

B2B Marketing & Sales Technology Core

	MARKETING CHANNELS / CHANNEL ANALYTICS	WEBSITE / WEB ANALYTICS	LEAD NURTURING / AUTOMATION	ATTRIBUTION	CUSTOMER RELATIONSHIP MANAGEMENT	
PURPOSE	Attract visitors to the website	Engage visitors with content, then convert good fits into leads	Qualify and nurture leads, then convert to sales opps	Measure, connect marketing activities to downstream impact on revenue; house marketing data	Centrally house customer data, understand opps and customers	PURPOSE
CUSTOMER JOURNEY						CUSTOMER
TOUCHPOINT	Anonymous Visit		Lead Creation, Lead Qualification		Opportunity Conversion, Closed-Won/Customer	
KEY TECHNOLOGY	Social, Search, Ad Networks, Traditional Media	Website, blog, landing pages, web analytics	Marketing automation	Marketing attribution	CRM	RESOURCES
KEY PEOPLE	Paid media marketer, email marketer, SEO marketer, social marketer	Content marketer, web marketer, conversion marketer, SEO marketer	Conversion marketer, email marketer, marketing automation specialist	Demand gen marketer, marketing analyst, marketing operations	Sales team, customer success, customer marketer	
ANALYTICS						DATA
PRIMARY DATA PROCESS						
KEY DATA ANALYSIS	Are marketing channels effectively pushing the right people to the website?	Is our website effectively convincing visitors to submit lead forms?	Are our emails being opened, clicked on, and are the recipients re-engaging and moving further down the funnel?	Are each of the marketing efforts in the previous three phases resulting in new customers/revenue?	Are our opportunities being converted into customers? Are customers churning or upgrading?	