A Picture Book

On The Best MarTech Quotes from our 2023, Q3 MarTech Interview Series

Introduction

MarTech is evolving and how! With newer technologies and advances in AI changing the game for modern marketers, there is now a greater need for B2B tech marketers and technologists to build dynamic structures, processes and well-integrated tech stacks.

As the market shifts to meet transforming customer expectations and needs, what do today's leaders feel about current trends and future industry shifts?

In this specially curated picture book, we bring you **insights in a jiffy** that you can go through in just five minutes!

Go on and take a look!

Happy Reading!

What can brands and SaaS teams within the martech space do better to understand more about their end user needs and journeys?

AnalyticsIQ

Scarlett Shipp

> Think of your customer's end goal as the destination of your journey. It's important to start there and then work backwards. Otherwise, it's like navigating a complex maze without a clear endpoint, and it becomes an exercise in guesswork and potentially wasted effort.

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What are the common mistakes you still see brands make when it comes to developing or executing on video marketing strategies or when using video in sales?
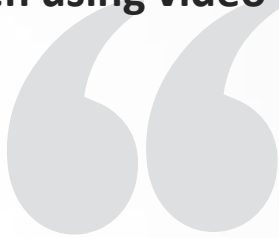
VYOND

Gary Lipkowitz

> I think the most common mistakes that we've all experienced is that business videos are often too long and take too long to get to the point. Less is more in video marketing – or really any application of business video.

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What are some of the common flaws you see in modern mobile marketing campaigns?

vibes

Jay Hinman

> The biggest flaw I consistently see is one-size-fits-all, unsegmented marketing. It's really important to not "batch and blast" an SMS marketing campaign to all of your users, but rather to use your mobile marketing platform to find the differences in demographics, geography and behaviors amongst your customer base so you can put messaging in front of them that really speaks to their unique situations and interests.

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How can Web3 drive digital trust?

Lex Avellino

> You come across a lot of market participants who might have succeeded in one area but are then going out on a limb and building something in Web3 where they have very, very little trust. This might be because they don't have a technology or product background. And depending on what they're creating, you end up with people who are basically trading in their trust who have a low ability to fulfill because they haven't actually built trust in this area before.

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What type of martech features will become more prominent in the near-future?

fiverr.

Peggy de Lange

As we've seen across many industries, AI and automation will continue to play an important role in enhancing what we're currently capable of in the marketing space. We are already seeing the real-time adaptation of AI and automation technologies in marketing agencies across the globe – whether it be through AI generated advertising campaigns or through its numerous implementations in regular day-to-day activities.

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The five fundamentals that need to shape every B2B marketing storyteller's plan?

EX·CO

Shachar Orren

If you know your audience, market, and value proposition well enough, you're never caught unprepared. Being realistic about your spending power is something every marketer must get better at in 2023 and onward. Marketers are being asked to justify their cost more and more, and that is not going to change even when we bounce back from the economic downturn.

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How is real estate today being impacted by new-age AI / martech systems?

Prophia

Kala Halbert

Right now, we're seeing that the age of "trust-your-gut" networking strategy is being replaced by data-driven analytics and insights. While experience, market nuance, and industry knowledge will always be important, the companies that pair these characteristics with data strategy will rise to the top.

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How do you think marketing leaders should look at restructuring their teams?

acrolinx

Christopher P Willis

Content marketing is pumped into demand generation and pipeline opportunities whereas product marketing involves creating top level messaging, product messaging, competitive analysis, and the progress pipeline. Enacting a flat organizational structure to allow teams to work cohesively will help bridge the gap and work toward the end goal of business success, which is measured by business and sales.

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How will product marketing as a function evolve down the line?

algolia

Reshma Iyer

> Contributions by product marketing to other scaled marketing channels will start to become more specific, almost like product marketers as SMEs of the product or a topic are tapped into by channel owners.

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Given the insights from Bango's platform and your various studies in the recent months surrounding customer spend behaviors, what key highlights would you like to share here?

bango®

Anil Malhotra

> Instead of building up a personal profile for customers, purchase data allows you to develop a consumer profile, purely collecting data on what they buy rather than profiling who they are. That's not only less intrusive, it's also more effective.

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When it comes to publisher and partner networks, how do you see today's businesses use these models to boost brand growth?

Mitgo

Alexander Bachmann

Today, businesses use publisher and partner networks, particularly through affiliate marketing and referral programs, to boost brand growth. These models offer a stable and measurable approach to customer acquisition. Unlike uncertain advertising channels like Facebook, affiliate marketing allows businesses to estimate their expenses and potential revenue.

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How are you seeing AI / Generative AI reshape various facets of the sales and after-sales and contact center experience today?

⊛ twilio

Meera Vaidyanathan

AI helps to automate tasks, which gives agents time back while increasing efficiency and accuracy. Generative AI has the capabilities to make sense of massive amounts of data and provide contact center agents with the right context and responses in real time on calls. Generative AI also has the ability to transcribe and summarize conversations for easy call wrap up, provide agents with next best action based on prior interactions, and overall help improve the end-to-end customer experience.

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As a CMO: what are some of the fundamentals (processes/strategies) you use to connect different marketing areas (field/partner/others) together and create a unified marketing framework and experience for the end user?

