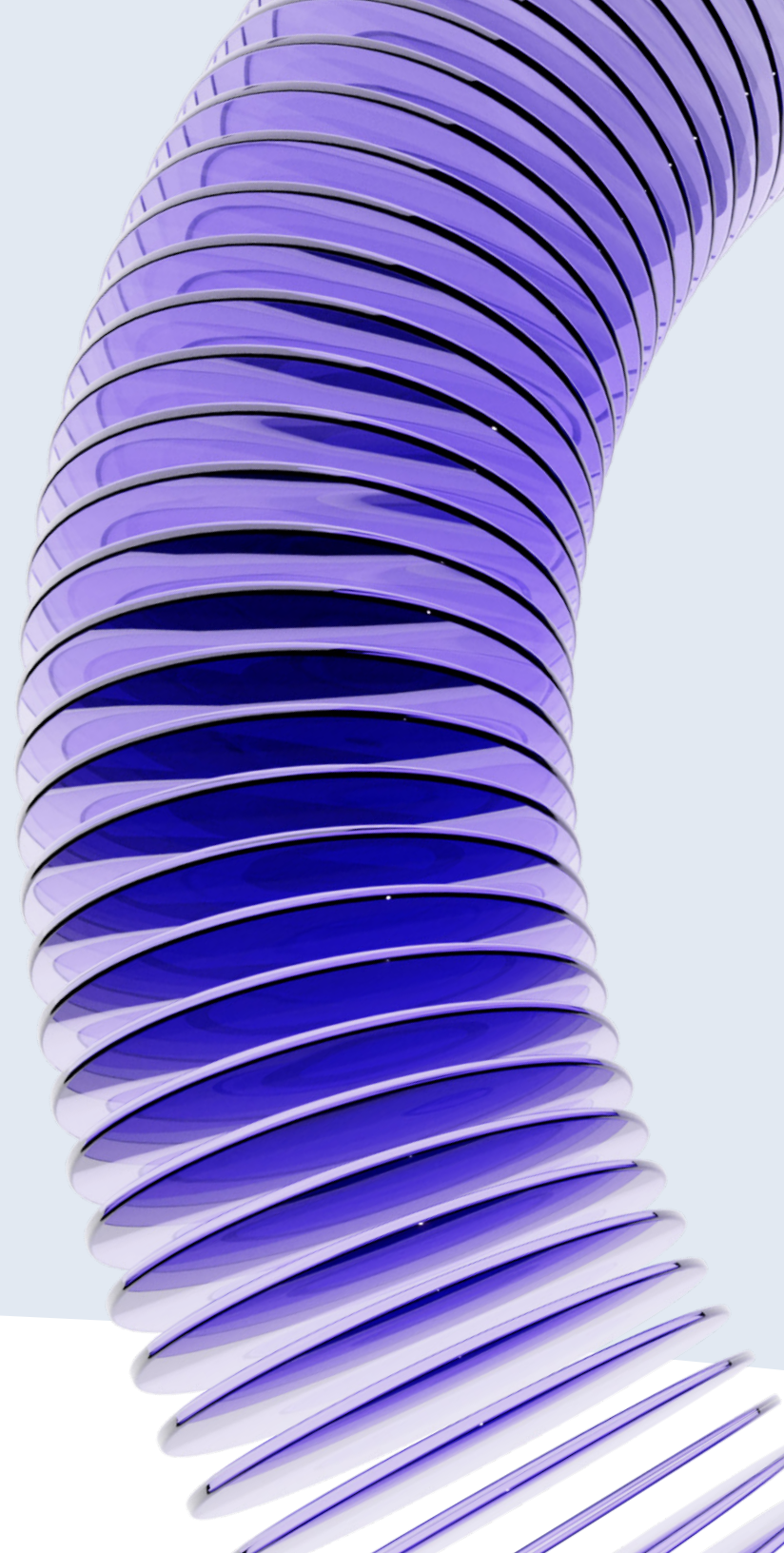


**EBOOK**

# Navigating GTM Challenges: Top B2B Solutions for Your Enterprise

**DEMANDBASE**



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# What is GTM? Our friends at GTM Partners define it as:



## Transformational →

Not a strategy.

Not a project.

## Path →

Repeatable, scalable  
revenue pipeline at the  
highest ROI.

## Revenue →

Marketing, sales, success  
& operations, and  
enablement all working  
together!

