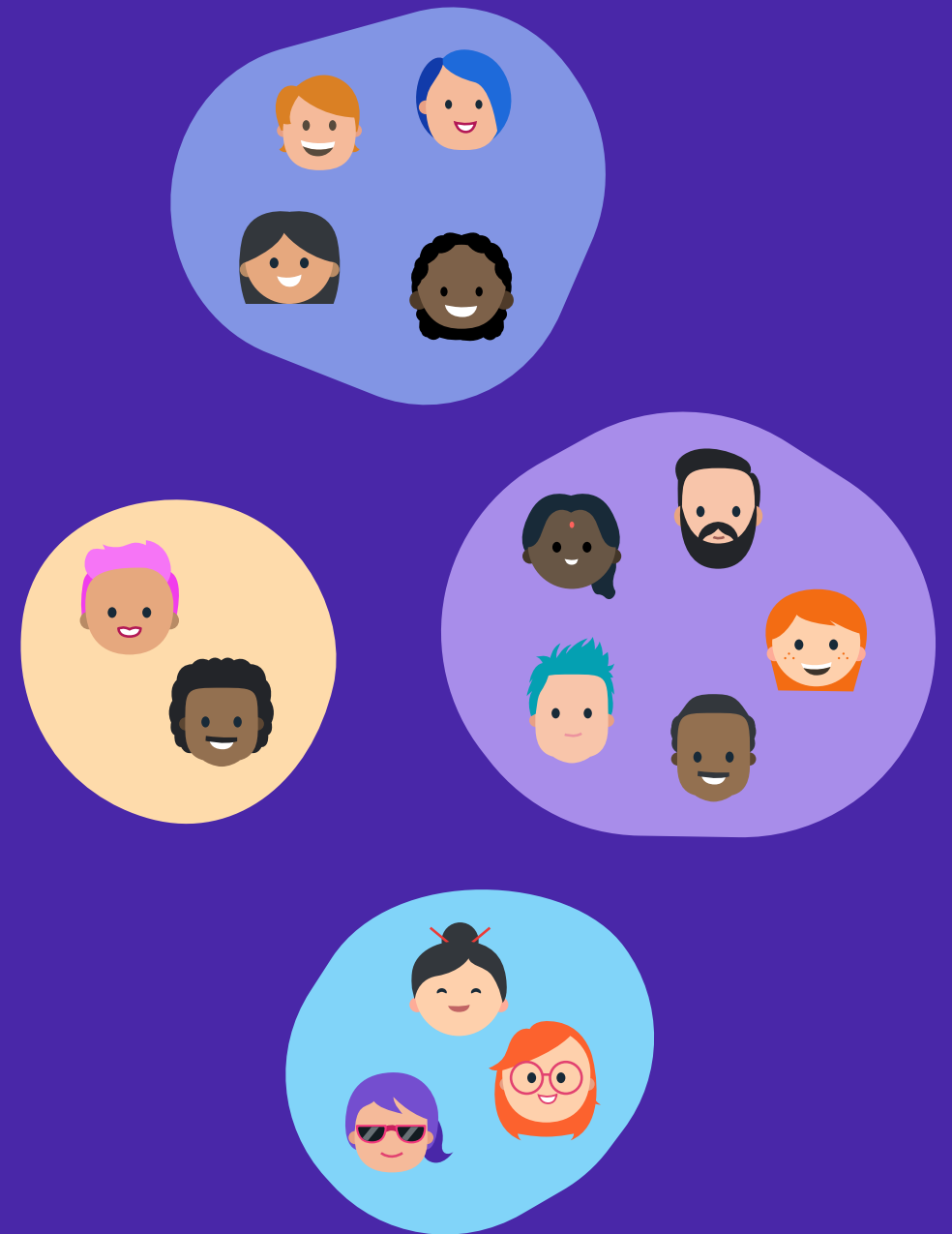


The 7 Secret Ingredients of Great B2B Marketing Teams



● Here at Teamwork.com, our vision is to make teams across the world more efficient, organized, and happy.

● That's why we've partnered with Jay Baer and our pals at Convince & Convert to uncover the 7 secret ingredients of great B2B Marketing teams.

● We know that marketing for B2B companies is harder than ever before. Not only are we dealing with substantially greater competition and heightened customer expectations, but we're doing so in an era when marketing has never been more important. (No pressure!) So how can B2B marketing leaders and their teams combat these challenges? And why - and how - do some B2B marketing teams succeed where others don't?

To answer these questions, Jay interviewed leaders from several high-performing B2B marketing organizations. He asked them about their history, how they structure their teams, how they motivate and reward their people, what skills and attitudes their team members must have, how they handle disputes, how they maximize productivity, and lots more.

What we found is that the recipe for successful marketing is no surprise - but, like any recipe, it can be transformed with the addition of a few special secret ingredients.

Before we hand over to Jay in the kitchen, though, let's meet the marketing gurus who so kindly lent their time and talents to this ebook.

The Experts



Jeff Rohrs

Author, recovering attorney, bacon-lover, and Cleveland-at-heart who serves as Chief Marketing Officer for Yext in New York City. Jeff was VP of Marketing Insights at ExactTarget prior to joining Yext.



Peter Bell

Peter has over 25 years of experience in marketing, and has worked with major Microsoft brands like Surface, Skype, Xbox, MSN and Windows. He is currently Senior Director of Marketing (EMEA) at Marketo.



David Cain

As Chief Marketing Officer at PlanGrid, David is responsible for driving market leadership, global awareness, demand generation, and strategic events. David has held B2B marketing leadership roles with leading SaaS companies, including Marketo, SuccessFactors, and OpenTable.

The Experts



Kyle Lacy

Kyle is obsessed with how technology influences and ultimately changes human behavior. He has previously lead content and marketing at ExactTarget and Salesforce, all while working with Jeff Rohrs.



