

How senior marketing executives can improve value communication and empower their teams to do the same

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Why we struggle to communicate 70 % of the total marketing value?

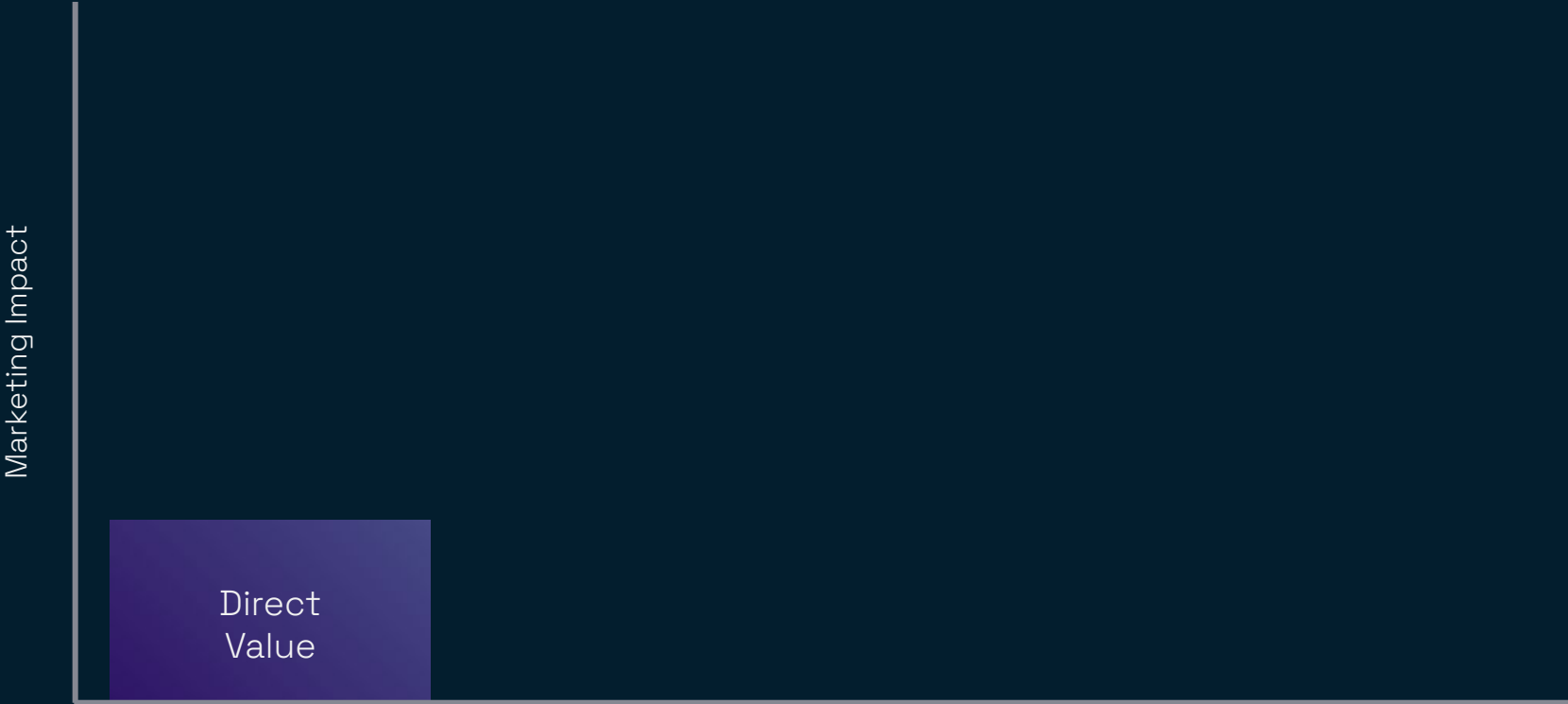
What is marketing value?

