



# The Shift to Value-Driven B2B Marketing

The era of **growth at all costs** is over. As B2B marketing budgets face increased scrutiny, companies must pivot to **value-driven strategies** that prioritize long-term success over short-term volume.

## Key Challenges Facing B2B Marketers

### 01 The Decline of Lead-Based Models

Only 3% of B2B web visitors fill out lead forms, and email response rates hover at **1-3%**. Instead of focusing on MQLs, companies must shift to **signal-based marketing** that prioritizes intent data and real-time engagement.

### 02 An Increasingly Complex Buyer's Journey

With **640+ touchpoints** and an 11.5-month buying cycle, B2B buyers are more informed than ever. Omnichannel engagement is critical.

### 03 Buyers Are Not Blank Slates

70% of buyers identify their top vendors before engaging with sales. If you're not on their radar early, you're out of the game.

### 04 The Shift to Value-Based Marketing

60% of software buyers regret their purchases, leading to high churn. Companies must focus on **customer retention and lifetime value**, not just acquisition.

# Strategies for Success in a Value-Driven Era

## ⚡ Embrace Account-Based Marketing (ABM)

Align sales and marketing around **real-time engagement signals** and prioritize high-value accounts.



## ⚡ Leverage AI-Powered Personalization

73% of B2B buyers expect tailored experiences. AI-driven predictive analytics can **deliver the right message at the right time.**

## ⚡ Optimize Omnichannel Marketing

Cross-channel integration is key. Omnichannel campaigns have a 287% higher purchase rate compared to single-channel campaigns.

## ⚡ Invest in Pre-Purchase Content

Buyers consume 4-10 pieces of content before engaging with sales. Thought leadership and **SEO-optimized content** establish credibility early.

## ⚡ Rethink Performance Metrics

Move beyond vanity metrics. Focus on **pipeline velocity, buying group engagement, and conversion impact.**

## Final Thoughts

Companies that cling to **outdated lead-gen tactics** will fall behind, while those that **embrace change** will thrive. The future belongs to those who **adapt, engage, and deliver real value to their customers.**

Is your marketing strategy built for 2025?



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