

# 2019 B2B MARKETING RESEARCH REPORT

greenhat



## KEY FINDINGS:

**32%**

ACHIEVED THEIR MARKETING OBJECTIVES IN 2018



**#1 ISSUE:**

LACK OF INTERNAL RESOURCES



BEST-IN-CLASS MARKETERS ARE

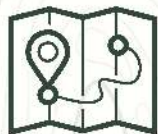
**3X MORE LIKELY**

TO MEASURE EFFECTIVELY



**ONLY 17%**

CLEARLY MEASURE AND COMMUNICATE ROI



**35%**

HAVE ALL MARKETING LEADS FOLLOWED UP BY SALES



**70% DEVELOPED**

EITHER CUSTOMER PERSONAS, JOURNEY MAPS OR BOTH



**62%**

OF BEST-IN-CLASS MARKETERS PRACTISE ACCOUNT-BASED MARKETING



**LINKEDIN** IS THE #1 B2B SOCIAL PLATFORM



**82%**

GET SOME/GOOD RESULTS FROM SOCIAL MEDIA



**THE B2B JUNGLE** B2B MARKETING RESEARCH REPORT 2019

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