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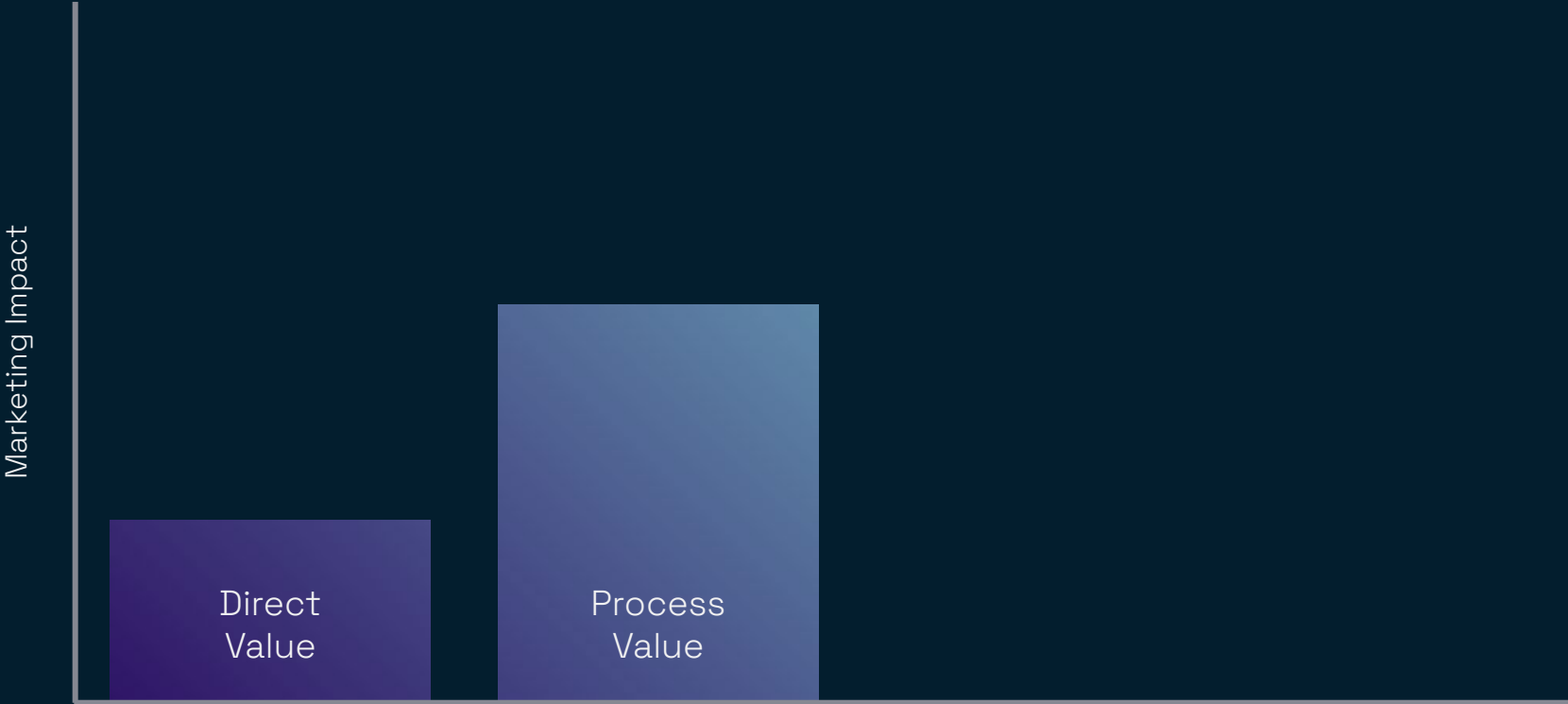
“Marketing value is anything improving business performance or results that you can identify, quantify and affect by marketing”

