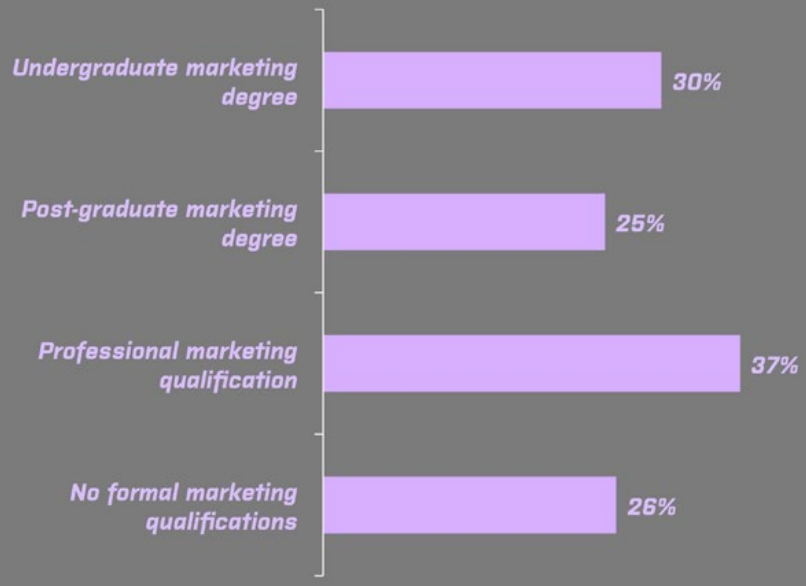
Membership

This benchmarking report is part of a regular programme of similar reports produced by B2B Marketing on current issues and trends affecting B2B marketers in all sectors. For more information about these reports, or to browse other recent publications, go to b2bmarketing.net/resources

Key findings

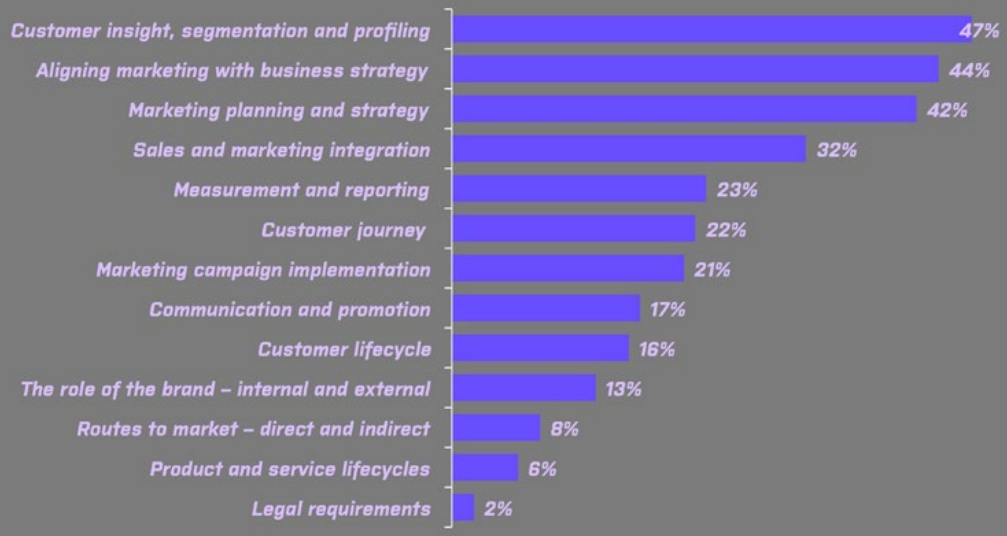
1

Figure 1. Marketing qualifications



Question: What formal marketing qualifications do you hold?

Figure 2. Most important skills



Question: Which three skills do you feel are most important for a marketer to have?

1. Education

The debate regarding whether the best marketers are those 'classically trained,' and armed with marketing degrees, or if it's better to have gained experience elsewhere (perhaps with a focus on wider business concerns, for example), and arrived in the profession later are, to a certain degree, slightly moot. It stands to reason excellent marketers have trodden both paths described.

It is, however, interesting to gain some understanding about what level of formal marketing qualifications the average B2B marketer possesses. According to our research, only 26 per cent claim to have no formal marketing qualifications. This is a clear sign that, regardless of whether marketing was a focus at university, most marketers see value in attaining formal marketing qualifications of some description.

Thirty per cent of respondents reported having an undergraduate marketing degree and 25 per cent have post-graduate marketing degrees, while 37 per cent claimed a professional marketing qualification.

2. Core marketing skills

When attempting to establish what respondents regarded as core marketing skills, we we're keen to avoid the digital/traditional debate. The options we gave for this question intentionally included areas that were relevant to digital practices, as well as those activities that could be described as being more traditional in their focus. It's fair to state that any notion of the 'ideal' marketer is likely to boast a combination of both digital and traditional marketing skills.

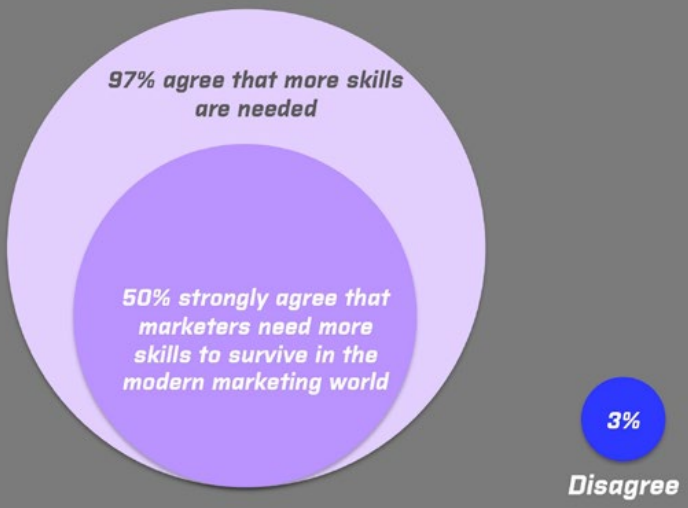
Encouragingly, our research suggests an understanding of prospect and customer behaviour should be regarded as the marketer's number one competency. 'Customer insight, segmentation and profiling' was selected as a top three skill by 47 per cent of respondents.

'Aligning marketing with business strategy' was selected by 44 per cent, suggesting marketers are eager to ensure their contributions to the organisations they represent resonate outside the marketing department. This is likely to please people sitting around board tables as accusations of the reverse have certainly been levelled at the marketing department previously. Perhaps a period of economic decline, and its associated budgetary pressures, has served to sharpen focus. It certainly stands to reason that in order to progress up the career ladder, marketers need to think beyond marketing-specific metrics.

This focus may also go some way towards explaining why 'sales and marketing alignment' was the fourth most selected skill, behind 'marketing planning and strategy,' and chosen by 32 per cent. It's interesting to note that the alignment option may not have garnered so much attention in previous years. The concept of sales and marketing alignment, though not new, has gained an increasing level of traction in the B2B space over the last year or so. This has been led, in part, by discussion from prominent marketing technology vendors, and by an increasing understanding of the changes brought about by the continuing digitisation of the buying process.

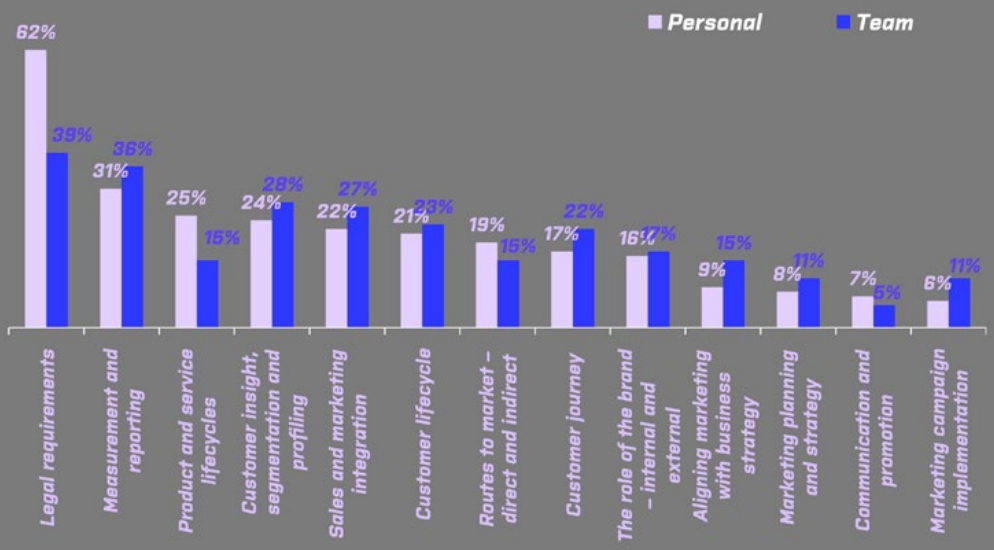
At the other end of the skills importance spectrum, 'legal requirements', 'product and services lifecycles' and 'routes to market' were selected by only two, six and eight per cent respectively. Surprisingly, 'brand' skills were selected as a top three marketing skill by only 13 per cent, 'communications and promotion' by 17 per cent and 'marketing campaign implementation' by 21 per cent.

Figure 3. Skills perception



Question: To what extent do you agree that marketers need to have more skills to survive in the modern marketing world?

Figure 4. Areas of weakness



Question: Which three of these skills do you feel weakest in?

3. The need to upskill

It is well documented that the demands being placed on the marketing department are increasing. The changing buyer landscape, the advent of social media, data analytics and countless other developments have all served to ramp up the scale of what marketers and their teams are expected to deliver. This has led to a situation where many claim marketers are having to upskill and learn new methodologies in order to stay up-to-date with best practice.

This opinion certainly appears to carry weight with our respondents. When asked to state the extent to which they agree that 'marketers need to have more skills to survive in the modern marketing world,' 97 per cent agreed. To further underline the point, 50 per cent 'strongly agreed' with the proposition.

Given the almost uniform agreement that marketers need to be more multiskilled than ever before, it makes sense to investigate the areas in which marketers feel a skills gap may be developing. An examination of these findings suggests that gaps exist because of digitisation, which is to be expected, but also because of what could be described as a lack of understanding of 'classical marketing theory'.

Marketers were asked to highlight the three skill areas they felt weakest in, as well as the three areas they felt their team was weakest in collectively. In terms of personal weaknesses, the most selected was 'legal requirements,' highlighted by 62 per cent as a weakness, 'measurement and reporting' (31 per cent), 'product and service lifecycles' (25 per cent), 'customer insight, segmentation and profiling' (24 per cent) and 'sales and marketing integration' (22 per cent).

The most noteworthy observation here is that several of the most important skills, detailed in the previous section, were also among the most regularly selected skills areas with which marketers admitted to be struggling. 'Measuring and reporting,' which has become more complicated, if not more difficult, as a result of digitisation, was the fifth most important skill and the second most flagged area of weakness. Meanwhile, 'customer insight, segmentation and profiling,' the most selected core skill, was also the fourth most selected area of weakness. Though eager to shy away from sensationalist headlines, it could be argued that there is some disparity between the skills marketing departments most need and the ones currently at their disposal.

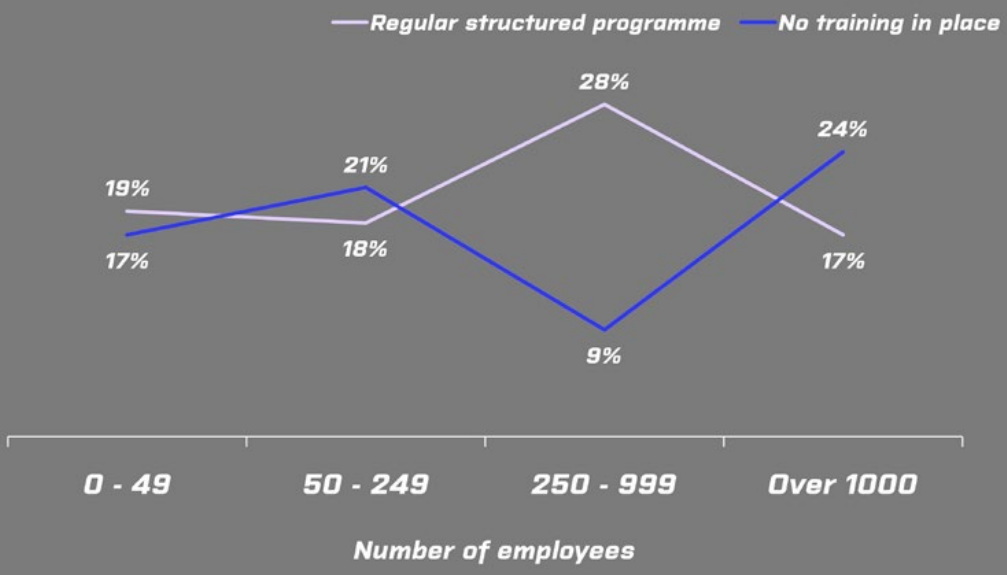
On a more positive note, and perhaps contrary to expectation, some skills that could be described as marketing basics, such as 'marketing campaign implementation,' 'communication and promotion' and 'marketing strategy and planning,' were the three least selected areas of weakness, with six, seven and eight per cent of respondents respectively reporting weaknesses in these areas.

Figure 5. Organisations' approach to training



Question: How would you best describe your organisation's approach to professional development?

Figure 6. Change in approach to training by size of organisation



Question: How would you best describe your organisation's approach to professional development?

4. Formal training programmes

Despite widespread industry acknowledgment regarding the need for marketers to continually update their skillset in the digital era, and in spite of the growing number of voices advocating the merits of training and professional development, it is noticeable that most organisations do not have formalised training and development procedures in place.

