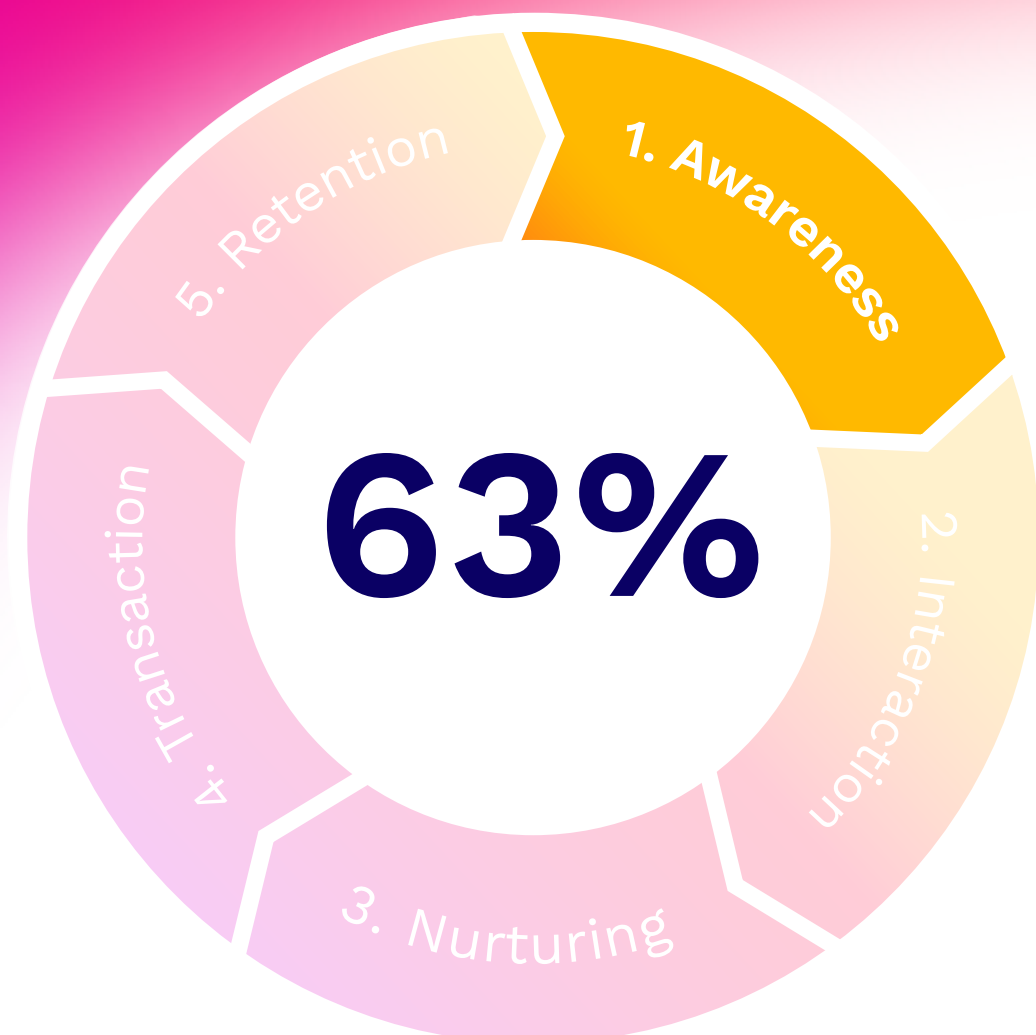


# The B2B relationship ecosystem

## Are B2B relationships keeping sales and marketers awake at night?

We surveyed B2B senior sales and marketing professionals to find out where they focus their efforts (and budgets) when it comes to the customer journey and where they're falling short. Here's what they said!