## Customer →

Customer is recognized  
at every touchpoint.  
Connected brand  
experience without all the  
(poor) hand-offs.

***But GTM is not without a  
host of challenges – all with  
fixable solutions.***

# The evolution of GTM

The origins of GTM can be traced back to the evolution of marketing and sales practices in the mid-20th century. Yes, that's the 1950s!

As markets became more competitive and businesses needed to differentiate products and services, the focus shifted to strategically introducing products to the market.

In the 1960s and 70s — thanks to the rise of consumer-centric marketing — the need for comprehensive plans to reach target audiences became front and center. The integration of marketing and sales strategies and advances in market research and data analysis further solidified the importance of a structured GTM approach.

Enter the Internet, Software as a Service (SaaS) companies, and — more recently — marketing technologies to enhance customer engagement, lead generation, and sales enablement — and a solid GTM strategy became essential.

**While these technologies offer powerful capabilities, they have also contributed to the complexity of GTM strategies.**

Today's typical SaaS organization has a bloated tech stack — tools, platforms, data sources — all of which can be challenging to integrate and manage effectively. Additionally, the rapid pace of technological innovation means that GTM teams must continually adapt and evolve their strategies to leverage the latest tools and techniques.

**Add to that the often competing priorities between sales and marketing — which can lead to misalignment, friction, and inefficiencies in GTM efforts — and you have a recipe for disaster.**

GTM motions start to lack coherence and fail to deliver optimal results.



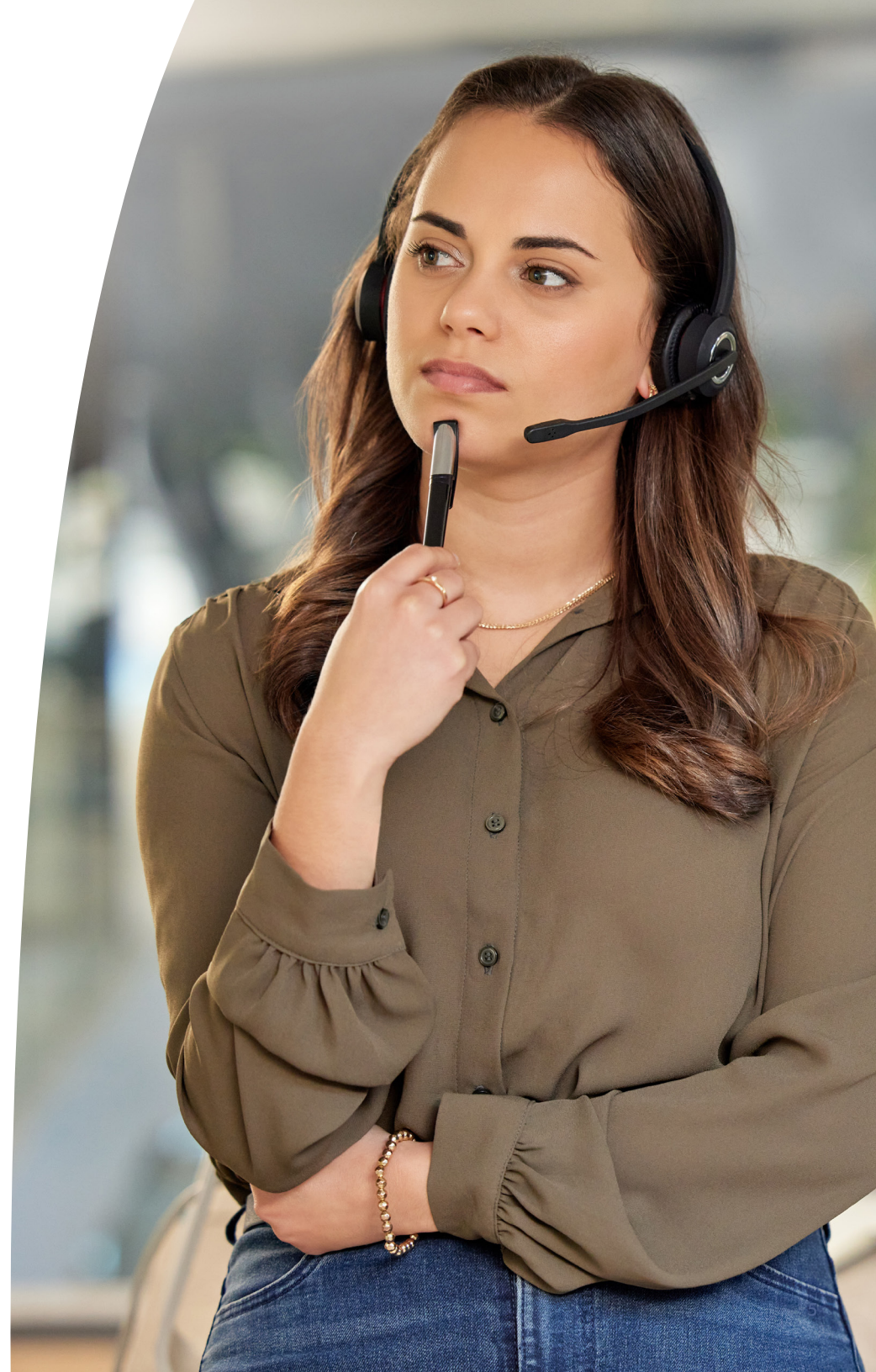
# Changing Customer Behavior & Expectations