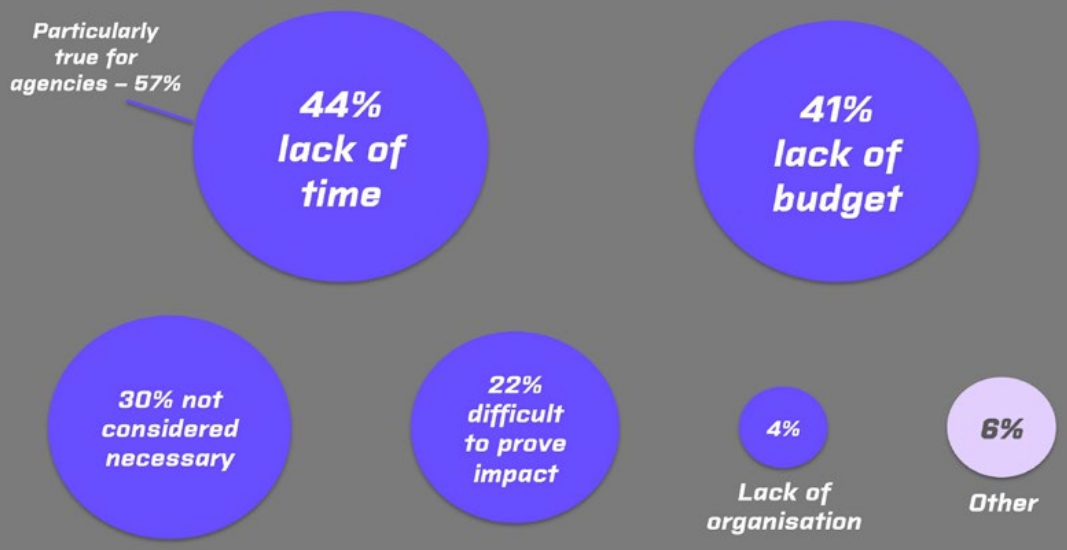
Less than one fifth (19 per cent) of respondents reported that 'regular structured training programmes' were in place. Though there may be an element of terminological variance at play here, it remains a disappointing figure. Delving further into the responses, almost as many respondents (18 per cent) reported there was no professional development in place for marketing in their organisations.

The remaining 62 per cent reported that, although there was no 'regular structured training programme' in place, 'ad hoc training' or opportunities pursued at an individual's request were available within their organisations. That such a huge majority report training is available but that the individuals in question must seek it out paints a clear picture regarding how marketers should be approaching their own professional development.

Individuals content to sit back and wait for natural progression to shepherd them up the career ladder are likely to find themselves several rungs further down than colleagues and competitors more eagerly pursuing professional development and career advancement. It also highlights that your organisation's lack of structured or formalised training programmes is no excuse for failing to keep abreast of industry development.

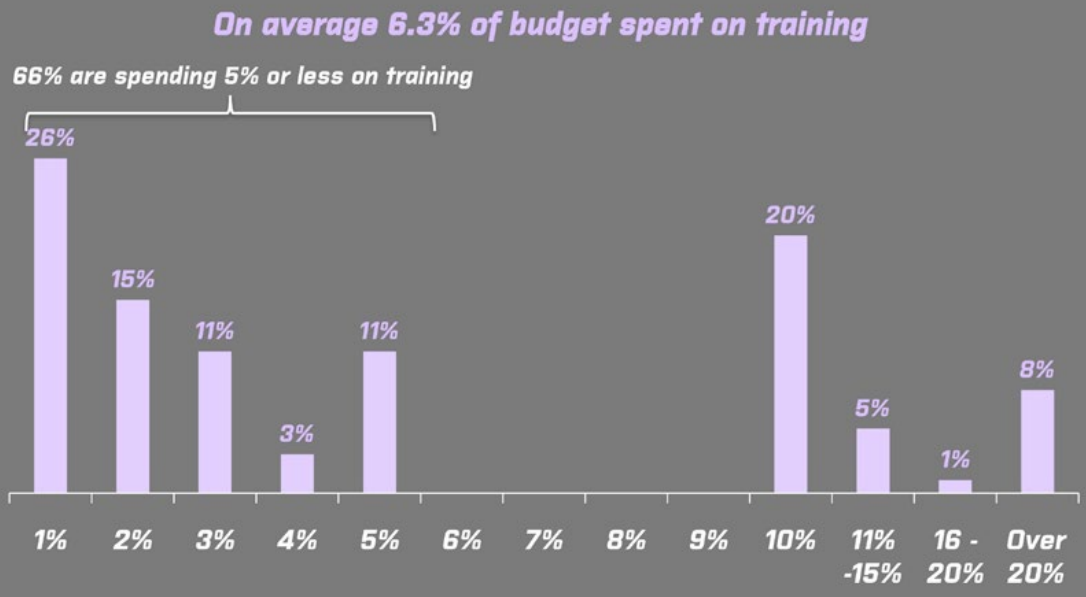
One interesting side note here is that, contrary to expectation; larger corporates are no more likely than smaller organisations to have a formalised training programme in place. A quarter (24 per cent) of those in companies with over 1000 employees reported no formal training was in place, while only 17 per cent claimed a regular structured programme. By means of comparison, in organisations with between 0-49 employees 19 per cent claimed regular training programmes, while 17 per cent had no formal training at all.

Figure 7. Reasons for a lack of training



Question: What reasons do you think are to blame for a lack of training in your organisation?

Figure 8. Percentage of budget allocated to training



Question: Approximately, what percentage of your overall marketing budget is spent on training and professional development?

5. Training challenges

The lack of correlation between the perceived importance of training and its formalised presence in the average workplace bears further examination.

It will come as relatively little surprise to hear the two most commonly selected reasons for an absence of training schemes within respondent organisations were 'lack of time' and 'lack of budget,' cited by 44 per cent and 41 per cent respectively. These two challenges seem to raise their heads time and time again when it comes to explanations why certain best practices and desirable situations are not present within marketing departments.

Marketers, and the teams they work within, are time poor and suffer from a lack of budget. However, can these excuses continue to be rolled out in lieu of ensuring teams are sufficiently skilled to deal with the changing communications landscape?

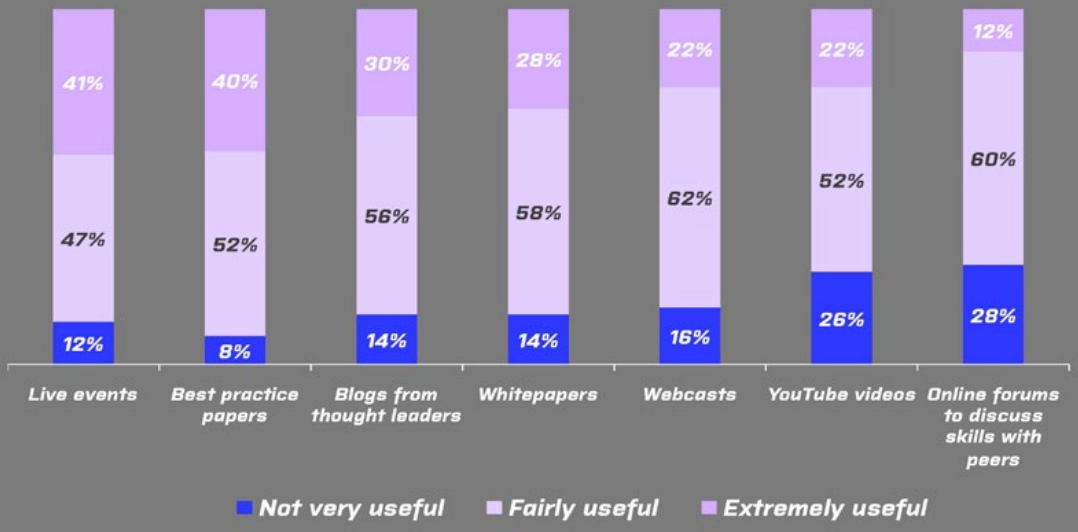
Though the insufficient resources detailed above were the two most selected reasons behind a lack of training provision, other options were also flagged. Almost a third of respondents (30 per cent) stated training 'was not considered necessary' within their organisation, and 22 per cent flagged 'difficulty of proving the impact of training' as a reason it wasn't provided (more on this in point seven).

Respondents were also asked to explain more about the specific challenges they faced in terms of their personal professional development. It was encouraging to see that, despite the resource issues, a healthy 39 per cent reported they did not face any challenges in this area. Perhaps this segment has acknowledged they must take the issue in hand and do what needs to be done to achieve development.

Meanwhile 27 per cent reported they struggled to find the time to concentrate on their own professional development, 10 per cent cited it wasn't 'prioritised by senior management' and nine per cent said lack of budget was their greatest frustration when attempting to bring about personal professional development.

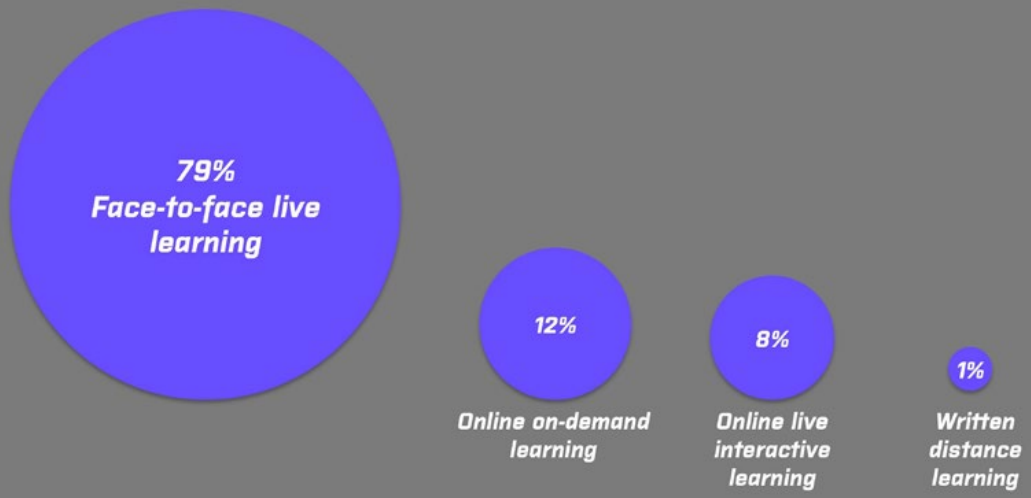
To provide some context on that final budgetary point, respondents were asked to indicate whether their marketing department had its own training budget. Just over a quarter (26 per cent) reported having no budget for training, while a third (33 per cent) said their training budget was owned by HR, rather than within marketing. The remaining 41 per cent of respondents reported owning a training budget within the marketing department but less than half ring-fenced money specifically for training purposes, again suggesting that it is often regarded as a nice-to-have rather than as a priority.

Figure 9. Usefulness of ad hoc training materials



Question: How useful do you find each of the following ad hoc training materials as learning aids?

Figure 10. Preferred training format



Question: What is your preferred training format?

6. Ad hoc personal development

Marketers forced to take professional development into their own hands – either with the aim of supplementing knowledge and securing additional qualifications or simply in an attempt to ensure they remain up to speed with the latest techniques and technologies – commonly have to seek out informal and ad hoc training and learning opportunities. The good news is that marketers are very well served when it comes to the array of webcasts, whitepapers, blogs and membership organisations queuing up to provide assistance.

And it seems these materials – delivered courtesy of vendors, agencies, publishers and training bodies of varying guises – are largely well received within the marketing community. Over a third of respondents described these 'ad hoc' training materials as being 'essential'. A further 63 per cent regarded them as 'useful' and only a very small minority of two per cent regarded them as being 'irrelevant' to their professional development.

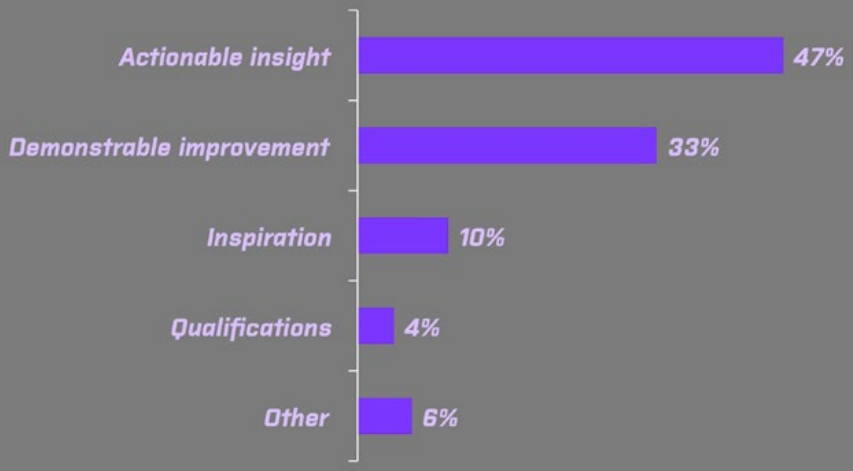
Those marketers that do see value in seeking out ad hoc training materials are greeted with a wide variety of content formats and options when it comes to their personal development.

When asked to assess the usefulness of various content formats in terms of contribution to professional development needs, 'blogs from thought leaders,' 'best practice papers,' and 'live events' were the most popular responses, with 30, 40 and 41 per cent of respondents selecting them as being 'extremely useful'.

While this may not come as a huge surprise to those staging successful live events within the industry, the fact they continue to retain their importance during these times of limited budgets, time-poor practitioners and digital proliferation is worthy of further investigation.

When asked to state a preference regarding training format, with options restricted to only 'face-to-face,' 'online,' and 'written distance learning,' a huge majority of 79 per cent had a preference for 'face-to-face'. Further analysis on why such a huge majority valued live events over digital learning revealed the importance of peer networking. Forty-two per cent of respondents stated the opportunity to 'interact and discuss ideas' was the main motivational factor behind them seeking out 'real world' learning opportunities over more time- and budget-friendly digital options.

Figure 11. Most important outcome of training



Question: What return does your boss want to see to justify this investment?

