2023
B2B GUIDE
FUNNELS

MISTAKES TO AVOID
FLOW CHARTS
BUYER'S CHECKLIST

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Hi there

WELCOME TO THE B2B FUNNEL BUYING GUIDE!

Every B2B organization needs some kind of automated process to help alert go-to-market teams when they need to pay attention to a person or account. But with the addition of so many digital channels and the ability to track what's happening on your website, it's getting more and more complex to coordinate all of these signals into a process that makes sense for the people managing relationships with prospects and customers.

Add in product-led growth and better tracking for customer success teams, and you could be in for designing and implementing multiple funnels (or buying a tool that does it all).

In this guide, I've shared some of the funnel-building missteps to avoid and other tips to help you decide whether DIY is the right way to go or if adding in another system makes sense.

Wishing you all the best!

Nic Zangre

#5 COMMON MISTAKES

B2B Funnel Builds

To Avoid

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#01

NOT PRIORITIZING ALIGNMENT

Whether you build or buy, charting your processes and identifying hand-off points is less than half the battle. To avoid infighting post-implementation, pull together a cross-functional team, name an executive sponsor to act as a tie-breaker when the team is stalled, and get ready to arm wrestle over stage definitions.

It is absolutely vital everyone agrees on what makes an account (or person) eligible, that it's documented clearly, and that the person implementing the system is fully aware of the system fields and values they need to watch when building the stage.

An added bonus? That documentation is going to come in very handy when you get questions (trust us, you will) and need to revisit your build to accommodate business changes (trust us, that will happen too).

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#02

TRYING TO CRAM IN MORE THAN 1 FUNNEL

In an ideal world, each buyer journey involves one contact moving through stages in a linear fashion.

Unfortunately, the real world never works that way. It's important to understand what fellow employees involved in the selling motion need to know and do to support each prospective (and existing customer). It's just as important to understand which metrics the business needs (at either an account or person level) to support decision making.

If you need to support free trials, multiple selling teams, and different paths to purchase, you're in for a doozy. But don't overcomplicate it by trying to cram it into one workflow. Think of ways to differentiate journeys and don't alert people if they don't have an action to take.

Plus, expect to eventually need to aggregate all of this at the account level and report on trends. This isn't something you can do well in a CRM.

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#03

NOT PRIORITIZING USABILITY OVER MEASUREMENT

Particularly in early-stage companies, the executive team needs every possible data point to design the future of your products. It's your job to advocate for the end user and establish realistic limits on what they will and will not do. While it may seem like "just one required field," you may already have 21 validation rules in place on the impacted object - and that's 18 validation rules too many according to sales.

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#04

FORGETTING TO RECYCLE

We've said it before and we'll say it again:
Buyer journeys are not linear.

There are many people involved in deciding on higher-ticket items, and they all fall in and out of the funnel at different stages.

You'll need a way to capture when an account or person disengages and then a system in place to flag them again when they re-engage.

Also, we'd like to take this time to remind you that if you're using the Lead object, it may be a good time to consider finding tools or automation to automatically convert those records into contacts whenever possible. This way you'll have a holistic view of activity at the account level in your CRM instead of confusing the humans using your system.

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#05

TRYING TO FORCE OLD SYSTEMS TO DO IT ALL

Marketing automation systems think of the world as a series of email addresses. The sales team sells to accounts and organizes their data by opportunities in their CRM. And both of these systems were created long before the latest and greatest digital channels came to be.

This is why so many companies see a conflict between marketing and sales - they're measuring themselves by different funnels.

Design your funnel process for the perfect state for your end users. Note what the executive team wants to see. Then figure out if it makes sense to develop a mega flow in your CRM to handle all of that processing (especially considering reporting limitations around trends and cohorts).

The world has changed and we recommend considering a platform that has evolved with it to help you implement multiple funnels and perfect reporting.

DIY FUNNEL

Project Outline

01

STEP ONE

DETERMINE YOUR CROSS-FUNCTIONAL PROJECT TEAM MEMBERS AND ASSIGN AN EXECUTIVE STAKEHOLDER.