3 Types of value

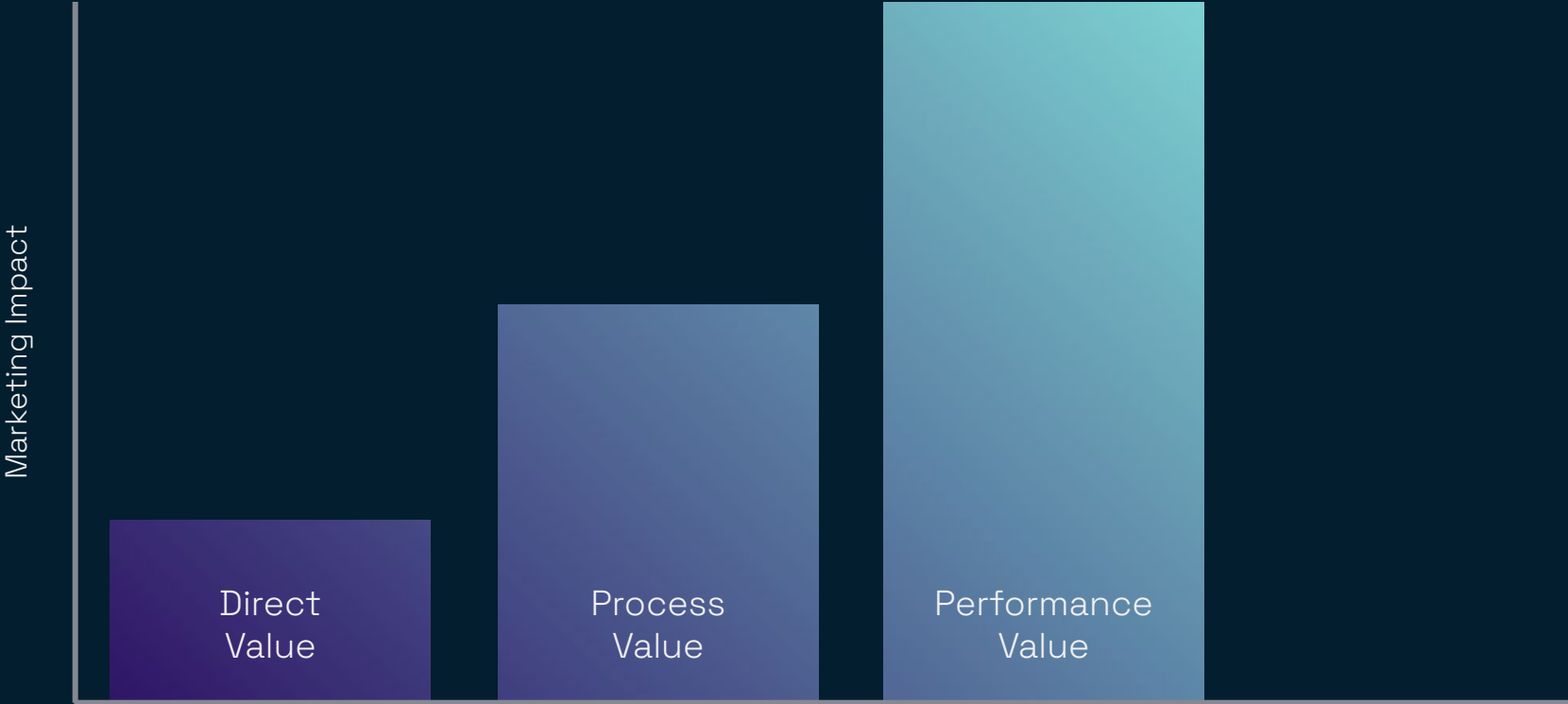
Direct & Indirect Marketing Value



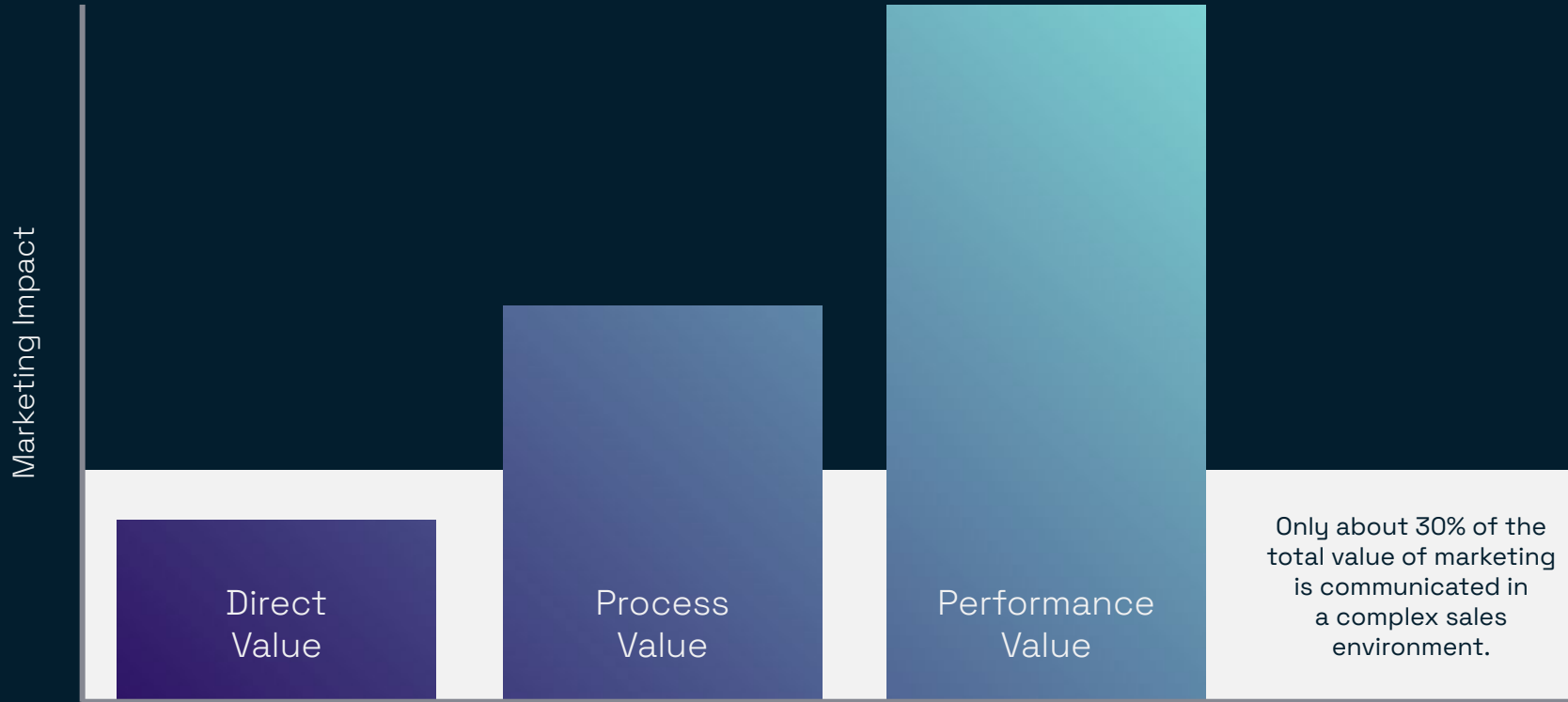
Direct & Indirect Marketing Value



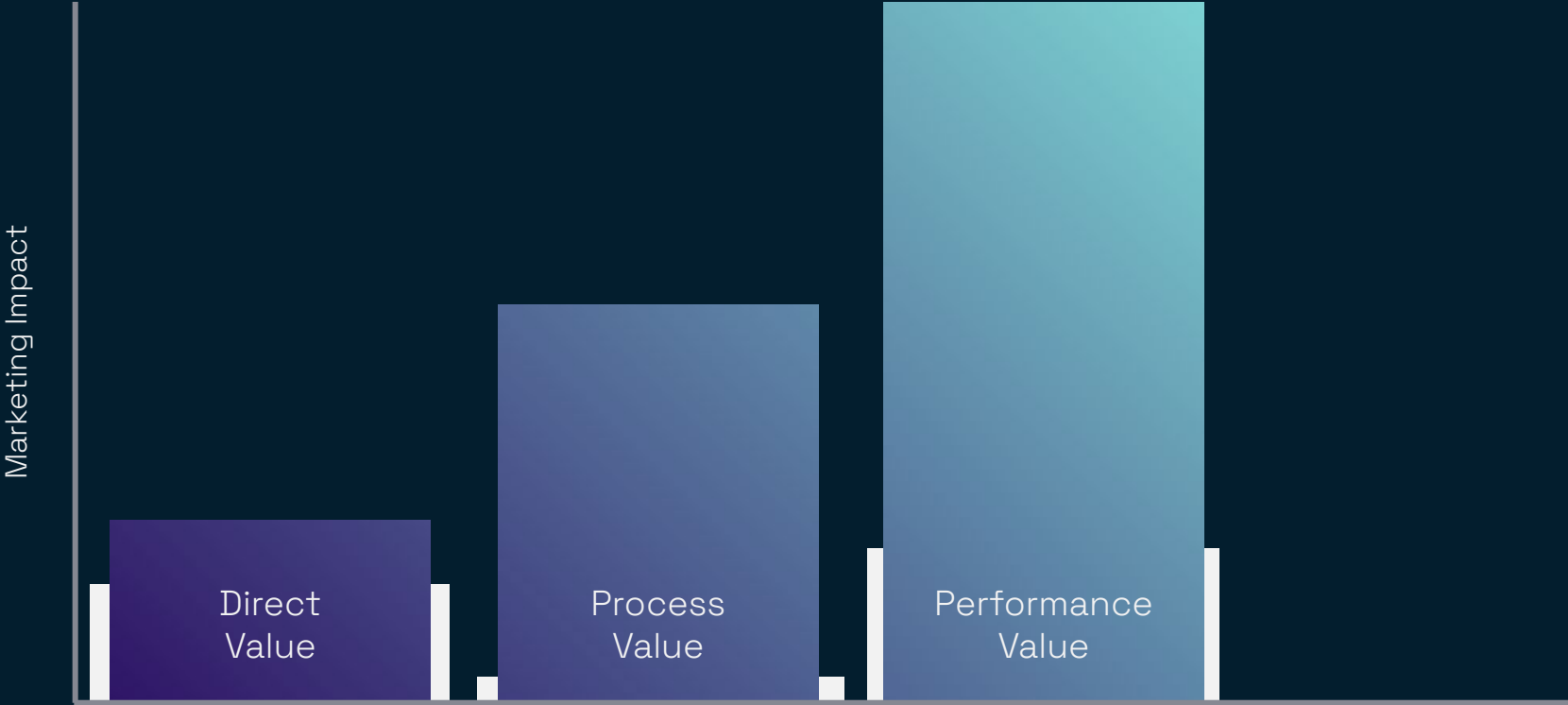
Direct & Indirect Marketing Value



Direct & Indirect Marketing Value



