



Optimized Customer Experience for B2B Technology CMOs

Executive Summary

In today's B2B Technology market, generic content fails. Buyers engage late in the exploration-cum-buying process - thereby making impactful communication critical from the first touchpoint. Clearly, there is need for a smarter, more strategic communications approach pairing smart content with systems driven engagement and looped optimization.

Content Optimization:

Strategic Content & Persona Alignment: We deploy a 7-layer framework to deeply contextualize your content in order to provide optimization recommendations. We ensure every asset is tailored to the right Market Segment, Role & Level, Sales Stage, Content Format, Tonality & CTA, Content Channel, and includes Account-Specific Nuances. This systematic approach ensures your message resonates powerfully with its intended audience.

Extend to Full ABM:

- **Cost-Effective ABM Program Design:** We advise you on full Account-Based Marketing program using modern "Lite ABM" tools, shifting the focus from MQL volume to MQL *quality* - to effectively increase conversions from MQL to close.
- **Multi-touch Attribution & Looped optimization:** The combination of engagement tracking and scoring and attribution models provides clear insights into which campaigns, channels, and content pieces are driving revenue, allowing you to optimize spend ROI.

Benefits:

- **Maximize Content ROI:** Stop wasting resources on content that goes unnoticed and align every asset with specific buyer needs to generate a higher return.
- **Accelerate Sales Cycles & Conversions:** Arm your sales team with perfectly tailored content that addresses buyer pain points at every stage, significantly improving conversion rates.
- **Enhance Client Engagement:** Build stronger, more meaningful connections with prospects and clients by delivering valuable content that speaks directly to their challenges and goals.

Get In touch:

Ready to transform your customer experience into a revenue driver? Let's discuss how Optimized Customer Experience can elevate your marketing impact.

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