7. Outcomes

Though there are differences between the decision to supplement knowledge by recourse to ad hoc learning materials, signing up to days out of the office at conferences and taking part in structured professional development programmes, it is clear the vast majority of marketers are looking to be able to implement change post-participation.

Only a relatively small minority of 10 per cent reported the search for 'inspiration' was what their bosses would be expecting them to get out of training commitments. Even fewer – only four per cent – indicated the attainment of new marketing qualifications was an important outcome of training.

Much more emphasis was placed on the trainee being able to do their job better. Almost half of our respondents stated that emerging with 'actionable insight' was the most important outcome of training, while a third (33 per cent) selected being able to point to a 'demonstrable improvement' in their performance as being training's most important outcome.

Of course, what an individual may wish to get out of a training investment is likely to reach slightly beyond the specific job in hand, or even the year's objectives. Key to professional development and career advancement in almost any industry is building a history of achievements, experiences and skills, and it's fair to say that training, be it formalised or more ad hoc, is well positioned to contribute towards this objective, as well as helping marketers get their next campaign delivered more effectively than the previous one.

Key learnings

2

"It only takes five minutes to read a blog, but the benefits of reading the right ones can be as significant as hours spent in the classroom"

1. Get back to basics

The majority of marketers hold some form of formal marketing qualification. Degree or otherwise, it seems to make sense to ensure you are suitably equipped with a solid knowledge of the marketing basics. Chances are this applies most to marketers in the earlier stages of their career, but it's never too late to make sure your positioning, campaign, customer and technology knowledge are all up to speed.

2. Boost business acumen

No one should rest on their laurels, especially when the concept of what constitutes marketing's core competencies is in such a state of flux. This research revealed that marketers are eager to quantify their contributions in terms of wider involvement in the business. Skills such as understanding customer needs and being able to support company objectives emerged as 'core skills'. Marketing takes place outside the marketing department, and it pays to remember that if you're looking for career advancement.

3. Embrace change

It will have come as a surprise to no one to hear that marketers are being asked to deliver more than ever before. In many cases marketers have to learn new skills in order to succeed in these increasingly demanding times, and this trend is unlikely to reverse any time soon. Embrace change, keep up-to-date with developments and be open to new ways of working if you want to stay ahead.

4. Take responsibility

Forget the sophistication (or lack thereof) of your organisation's training and development programme; it should be neither the sole reason for your career success nor the excuse for failure. Marketers should take control of their own career development, both during work hours and in their own time. If your organisation offers training opportunities: make the most of them. If it doesn't: ask if this can be addressed, or pursue them in your own time. Don't wait for handouts.

5. Make time

Not having enough time in the day is a common experience for those working in marketing. But it shouldn't be allowed to get in the way of career development. After all, there is no point in running just to stay still. Try and factor some time in to your schedule. If it's really not possible, assign some out of office hours time to personal professional development. Also, where possible, try and put additional training provision on the agenda in your organisation.

6. Get informal

Learning does not have to take place in the classroom. And marketers have more options than most when it comes to places they can turn to seek best practice advice, case studies and inspirational thought leadership. Find organisations you trust, follow them on your preferred social site, sign up to their newsletters and learn which content formats work best for you. It only takes five minutes to read a blog but the benefits of reading the right ones can be as significant as hours spent in the classroom.

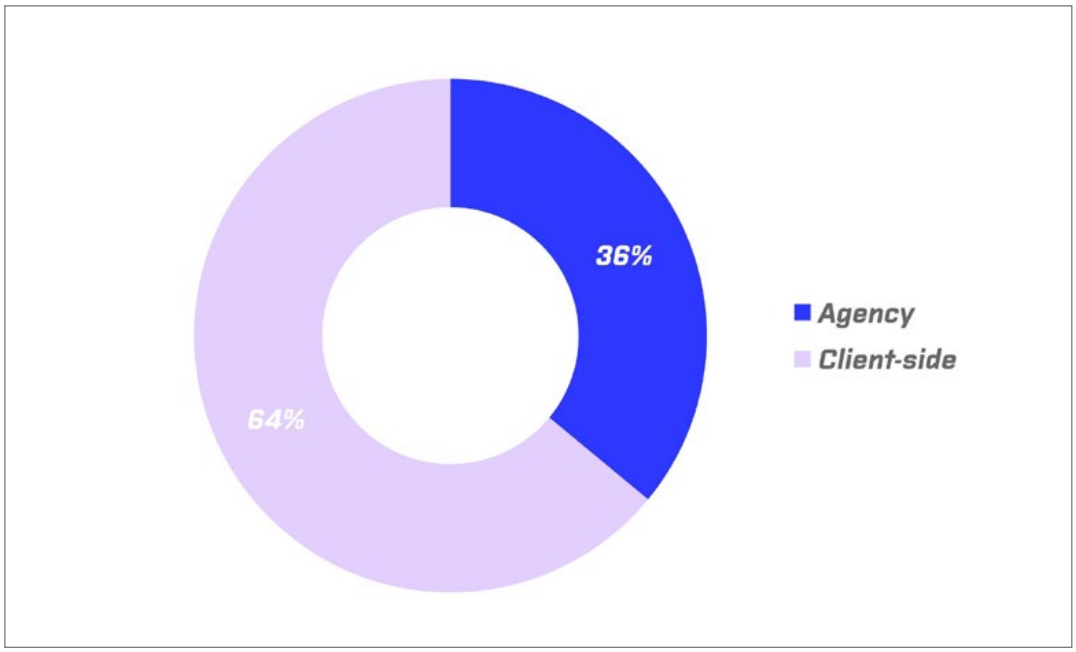
7. Demonstrate returns

When you do get the budget or find the time to pursue training, it makes sense to highlight the value and returns brought about as a result. If your investments in training have led to a significant upskilling in the department, or if there are demonstrable returns relevant to the business or department's objectives, flag them. If training is seen to be contributing something tangible, it will become increasingly easy to justify future investment. It is always worth making sure people know you and your team are doing a good job.

Appendix: Full survey results

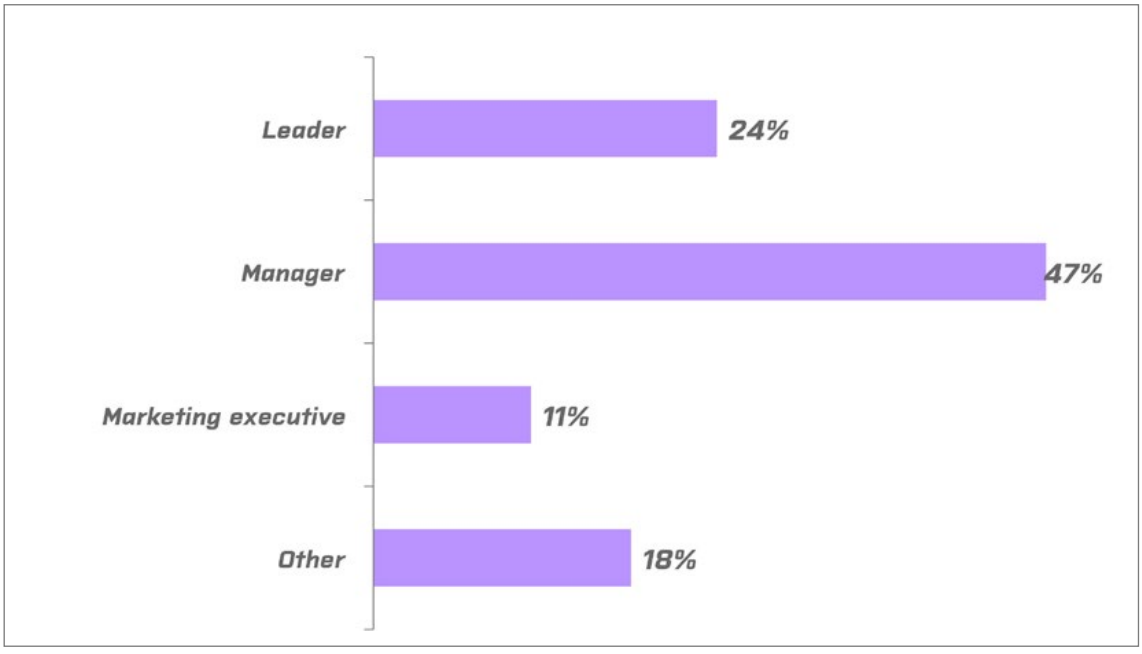
3

Figure 1. Agency or client-side



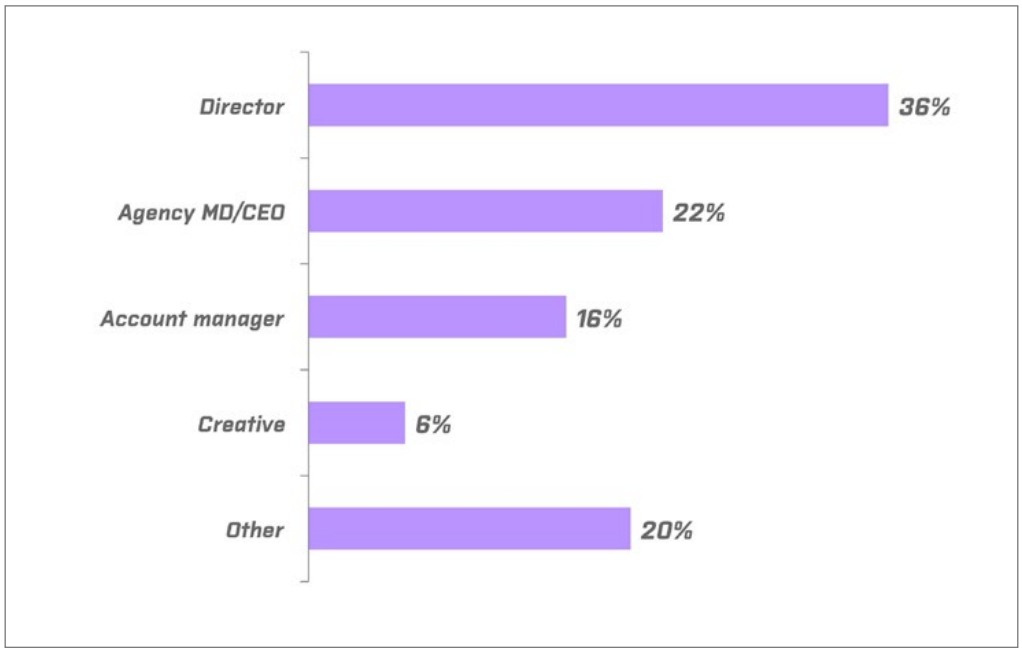
Question: Are you an agency or client-side marketer?

Figure 2. Client-side job roles



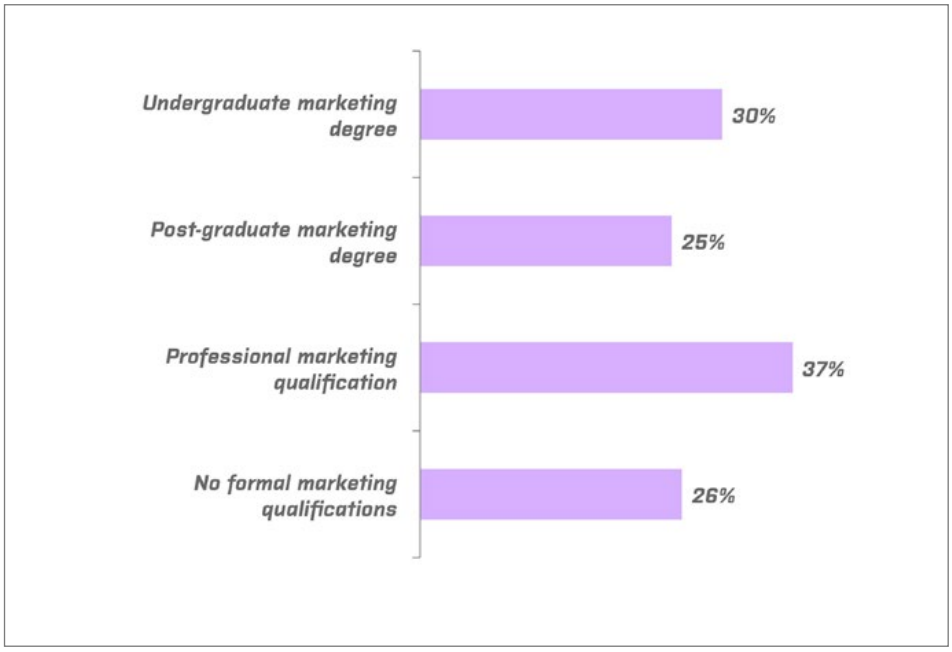
Question: What is your job role?

Figure 3. Agency job titles



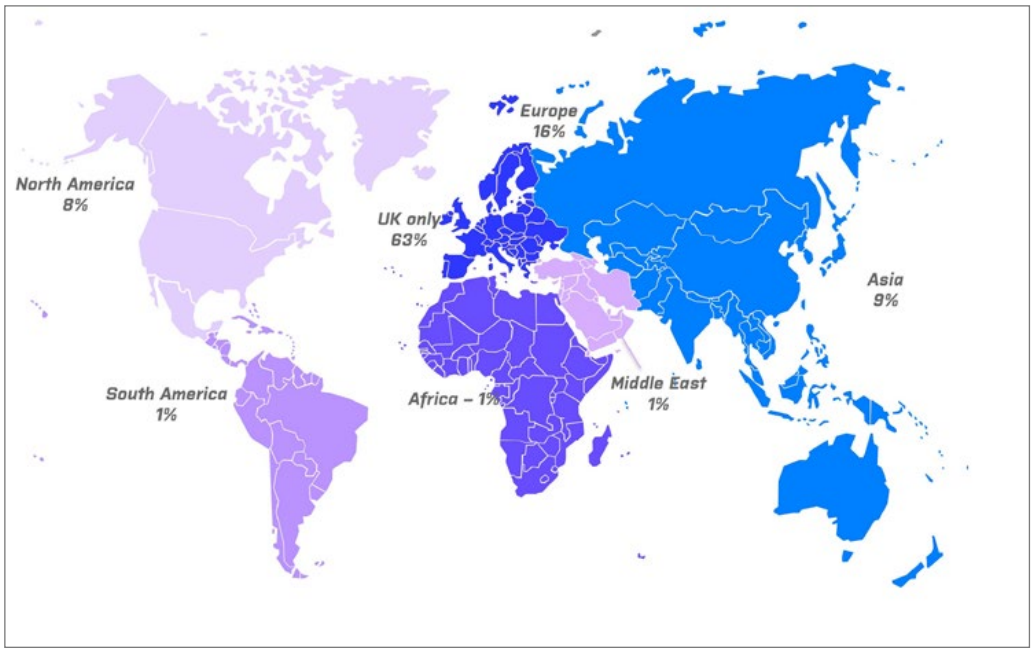
Question: What is your job title?