Robyn Itule

Senior Manager of the Content and Creative team at Insight, Robyn leads a team that tells stories with text, multimedia, video, and visual design. Robyn sets the vision for content strategy that drives brand journalism efforts by helping businesses run smarter.



Elizabeth Sosnow

Elizabeth is Managing Partner at Bliss Integrated Communication where she is a part of the management team responsible for the company's overall operations and strategic direction. She has been named a "B2B Social Media Thinker," "100 People to Watch in PR," and runner-up "B2B Twitterer of the Year."

The Experts



Karen Steele

Karen brings over 25 years of B2B technology marketing experience to LeanData as their CMO. Karen has held executive roles at VMware, Informatica, Xactly, and, most recently, Marketo.



Tim Kopp

Prior to joining Hyde Park Venture Partners, Tim was the CMO of ExactTarget and CMO at Webtrends. He has run interactive marketing for Coca-Cola and Procter & Gamble and serves as an adviser and board member to many others.



Nancy Laviolette

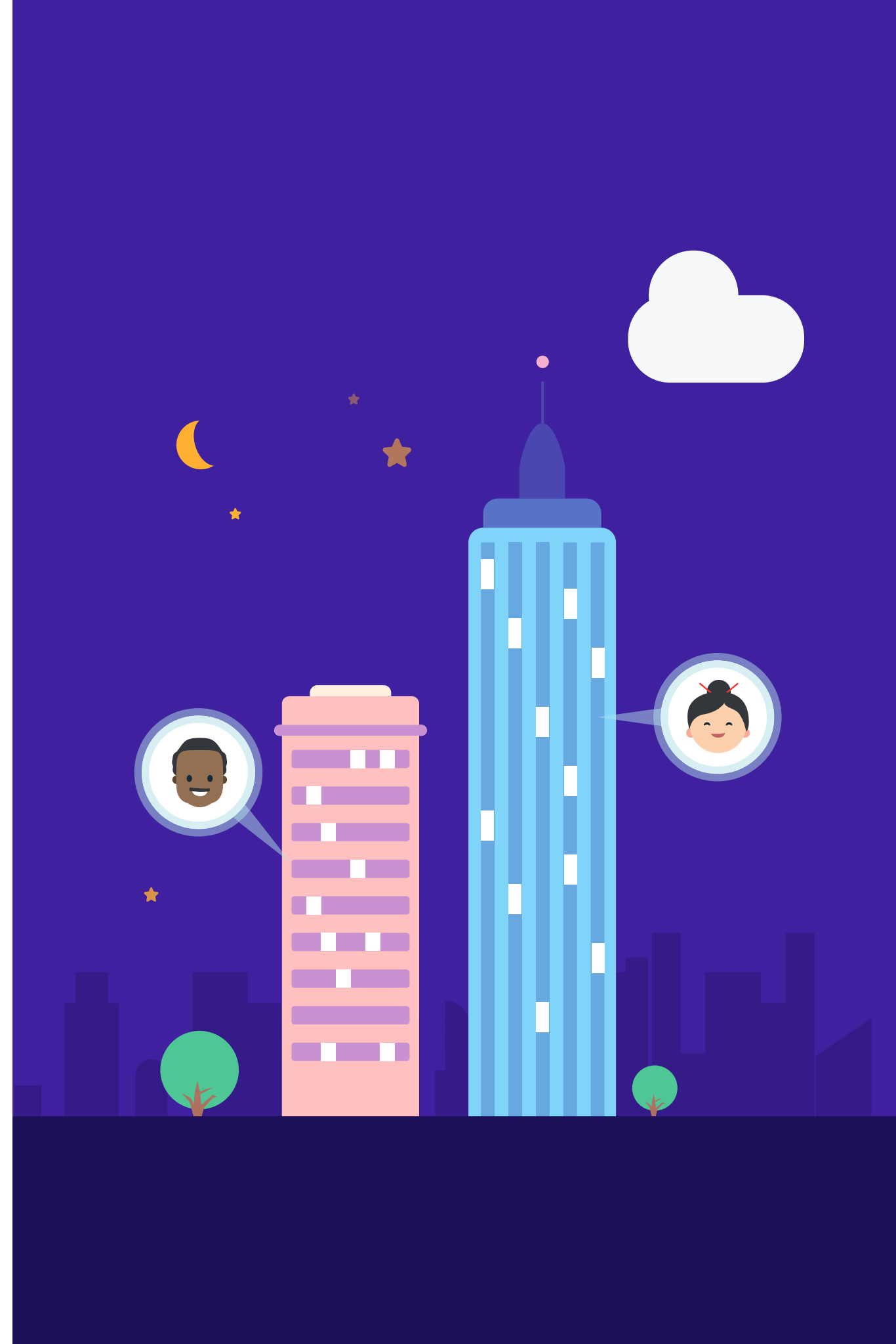
Nancy is a forward-thinking marketing professional. She offers a unique combination of creativity and analytical skills, and uses her ability to assess both of these vantage points simultaneously to deliver an effective balance of visual nuance and sound business decisions that ultimately enables strong brand recognition.

- So now, without any further ado, we present:

- **The 7 (no longer) Secret Ingredients of Great B2B Marketing Teams.**



1. Hire for Corporate Culture



1. Hire for Corporate Culture



Being good at digital business is difficult. It's something that takes a lot of time, effort, and collaboration in order to succeed. To achieve these successes, we often believe we are required to boil the ocean, alone. This kind of heroism is both unnecessary and unwarranted, especially when working in an organization full of capable minds.

1. Hire for Corporate Culture

As we began looking into the responses from our nine leaders, we were struck by some of the similarities many of these leaders shared with Teamwork.com's hiring philosophy - particularly how often corporate culture was quantified in the hiring process.