The reality: Technology has allowed customers to put up more walls and do more independently. Their behavior has changed. What worked 10 years ago just doesn't fly anymore.

Customer behavior and expectations constantly evolve, driven by technological advancements, market trends, and competitive pressures. With the rise of AI and particularly generative AI, customers now have access to more information, are more empowered in their purchasing decisions, and expect hyper-personalized experiences throughout their buying journey. Additionally, changing search habits due to these technologies influence how customers discover and interact with brands.

Given these changing dynamics, the need for agile GTM strategies is more urgent than ever. Organizations must swiftly adopt customer-centric approaches that prioritize engagement, relevance, and value delivery to stay competitive.

Clearly, there are challenges. Let's dig into the top three most enterprises face.



# Top 3 GTM challenges

GTM strategies face a host of challenges that touch marketing, sales, customer experience, and ops. Today, we're going to focus on three main hurdles that touch every part of the business.

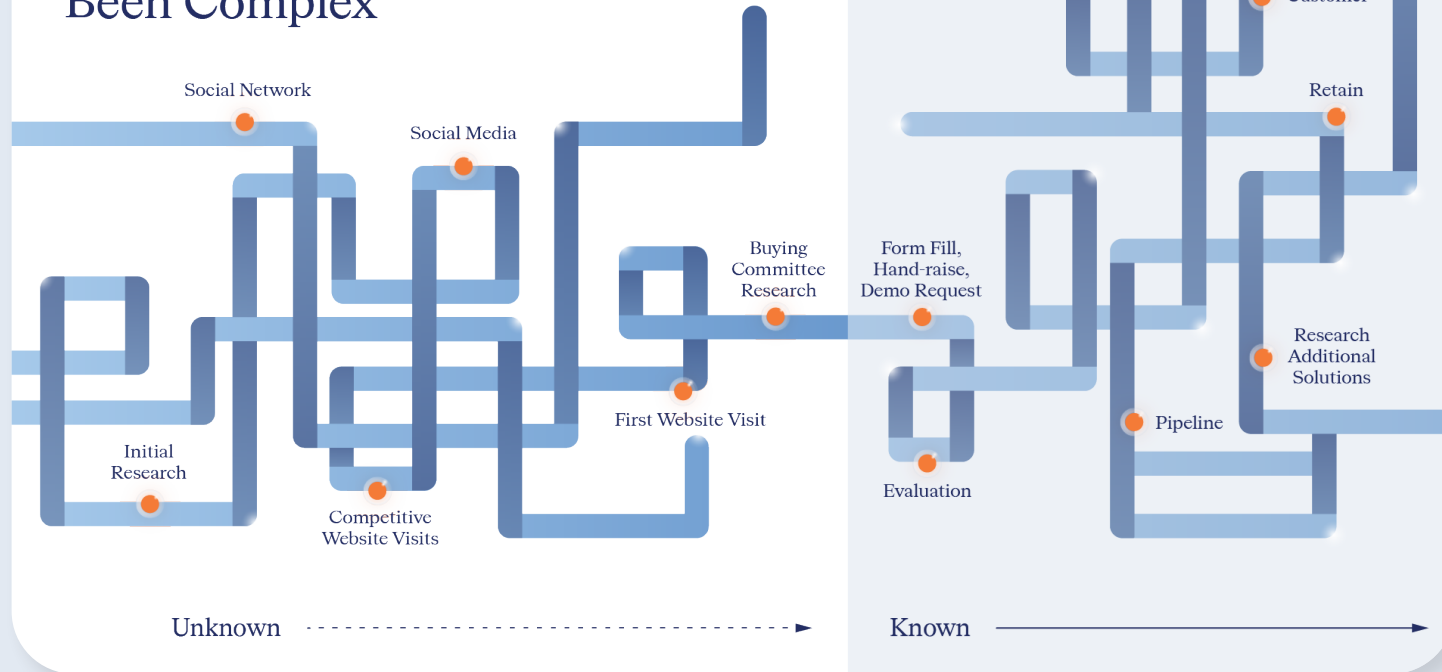
## #1 → Marketing saturation & differentiation