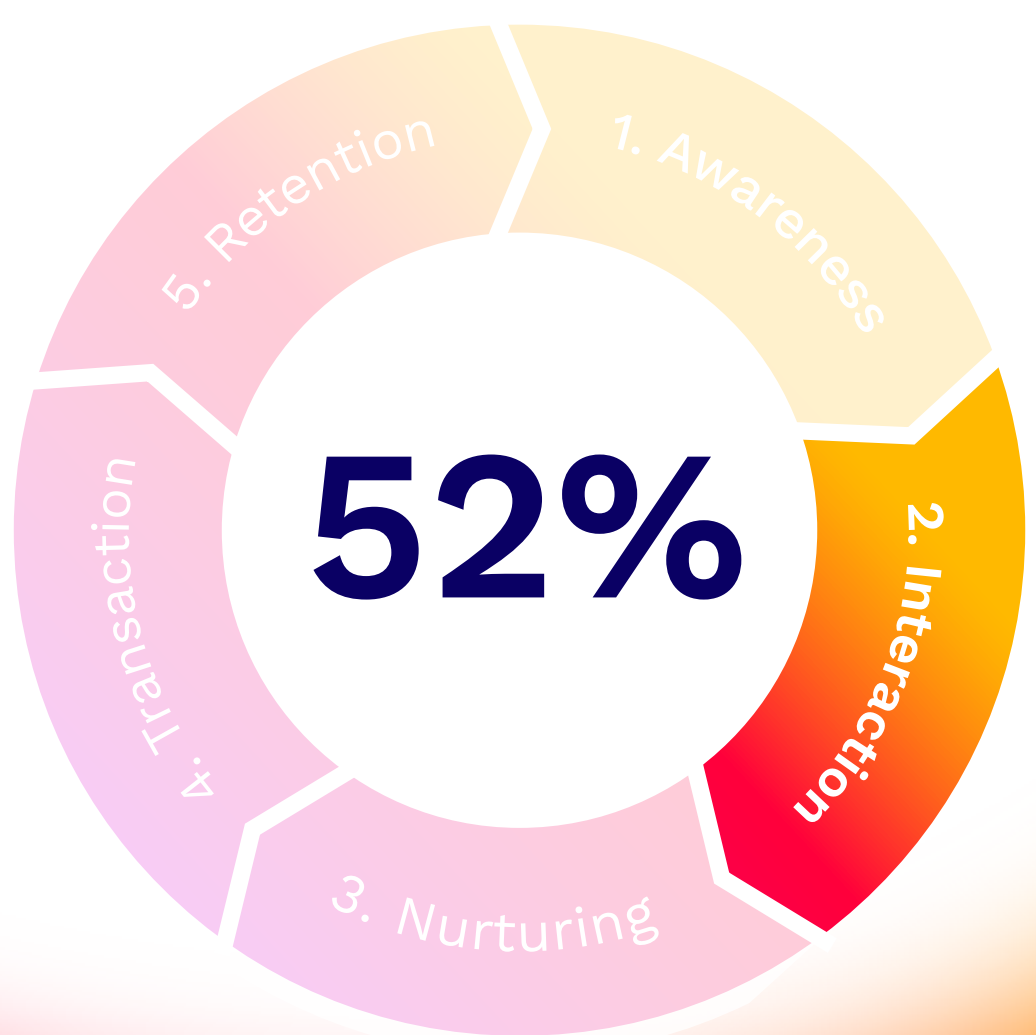


### Awareness

**63% of respondents** think that they are not effectively targeting the right audiences despite a large portion of the marketing budget devoted to raising awareness.