Direct & Indirect Marketing Value



How we find marketing value?

How To Find Marketing Value? —

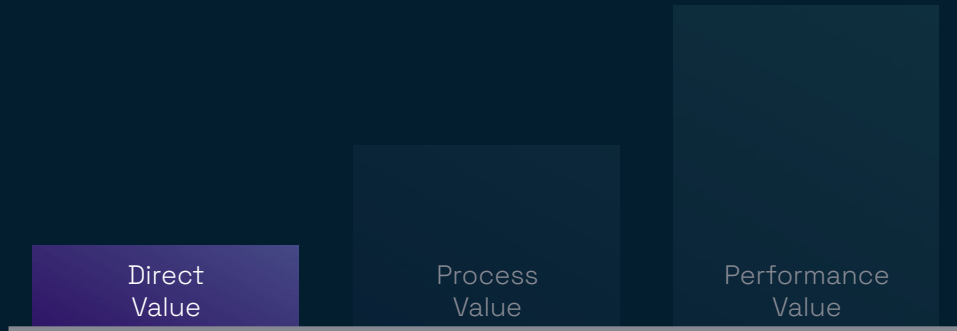
**Identifying
phase**

+

Quantifying
phase

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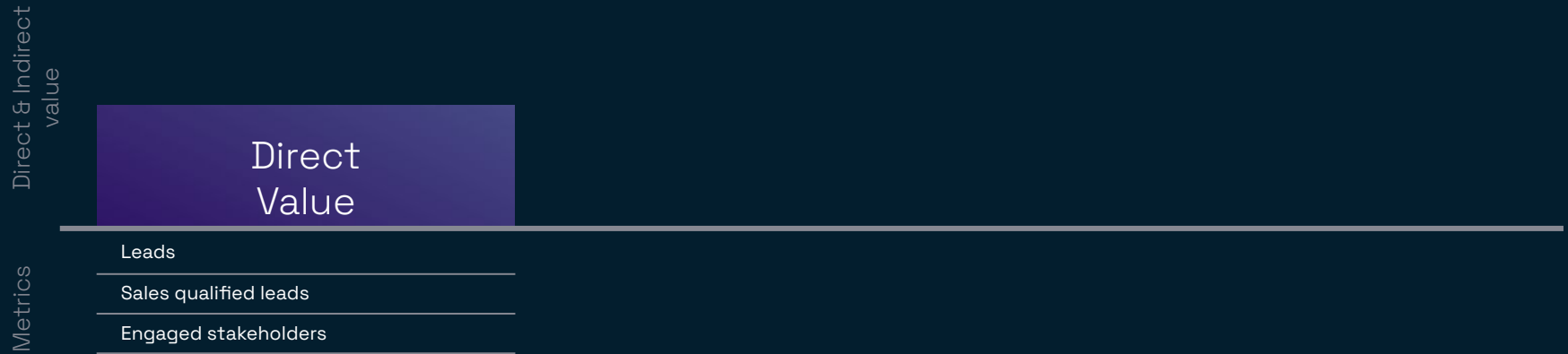
Identifying value — Performance marketing