The global B2B market has grown exponentially over the past decade and shows no signs of slowing down. This growth brings an influx of competitors, each vying for the attention of the same target audiences. As more companies enter the B2B space, the competition — of course — intensifies, leading to saturation.

### Specifically:

- **Similar offerings:** It is not a small task to stand out when there are many similar products and services in the marketplace. When presented with too many options, potential customers struggle to discern which solution best fits their needs.
- **Information overload:** Decision fatigue quickly sets in when buyers are bombarded with information from countless sources. Feelings over being overwhelmed become more common — even the most well-crafted campaigns begin to go unnoticed.
- **Brand differentiation:** Differentiating your brand in such a crowded market requires more than just one thing — better price, more features, a better support team, and so on.

## B2B Sales Cycle Has Always Been Complex



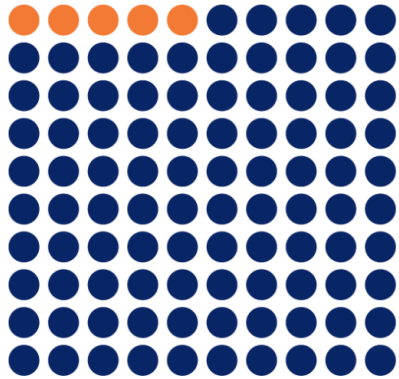
## #2 → Digital transformation & omnichannel engagement

B2B buyers are more empowered and connected than ever before. This shift requires companies to adopt omnichannel approaches, seamlessly integrating online and offline channels.

**Remember: The buyer journey is not as simple as it used to be.**

Buyers are going through a maze of platforms and media and experiences before speaking to anyone on your team. Balancing personalized engagement with scalability poses a significant challenge as companies strive to provide tailored experiences while efficiently reaching a wider audience.

**And most of your buyers are not looking for you.**



5%

of B2B buyers are in the market  
for your products right now  
—Ehrenberg-Bass Institute

In other words, the majority of your marketing and sales dollars, if not targeted correctly, are hitting an audience that isn't in the market for your product (right now) Good for the brand, bad for demand/efficiency.

### #3 → Complex sales cycle & decision making processes

Finally, B2B sales cycles are often lengthy and involve multiple stakeholders with diverse needs and priorities.

Navigating these complex decision-making processes requires a deep understanding of the customer's organization, effective relationship building, and alignment of sales and marketing efforts. Accelerating the sales cycle without compromising relationship-building and trust remains a key challenge.

Getting to these key stakeholders is not all that easy.

From a sales perspective, this leads to the complexity of finding the right people to talk to – before going too far down the funnel.

Luckily, the three main challenges in GTM are all solvable.



7 of 10

reps cite access to stakeholders  
as a primary challenge  
—Gartner



# Solutions to overcome GTM challenges

There are many ways to jump the GTM hurdles. Here are a few of the most effective ones.

1

## Align sales & marketing teams

Collaborate. Collaborate. Collaborate.

Encourage a culture of mutual respect, trust, and transparency to minimize friction and enhance collaboration.

And don't forget to tag in Customer Success — though it is usually best to ensure sales and marketing are aligned first, and then you bring in your CS counterparts.

### When sales and marketing ARE aligned ...

- Higher conversion and more wins
- Faster, easier closes
- More qualified leads

Fostering collaboration and alignment between sales and marketing teams ensures shared goals, priorities, and metrics for success.

### How?

- Regular communication channels
- Joint planning sessions
- Cross-functional teams

**Bonus: #1 indicator of account-based success is the coordination between marketing and sales**

Old

The Hand-Off

New

Exquisite Orchestration

## 2

### Embrace agile and data-driven practices

Adopt agile methodologies and iterative approaches to GTM planning and execution.