Ray Coppinger, Director of Marketing at Teamwork.com, says, "We have a set of six core values which determine how we behave as an organization. Throughout the interview process, we assess each candidate according to our defining principles and how they match-up with our core values."

During these interviews, Ray and his team use a list of questions which are housed under one of the Teamwork.com core values. Each of these questions allows him to get a better sense of whether the candidate will truly be a good fit.

Ray said that if a candidate is brought onto the team, they are continually measured against their six core values to see how they're acclimating and clicking with the greater team.

Even though marketing is becoming more data-driven and specialized, these leaders still look for cultural fit first, perhaps more so than experience and expertise. Each of these employees must, of course, be skilled technically. But what puts them ahead could be as simple as who they are at the core.

1. Hire for Corporate Culture

- Similarly, when I asked Peter Bell from Marketo about how he hires the right employees for his organization, he said he's looking for three things: skills, experience, and cultural fit. Can you guess which one he values most?

- "Cultural fit is possibly the most important because I can train for the rest of it. There are some roles where I am prepared to train. There are some roles where I'm not."

- While Peter certainly didn't discount the importance of skills and expertise, he wasn't shy about his philosophy of giving new hires the time and attention they may require to learn new, vital competencies.

"Cultural fit is possibly the most important because I can train for the rest of it. There are some roles where I am prepared to train. There are some roles where I'm not."

— Peter Bell, Marketo

1. Hire for Corporate Culture

Of course, fitting one culture doesn't mean you'll mesh with another. For the most part, our leaders all spoke highly of the importance of being a self-starter - but my friend Kyle Lacy's answer had me chuckling to myself for hours afterwards.

"They definitely need to have empathy. Empathy and [being a self-starter] is a recipe for success on my team. Mainly because...I don't have empathy, so I need people to balance me out."

Kyle says he's still figuring out how to screen for empathy, but that he knows it when he sees it.

For her team at Superior Glove, Nancy Laviolette is looking for folks with a sense of humor. "I'm not looking to get the same people. I like to fit the gap."

When building a B2B team, it's critical to take the approach Nancy's found success with. "I do find that I have more success when I have people who are slightly different - it brings better diversity, and it completes a more wholesome team."

Having different personalities, backgrounds, and skill sets not only enriches the team but expands your abilities to serve your customer base. This kind of diversity prepares your team for the myriad of activities B2B marketing teams oversee.

1. Hire for Corporate Culture

To this very point, Yext CMO Jeff Rohrs loves when “somebody is fearless in the face of change, and can work multiple projects without getting overwhelmed.” Given the current marketing landscape and demands for all things, all the time, it can be easy to get flustered - but we’ll get into this portion of the ebook a little later on.

Being driven is clearly a key aspect of building the kind of corporate culture these leaders are chasing. For David Cain of PlanGrid, he knows exactly the kind of talent he’s pursuing.

“For me, they’ve got to be super hungry. I want people who really want to play on a winning team and want to do what it takes to make sure the team continues winning. I’m all about collaboration, all about having each other’s back.”

“For me, they’ve got to be super hungry. I want people who really want to play on a winning team and want to do what it takes to make sure the team continues winning. I’m all about collaboration, all about having each other’s back.”

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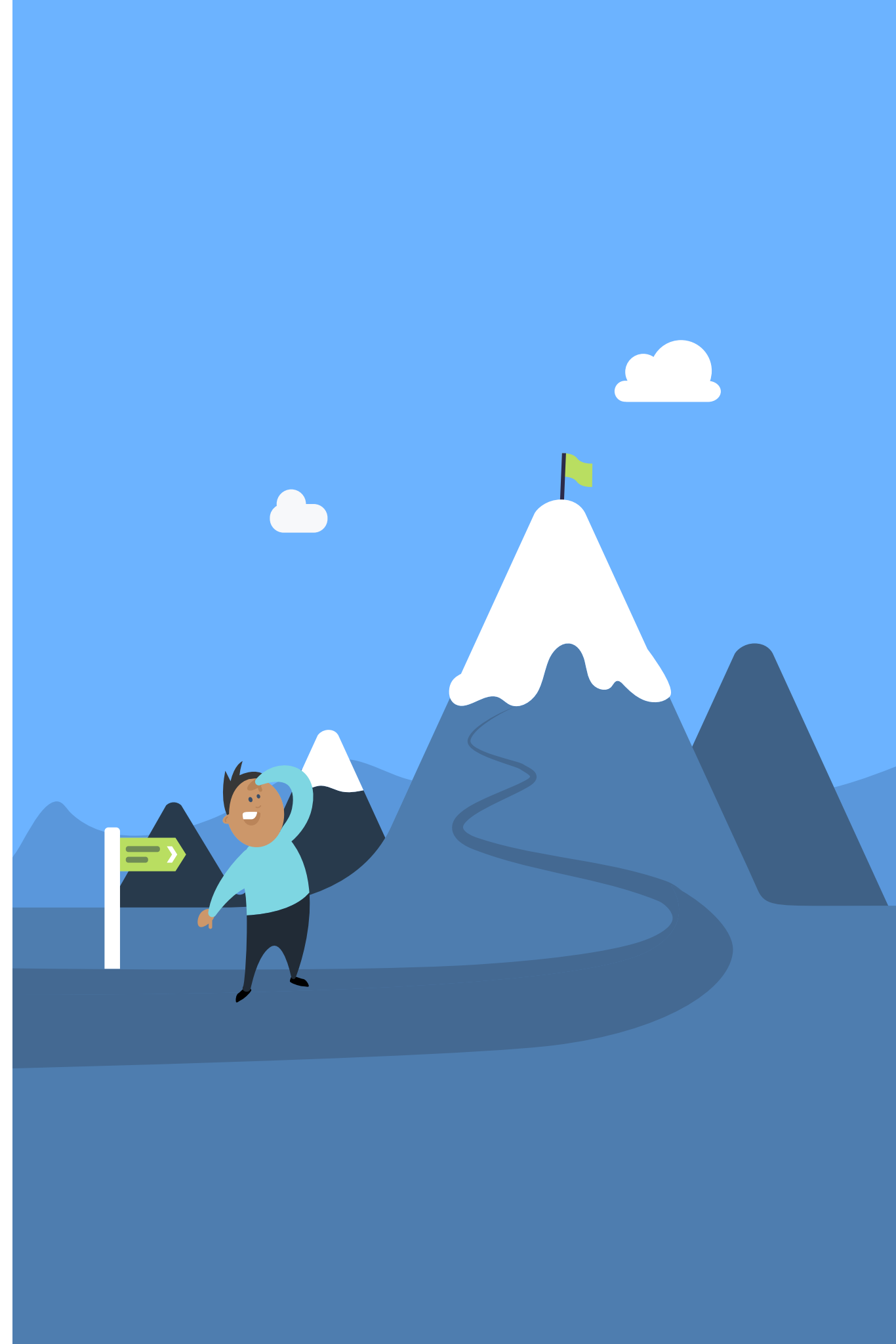
1. Hire for Corporate Culture

