

Close the Year with Holiday Cheer

Tips for Helping Your Team Maximize B2B Marketing Efforts



It's easy to get swept up in the hustle and bustle of year-end plans, from executing existing programs and planning for next year, there's no shortage of things to do. Finish the year strong by helping your team make the most of their marketing efforts busy time of year.



Assess your team's bandwidth and set top priorities.

Take a look at all the projects that "must be completed" by the end of year and evaluate overall progress. Keep holiday closures in mind and set realistic goals of what can be achieved based on priority.

Goal-setting marketers are 376% more likely to report success



Utilize marketing automation to save time.

Use marketing automation tools to your advantage by boosting efficiency and increasing output. Marketing automation strategies can help free up time for your team, allowing them to work on other important tasks.

Marketing automation drives a 14.5% increase in sales productivity



Schedule social efforts in advance.

Make the most of your social media management tools by scheduling posts ahead of time. Scheduling in advance gives you the freedom to post during "peak" engagement times over the holiday season, even when no one is in the office.

Marketers who proactively plan projects are 356% more likely to report success



Consider outsourcing services to help your team get more done.

With multiple priorities and projects to juggle, you can only do so much on your own. Employing the help of outside services to execute your marketing programs allows you to accomplish more on your marketing to-do list.

63% of marketers surveyed indicated they purchased a support package from their marketing automation provider, and 100% of those respondents said they found the package worth it



Use analytics to inform and set goals for the year ahead.

Take stock of what worked and what didn't over the last 12 months by evaluating your marketing reporting. Plan for the year ahead by setting goals based on data trends that align with your company's larger business goals.

2 out of 3 marketers state that data-based decisions are more effective than "gut instincts"



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Sources: Coschedule, Nucleus Research, Garner, Google/Econsultancy