#### Here's how

→ **Evaluate your marketing technology stack to identify redundancies, gaps, and opportunities for optimization**

Perform a thorough audit. What does your current tech stack look like? Where are there redundancies? Gaps? Areas to improve? Then assess the performance of the existing tools that are outdated/underutilized. Finally, prioritize tech that aligns with your GTM and ABM motions, ensuring they support targeted account engagement and data-driven decision-making. This leads to rapid experimentation, learning, and adaptation

→ **Leverage data analytics, market intelligence, and customer insights.**

This informs decision-making and helps to optimize GTM strategies.

→ **Continuously monitor and measure key performance indicators (KPIs), such as conversion rates, customer lifetime value, and market share.**

This helps assess the effectiveness of GTM efforts and identify areas for improvement.

# 3

## **Streamline and optimize marketing technologies**

Create efficiency. Increase effectiveness and alignment across your ABM and GTM motions. Drive better results.

**→ Invest in integrated platforms and tools enabling seamless data sharing, automation, and orchestration across the GTM ecosystem.**

Look for technology with a two-way, seamless stream of information — one that supports automation and orchestration across sales, marketing, and customer success. This type of integration means a holistic view of customer interactions, thus enabling a personalized and multi-channel experience that builds customer trust faster ... where they interact with content the most.

Finally, ensure you can measure effectiveness — tech must have detailed, yes easy-to-digest and share reporting. There is no room for data black-boxes.

**→ Train and support employees to ensure effective and efficient use of marketing technologies.**

The death of tech is when it sits on the (now virtual) shelf. Your teams must be proficient in these technologies. After implementation, ongoing support and training are essential to prevent stagnation and encourage the evolution of the technology to support changing needs and strategy.

Encourage a learning culture and keep your teams updated on the latest advancements and best practices.

# The role of AI in elevating ABM and GTM scaling

- **Machine Learning (ML)**
- **Deep Learning**
- **Neural Networks**
- **Natural Language Processing (NLP)**
- **Big Data**
- **Artificial Intelligence (AI).**

It's hard to go anywhere these days and not see/hear something about AI. For B2B companies, it's all the rage — and rightfully so.

**The global AI market was valued at “approximately \$87 billion in 2022 and is expected to reach \$407 billion by the end of 2027” (Marketsandmarkets Research).**

## So, what is AI's role in elevating ABM and GTM at scale?

**AI can** help create more precise targeting of accounts and people with relevant messaging by providing specific activities/context about accounts/groups of accounts.

**AI can** analyze CRM and MAP data to help guide spend amounts for specific accounts to accelerate pipeline opportunities.

**AI can** leverage software to personalize content recommendations for each prospect based on their preferences, behavior, and stage in the buyer's journey.

**AI facilitates** ABM efforts by delivering the right content to the right accounts at the right time.

# How Demandbase incorporates AI into our platform

We don't believe in using AI just for the sake of using AI. As we innovate and grow, AI must be based on our core principles:

## **Purpose-built** →

AI solutions must be workflow specific, fit within our users' model, be actionable, and be measurable.

## **For the Enterprise** →

AI solutions must be personalized to your business – customizable to fit your needs.

