

How to Build B2B Client Journeys that Drive Conversions

	Beginner teams	Intermediate teams	Advanced teams
Technology	Email marketing platforms	Email marketing automation	AI and machine learning
	Basic CRM software	Advanced CRM solutions	Advanced client data platforms
	Website analytics	Predictive analytics for personalisation	Hyper-personalisation and immersive technologies
Process	Keyword research	Increased research and inclusion of SEO platforms	Dedicated SEO team with multiple platforms enriched by behavioral and intent data
	Traditional social media outreach strategy	Multi-channel strategy	Omnichannel strategy
	Basic lead nurturing sequences	Data-driven content personalisation	Hyper personalisation and user-driven efforts (UX and CX)
	Market segmentation	Detailed lead scoring	Lead scoring platforms and predictive analysis via AI and dedicated teams
	Onboarding documentation	Multi-touchpoint nurturing powered by client success (CS)	Continuous experimentation and user research enabled by CX and UX teams
	Follow-up communication	Personalised email follow-ups with additional resources and check-ins	AI-driven, personalised follow-ups with predictive content recommendations
Team	Basic client support	Cross-functional agile teams that enable CS	Data science experts that inform CS and CX strategies
	Content creation	Client journey task force and strategy	Behavioral analysis and psychographics
	Basic marketing efforts	Unified client insight platforms	Advanced marketing specialists and tech stack
Content	Articles, whitepapers, blog posts	Interactive workshops and masterclasses	Immersive and experimental technologies
	Social media updates	Customisable data visualisations	Data visualisation dashboards
	Email newsletters	Co-creation initiatives	Interactive storytelling and user-generated advocacy