- David and the rest of his fellow participants made it clear their ultimate goal is to find (and keep) team players who believe in their company mission.

- “I’m just a big believer that the power of the team is much more important and valuable than the power of any individual,” David said. “There are a lot of people who look for ways to promote themselves or to advance themselves and sometimes do it at the expense of the bigger picture. That’s not going to work for us.”

- This indeed won’t work for most companies. But what *does* work for most companies is understanding what they’re after and how they’re measuring success.

2. Make Success Metrics Transparent



2. Make Success Metrics Transparent



Finding the right people is obviously important. Keeping the right people is critical to longevity. Each team has their own measurements and style but everyone knows the importance of goal accountability. The old saying "what gets measured gets done" is a cliché for a reason - because it's true. **Regardless of organization, driving leads and contribution to revenue is a top priority.**

2. Make Success Metrics Transparent

- In Yext's case, Jeff Rohrs has made it clear to his group what they're gauging. "We're measuring pipeline by go-to-market channel. So, what are we contributing?"

- Ultimately, the bottom line is the bottom line for everyone. No matter which pieces of the puzzle each team member or division is connected to, they still must quantify their efforts. Still, contributions are a funny thing.

- While it is to be expected that each organization and leader would have their own separate idea for which contributions would need to be measured (and how), for nearly every B2B organization, there is an ongoing debate between first touch and multi-touch attribution. LeanData's CMO Karen Steele certainly agrees.

"It's difficult, because everybody...has a different set of questions. [A] customer I was speaking to [recently] doesn't care at all about marketing source, all they care about is marketing influence...Marketing attribution isn't just roll it up and now you're done, and you can figure out your plans for the next year. It's sort of an ongoing journey."

Different strokes for different B2B marketing folks. Surely, as an executive for a data analytics organization, Karen can say that LeanData's attribution model is settled and all debates have been decided...right?

2. Make Success Metrics Transparent

- “I hesitate to say it,” Karen said, “but we are not as sophisticated as some of our customers.”

- Whoa. Being the CMO of a data organization, Karen’s comments highlight the necessity each B2B marketing team has to not only understand what they’re measuring, but how and why. The key is that all members of the team are clear on *what* the scoreboard is, and each has access to a real-time view of how they are tracking.

Lessonly’s VP of Marketing Kyle Lacy knows exactly what his team is responsible for and how they’re tracking their measurables, and that’s a good thing since I’m an investor in the company!

“We have many goals that are known and public within the marketing team. We’re responsible for leads, MQLs (marketing qualified leads), and ACV (average customer value). We even have a goal for demo ratings. Each time sales does a software demo, they rate it 1-5. If they score it below a 3 in quality of prospect, we meet to determine why.”

2. Make Success Metrics Transparent

- I love that Lessonly scores their demos. This allows the sales team to give direct feedback to Kyle's team so they can see what's viable and what's not. By collaborating directly with their sales team, Lessonly's marketing crew cuts down on any confusion or resentment on either side of the organization, ultimately leading to better transparency for employees and prospects alike.

- As Lessonly shows us, it's crucial to line up sister disciplines inside of the organization. So what's the most important partner a marketing group has in a B2B environment?

- Sales.

3. Align with Sales



3. Align with Sales



For years now, we've heard about the power of content and the significance of Google's massively influential Zero Moment of Truth study. To give you a refresher on the data found in the ZMOT study, take a gander at this snippet:

"88% of consumers research before they buy, consulting an average of 10.4 sources."

3. Align with Sales

- More than 10 sources of information are needed before taking action. And this was in 2011! Think of your own buying behavior and tell me you don't research at least a dozen different sources of information before buying your next pair of shoes or sunglasses.

- And that is just for consumer buying; B2B buying is whole other beast entirely.

- A staggering 70% of buyers have already made a decision as to whether or not to work with a specific company before they've even made contact with sales. Whether they've been charged with making purchasing choices for their organization or are simply shopping for themselves, buyers want to educate themselves at their own pace.

As customers self-educate deeper in the funnel before talking to a sales rep, marketing's role increases drastically. Marketing's impact, in theory, has the same outcome as hiring more reps. The best B2B marketing teams are closely aligned with sales, and view their job as empowering the success of the sales department.

3. Align with Sales

- According to the Aberdeen Group, aligned sales and marketing teams show 400% higher annual revenue growth than do non-aligned teams.