## **Responsible** →

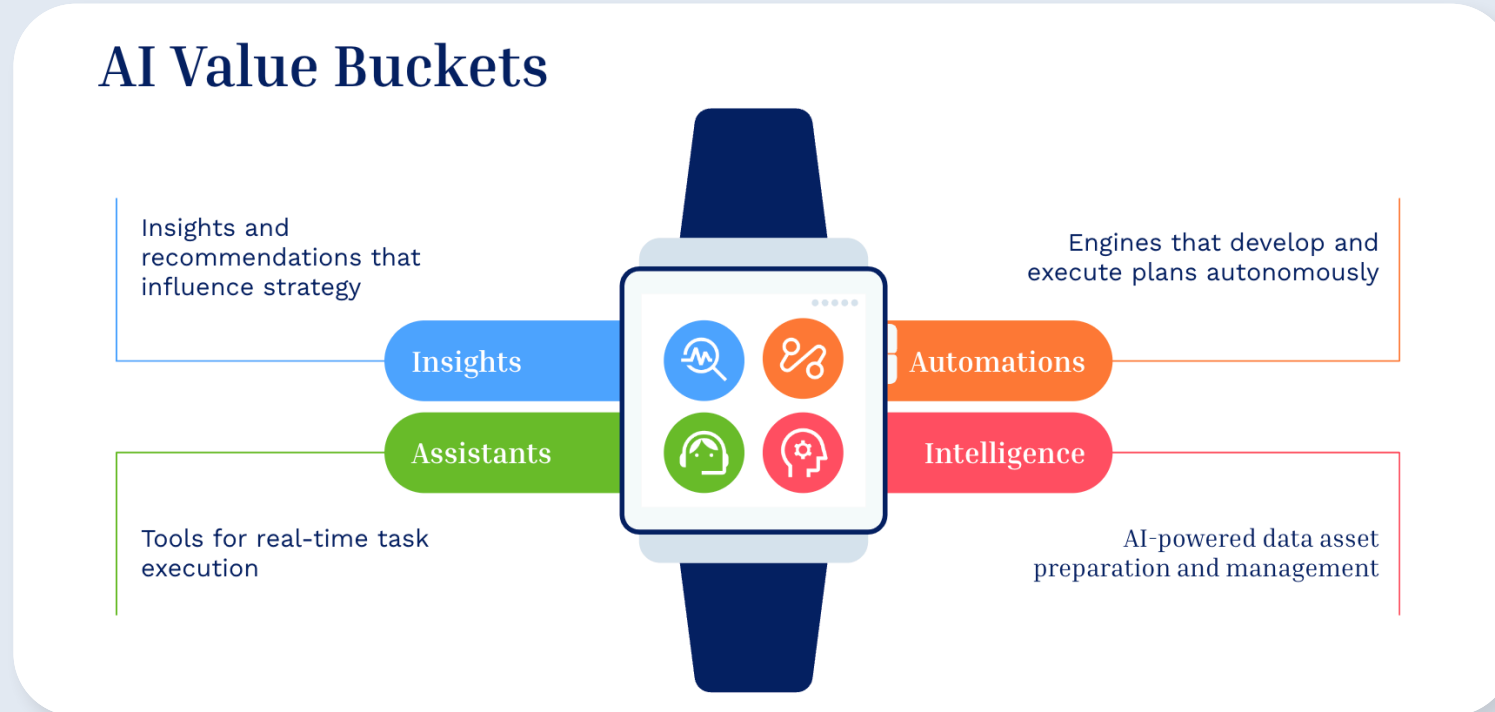
AI solutions will be well vetted to ensure we protect our customers' information and privacy.

## **Transparent** →

AI solutions must create trust; therefore, everyone must understand where things are coming from and the driving force behind AI.



## AI can be broken down into 4 buckets – insights, assistants, automations, and intelligence:



### Automations →

AI solutions must help optimize workflow, ideally automations. Our “Advertising outcomes” use machine learning models to optimize campaigns for a set outcome. Let AI do the work!

### Intelligence →

AI solutions must be, well, smart. ML and NPL help prepare relevant data assets, ensuring they are kept up-to-date.

### Insights →

AI solutions shift the way people work. We want to use AI to be less analytical and more strategic – insights most often searched for are automatically served up.

### Assistants →

AI solutions must also serve as assistants – think: I need to build an email, or I want an alternative copy for a header on my website.

# The Road Ahead: Shaping Your GTM Success

Our analysis of the current GTM environment reveals clear trends and actionable insights. Let's recap the key points:

- **Challenges:** Marketing saturation, digital transformation demands, and complex B2B sales cycles are reshaping the GTM playing field.
- **Solutions:** Success lies in aligning sales and marketing, embracing agile practices, and optimizing marketing technologies.
- **AI's Role:** Artificial Intelligence is revolutionizing GTM and ABM strategies, offering precise targeting, personalization, and data-driven decision-making at scale.