Figure 4. Qualifications



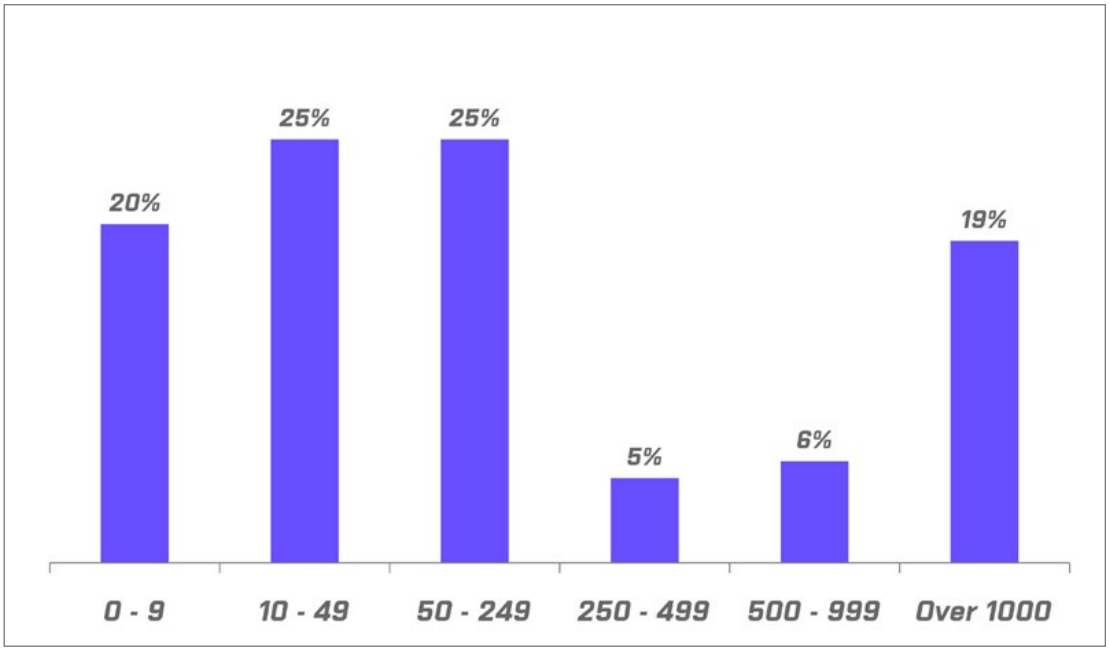
Question: What formal marketing qualifications do you hold?

Figure 5. Location



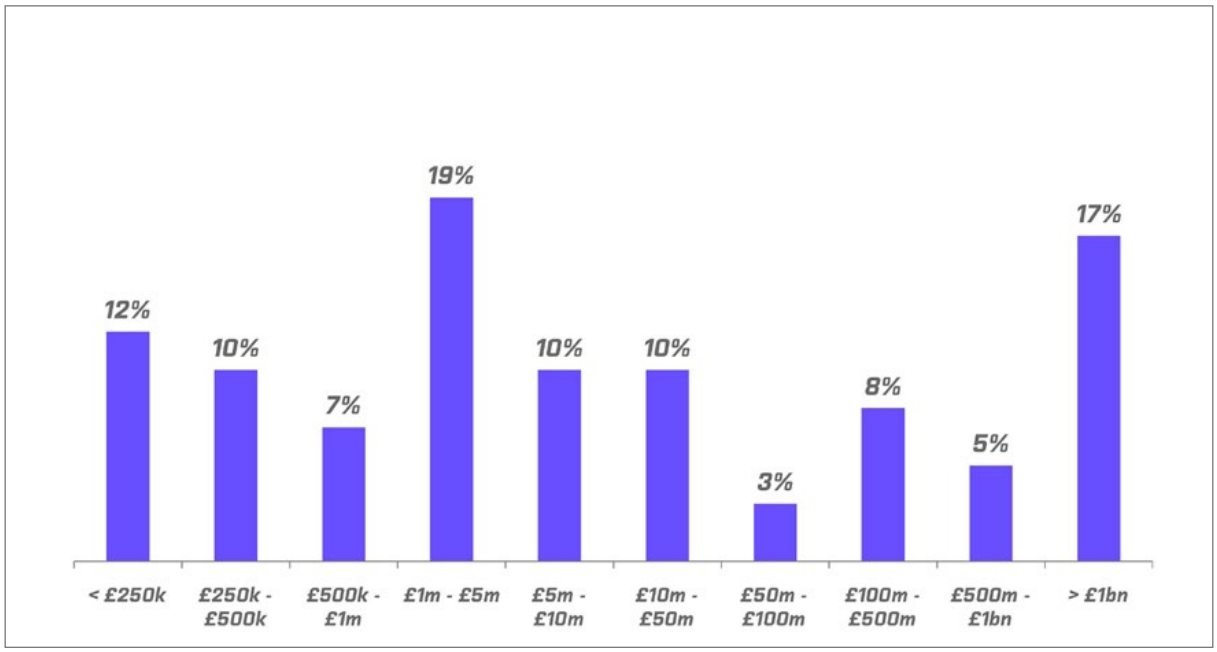
Question: In which region are you based?

Figure 6. Number of employees



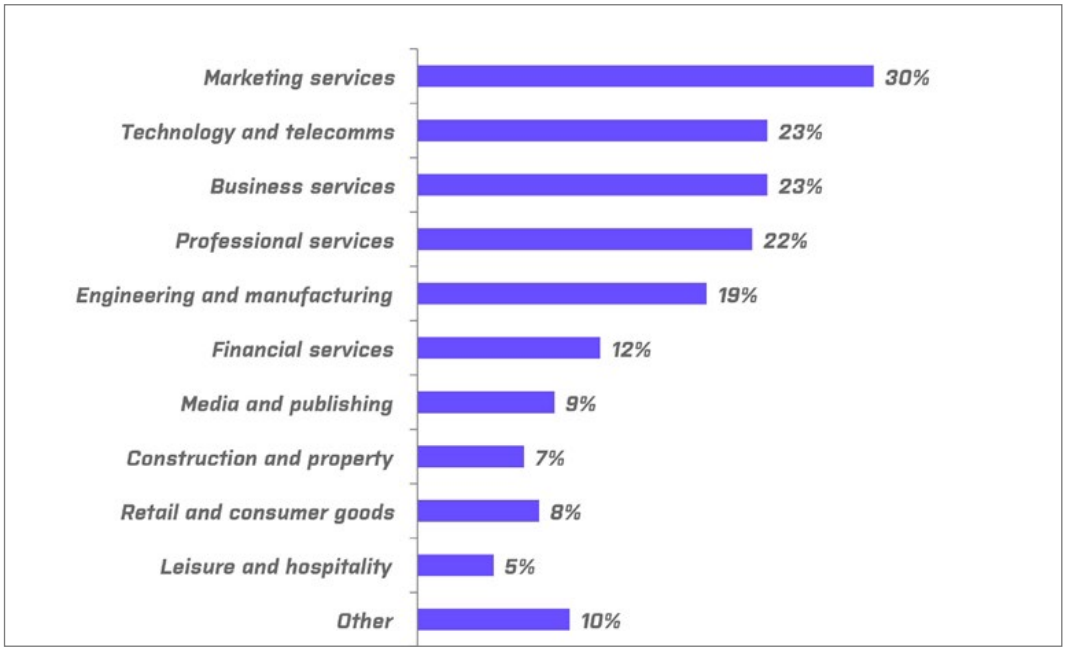
Question: Approximately how many people does your organisation employ in the country where you are based?

Figure 7. Organisations' annual turnover



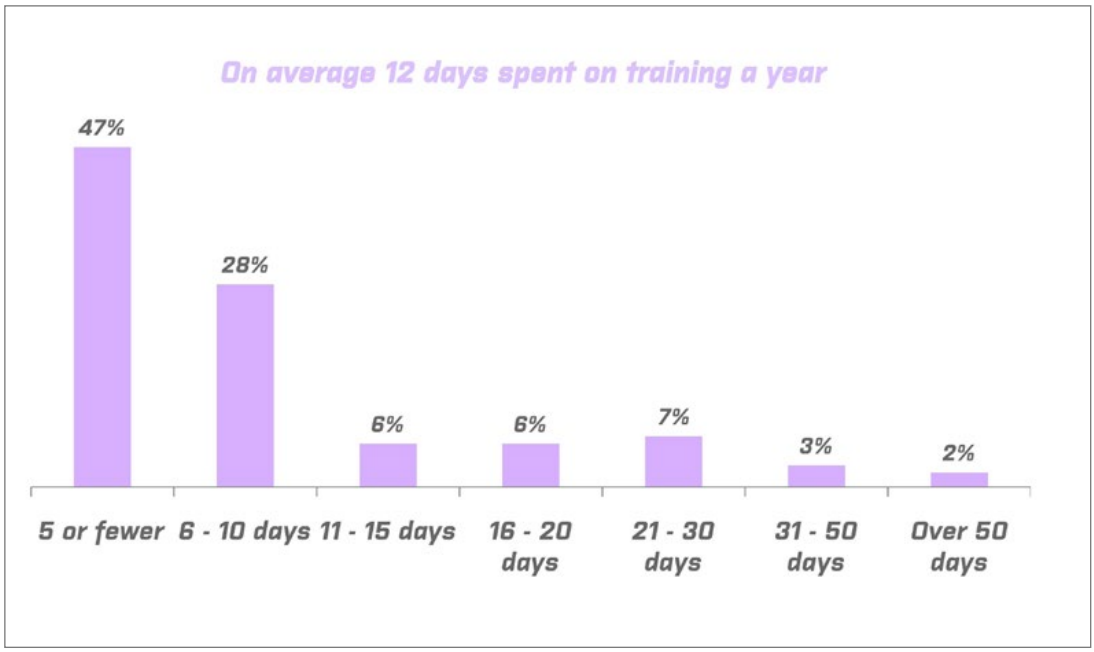
Question: What's the approximate annual turnover of your organisation?

Figure 8. Company type



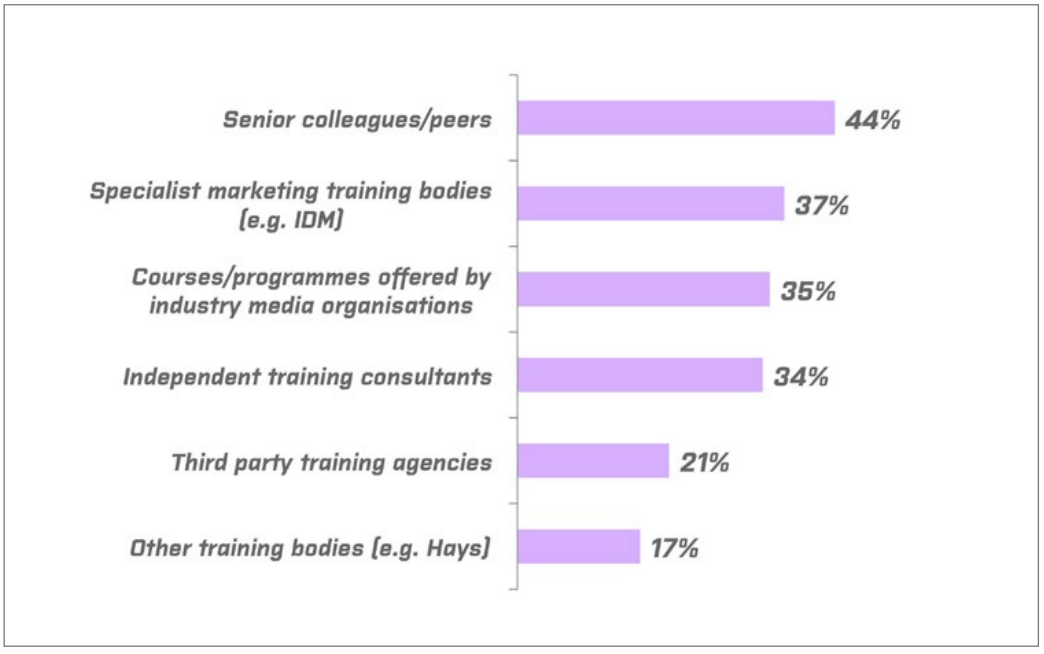
Question: Which of the following categories best describes the primary sector or sectors in which your organisation operates?

