B2B Marketing Stack Checklist for 2020
Marketing technologies aren’t the future – they’re the present. Why else would martech be one of the fastest-growing industries? According to a report from Ascend2, 87 percent of marketers believe martech is improving their marketing performance.

Yet, only 9 percent of companies actually have all the marketing technology they need and actually use it. Unfortunately, 67 percent of those that do still feel they don't have the tools needed to succeed. That’s because no one tool does it all, which is even more reason to build a smart martech stack.

Make this the year you enhance (or even jumpstart) your martech collection. Here’s a look at the types of tools you need in your arsenal in 2020 and beyond.

- **Tools that Play Well Together (Integration)**
  The sole purpose of a martech stack is to build a super toolset you can use to streamline business processes and grow revenue. It’s impossible to achieve this when your tools don’t integrate well (or at all) with your other software. So make this a top priority.

- **Tools that Create Personalized Experiences**
  We’re already in a time where customers desire personalized experiences. This holds true in both the B2B or B2C industries. Be sure you have a tool in your martech stack that collects and analyzes data so you can offer better personalization in your marketing and sales.

  Ideally, you want a platform that can gather (accurate) data in real-time, merge it with your current databases, and find patterns. Then this information needs to flow through the data pipeline seamlessly to enable sales and marketing to enhance real-time experiences and communications with prospects/existing accounts.

- **Tools that Keeps Your Data Clean**
  Don’t go into 2020 relying on old-fashioned data lists. A surprising number of marketers still do this, but this route will only leave you with duplicate, outdated, and inaccurate data.

  Instead, use a tool like a Customer Data Platform that gathers information for you from 1st, 2nd, and 3rd party sources. This data is cross-referenced to ensure the accuracy of the information.

  Quality data will empower your marketing, sales, and customer service teams to deliver better results.
Tools to Help You Stay Connected with Leads and Accounts

Automation software is essential to building and maintaining strong relationships with your customers. Make sure you have tools that enable your teams to automate communications sent to prospects, as well as accounts.

This includes email marketing automation and social media management tools. Creating personalized messages for your campaigns will help to boost your sales and revenue in 2020 and beyond.

Start 2020 with Clean Reliable Data

If there's anything you'll learn in marketing, it's that your data is everything to your campaigns. You can have the best automation, communication, and sales tools on the market, but if your data isn't clean, then you're not going to reach the right people at the right time. So start your year off right with Leadspace.

Download the Ultimate Guide to Driving Revenue with a B2B Customer Data Platform to learn more today.