## Ready to Elevate Your GTM Strategy?

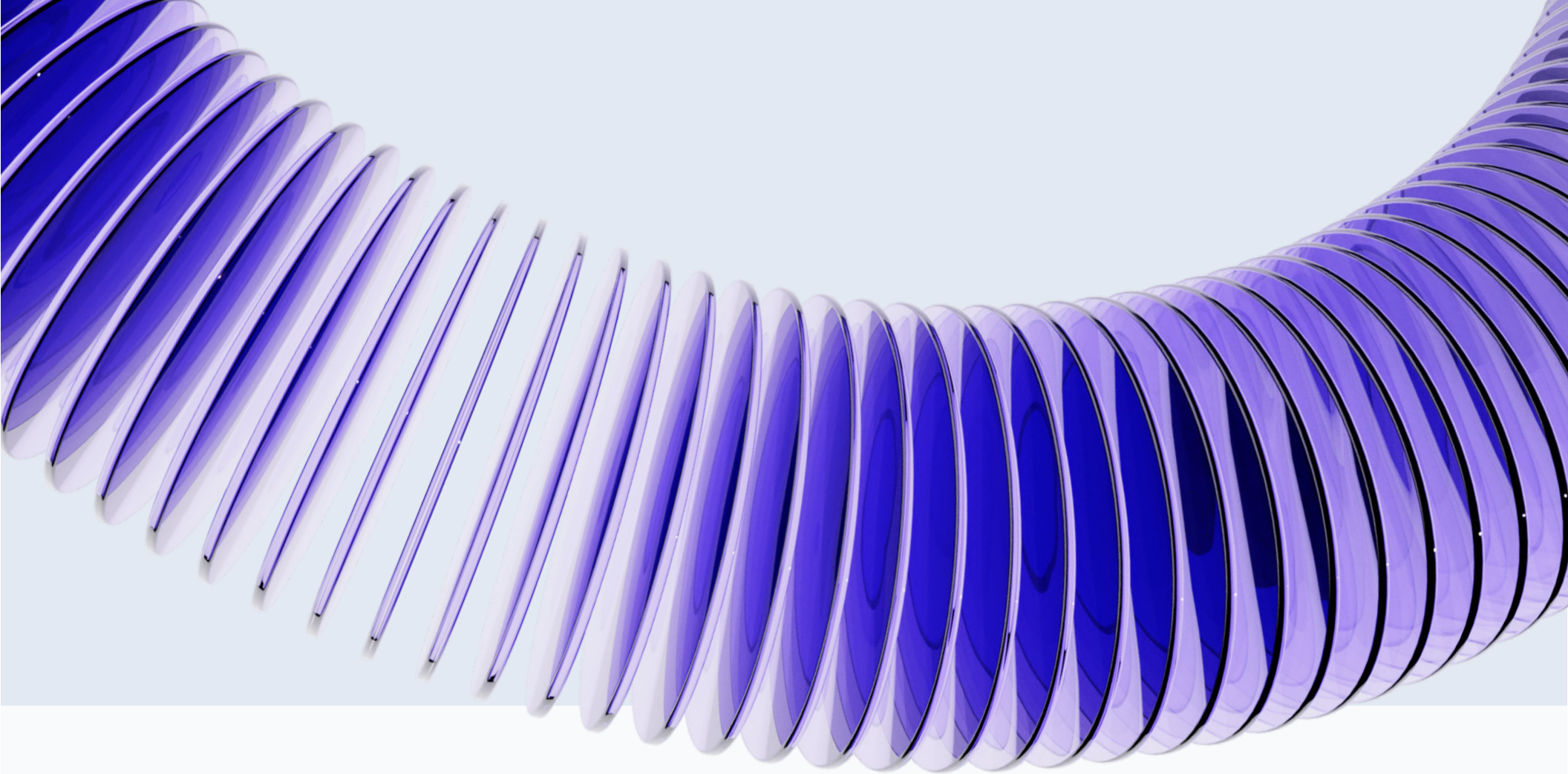
Whether you're looking to overcome specific challenges or seize new opportunities, we're here to help you navigate the evolving GTM landscape.



## Stephanie S. McArthur

Principle ABX Expert, Demandbase

McArthur's 15+ years of experience in revenue-centric demand-gen marketing provides a solid foundation for these insights, drawn from extensive customer interactions and industry trends. The future of GTM is dynamic, requiring continuous adaptation and innovation. By applying these strategies and leveraging advanced technologies, B2B companies can transform challenges into opportunities for growth and success.



# DEMANDBASE

*Demandbase is the leading account-based GTM platform for B2B enterprise sales and marketing teams, designed to make every moment and every dollar count. That's because when the stakes are high, aligning revenue teams to act with precision and confidence is the difference between crushing the quarter or falling short. Since creating the category in 2013, Demandbase continues to revolutionize the way B2B companies go to market with AI-powered insights and industry-leading impact.*

*For more information about Demandbase, visit [www.demandbase.com](http://www.demandbase.com).*

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