Figure 9. Time spent on training



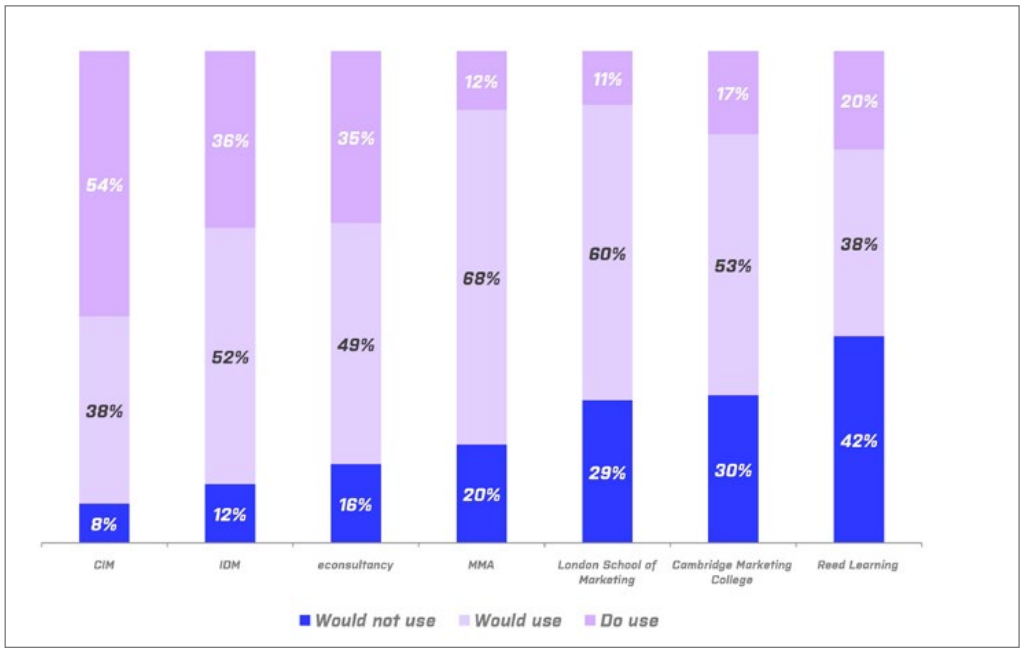
Question: How many days a year do you personally spend on your own training and professional development?

Figure 10. Sources of training



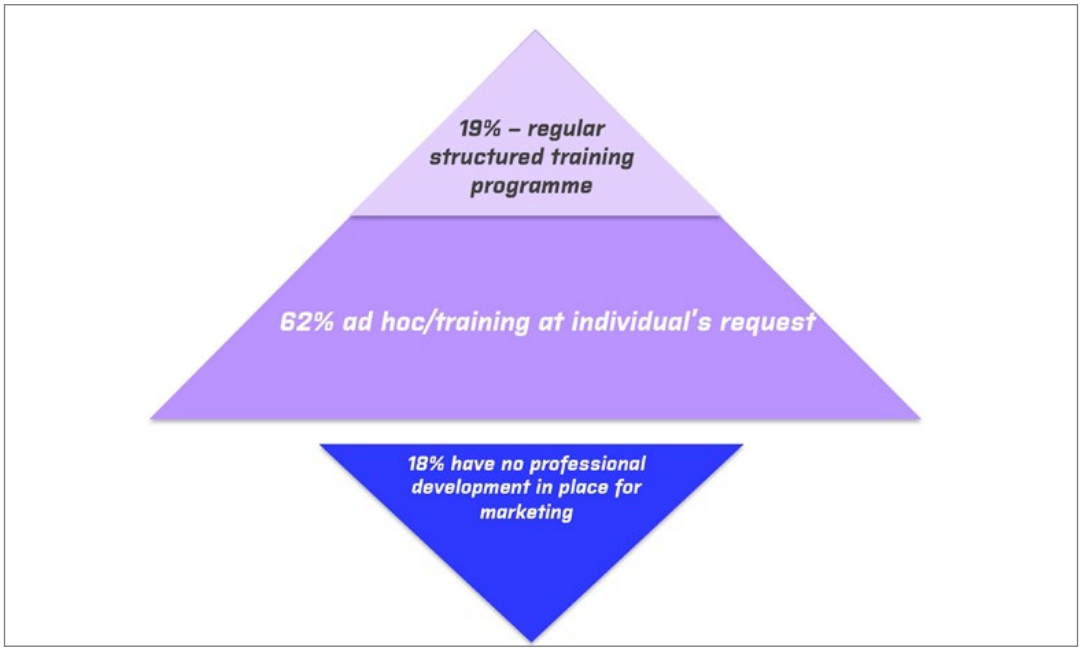
Question: Which of the following sources are most regularly used to provide training by your organisation?

Figure 11. Use of training providers



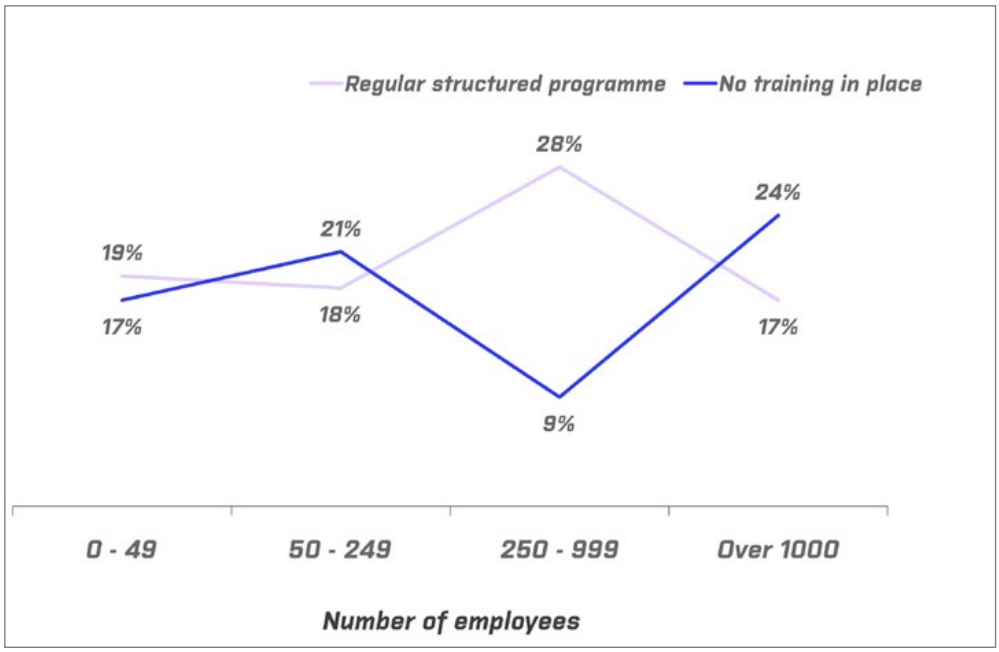
Question: For each of the following recognised providers of training, please indicate whether your organisation has used them, would use or would not use them

Figure 12. Organisations' approach to training



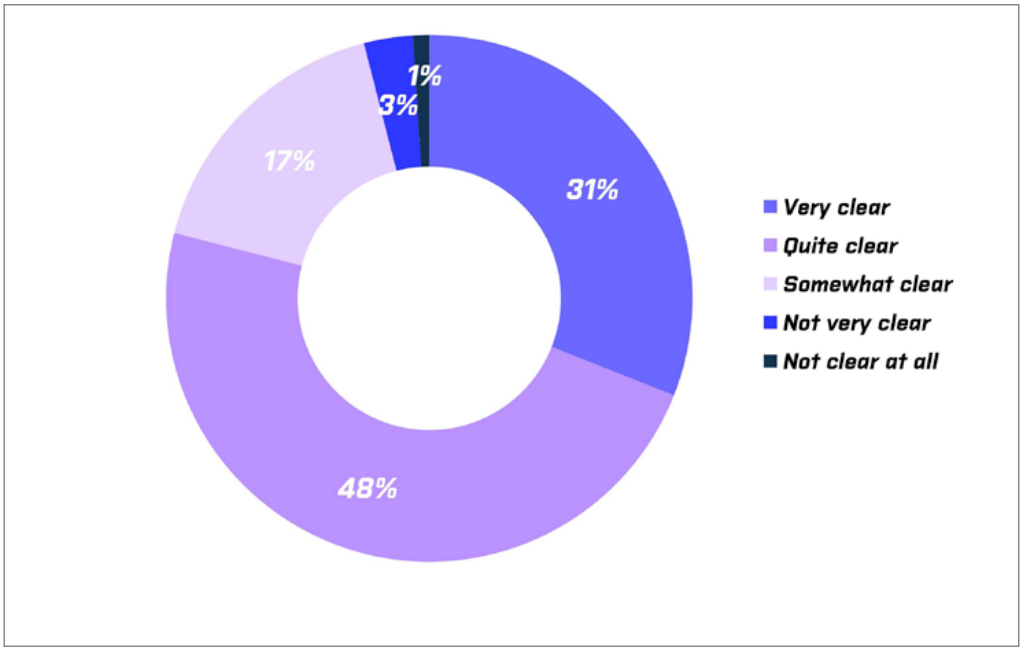
Question: How would you best describe your organisation's approach to professional development?

Figure 13. Change in approach by size of organisation



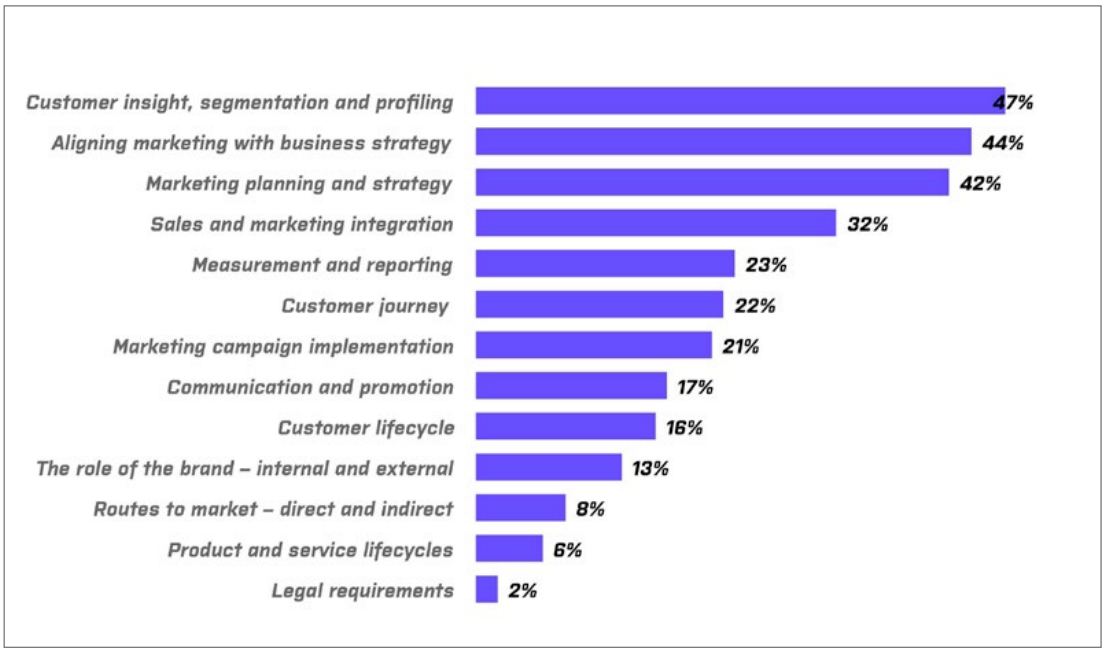
Question: How would you best describe your organisation's approach to professional development?

Figure 14. Clarity on how to be successful



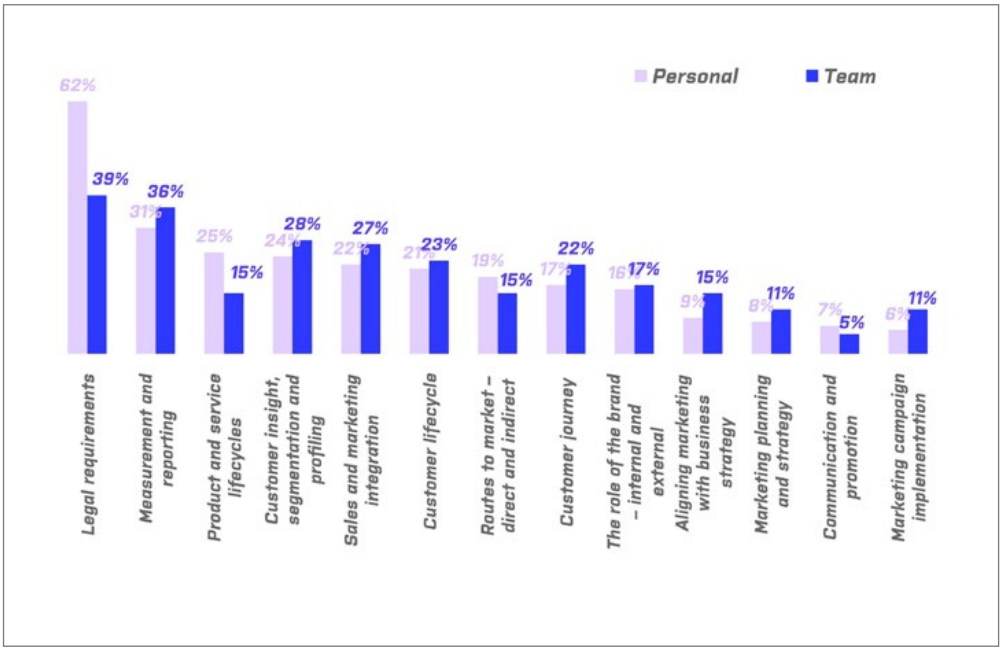
Question: How informed and clear are you about what you need to do to perform your job well?