- 400% growth sounds like a no-brainer to me. With a blockbuster of a stat like that, I think it's high time we look at how our leaders interact with their sales counterparts, starting with Tim Kopp of Hyde Park Venture Partners, who could hardly contain himself when I asked him the initial question.

- "I'm so passionate about this one. I think there's a few key things; the first one is focusing on the what rather than the how. Marketers - and I'm so guilty of this, too, at times - get really obsessed with the tactics and the new, sort of eye candy."

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3. Align with Sales

“What about Snapchat, what about this, what about that. Should we do an ebook?” (Quick answer to that last one: yes, you absolutely should.) “But what you forget about is just what are we trying to do, period? And how does that align with what the sales team is trying to do?”

Tim is of the mindset that sales and marketing should be tied at the hip. His experience has shown him just how hard it can be for B2B organizations and the marketing and communications challenges they face.

Much like Ryan Holiday wrote in *The Obstacle is the Way*, the best way to overcome these challenges is by embracing them head on - together.

To create this collaboration, says Jeff Rohrs, it's imperative to have marketing listen into sales calls.

“Our approach is to understand at a deep level what's going on in the sales opportunities, and we want our marketers in those calls hearing what's important, what's moving, where they can potentially add some relationship-building efforts.”

The way Jeff has positioned his team as a partner to both the customer and the sales team is something I really love. Having the unfiltered access to the information and feedback only makes it easier for all parties moving forward, especially as new programs are rolled out or other marketing materials need to be tweaked.

3. Align with Sales

- “It’s imperative they be on those calls and hear those conversations. It’s another set of ears, and experience we can deploy based on what they learn in those calls.”

- As Insight’s Senior Manager for Brand, Content & Communications, Robyn Itule knows how vital it is to listen and collaborate with your sales team, too, as many of her marketing team members have goals tied directly to sales numbers.

- Perhaps my favorite insight from the conversation Robyn and I had, however, stemmed from the opportunity for two-way feedback thanks to the new alignment structure they now have in their company.

“It’s imperative they be on those calls and hear those conversations. It’s another set of ears, and experience we can deploy based on what they learn in those calls.”

— Jeff Rohrs, Yext

3. Align with Sales

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 - "We recently did a round of brand engagement listening focus groups with our teammates, specifically from sales. This forum gave our leadership and brand teams a chance to hear from our employees about some of the new messaging that we've created for our new go-to-market structure that we introduced this year, and one of the things that we heard, unprompted, was how impactful the brand and the marketing messaging has been for them, so there's a greater awareness of what that is and of how to use it and of how that impacts their job."
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Understanding how your customers respond to a campaign is critical. Understanding how your colleagues feel about that same campaign creates connections that make teams work.

Sharing a unified "Big Picture Understanding" makes life so much easier for everyone involved. But ya'know what else helps everyone stay involved and makes life easier?

Tools.

4. Prioritize Projects and Tie to Business Goals



4. Prioritize Projects and Tie to Business Goals



Marketers have more projects to tackle than ever and keeping tabs on each of them can become a full-time job in and of itself. Using a project management system like Teamwork Projects helps keep everyone organized and on-task, but, in order to get the most out of it, you also need to know how to prioritize what projects to tackle, and when.

4. Prioritize Projects and Tie to Business Goals

- So how do our group of all-stars handle tools, priorities, and the goals they serve?

- For starters, they begin with their most essential apparatus: strategy.

- Tim Kopp summed it best when he said, in as many words, “there is no substitute for strategy.” Identifying what you and your team must do to meet the financial needs of the company is paramount. There is no other way of saying this.

But focusing exclusively on the numbers isn't the full focus of marketing, even when you're in lockstep with sales.

Understanding the mindset and priorities of your customer base and their pain points trickles into all of the other surrounding activities that need to be accounted for as well.

In short - and I'm not telling you anything new here - establishing your strategy is both straightforward and quite complex. Determining your strategy lets you focus on projects that drive business growth, however you're defining growth. Without focus, the team is bound to find themselves lost, struggling to get a sense of True North.

4. Prioritize Projects and Tie to Business Goals

- “What kills most CMOs within a year or 18 months,” says Tim Kopp, “is that they don’t know how to prioritize. You need to figure out sequentially how are you going to go and knock down the dominoes and drive massive prioritization. I think it’s part art, part science.”

- It’s easy in marketing to get blinded by tactics. Every B2B marketing team has an endless to-do list. Figuring out what to do, and what to set aside for now, is a critical success component.

- Some of this is handled by project management. Kyle Lacy has implemented a “marketing request form” at Lessonly to make sure requests map to business goals. This process, while a relatively new function for Kyle’s team, offers transparency into the execution needed to complete the work, meaning everyone understands the project’s prioritization.

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- Kyle and the Lessonly team also use the Agile methodology to plan weekly workloads for the entire marketing team every 7 days. The team meets to gain a greater understanding of their needs so there is no confusion as to what a given week's priority sequences happen to be.

- While the Agile method is quite common for engineering and product management teams, I believe this is a very strong process for establishing project order.

- Still, all of our leaders mentioned that meetings are still a good way to prioritize for their teams. Having dedicated times to coordinate and debrief are necessary to keep everyone on the same page. After all, having a little facetime never hurts, right?

Jeff Rohrs and Karen Steele conduct a weekly Monday standup with their groups: a 15 minute round table discussion of the week's key deliverables.

Interestingly, all the leaders we spoke with embraced remote workers, and have changed their communication and project management systems, as needed, to accommodate remote team members. It was only a few short years ago that the employment of remote workers - on purpose - was unheard of.

4. Prioritize Projects and Tie to Business Goals

- Work, Collaboration and Project Management tools (like Teamwork Projects) are used by most great B2B marketing teams.

