

THE BIG DIVIDE



SMARKETING – 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%

BUT



73%

of businesses agree that aligning sales and marketing is important

have not succeeded in aligning their sales and marketing



28%

BUT



56%

say that sales wants them to produce more content

feel that sales don't value their content



37%

BUT



45%

have a good working relationship with sales

don't think sales understand the impact of marketing



37%

BUT



45%

are producing marketing content to generate sales qualified leads

of marketing teams struggle to generate leads post-campaigns



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