



# Why personalization is the key to success: **4 tips for B2B Marketers**

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# Introduction

**Personalization is seemingly on the right track and it's benefits are clear, from better engagement, to increased ROI.** An overwhelming majority of B2B marketers (**78%**) have either made it a core pillar of their marketing, or treat it as one of many marketing strategies. While **19%** of marketers see personalization as a non-critical strategy, they at least see it as a relatively important aspect of their marketing mix.



of marketers have made it a core pillar of their marketing strategy



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Where then, can B2B marketers improve, and what should they consider to **ensure personalization becomes a core component of their marketing activity?**

# 1. Blend inbound and outbound personalization

While personalized outbound has been a staple fixture of B2B marketing for decades – think of all those ‘Hi [insert first name]’ emails you’ve received over the years – the increasing sophistication of first party data gathering and its respective technology should hopefully thrust personalized inbound into the limelight.

**We’re not saying that outbound doesn’t have its place (it really, really does),** but being able to personalize an experience that a prospect has personally chosen to undertake (i.e. visiting your website) is infinitely more engaging than an unsolicited email or barely visible display ad.



# 2. Better personas = better personalization

And how do you better personalize those inbound experiences? With better personas, of course. This process starts with re-evaluating the current state of your martech stack, chiefly your analytics capabilities and how well this integrates with your ability to personalize.

Many marketers are stopping short of detailed personas, either because they can’t agree on what they should look like, or their technology just doesn’t have the capabilities to segment audiences with that much sophistication (i.e. diving beyond just sectors and verticals).

### 3. Get to know your technology (and it will help you get to know your ROI)

As alluded to above, one of the biggest barriers to personalization success is often not the technology itself, but a marketing team's ability to use it to its full potential or integrate it effectively within the rest of their stack.

**This is arguably the biggest block to measuring the effectiveness of personalization.**

**Once understood, and properly integrated across the board, technology is the key to proving the ROI of personalization.**

Hopefully, with many brands still in their infancy when it comes to personalized marketing, as time goes on, the value realization will only increase.



## 4. Put personalization at the heart of everything you do

Of course, it's not just about the technology. The pursuit for personalization should sit at the center of your marketing activity.

**B2B marketers pride themselves on building long-lasting relationships with clients**, built on mutual trust and understanding, and that passion should bleed across every aspect of your organization, not just marketing, but sales and operations too.



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