- One of the most fascinating things, however, is that adoption of specific project management and communication methods is dictated by smaller teams, not at the CMO level.

- As an example, a field marketing team may decide that one tool is more convenient for them while another specific group chooses a different utility entirely. While this isn't the optimal scenario, the key is to use the tools at your disposal to structure and augment productivity, rather than govern it entirely.

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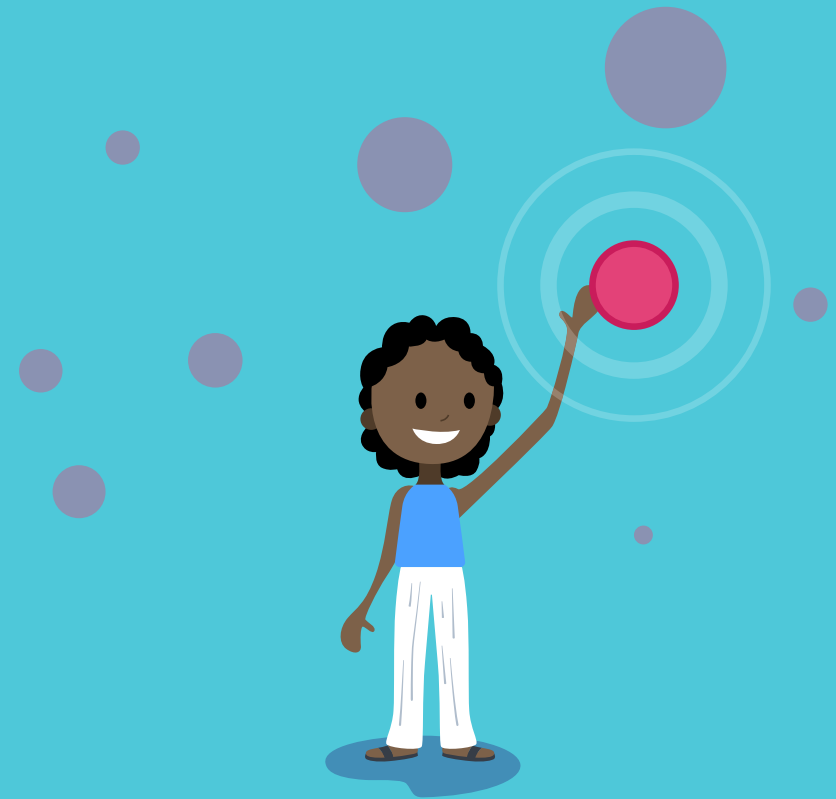
4. Prioritize Projects and Tie to Business Goals

- Ultimately, that is all that matters when it comes to prioritizing projects that are tied to business: doing work that matters. This is a point that Nancy Laviolette certainly wants to hammer home.

- Having conversations about priorities and where they stand gives us the opportunity to offer feedback in real-time. And wouldn't you know it, that's exactly what our next ingredient is all about.

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5. Provide Real-Time Feedback



5. Provide Real-Time Feedback



Successful B2B marketing leaders are constantly providing input to their teams.

They may have annual review cycles, but they don't wait for those to praise or course-correct their people. This ingredient is closely associated with hiring for corporate culture as it directly ties in with how all facets of the company (employee, management, and human resources) are gauging their progress.

5. Provide Real-Time Feedback

- Assuring that there is a forum for observations and reaction makes managing teams much less cumbersome and does wonders for eliminating any surprises that may be lurking in the shadows.
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- These times for feedback are not a way to find dirt, as David Cain pointed out - on the contrary, they're a way for team members to work through any affair, good or bad.
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- Nancy Laviolette always tells her team to be on their toes. As she describes it, "Sometimes it's like, 'you, me, [conference] room, right now.'"

As Robyn Itule sees it, "feedback is a gift." Of course, this feedback may not be easy to hear in every situation, but it's essential to growth - and the sooner the better. This was something I heard loud and clear from all of our participants.

Of course, the perfect situation is hardly ever the most realistic. Whether it is simply that employees work remotely or keep entirely different hours, providing feedback in-the-moment isn't always possible. It is, however, the preferred method of nearly every leader interviewed.

5. Provide Real-Time Feedback

- With in-the-moment feedback being the favored approach to give assessment, it should come as no surprise that annual and biannual reviews don't hold as much weight as they once did.

- B2B moves so quickly that a 12 month review window feels like an anachronism, tending to miss important accomplishments or rehash critiques that have long been water under the bridge.

- While these systems are still in place for almost every organization, they are used predominantly by and for HR. They're not viewed as particularly useful, in most cases, by B2B marketing leaders.

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5. Provide Real-Time Feedback

- Tim Kopp believes the whole notion of company-wide annual review weeks are a dying practice: “It’s not the way people are wired.” This seems to be especially true of younger generations of workers, as they’ve been conditioned to receive nearly instant information thanks to social media and other technological ubiquities.

- Marketo’s Peter Bell loves having everything out and in the open.

- “From my perspective, I am a big fan of in-the-moment feedback. Bottling feedback up so at your quarterly or annual review you’re told all the things you didn’t do well isn’t very helpful. Even positive feedback delivered months after the event sort of loses its charm.”

“From my perspective, I am a big fan of in-the-moment feedback. Bottling feedback up so at your quarterly or annual review you’re told all the things you didn’t do well isn’t very helpful.”

— Peter Bell, Marketo

5. Provide Real-Time Feedback

- He does everything he can to communicate with his team members so nothing is lost in translation.

- “I’m a big believer in in-the-moment feedback. If I see someone do something well, or I’ve seen something not go so well, I’ll pick up the phone and set a quick conference call because that’s the stuff that’s valuable, because it’s fresh in your mind, it’s fresh in their mind, and they can act upon it.”