Figure 15. Most important skills



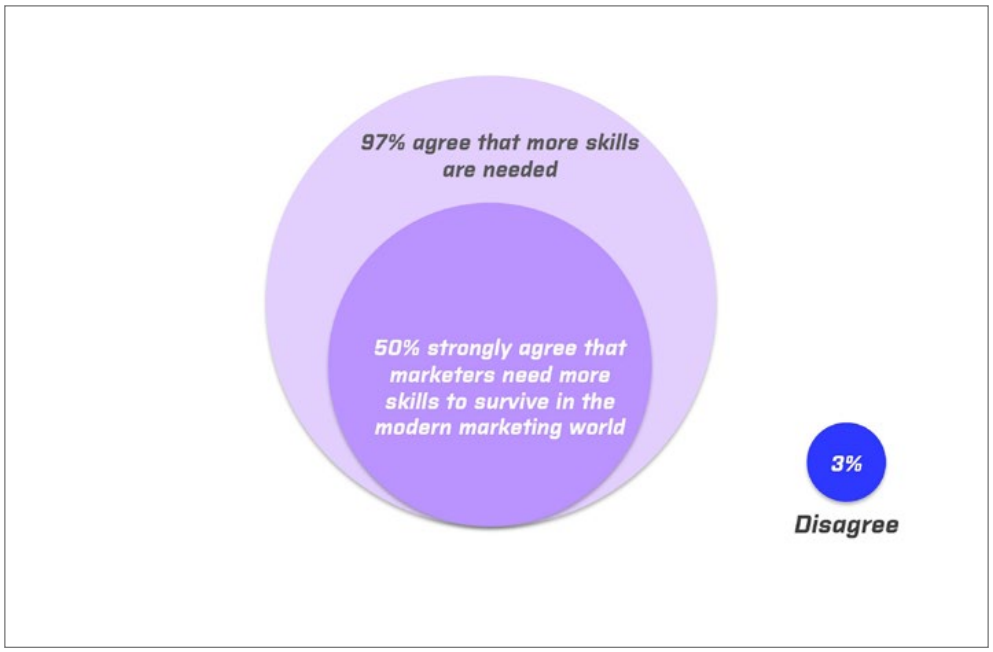
Question: Which three skills do you feel are most important for a marketer to have?

Figure 16. Areas of weakness



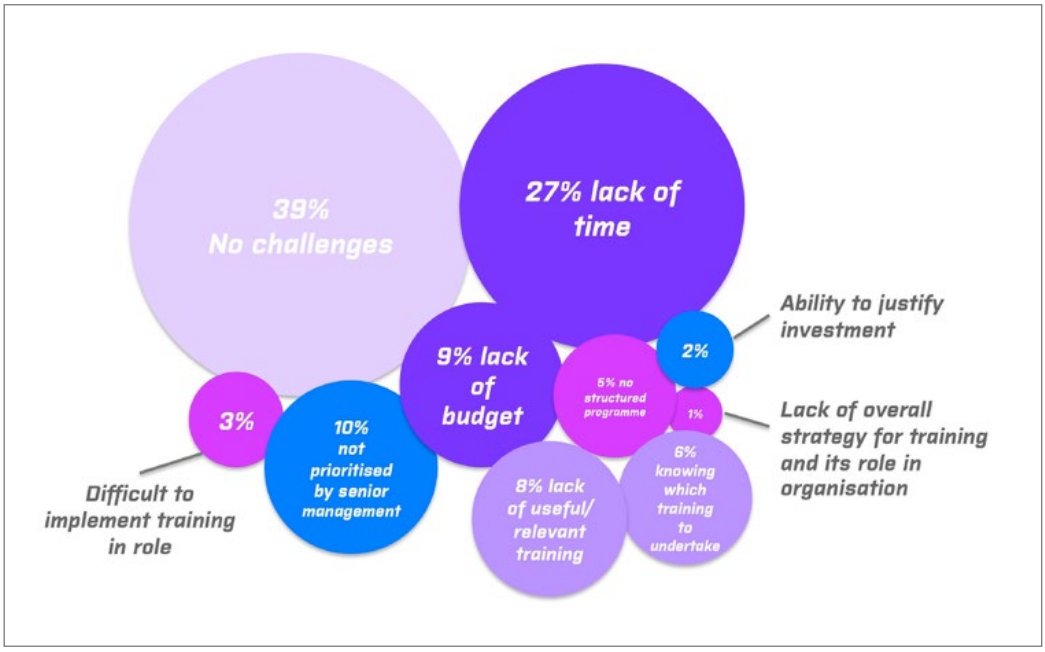
Question: Which three of these skills do you feel you are weakest in?

Figure 17. Skills perception



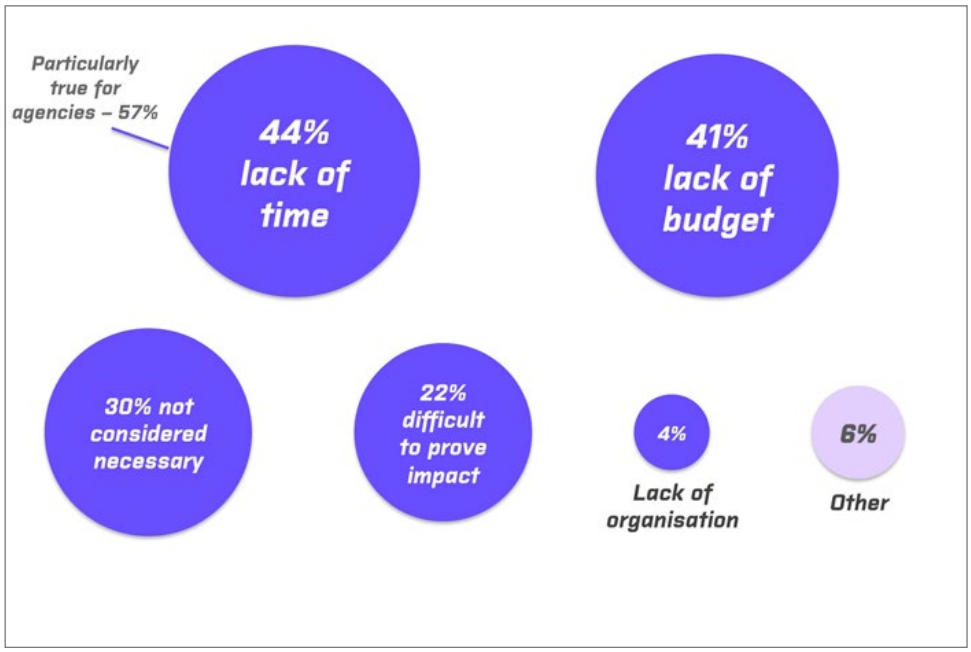
Question: To what extent do you agree that marketers need to have more skills to survive in the modern marketing world?

Figure 18. Biggest challenges for training



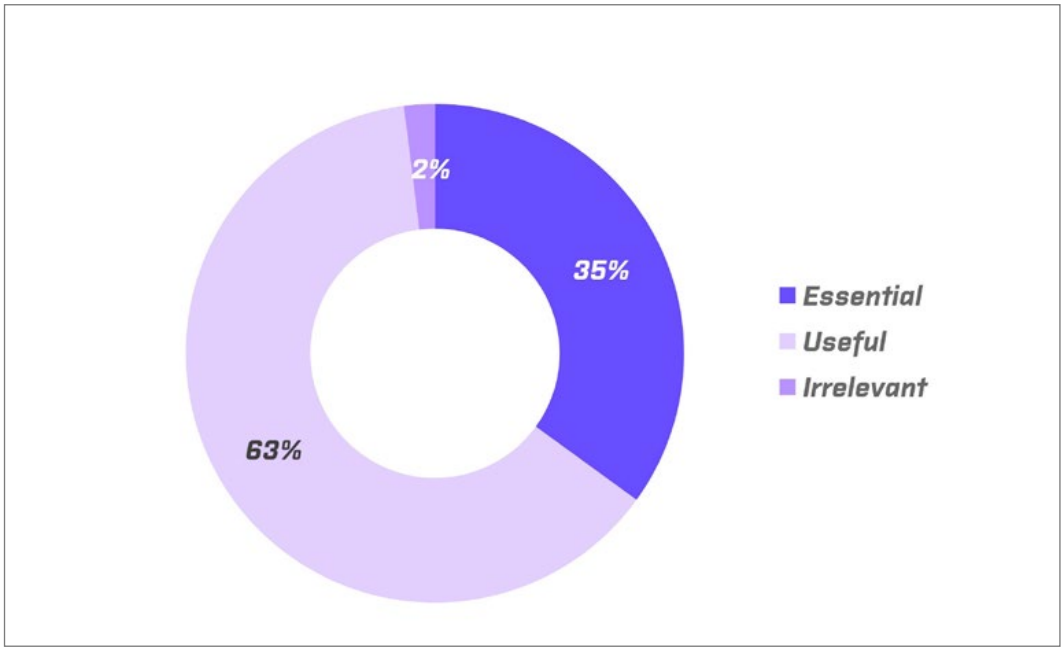
Question: What are your biggest frustrations or challenges when it comes to your personal professional development?

Figure 19. Reasons for lack of training



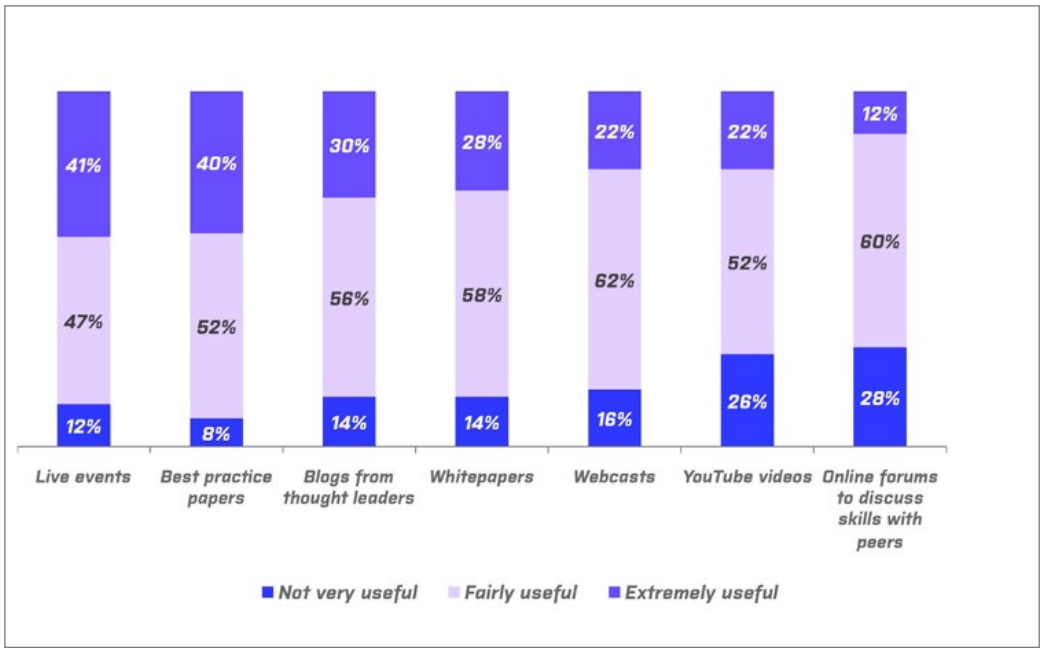
Question: Which of these reasons do you think are to blame for a lack of training in your organisation?

Figure 20. Importance of ad hoc materials



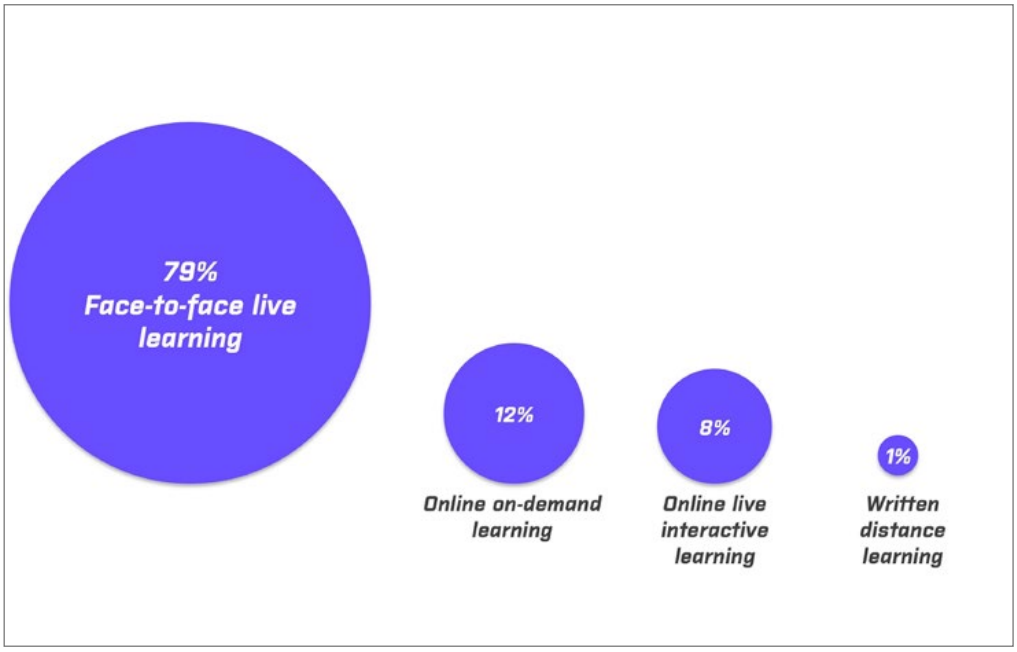
Question: How important do you find ad hoc materials to support your learning?

