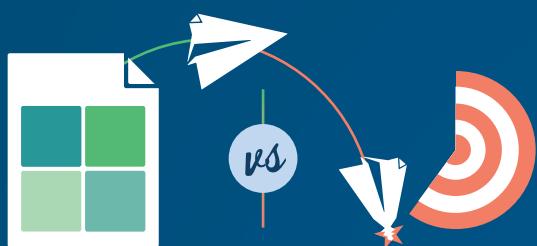


# Marketing PERCEPTION vs REALITY

In today's media driven world, content is king. For businesses, this means giving your sales teams the best, most relevant content available easily and quickly. Armed with expensive tech and large budgets, today's modern marketers have stepped up to fill this content need, but are your efforts making the grade? As a marketer, are you actually achieving what you think or is the reality of the situation something entirely different? See below to see the difference between perception and reality and what you can do to up your game.



## Perception

Helping win big deals and contributing to the overall success of the company.

### Tip

Be sure to find time to connect with the sales team regularly so you can provide winning content the first time.



## Reality

By in large 65% of the content created by marketers is never used by sales.<sup>1</sup> That's missing the mark more than half of the time!



## Perception

Every piece of collateral produced is a silver bullet for sales

### Tip

Take a moment to review and analyze what content is leading to sales and what content can be improved.



## Reality

Marketers are tearing through budgets like business cards at an expo: less than 10% of marketing budget goes to efforts that produce sales enablement results.



## Perception

Fostering a sound relationship between sales and marketing built upon a strong sense of partnership.

### Tip

Build real relationships with sales so you can be partners who actually work together and learn from one another.



## Reality

Marketing and Sales are speaking in different languages. Only 24% of companies have formalized marketing to sales handoffs.<sup>2</sup>



## Perception

Using tech tools that are optimized to orchestrate day to day marketing efforts – almost like magic.

### Tip

Speak out when your tech is more harmful than helpful so you can get the tools you need.



## Reality

Too many. Too expensive. Too complicated. Need a damn specialist to send an email.



## Perception

All sales content is stored in one place for everyone to find what they need, when they need it.



## Reality

The tech being used is a black hole for content no whitepaper can escape. 28% of content is never found<sup>3</sup> and sales people spend 31% of their time just searching for content!<sup>4</sup>

### Tip

Create a system or utilize a platform that makes your work easy to find and use.