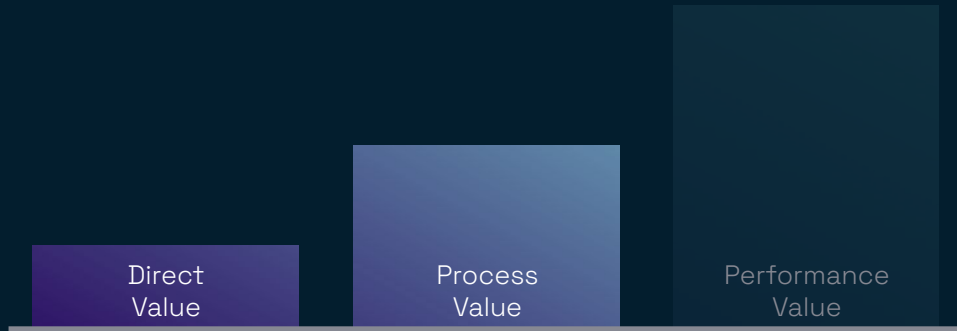
Identifying direct value metrics —

- Leads
- Sales Qualified Leads
- Engaged Stakeholders

Identifying value — Performance marketing



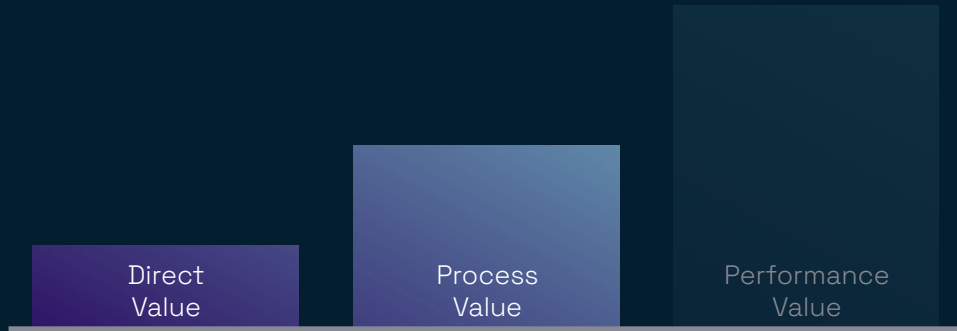
Identifying value — Performance marketing



Processes we influence —

- Connect phase
- Sales Process
- Account Management
- Positioning

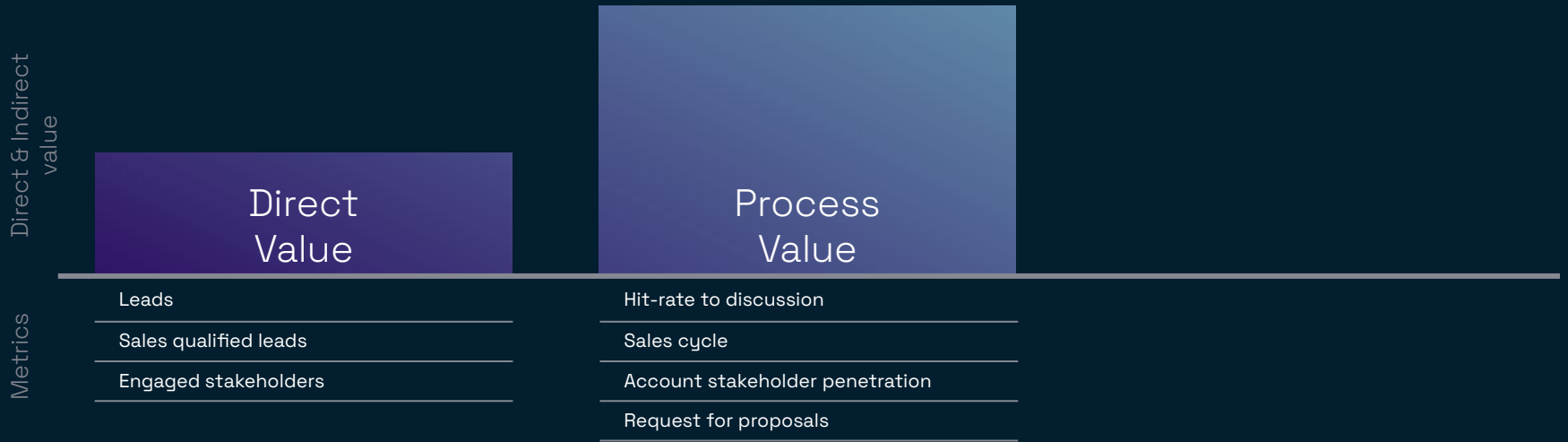
Identifying value — Performance marketing



