The habits of highly successful B2B marketers

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B2B Marketing
Career Acceleration Guide

• Help marketers climb the ladder
• What makes a successful marketer
• Which skills you need to get to the top

• How long it will take for you to get there
• What are the likely hurdles and obstacles you will face
1. They go the extra mile

• Marketing directors work 22.5% harder than execs

• Successfully communicate what you’ve done and why
2. They proactively map and manage their careers

- Create a plan – destination, route and milestones
- Understand your value chain
- Keep the right company
- Find a mentor.
Marketers who are actively managing their careers

- 81% Moving faster than average
- 50% Moving at same pace as average
- 43% Moving slower than average
3. They invest in their skillsets

- Strategy and general business skills are key for CMOs.
- Specialist tactical marketing skills are irrelevant at board level
- But you need to know just enough ‘to be dangerous’
- Leaders are more likely to have formal marketing qualification
- High achieving marketers take +50% more external training than others.
Level of progression/hours of internal and external training in the last 12 months

Rate of career progression
4. They invest in their personal brand

- Get out there
- Find your voice
- ABC – always be connecting
5. They are active on social media
6. They are intellectually and creatively curious

“It doesn't matter whether you learn at university, via courses or are self taught. The key is to read and be on top of the latest trends every day and put all your knowledge into action to actually test what
7. They have empathy and respect for others

“Determination and ambition are crucial. These must be combined with a collaborative approach to leadership and a high degree of emotional intelligence. The ability to win the trust and respect of others is fundamental to sustained success.”
8. They are focused, by ready and able to pivot where necessary

“Organisations change constantly, and consequently structures, roles and responsibilities do too. It’s important to recognise when it’s time to move on in order to progress. It can be easier to maintain the status quo but this can cause career problems later.”
9. They speak the language of the whole business

“Make sure you’re able to talk the language of business – show tangible, quantitative results for marketing activities.”
10. They remain calm under pressure

“It’s important to be calm and unflappable but quick to react where required.”
If you want to get to the top in B2B marketing:

- Be committed
- Be strategic – with your career
- Be open – to learning
- Engage the industry
- Be connected – on social
- Be curious
- Be empathetic
- Be focused but willing to pivot
- Be conversant
- Be calm under pressure
Want to know more?

Read the report
Thanks for listening!
Any questions?

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How long does it take to get to the top?

- 13 years from marketing assistant to director
- Average tenure for marketing manager: six years
- Expect to be at least 35 before you are a ’Head of’
- Marketers are late starters – they only become execs by the time they are 27.