Figure 21. Usefulness of ad hoc training materials



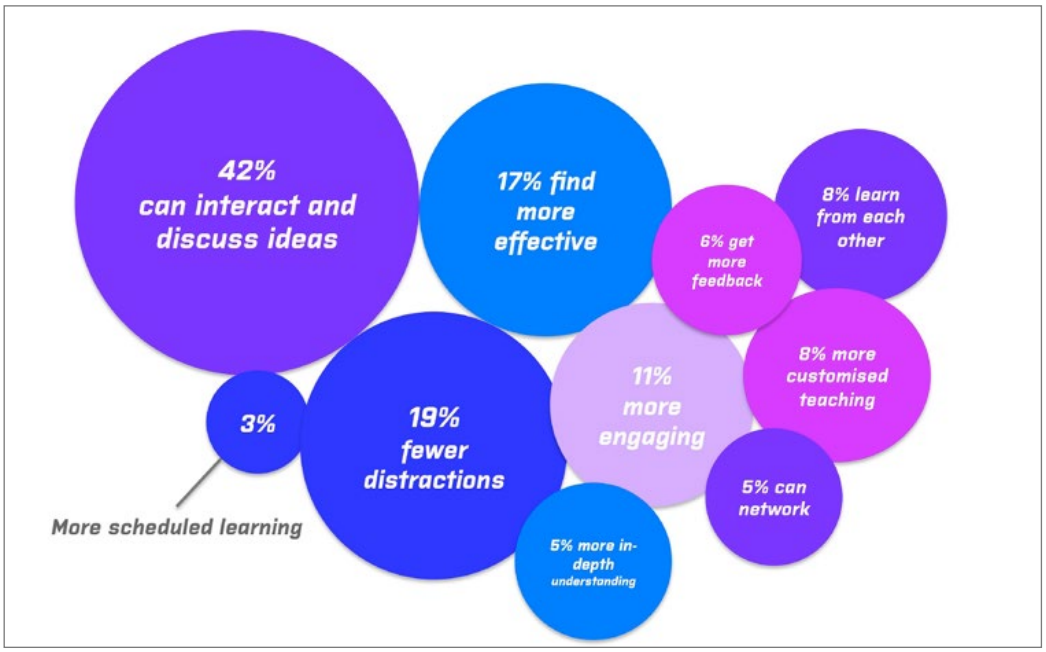
Question: How useful do you find each of the following ad hoc training materials as learning aids?

Figure 22. Preferred training format



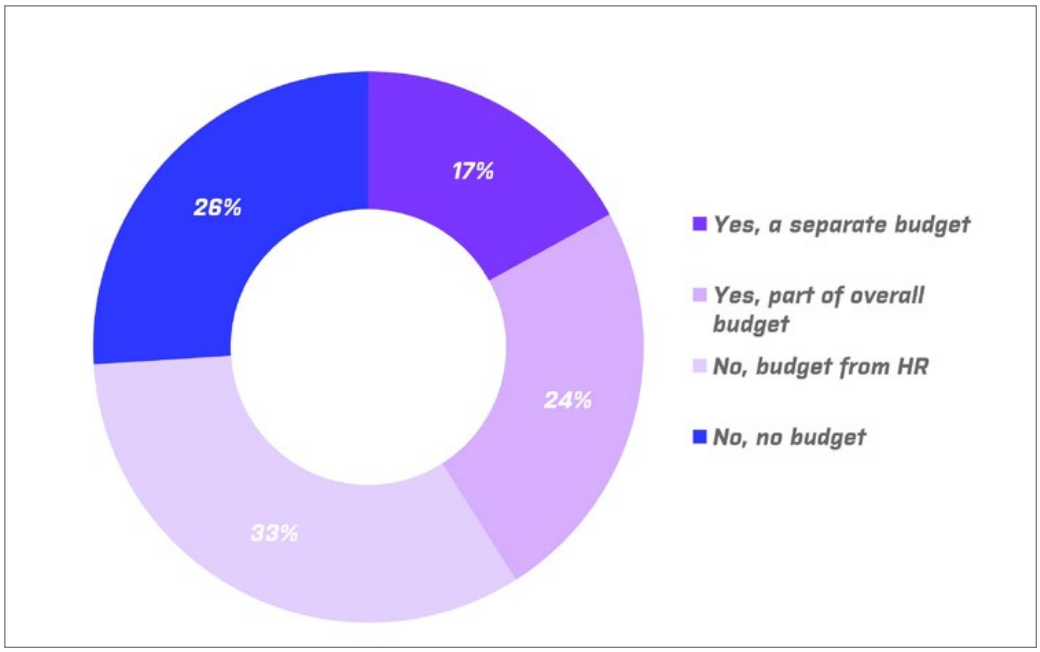
Question: What is your preferred training format?

Figure 23. Reasons why face-to-face is preferred



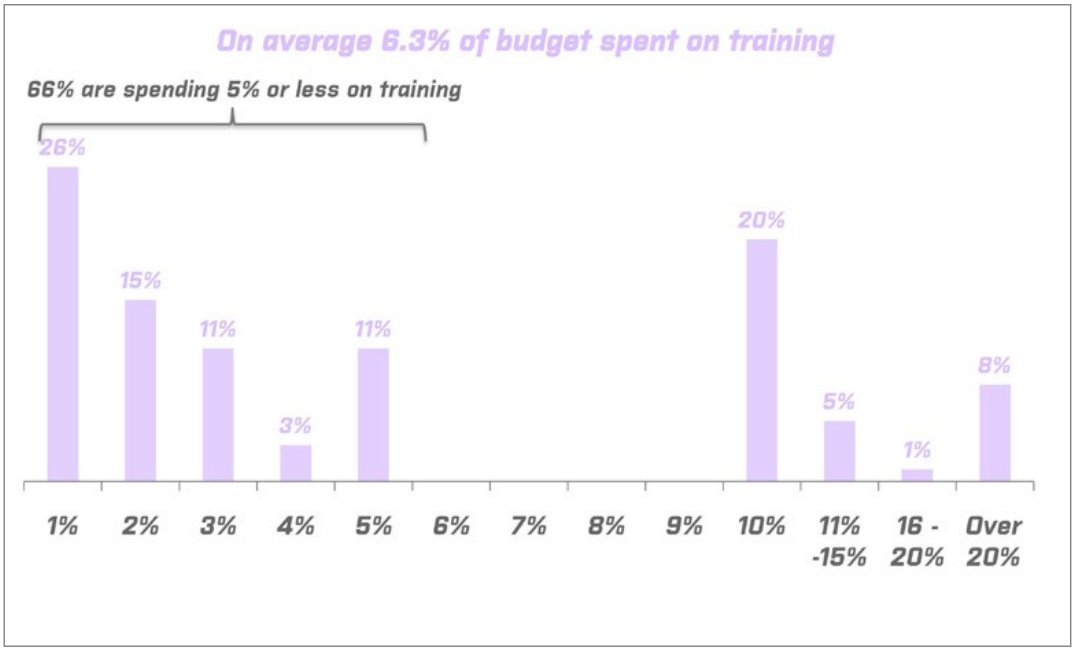
Question: Why do you prefer this approach?

Figure 24. Budget for training



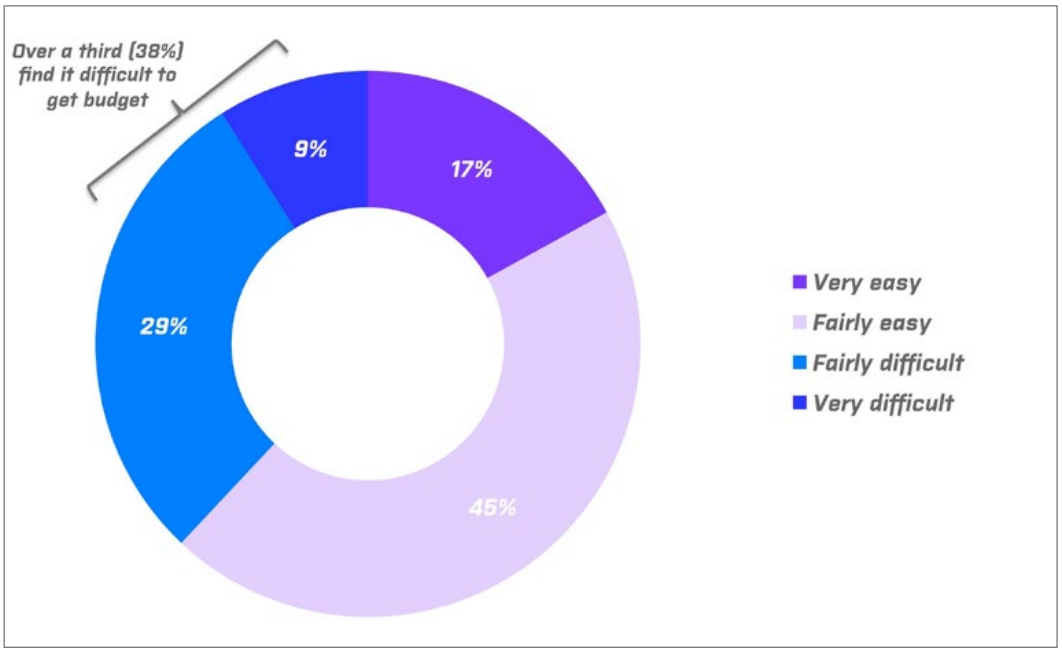
Question: Does marketing have a budget for training?

Figure 25. Percentage of budget for training



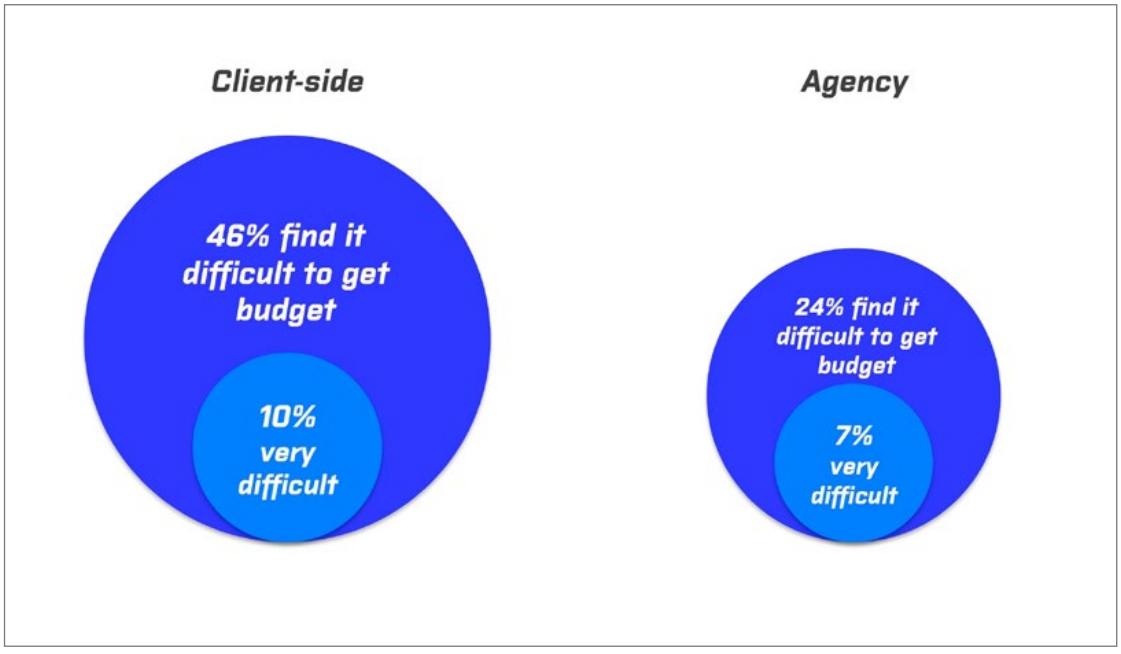
Question: Approximately, what percentage of your overall marketing budget is spent on training and professional development?

Figure 26. Ease of getting budget for training



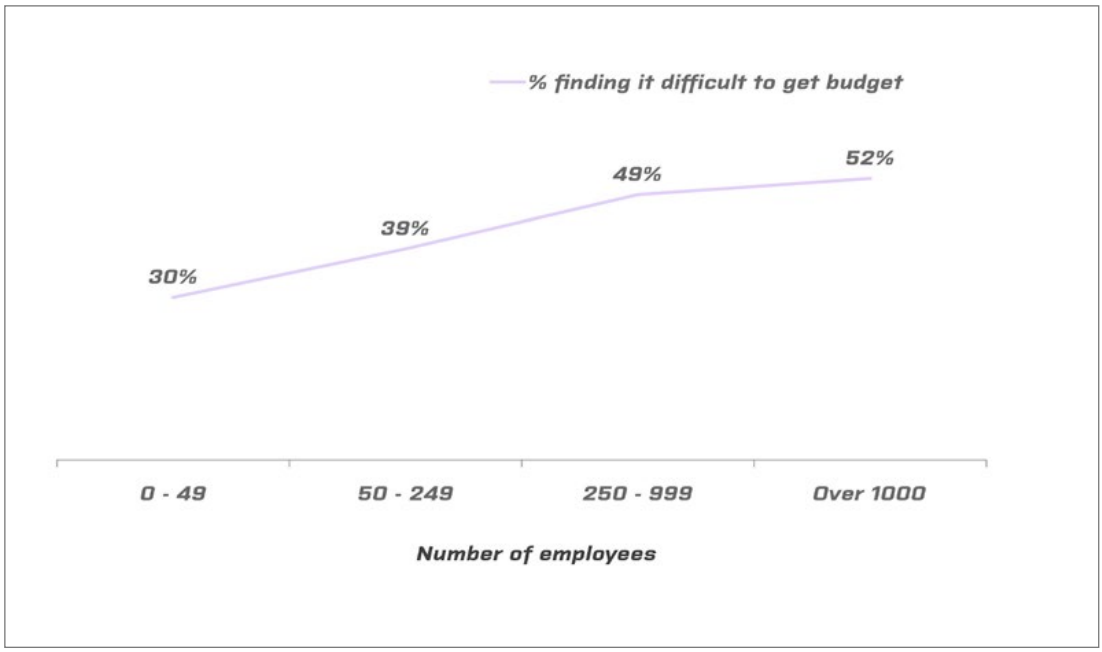
Question: How easy is it to get budget from senior management to spend time on your professional development?