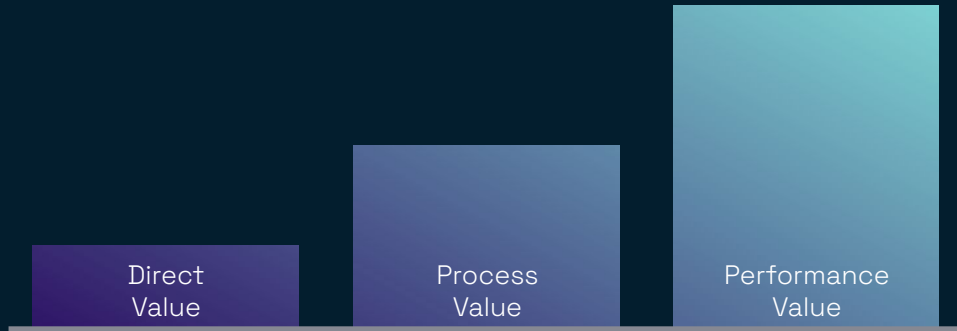
Processes we influence —

- Connect phase
- Sales Process
- Account Management
- Positioning
- Hit-rate to discussion
- Sales cycle
- Account stakeholder penetration
- Request for proposals

Identifying value — Performance marketing



Identifying value — Performance marketing



Performance we impact —

- Share-of-wallet
- Market-share
- New customers
- Account growth

Identifying value — Performance marketing



How To Find Marketing Value? —

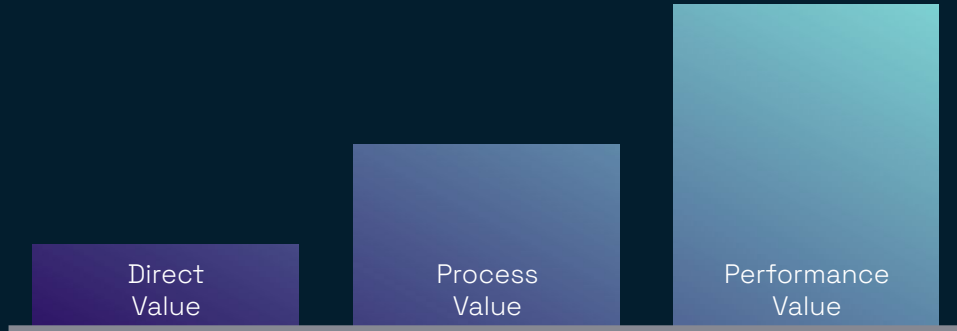
Identifying
phase

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**Quantifying
phase**

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Quantifying value — When and where to start?

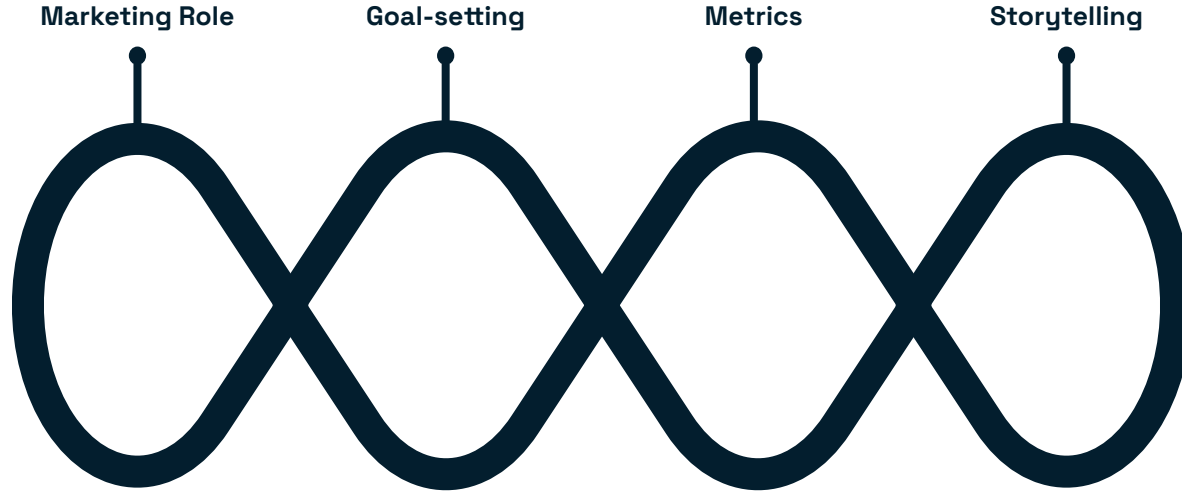


Recommendations for Quantifying value:

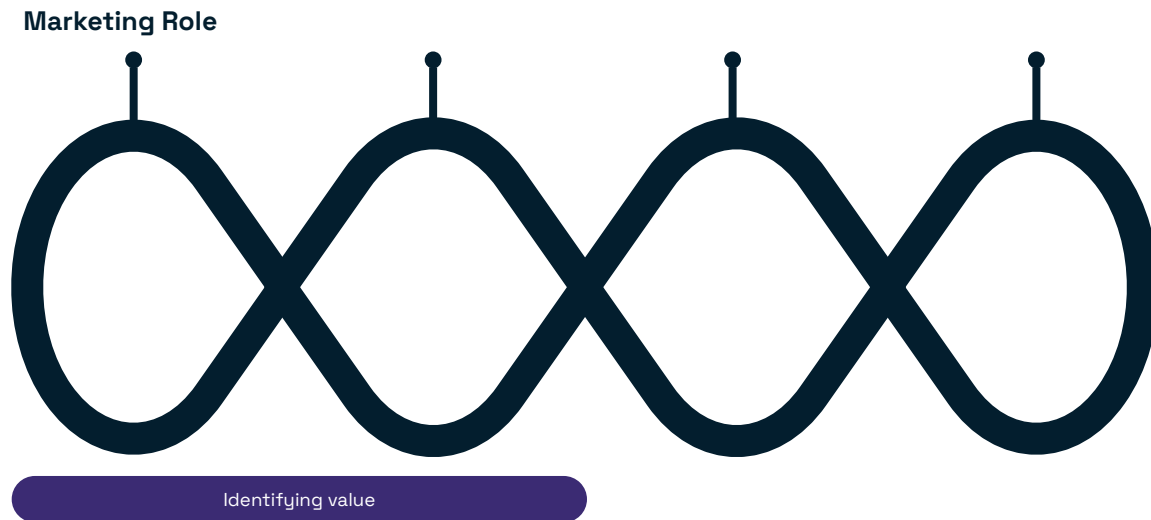
- It is mostly an estimate
- Use sparingly, it takes time
- Can be done before program or more accurately after program