- We’ve focused a lot, so far, on employee feedback from either their manager or other company leader. But feedback is a two-way street. Making sure employees have a voice within the company has been a much more prominent part of every successful B2B marketing team.

Information shared by employees has helped Yext and Marketo create better incentives and team activities. Jeff Rohrs knows just how important a cohesive and positive team atmosphere can be in a fast-growing company.

“Whether it’s a goofy talent show, or it’s a cookout at my house, or it’s a team-building exercise at an escape the room place or something like that - it helps people feel good.”

Having a positive team environment is a big deal. It not only contributes to a strong culture, it helps whenever there is inevitable dissension.

6. Encourage People To Solve Their Own Problems



6. Encourage People To Solve Their Own Problems



As the Irish playwright Bernard Shaw once wrote,

“The single biggest problem in communication is the illusion that it has taken place.”

6. Encourage People To Solve Their Own Problems

- No matter how good your strategy, no matter how perfect your tools, and no matter how wonderful your people - disagreement and dilemmas will happen. Really, it's okay to say it.

- When disputes arise, however, great marketing teams almost invariably solve the problems themselves. They do so with outstanding communication between the affected parties.

- No tattling, or asking Mom or Dad to intervene, as Elizabeth Sosnow, Managing Partner of Bliss Communications, puts plainly.

When disputes arise, however, great marketing teams almost invariably solve the problems themselves. They do so with outstanding communication between the affected parties.

6. Encourage People To Solve Their Own Problems

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Admittedly, this ingredient stood out as funny to me, initially. I didn't think this would be such a frequently mentioned element of B2B marketing success. A number of our marketing leaders brought this up during our conversations without any leading of the witness.

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A lot of these problems are minor disagreements that blossom into larger issues simply because employees are afraid to engage in a direct encounter. Jeff Rohrs has seen employees come to him, looking to "solve their problem like a hero, because they just don't want the conflict of trying to solve it on their own."

While no marketer is looking to sow or create conflict, the ability to create a culture where people are able to come to a resolution, without senior intervention, is crucial to growth.

Elizabeth Sosnow has made it clear to her team at Bliss that everyone must be able to resolve matters of strife on their own - especially if it doesn't come naturally to them.

6. Encourage People To Solve Their Own Problems

- “In our team, one of the things that we’ve tried to do is to help people if they don’t naturally feel comfortable become candid. Dissension, negativity, and arguments happen almost always if someone isn’t direct and honest.”

- This comment is interesting. So often, people think such blunt feedback or conversation breeds negativity; Elizabeth thinks the opposite is true. In her estimation and experience, a lack of candor gets folks into trouble.

“If you’ve come to us as a management team with a problem that you haven’t discussed with the person directly then you can’t possibly imagine that we’re gonna help you fix that. That has to start with you, and not with us. And we can’t mama bear you, you gotta be adult enough to recognize that this is how you get on.”

I like Elizabeth’s comments here an awful lot - especially the mama bear part - and I’m sure a good portion of you, dear readers, do as well.

6. Encourage People To Solve Their Own Problems

- Acting like adults and treating everyone as a human were some of the other key themes that emerged in this ingredient.
- Feuds will happen but resolution comes by meeting them head on and taking a step back to reevaluate the problem.
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- Kyle Lacy encourages empathy in these situations - ya'know, the same empathy that he's admitted he doesn't have? - in order to find common ground.
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- "It's just really approaching a problem [by saying] 'I realize that you might have a disagreement with the way I managed that project. I understand why you are upset. This is why it makes me upset, as well.' Remembering that people are human and usually when you have a disagreement, there's probably a miscommunication and a misunderstanding."

Feuds will happen but resolution comes by meeting them head on and taking a step back to reevaluate the problem.

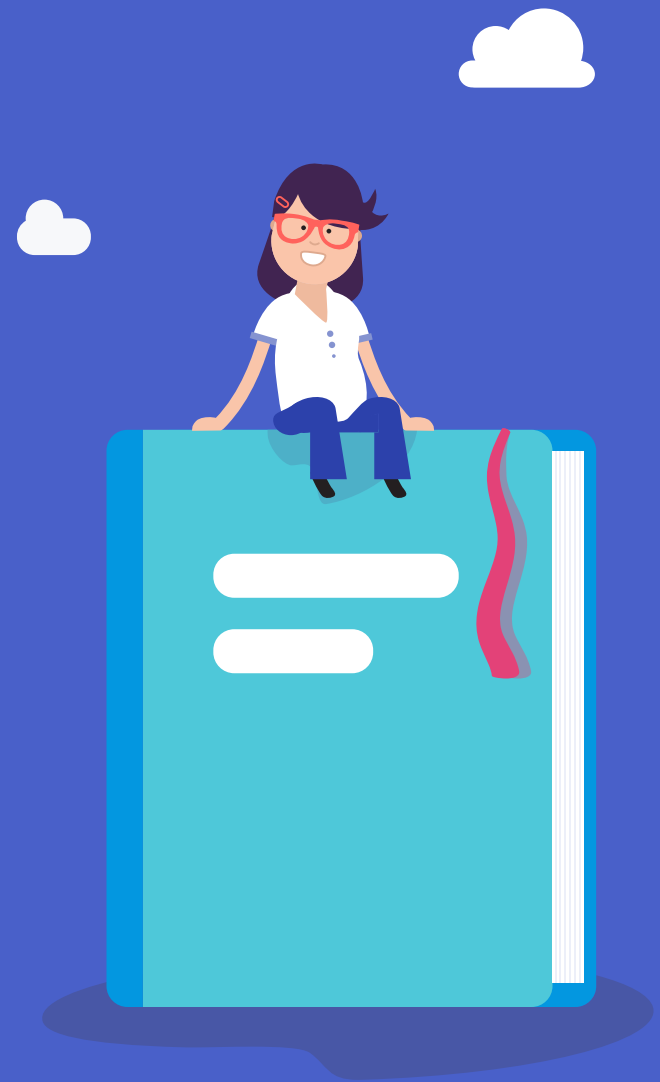
6. Encourage People To Solve Their Own Problems

- Respecting the other person and their position is central to amending any controversies. Communication skills and the willingness to listen in order to reach a compromise are highly sought after skills.

