

# A Blueprint for B2B Marketers: Tapping Your Content for the Bottom of the Funnel



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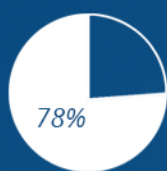
When leads convert, don't just throw them at sales.

Use this blueprint to add untapped value in the bottom of the funnel.

## 1. Prediction using analytics



### MAKE SALES GO FASTER



78% of B2B marketers see their roles expanding from lead gen to sales enablement.<sup>1</sup>

Predict what content will win based on different sales stages. Predictive analytics tools accelerate deals. **89% of B2B marketers plan to start using predictive analytics this year.**<sup>2</sup> Sales enablement technology provides content to sales while reporting metrics on engagement and usage. Prove your content drives revenue and learn what works so you can re-invest.

## ONLY 10% OF REPS MAKE QUOTA

What do your top reps do that can be replicated? What content do they use at each stage of the deal? **Enable the other 90% of your team to be successful.**

## Be 2. Proactive



65% of sales reps say they can't find content to send to prospects.<sup>3</sup> Of the content you have available, 70% of it will go unused. Move the needle: Create messaging guides, curate sales portal content, and push recommended content to teams via the CRM. Sales enablement can do all of these things for marketers.

## 5. Post-Sale



### 20% HIGHER GROWTH

The plan outlined here for B2B marketers uses a sales enablement approach to the bottom of the funnel. Sales enablement drives better sales and marketing alignment and ultimately more revenue. **Companies with strong marketing and sales alignment see 20% higher growth.**<sup>7</sup>

80%

of leads needed 5 follow-ups before converting to a purchase.<sup>4</sup> Fuel those follow-ups with the right messaging and content.

### SALES-READY SOONER

**73% of B2B leads are not sales ready.**<sup>5</sup> A lead nurturing program is a proven way to shorten sales cycles. Create a lead nurturing program by mapping your existing content across the cycle and filling in gaps. Help sales people nurture and engage their prospects with content targeted to their prospects' needs.

## Set up 4. Programs



+47%

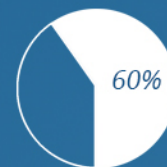
Nurtured leads make 47% larger purchases.<sup>6</sup>

## Drive 3. Productivity



### GET BACK LOST TIME

For marketing and sales, time is money. **Sales teams can spend up to 60% of their time creating their own content and other activities unrelated to core selling.** Keep reps from wasting 20% of their time building or searching for content. Push the right materials to them. Sales enablement solutions are proven to get more content used by sales teams.



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*When marketing is involved and supporting the bottom of the funnel, that's where the magic happens. KnowledgeTree puts the spotlight on your content so sales teams use it to engage prospects and win deals, while giving you insight into the ROI of your content. Learn more and see a no-risk demo at [www.knowledgetree.com/sales-enablement](http://www.knowledgetree.com/sales-enablement)*