The Four Dimensions

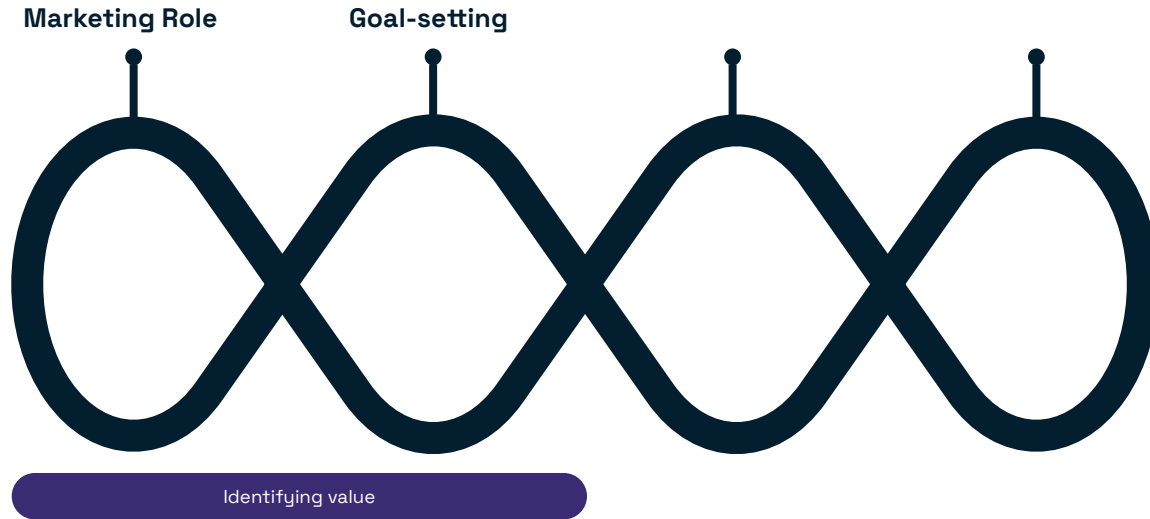
of Proving Marketing Value in Complex B2B Industries



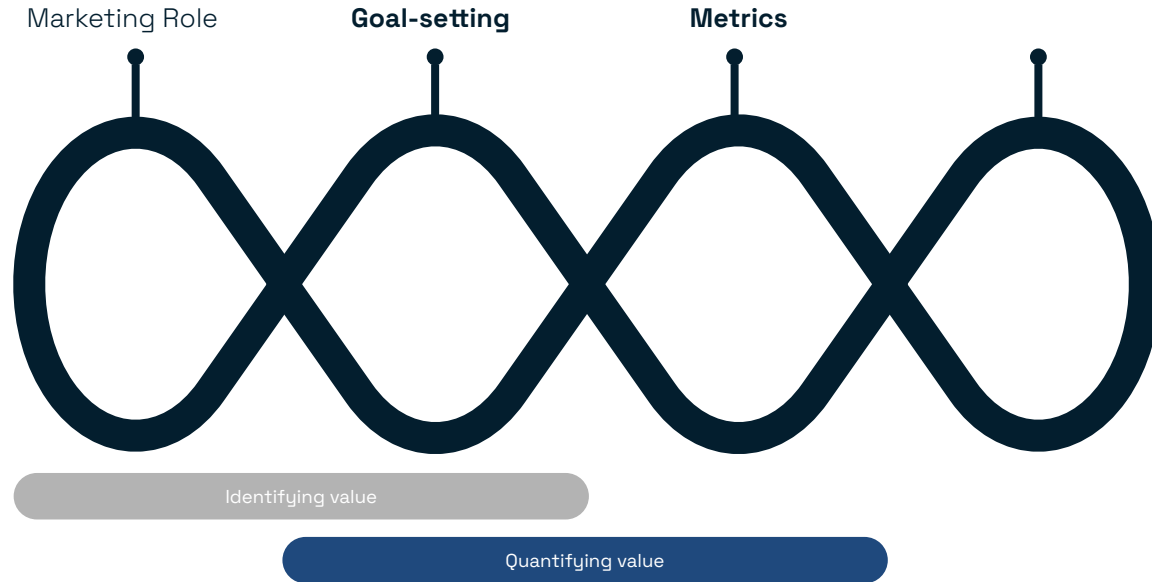
The Four Dimensions of Proving Marketing Value in Complex B2B Industries