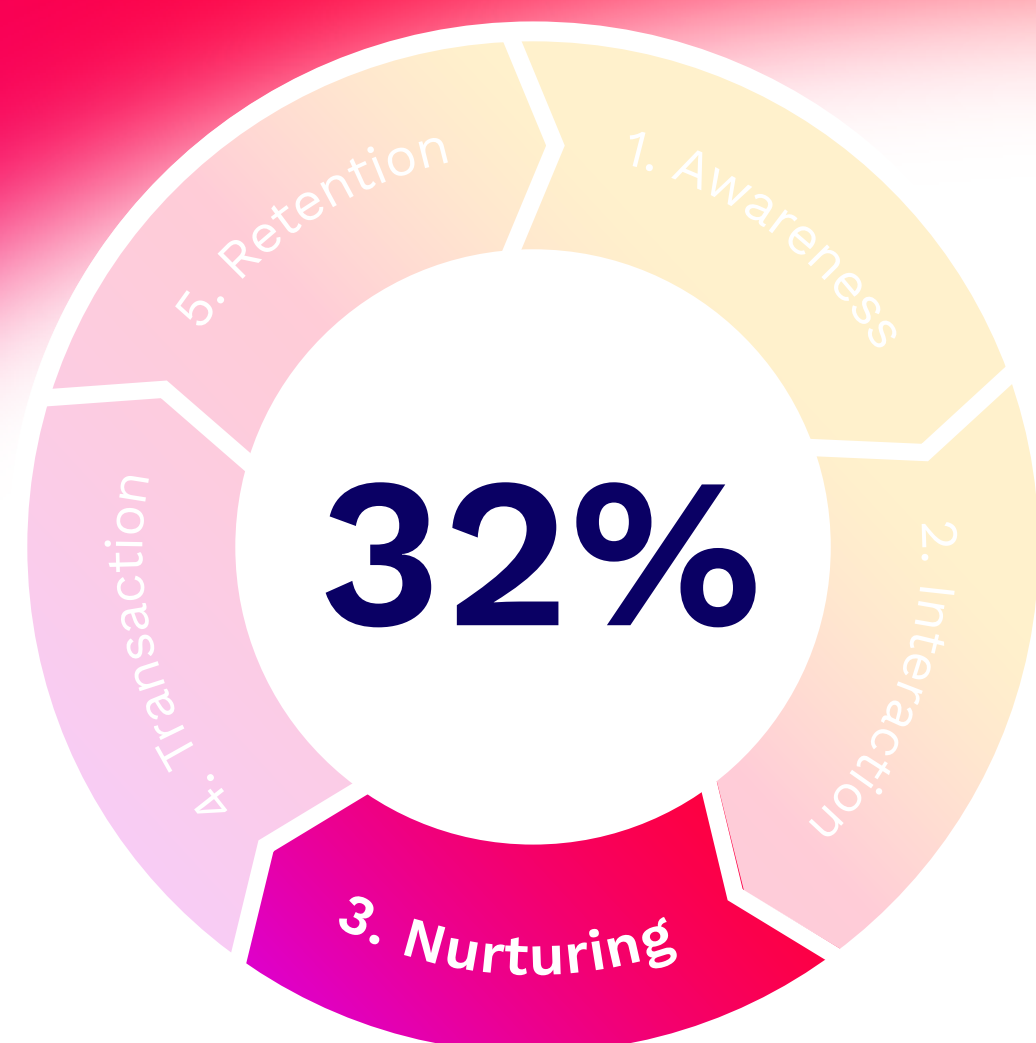
### Interaction

**52% of respondents** are struggling to contact and engage with prospects at crucial points and are selling too hard too early in the process.



### Did you know?

95% of B2B sales and marketing professionals believe the awareness stage of the customer journey is the most important time to build relationships – would you agree?

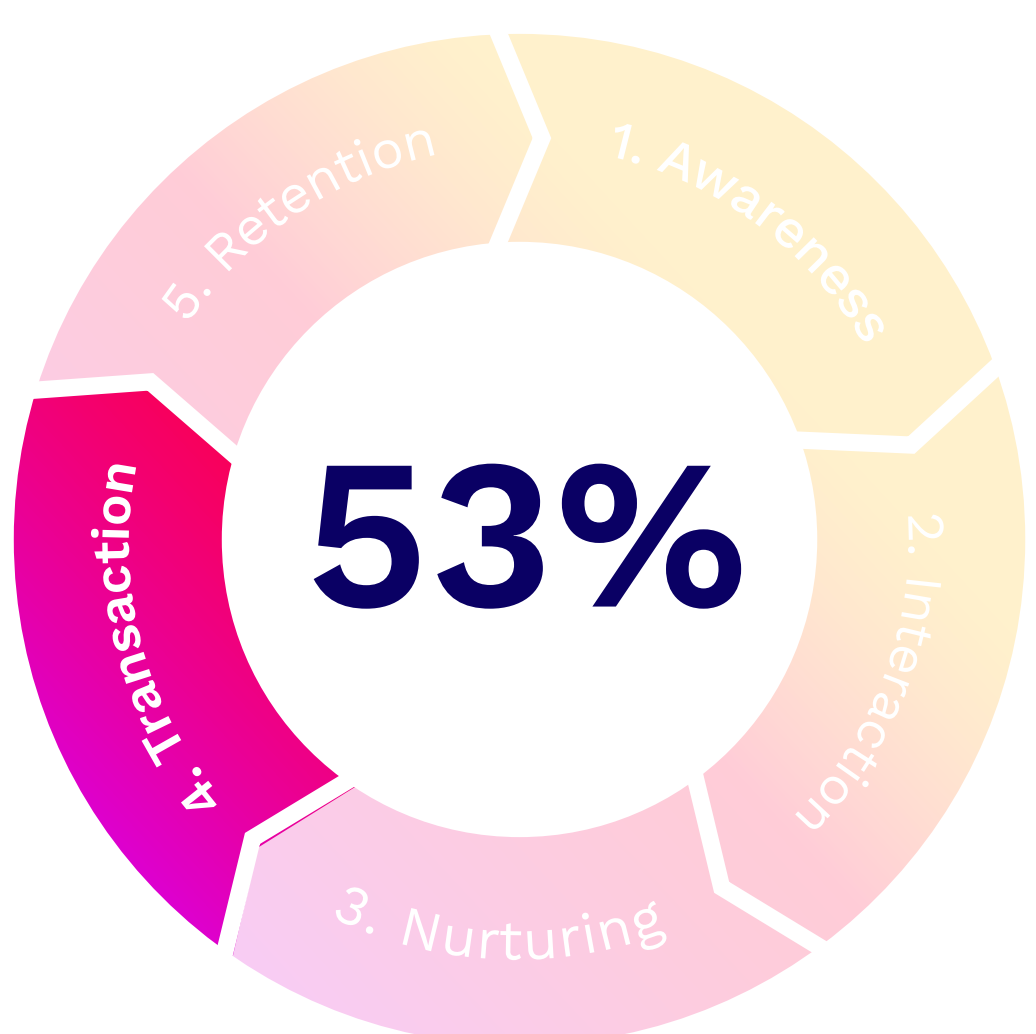


### Nurturing

**32% of senior B2B sales and marketing professionals** think poor business relationships are resulting in weak prospect to customer conversion.