02

STEP TWO

MAP OUT THE WORK EACH TEAM NEEDS TO DO AND WHEN THEY NEED TO BE TRIGGERED TO DO THEIR WORK WHEN A PROSPECT ENGAGES OR A CUSTOMER RE-ENGAGES.

03

STEP THREE

GATHER REQUIREMENTS FROM THE EXECUTIVE TEAM TO MAP OUT THEIR IDEAL DASHBOARD.

04

STEP FOUR

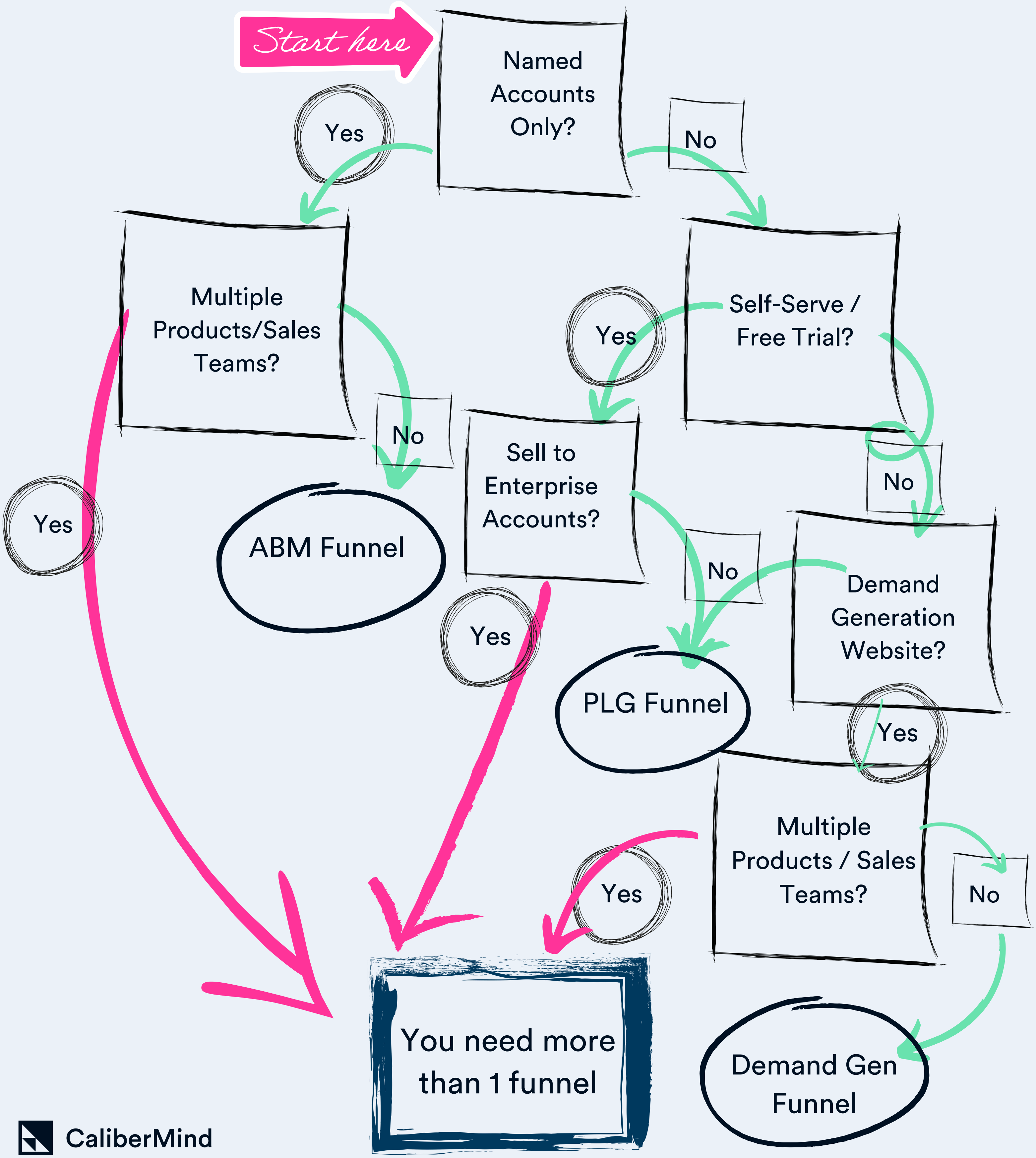
WORKFLOW THE POSSIBLE PATHS FOR A PROSPECT OR CUSTOMER TO TAKE. DETERMINE WHICH SIGNALS TO USE TO TRIGGER EACH STAGE AND ALERT EACH TEAM MEMBER.

