

15 MULTI CHANNEL STRATEGY PITFALLS AS VOTED BY B2B MARKETERS



INFOGRAPHIC

2022 REVIEW

Multi channel strategies are often complex and combine many different components that need to be effectively managed to ensure they deliver seamless customer experiences.

This can mean marketers have to navigate many hurdles to keep channels, content and performance on track.

Our latest research uncovers 15 core challenges faced by senior B2B marketers.



WHICH PAIN POINTS DO YOU HAVE TO OVERCOME TO DELIVER A BEST-IN-CLASS STRATEGY?

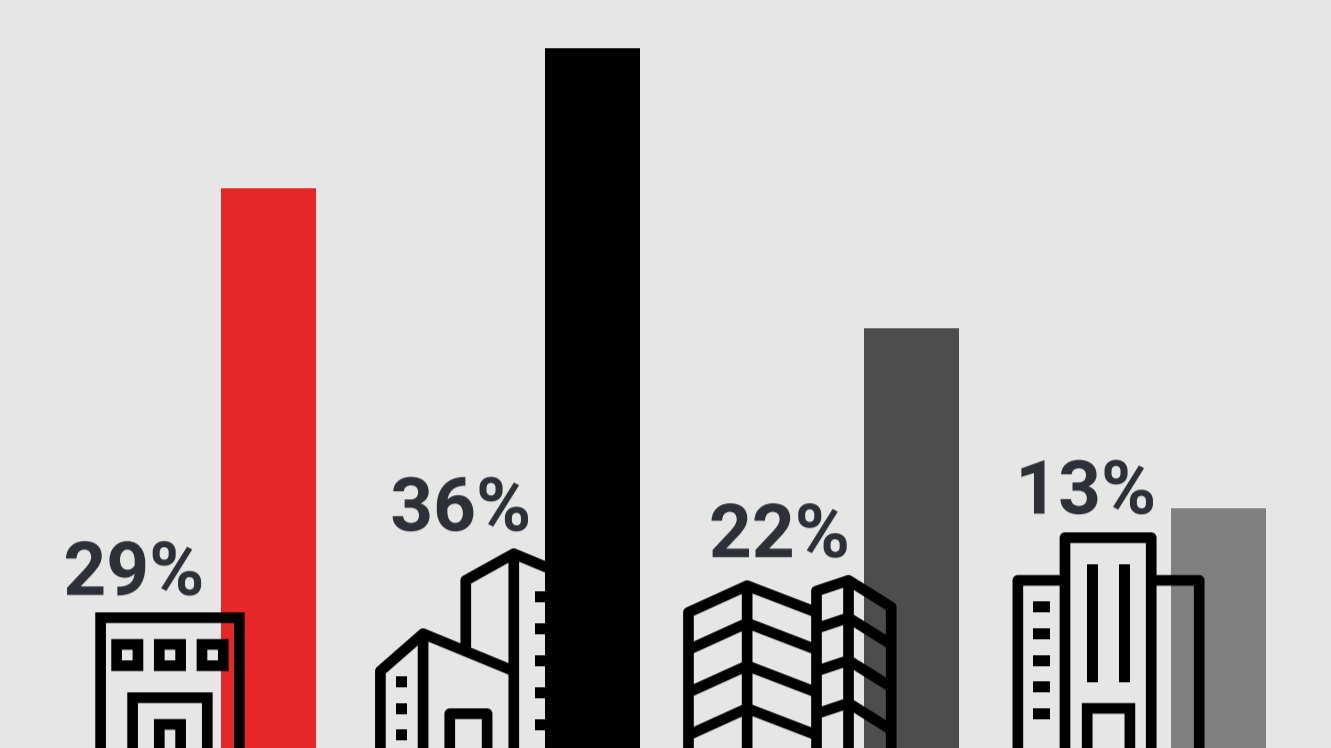


AUDIENCE OVERVIEW

This first party research was conducted among senior B2B marketing professionals in our **Insights for Professionals (IFP) Community**.