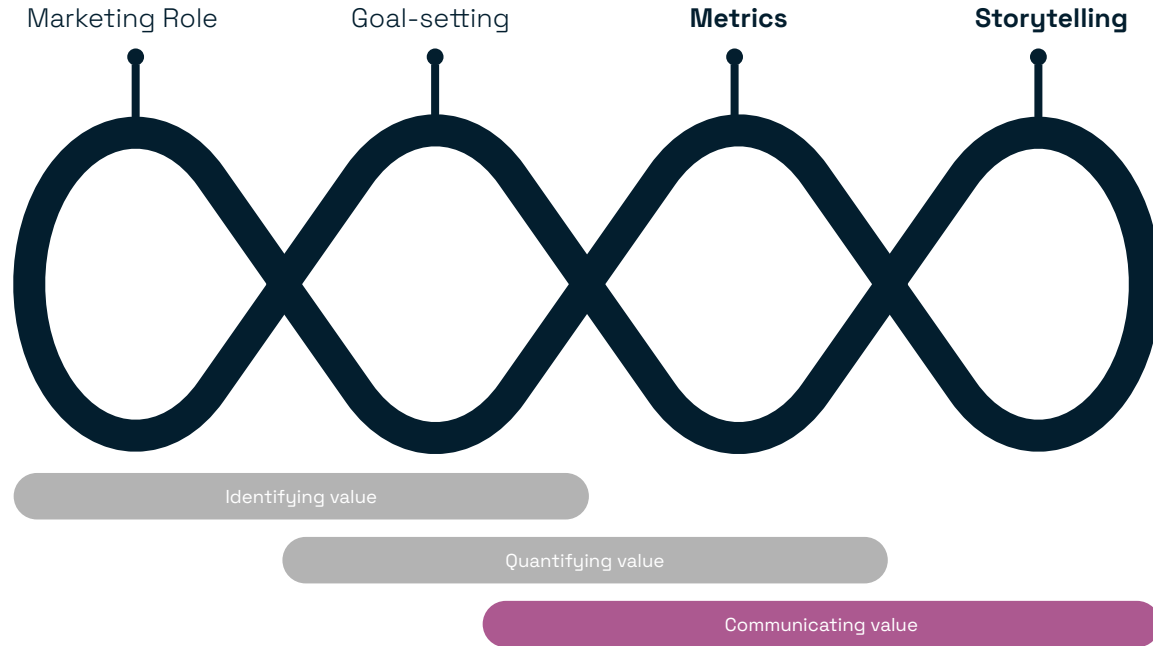
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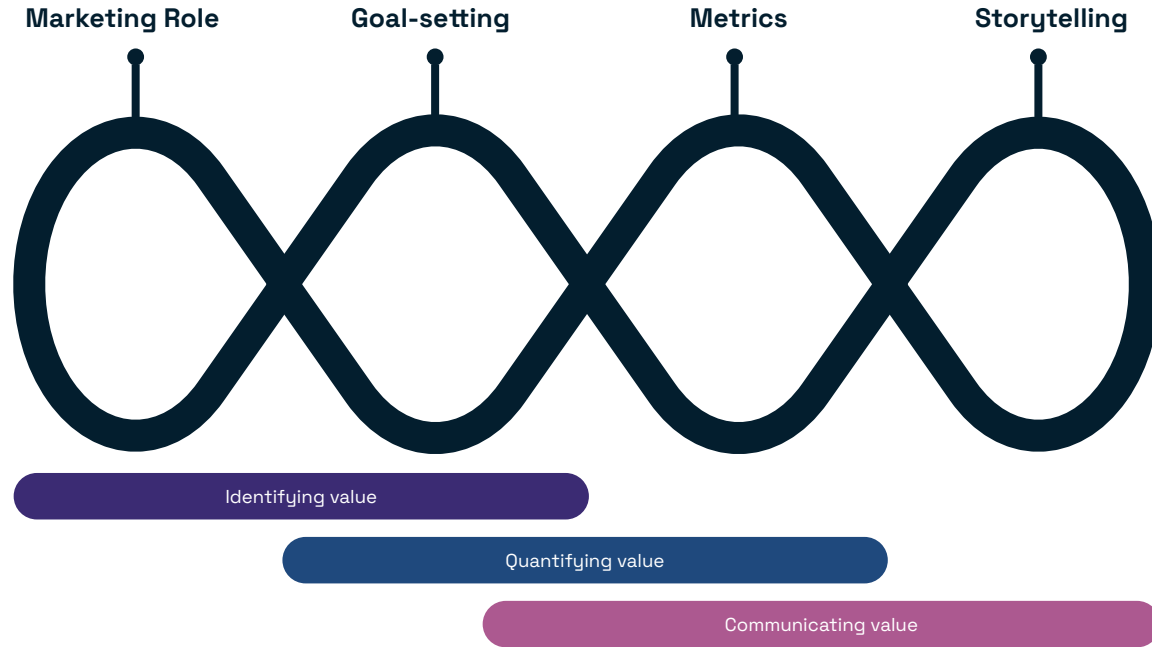
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What can you do to improve and empower your team to improve value communications?

What's coming next?



LEARNING CENTER —

Learn how to prove the total value of marketing in complex sales environments

Online

[SEE MORE HERE](#)



WEBINAR —

Year in a review and predictions for 2025

Online, December



EXECUTIVE ROUNDTABLES —

Roundtable discussions for marketing leaders to share experiences and lessons learned

2025: Helsinki, Stockholm, London