05

STEP FIVE

DOCUMENT PROCESSES, COMMUNICATE CHANGES TO IMPACTED TEAMS, AND REPORT ON KEY METRICS IN REGULAR INTERVALS TO DETERMINE WHETHER THERE ARE SYSTEM ISSUES OR PROCESS IMPROVEMENTS THAT CAN BE MADE.

Which Funnel Is Right For Your Business?



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DIY OR BUY

Pros Vs Cons

+

- You control updates (or contract with someone who can help)
- Your signals are consolidated in one system and easy to see

−

- Limited to what's in your CRM
- No trend reporting
- Difficult to aggregate at the account level
- Hard to coordinate multiple funnels

Truth Be Told

You'll probably need both.

Business buyers are still people, and you'll need to flag who needs attention. This means a contact-level workflow (funnel) & a tool that allows funnel reporting at the account level for company-wide dashboards.

THE BUYER'S *Checklist*

DATA MANAGEMENT

- [ ] Deduplication
- [ ] Lead-to-Account Matching
- [ ] Automatic Lead Conversion
- [ ] Data Normalization
- [ ] Can Push Segments to CRM & MAS
- [ ] Campaign Activation
- [ ] Cross-system mapping for accounts & contacts

INTEGRATIONS

- [ ] CRM
- [ ] Marketing automation system
- [ ] Web tracking
- [ ] Digital advertising platforms
- [ ] Campaign spend data
- [ ] Custom object mapping
- [ ] Sales Outreach tool activities
- [ ] Customer Success signals
- [ ] Product signals

MAIN FEATURES

- [ ] Account-Based Funnels
- [ ] Person-Based Signals
- [ ] Cohorting
- [ ] Conversion rate reporting
- [ ] Trend analysis
- [ ] Efficiency by Channel/Campaign Type
- [ ] Efficiency by Region
- [ ] Efficiency by Salesperson or team
- [ ] Multiple funnels

BONUS (OR MUST HAVE?)

- [ ] Non-agency implementation
- [ ] Access to proven B2B ops experts
- [ ] The ability to flex to our configuration
- [ ] A team of dedicated analysts
- [ ] Best-practice recommendations
- [ ] Ongoing change management
- [ ] The ability to improve our existing funnel build

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Recommended Resources

THE DEMAND GEN FUNNEL PLAYBOOK

CLICK ON THE IMAGE TO GET OUR PLAYBOOK RECOMMENDING BEST PRACTICES FOR DEMAND GEN RESULTS TRACKING

THE ABM FUNNEL PLAYBOOK

CLICK ON THE IMAGE TO GET OUR PLAYBOOK RECOMMENDING BEST PRACTICES FOR ABM RESULTS TRACKING

ALIGNING SALES & MARKETING

CLICK ON THE IMAGE TO DOWNLOAD OUR SHORT EBOOK THAT SHARES FUNNEL FIXES AND HOW TO BETTER ALIGN MARKETING AND SALES USING FUNNELS

PODCAST | DO YOU NEED A FUNNEL?

HEAR FROM AN INDUSTRY EXPERT AS SHE EXPLAINS WHY EVERYONE NEEDS A FUNNEL ALONG WITH TIPS AND TRICKS FOR MAXIMIZING FUNNEL PRODUCTION