

THE BIG DIVIDE



MARKETING – it's all about aligning **sales** and **marketing**.

According to an industry report, if done properly it can lead to 20% increased revenue. So how far have we come in realising its potential?

Our recent study of senior marketing professionals observed that there's still some way to go...



40%

of businesses agree that aligning sales and marketing is important

BUT



73%

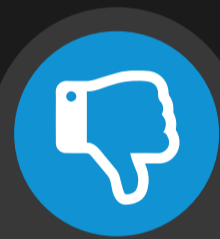
have not succeeded in aligning their sales and marketing



28%

say that sales wants them to produce more content

BUT



56%

feel that sales don't value their content



54%

have a good working relationship with sales

BUT



27%

don't think sales understand the impact of marketing



37%

are producing marketing content to generate sales qualified leads

BUT



45%

of marketing teams struggle to generate leads post-campaigns



skout

info@skoutpr.com +44 (0)1625 869418

www.skoutpr.com/thebigdivide