Figure 27. Ease of getting budget for training (client-side versus agency)



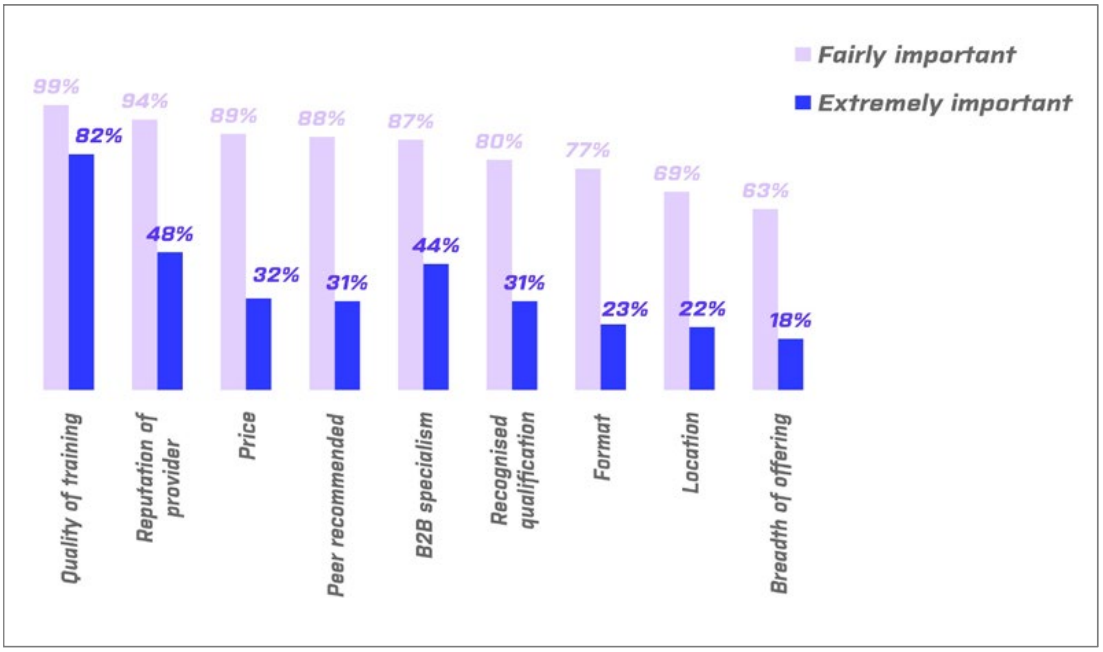
Question: How easy is it to get budget from senior management to spend time on your professional development?

Figure 28. Ease of getting budget by size of organisation



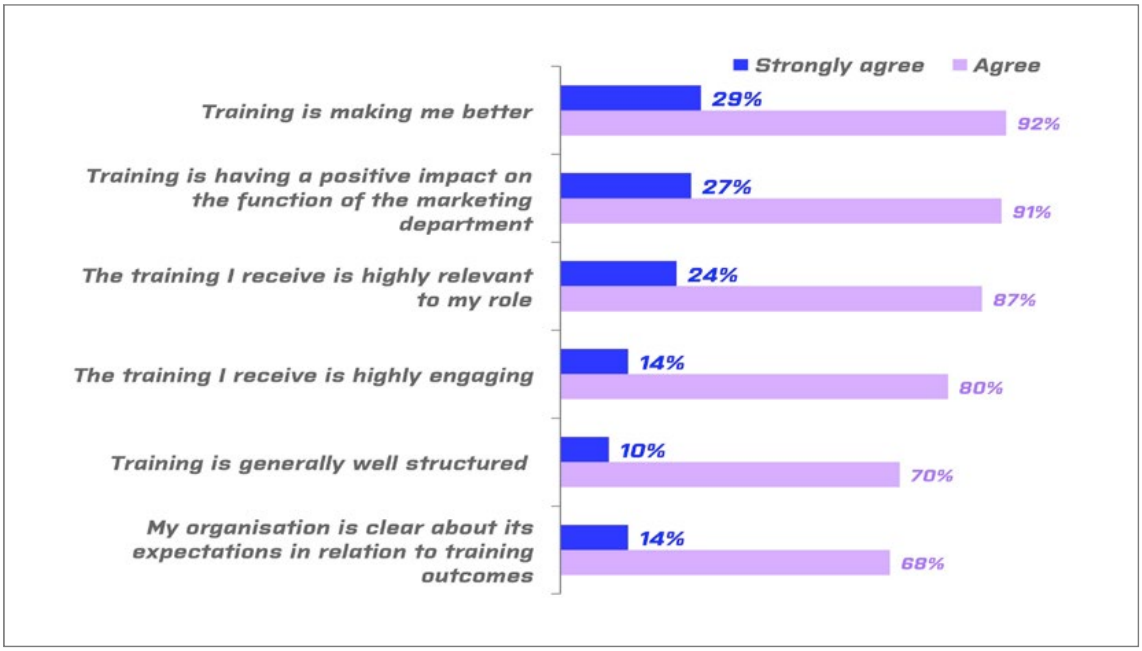
Question: **How easy is it to get budget from senior management to spend time on your professional development?**

Figure 29. Important factors when choosing training providers



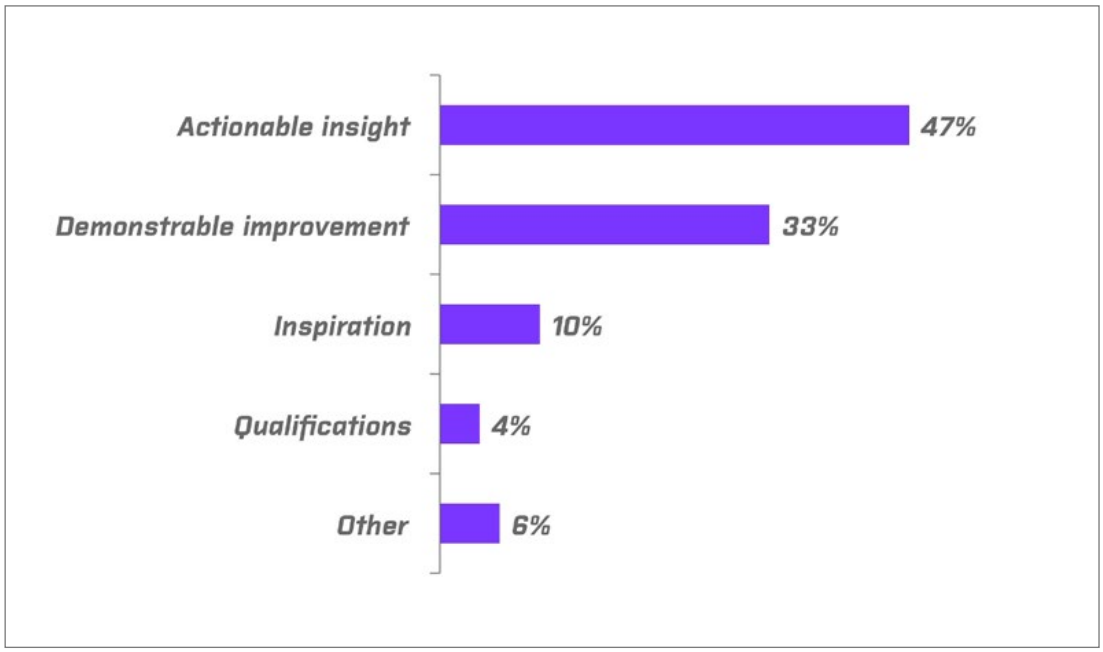
Question: How important are each of the following factors when choosing a provider of training?

Figure 30. Impact of training



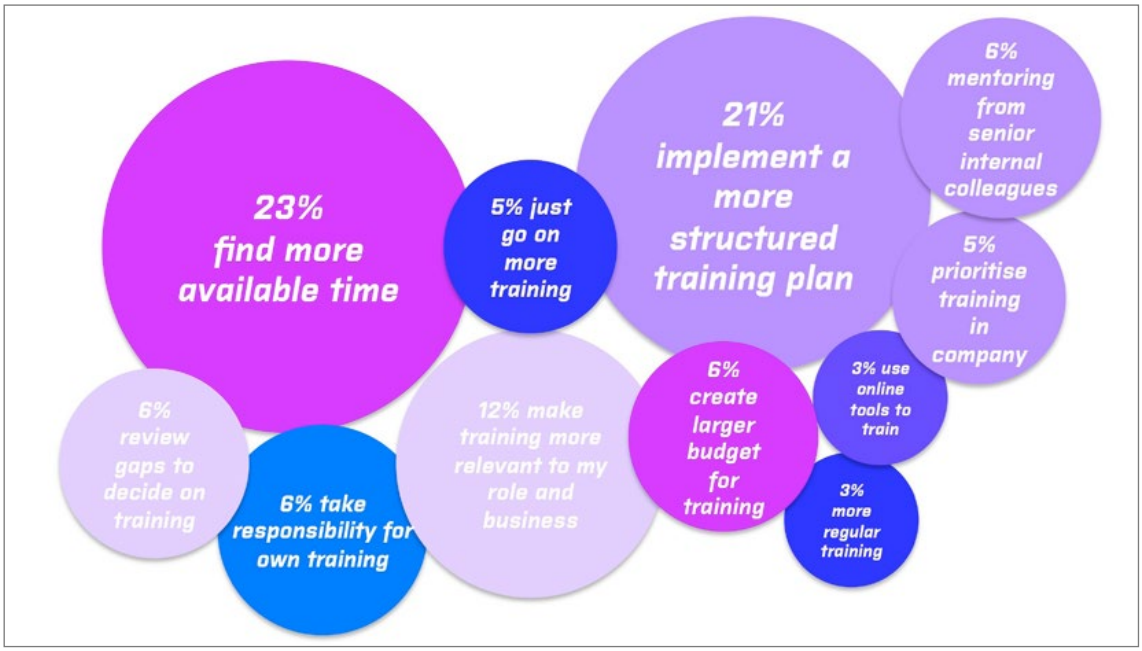
Question: To what extent do you agree with the following statements about the training programme in your organisation?

Figure 31. Most important outcomes of training



Question: What return does your boss want to see to justify investment?

Figure 32. Suggested improvements to professional development



Question: What would be your main suggestion on how to improve your personal professional development?

STAY ON TOP OF THE MARKETING EVOLUTION

Corporate membership

B2B marketers have never had to be so multi-skilled, multi-tasked, and accountable to business objectives. Marketers need up-to-the-minute research, knowledge and insight to ensure they're not left behind.

PROFESSIONAL DEVELOPMENT
A full portfolio of professional content and training so you can mix the way you keep up with your professional development.

INSIGHT
It's not easy when the rules change so rapidly, B2B Marketing membership will keep you informed, up-to-date and connected with the latest research and news that matters to you.

B2B MARKETING MEMBERSHIP

SUPPORT AT BOARD LEVEL
B2B Marketing members have access to independently approved benchmarking results and reports. Match your results with your competitors to support on-going success.

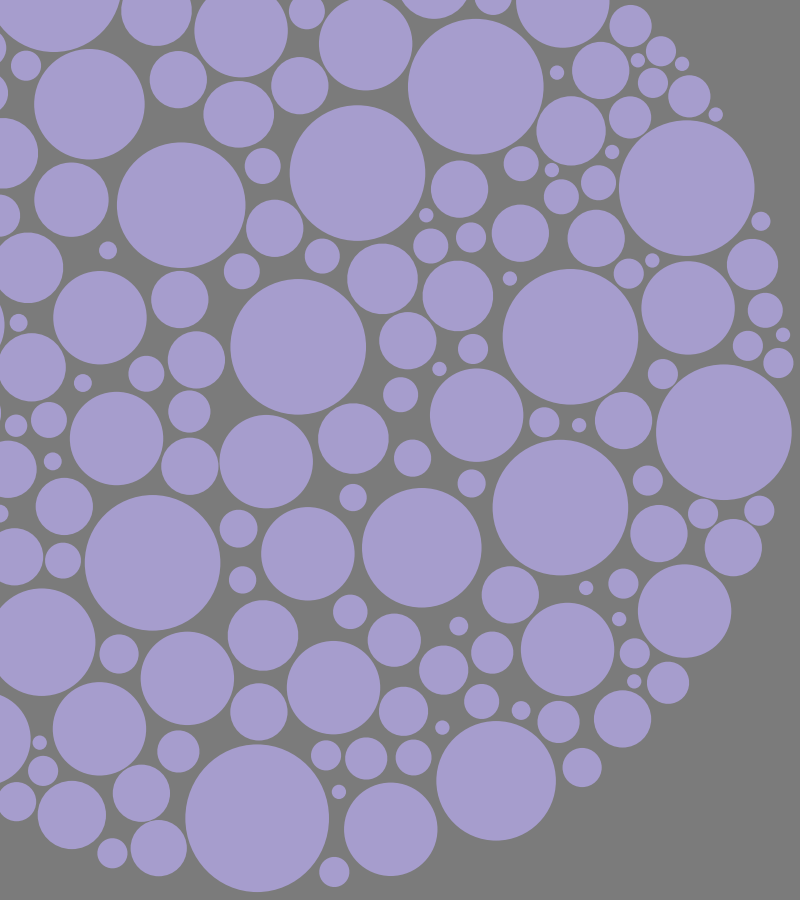
TIME-SAVING RESOURCES
B2B Marketing membership delivers relevant content directly to you when need it.

B2B MARKETING COMMUNITY
B2B Marketing members have the unique opportunity to share ideas, insight, and connect with like-minded individuals, both on- and offline.

Join us today

To find out more, contact our membership team:

Phone 020 7438 1370
Online b2bmarketing.net/membership
Email membership@b2bmarketing.net





B2B Marketing
Clover House
147-149 Farringdon Road
London
EC1R 3HN

Tel. +44 (0) 20 7438 1370

info@b2bmarketing.net
b2bmarketing.net