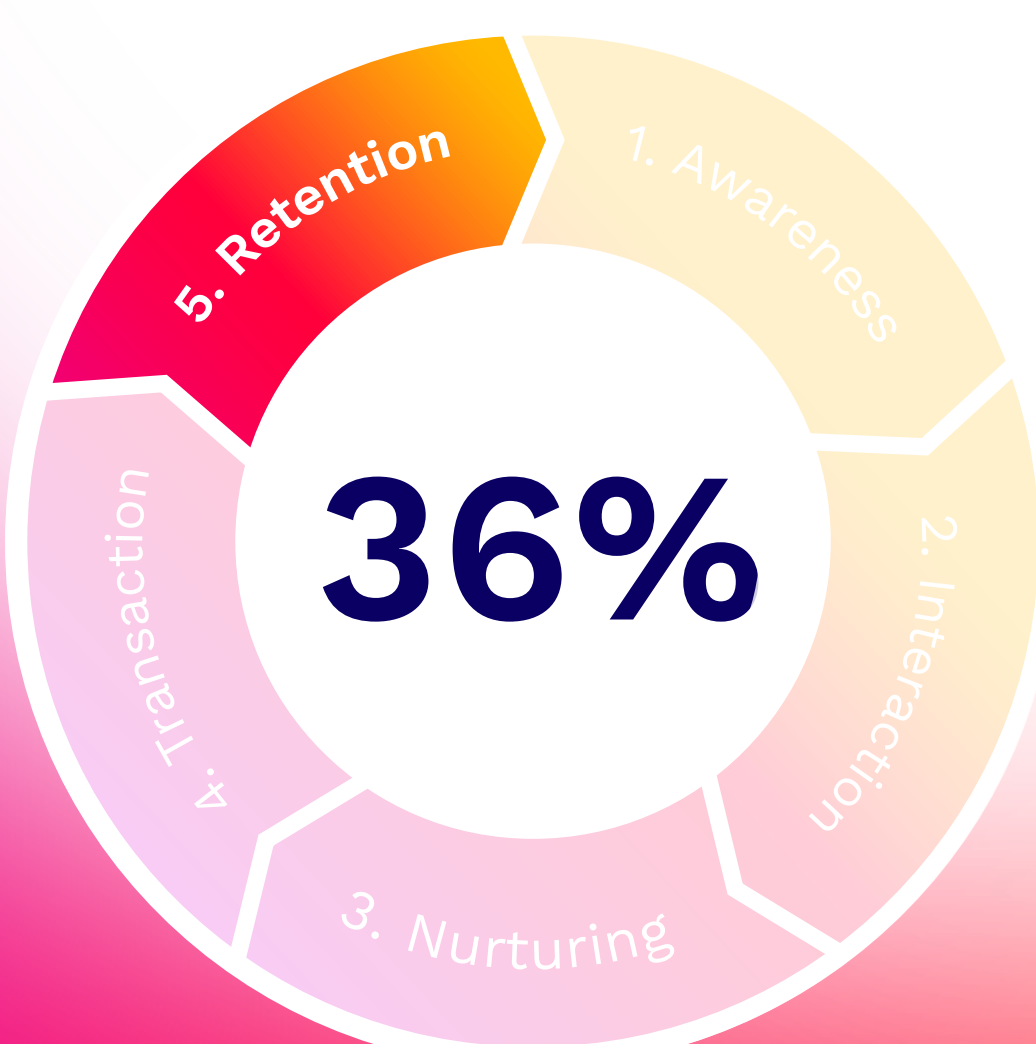
### Transaction

**53% of respondents** feel their top relationship risks in the transaction stage include lack of effective customer onboarding as well as the inability to stand out from competitors.



### Retention

**36% of senior B2B sales and marketing professionals** said that failing to gain customer feedback or act upon it is their biggest relationship concern during the retention stage.



### Did you know?

33% of senior B2B sales and marketers believe that not having a dedicated advocacy or loyalty programme can damage relationships with current customers. Yet, nine out of ten agree that going the extra mile during times of hardship should be part of the marketing strategy.

Learn more about why business relationships are important to your marketing strategy by downloading our report at [skoutpr.com/report](https://skoutpr.com/report)