Seismic

Paige O'Neill

As a CMO, creating a unified marketing framework and experience requires careful coordination and alignment across a variety of departments and functions. First and foremost: Collaboration and open communication between different marketing areas is essential. Regular meetings, cross-functional workshops, and shared project management tools can facilitate seamless information sharing, idea generation, and alignment across teams.
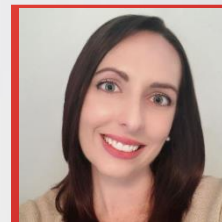
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What type of AI features are more prominent in martech today?

KIBO®

Meagan White

When it comes to data and reporting, AI helps marketers surface the right data and intelligence quickly so that they can spend less time on manipulating the data to make sense of it and more time on putting it to good use. Ultimately, AI enables marketers to spend more time on marketing by eliminating tedious manual processes.

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For B2B CMOs and marketing leaders of today, as they drive efforts through tough global markets, what are some of the five fundamentals you feel they should follow more of?

chargebee

Guy Marion

Leverage technology: Technology can help you streamline your marketing efforts, improve your targeting, and measure your results. By leveraging marketing automation, data analytics, and other tools, you can optimize your campaigns and achieve better ROI.

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When it comes to omnichannel marketing today, what are the core challenges you still see a lot of marketers and brands struggle with?

versium

Chris Matty

One significant challenge omnichannel marketers still struggle with today is optimizing their first-party data across various channels, such as email, digital, and direct mail, to synchronize activities and reach the same people in different places most efficiently. Getting the most out of first-party data has become the highest priority for marketers with the demise of third-party cookies, and yet, a staggering 91% of companies experience the negative impact of outdated, erroneous, or imprecise data.

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Can you talk about some of the most crucial benefits of AI powered martech tools that most martech users today don't seem to be capitalizing on despite possibly having access to the systems?

hotjar

Mattia Santin

Product and marketing teams are often bogged down with manual searches for feedback, which can slow down the research process. But recent advancements in AI have transformed marketing, product management, and user research, enabling businesses to analyze extensive data and understand consumer behavior. This has unlocked new possibilities and made it essential to leverage AI's power for customer-centric innovation and business success.

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What are your thoughts on the future of immersive experiences and technologies? How are you seeing brands today use these innovations to power their digital campaigns?

JUGO

Dan Wood

There's a hunger across the market for enhanced virtual experiences. We're all grappling with the 'hybrid gap.' We're tired of the standard virtual meetings, and there's a yearning for more engaging virtual experiences. The advent of immersive virtual technologies means we can enhance our virtual meetings and offer experiences we never imagined could be delivered virtually.

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How are you observing the demand for conversational commerce change how online brands deal and interact with customers today? Can you talk about some of the most impactful conversational experiences you've seen brands implement as part of their digital journeys?

Wizard✳

Melissa Bridgeford

The demand for conversational commerce – from merchants and consumers – has never been higher. Consumers are hungry for personalized interactions with their favorite brands and digital agents to navigate their shopping needs, while merchants are seeking to meet consumers where they're spending their time in 2023 – on mobile and messaging 3 hours a day.

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What do you feel B2B marketing leaders need to focus on in a challenging year like 2023 where market and economic conditions are demanding more ROI and performance driven initiatives as output from teams?

Acquia

Jennifer Griffin Smith

Every marketing leader today faces the challenge of gaining customer attention in a crowded digital landscape. Creating personalized digital experiences at scale requires the right technology, the right content, the right data, and the right resources. Understanding what content is driving audience engagement allows us to maximize spend and drive greater efficiencies. Using intent data helps us understand known and unknown buyers.

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We'd love to hear a few key findings from your team's recent report on the State of Programmatic Advertising: what do you feel advertisers today need to consider based on these findings?

proximic
by comscore

Rachel Gantz

The industry is seeing a continual drop-off in IDs coming through the bidstream even before we factor in Google's cookie deprecation. And while there are many options for marketers to consider as alternatives to cookies for targeting purposes such as alternative IDs and 1st party data, we're seeing a lot of folks lean into advanced contextual data and seeing real, significant outcomes.

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What in your view should B2B marketers be doing more of through 2023 to enable brand goals and impact ROI?

Collibra

Denise Vu Broady

It's trendy to say that you're going to measure everything in marketing from an ROI perspective. However, there are many valuable marketing activities that may not have a strong ROI that will still help the sales team drive pipeline. Ultimately, our job is to drive the overall growth of the company, and there are many important investments that help do that in areas such as operations, brand, or communications which are not always as tangible for ROI. It's still worthwhile to focus on those areas – ROI is just one way to look at success, but it's not everything.
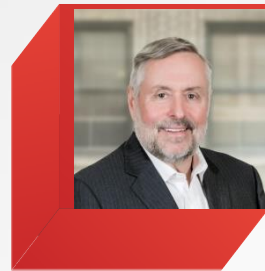
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We'd love to hear your thoughts and observations surrounding the growth of DAMs?

Canto

Wain Kellum

DAMs will become more predictive and proactive systems, leveraging AI to help businesses anticipate needs, optimize workflows, and drive strategic decisions.

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Conclusion

At the heart of all that's marketing (and martech!) should be the customer. Your customers and prospects are the fuel to your future growth.

Customer needs and behaviors are bound to undergo more change and as modern marketers, staying abreast of all of it while also ensuring you know how to use the array of martech out there to your advantage is the key to long-term success!

Need more insights on martech perspectives and marketing growth tactics? **Specially more on what drives demand generation in B2B?**

Write to us on contact@martechseries.com!

THANK YOU FOR READING!