

How B2B Marketing Leaders Are Planning and Managing Investments



CMOs are under heavy scrutiny to get the most out of their marketing budgets.



The state of marketing planning:

- ▶ **9.1% of company revenue** earmarked for marketing budget. Down from 9.5% in 2022.¹
- ▶ **2 out of 3** respondents expect budget increases in the coming year.
- ▶ Biggest changes to the CMO role? Responsibilities to: **demonstrate impact, drive revenue.**

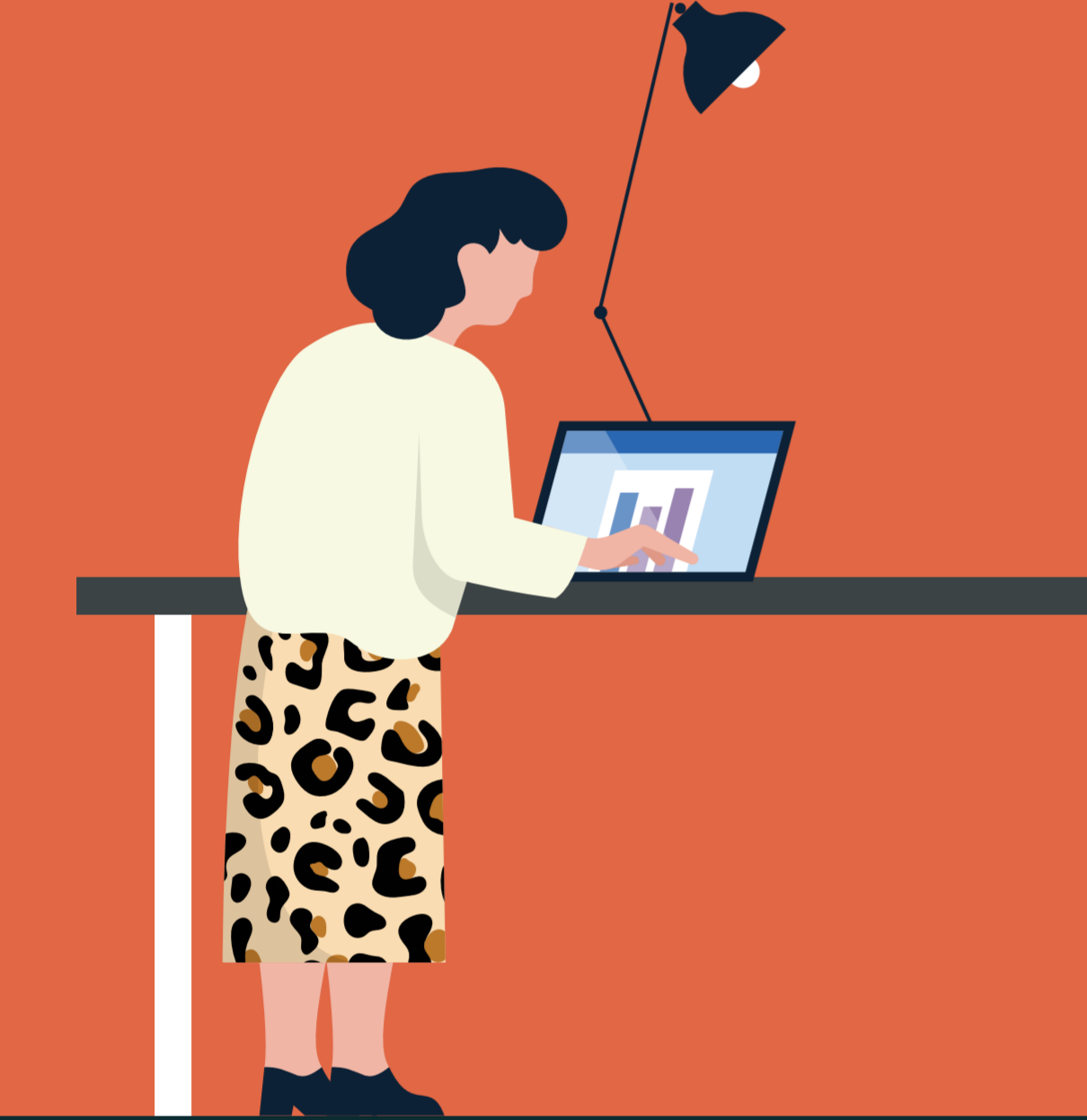
"There is no [failsafe] for weathering an economic downturn in demand generation. Rather, teams need to work to optimize everything – often in small ways."

Senior Manager, Tech, U.S. in the B2B Marketing Benchmark

How to drive business growth:

1. Create a flourishing presence in the marketing ecosystem.

As they face budget challenges of their own, buyers are vetting decisions more deeply and engaging with a broad range of channels. Make sure you're showing up for your audience in brand-safe environments with a timely message that resonates.



2. Embrace a scientific approach to testing and optimization.

Don't let assumptions guide your creative strategy – follow the data. A rigorous testing culture helps ensure you are continually investing smartly by understanding how key differences in content or delivery impact performance.

3. Measure and share success in a meaningful way.

Showing results with your marketing shouldn't be at odds with deploying a full-funnel strategy fueled by creative brand building. Use attribution and measurement tools that connect marketing activities to revenue, and keep exploring new opportunities to optimize.



LinkedIn tools that can help:



Expansive tools and integrations: Build out your LinkedIn Page, create targeted ads in Campaign Manager, use Business Manager to simplify workflows, and draw upon a large roster of LinkedIn Marketing Partners for specialized enhancements and services.



Flexible bidding and budgeting options: Find the right bidding and budgeting system to suit your needs and maximize campaign results. Maximum Delivery, Cost Cap bidding and Dynamic Group Budget all offer unique ways to meet your objectives within spending constraints.



A/B testing on LinkedIn: Built-in functionality makes it easy to run A/B tests on your LinkedIn Ads to optimize based on audience response.



A brand-safe environment: LinkedIn is a safe and trusted platform for marketing investments. Brands that advertise on LinkedIn are seen as 92% more professional and 59% more respectable.



Powerful measurement capabilities: Tap into a wide range of metrics, and track lower-funnel impact with conversion tracking and Lead Gen Forms.

Ready to connect the dots for your B2B marketing strategy? Head over to Campaign Manager and build your next winner.