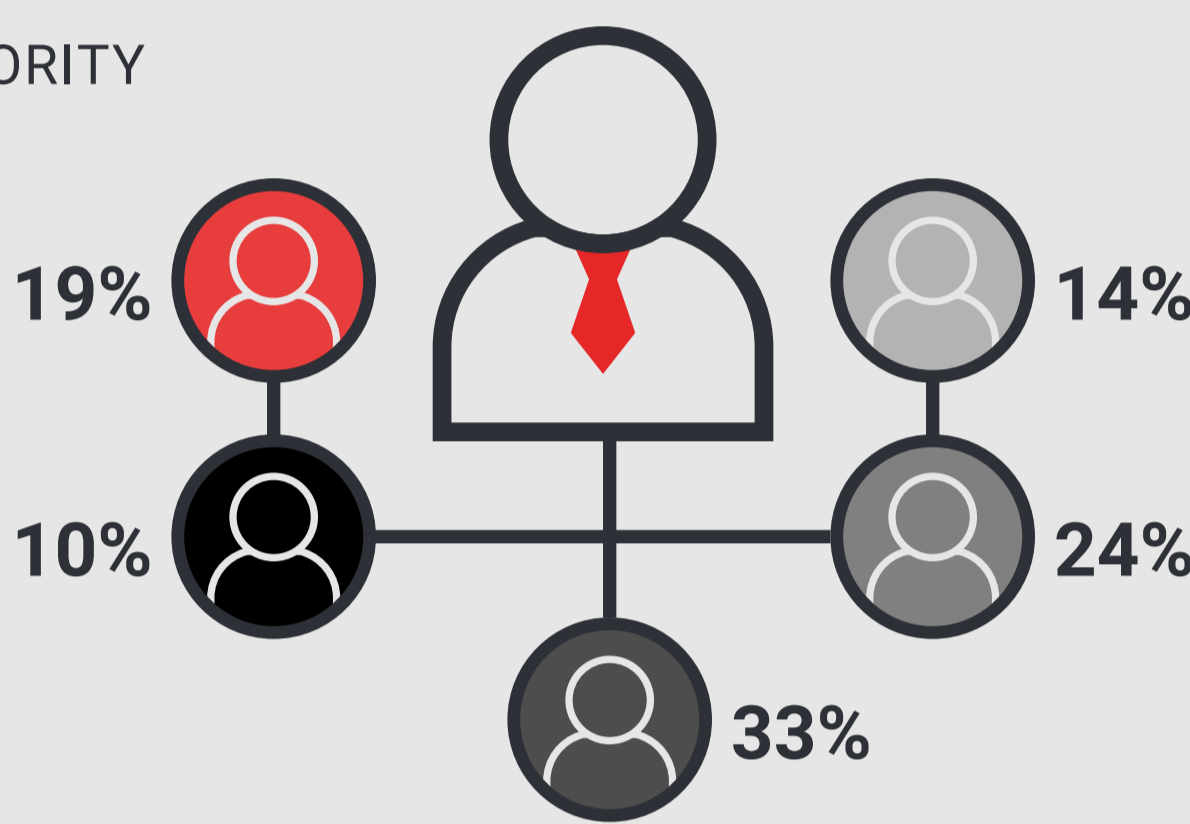
HOW MANY EMPLOYEES ARE THERE IN YOUR ORGANIZATION?

- 500-999
- 1000-2499
- 2500-4999
- 5000+

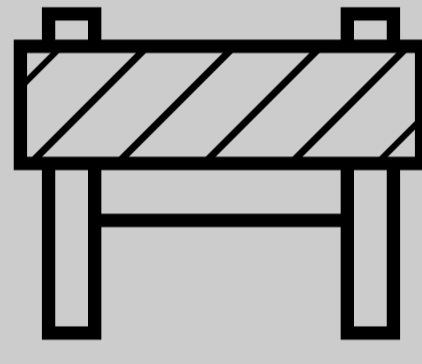


WHAT IS YOUR AUTHORITY LEVEL WITHIN YOUR ORGANIZATION?

- Senior Manager
- Head Of
- Director
- VIP
- C-Suite



MULTI CHANNEL MANAGEMENT THE TOP 5 MOST PROMINENT BARRIERS:

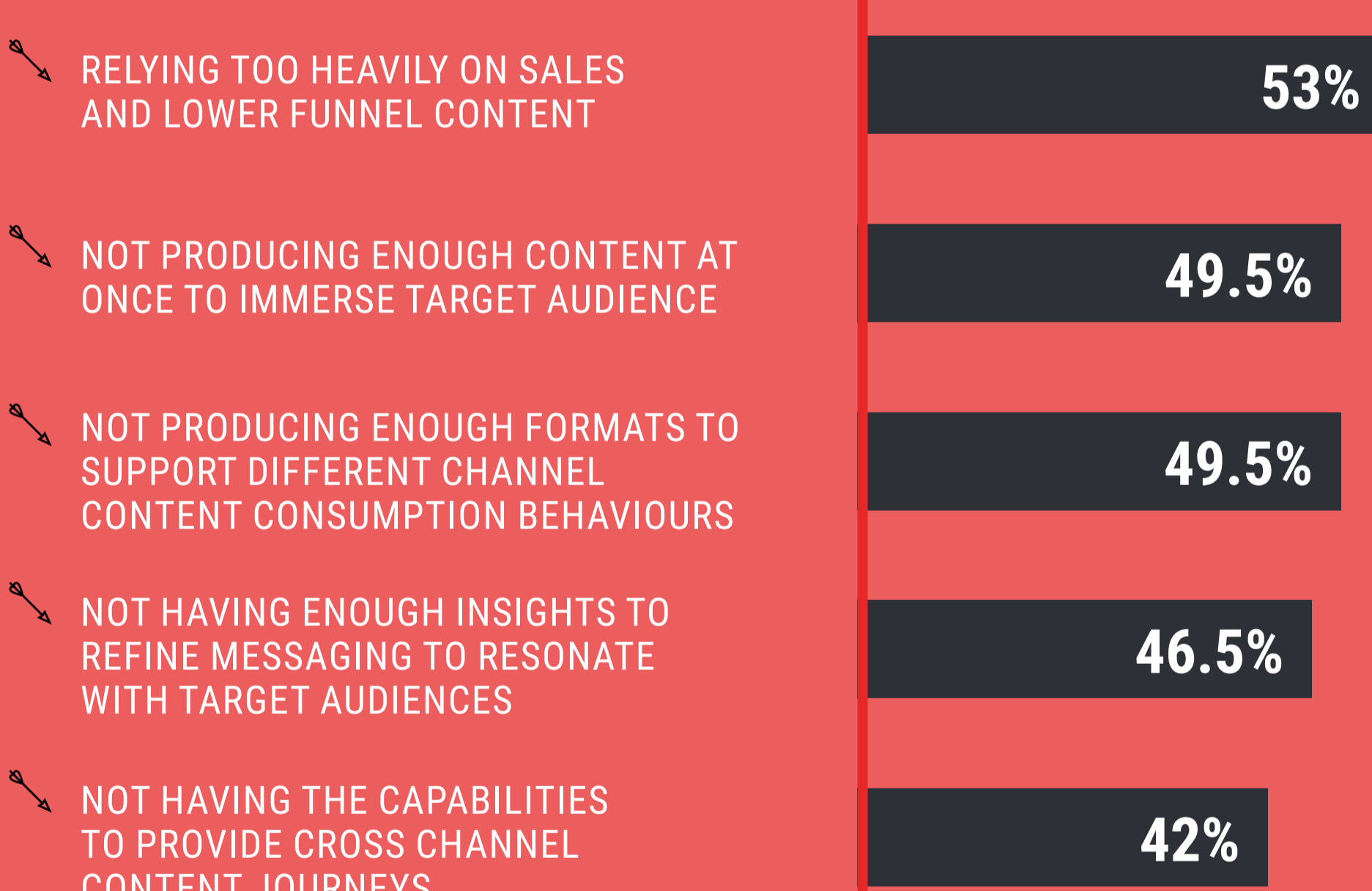


When it comes to multi channel management, the top 5 most prominent barriers to success are:

- 1 Budget spread too thinly across channels (40%)
- 2 Creating one accurate report that unifies data from different channels (35%)
- 3 Providing a seamless multi channel experience (29%)
- 4 Delivering a consistent communication strategy across all channels (28%)
- 5 Getting the message frequency right (25%)

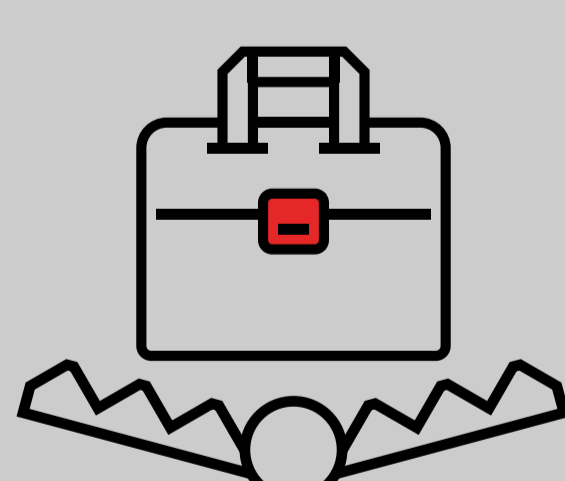
MULTI CHANNEL CONTENT STRATEGY THE TOP 5 PAIN POINTS:

When it comes to planning your content strategy, the top 5 pain points are:



MULTI CHANNEL ANALYTICS THE TOP 5 PITFALLS:

The 5 most significant multi channel analytics challenges are:



- 1 Finding the right analytics platform to consolidate data from different channels to provide an accurate picture (49%)
- 2 Identifying the impact each channel makes on overall performance (46%)
- 3 Accurately forecasting performance (43%)
- 4 Quantifying the impact of brand awareness activity (42%)
- 5 Placing too much emphasis on ROI (40%)

ABOUT INBOX INSIGHT

Inbox Insight amplify content globally to a community of 4.1M active IT, HR, Marketing and Business Professionals, for some of the world's most successful brands.

Using their first party research facility along with powerful AI technology, Inbox Insight are able to combine a 360° perspective of your target audience with the right specialist knowledge to deliver effective B2B demand generation programs. Learn how to put these insights into action to drive cut through and long-lasting audience engagements.

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