- Finding folks with such adulting prowess is important when it comes to keeping the peace and the momentum.

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7. Focus on Storytelling



7. Focus on Storytelling



There are lots of tactics, playbooks, and metrics in B2B marketing - maybe more than ever. But ultimately, it's about persuasion, and, among today's often-jaded customers, persuasion comes best in story format. Many of our marketing leaders **mentioned storytelling as a key element of their success, and their growth.**

7. Focus on Storytelling

- Without a doubt, all of the technical pieces are essential to keeping the lights on - but automation, emails, and great Facebook ads don't keep customers engaged and coming back for more.

- To drive that kind of success, B2B marketing teams must focus on amazing stories that give people motivation to take action with you.

- So many of our marketing leaders mentioned the key need for storytelling to generate B2B success, but no one did it quite as eloquently as Karen Steele, CMO of LeanData.

"You still must have a singular brand level value proposition. Who the heck are you and what do you stand for? Never, ever deviate from that, because if you lose that in the heart and mind of the customer, then it doesn't matter what story you're telling. If I can always be true to that brand promise, I'll always be able to tell a great story, and get people to connect with me. Everybody's talking about 'engagement,' but you can't do engagement without the promise and the story."

7. Focus on Storytelling

- I could do a whole ebook and webinar combo on this quote alone, but let's focus
- - being true to your brand promise forces B2B marketing teams to hone their story.
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- They must be clear to themselves, first and foremost, so that sharing their story with a customer becomes second nature. Distilling your reason for being in operation is imperative in propelling your organization forward.
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- The only proper way to do that, according to Robyn Itule, who is a natural-born storyteller herself, is to be inherently and wickedly good at connecting with people.
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Distilling your reason for being in operation is imperative in propelling your organization forward.

7. Focus on Storytelling

- “I always ask someone to tell me a story in an interview.”
- (By the way - isn’t this just the greatest interview tactic,
- ever?) “You have to be able to tell a story in order to
- engage people. I know I’m not willing to listen to another
- sales pitch. It has to be something that’s really able to
- connect. Frankly, if you can’t tell a story, if you can’t have
- that creativity, AI’s probably going to take over your job in
- a few years anyway.”

- A drop-the-mic quote, right there.

- As we move along in the world and marketing channels
- continue to see more and more competition, story will
- play a greater factor. In the next decade, the brands with
- the strongest story will be the ones who will win.

Technology becomes ubiquitous. Story is unique.

Mixing the 7 Ingredients Together





People are more important than data. What truly struck me while in the throngs of this project is that not one leader mentioned a specific marketing technique or tactic as being a key to their success. Never did they credit webinars, Facebook Ads, videos, or direct mailers for their achievements. Not once.

Mixing the 7 Ingredients Together

- As David Cain pointed out, the three most important things to B2B marketing success are team, team, and team.
-
-
- So in order to wrap all of this up into the perfect dish, how do you hold all 7 Secret Ingredients of Great B2B Marketing Teams together? Well, naturally, there are a handful of them but motivation was one that came up frequently along the research journey.
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- Call it the gluten of the bread, the lime in a margarita, or the brown sugar in a brilliant barbecue sauce. Or, as Nancy Laviolette points out, call it good coffee. (She says this can be simplest of motivators - especially at 9am on a Monday.)

“... the three most important things to B2B marketing success are team, team, and team.”

— David Cain, PlanGrid

Mixing the 7 Ingredients Together

- What should be clear at this point is that great people, great B2B marketing teams, are able to overcome nearly any obstacle set in their path.

- The combination of great people, motivated leaders, and alignment with sales allows B2B marketing teams to overcome product or service shortfalls. Even when you don't have the best offering in the world, these ingredients assist your organization in clearing the hurdles in front of you.

We love Teamwork.com and think you will, too.

- My team at Convince & Convert has been using Teamwork.com's platform every minute of every day for a long, long time. It's an absolutely indispensable tool for us - seriously, I couldn't get half of the stuff we get done without this tool.

- Teamwork.com has 24,000 happy customers in 183 countries, proudly serving them from six offices around the globe with their headquarters nestled in the rolling green hills of Cork, Ireland.

- Their 200 employees handle three products, [Teamwork Projects](#), [Teamwork Desk](#), and [Teamwork Chat](#), with two more products on the way.

Teamwork Projects is a tool that allows teams to prioritize work, delegate tasks, track time, visualize workflows, and really improve the efficiency of your marketing organization.

Adopting Teamwork Projects changed the entire trajectory of my company. Yes, it is that valuable to what we at Convince & Convert do. I happily endorse Teamwork.com wholeheartedly and it's been my pleasure to team up with them on this ebook - pun fully intended.

I'm pleased to welcome you and your team to try Teamwork Projects for free at teamwork.com/marvels and see me in action reviewing Teamwork Projects at [Convince & Convert](#).

Mixing the 7 Ingredients Together

- Now that you know about the 7 Secret Ingredients
- of Great B2B Marketing Teams, it's time to add these
- ingredients to your winning recipe!
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- Connect with your team about what they need to be
- successful and get to work collaborating and crafting a
- story that will take your brand into the next era of great
- B2B marketing.
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Jay Baer
CEO, Convince & Convert



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