

# The 5 lies you've been told about B2B growth

PTO *Discover the truth!*



# You've been lied to!

**CEOs and CMOs have been sold myths that are slowing down business growth. Stale mindsets and outdated playbooks are the culprits. The cost of believing in them?**

- Wasted spend on scattergun tactics
- A shrinking pipeline of real opportunities
- Being invisible when buyers are ready to choose
- Lost trust from decision-makers who feel ignored





**B2B marketing is hostage to the shifting whims  
and unpredictable behaviours of buyers — and  
it's costing you.**

- The old playbook is broken — what used to work, doesn't!
- Competitors are closing in fast — and they're not playing fair.
- Leads are drying up — and fast.
- You're spending more — for less!
- The board wants answers — and your budget's on the line.
- You're exhausted — chasing targets and getting nowhere.



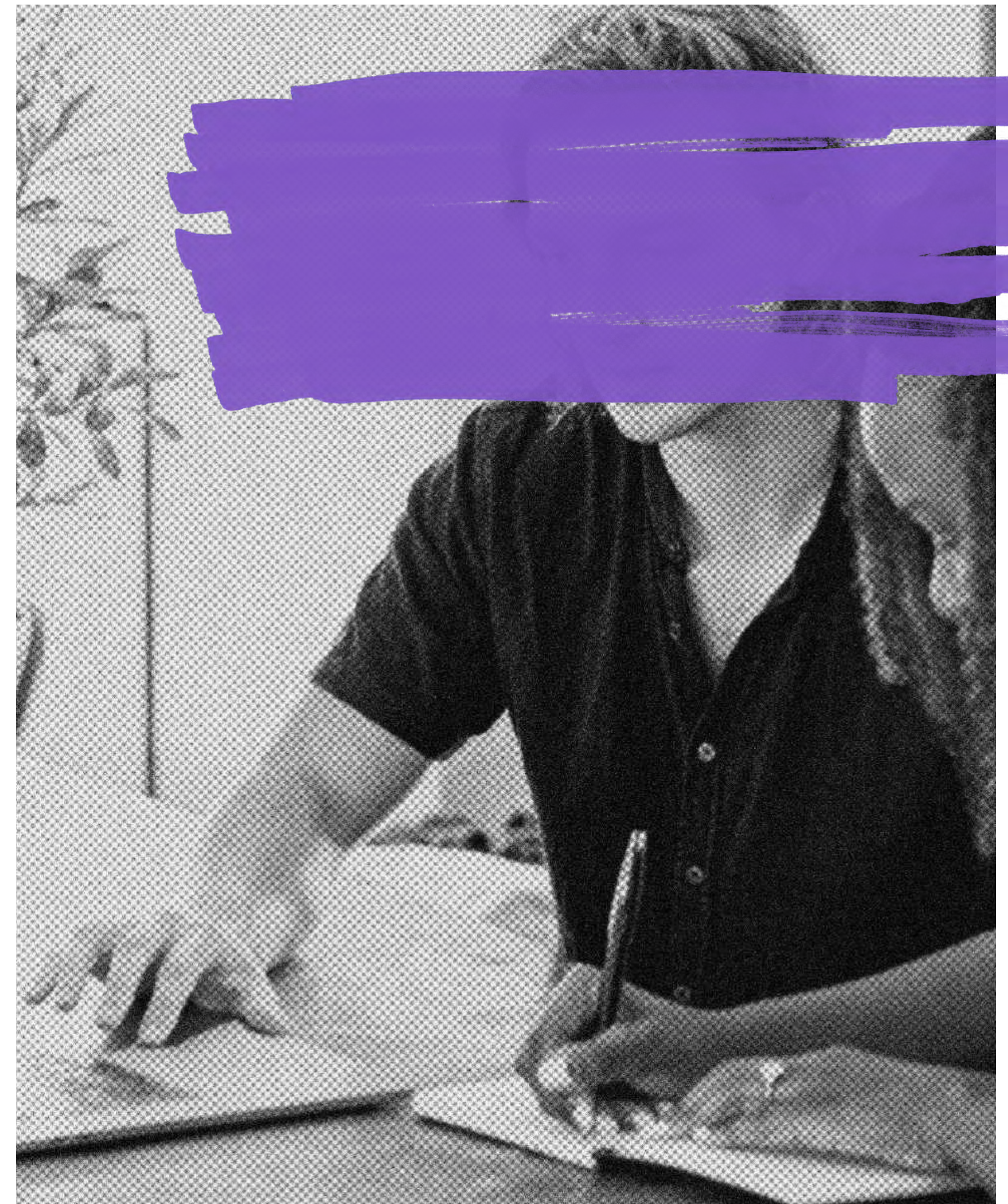
**It's time to uncover the inconvenient, uncomfortable truths—the ones every marketing leader needs to hear.**

Because clinging to outdated thinking won't drive results.  
And doing more of what's not working won't save your strategy.

**This is your wake-up call.**

Not to work harder, but to work smarter.  
Not to spend more, but to spend better.  
Not to follow the crowd, but to cut through the noise.

Here are the **[5 lies holding your marketing back]**—  
and the truths that will set your strategy (and your growth)  
free....





~~"Your next customer is just one click away."~~

*The truth...*

**95% of your market doesn't want to talk to you yet.**

Professor John Dawes, B2B Institute



**Most of your market isn't ready to buy and when they are, they already know who they want.**

**[49% of buyers]** start product discovery with a Google search.

But being seen on the first page is not enough; buyers gravitate towards the brands they're familiar with.

If your brand hasn't earned attention before the search, it won't win the click during it.

You need to build trust over time, and play the long game to stay top-of-mind when buyers are ready.

Research from Kantar shows that brands investing heavily in brand-building saw a **[72% increase]** in brand value, while those prioritising performance marketing grew by just 20%.

If your strategy only targets hot leads, you're leaving long-term growth to chance.

The brands that invest in future buyers today become the first choice tomorrow.

**"We know buying decisions often happen at first sight – 81 per cent of the time, professionals buy the first company that comes to mind. Why do we spend so much time on the journey? Great marketing builds demand before Google should know it."**

Colin Fleming, Global CMO, ServiceNow



“Attribution has got us covered.”

*The truth...*

**73% of the buying journey is spent researching anonymously before ever contacting a vendor.**

6Sense



## They don't see you. And you don't see them. If your strategy depends on form-fills and lead scoring, you're optimising for ghosts.

Attribution doesn't tell you what's working. It tells you what's being tracked. But, brand impact doesn't always leave a digital footprint. A key part of the B2B buyer's journey now evades conventional analytics tools.

Buyers are asking questions in private Slack groups. Listening to your podcast on their commute. Comparing notes in WhatsApp chats. Reading your thought leadership, but never clicking "download."

In fact, **[73% of the buying journey]** happens anonymously—before a form-fill, click, or tracked conversion. In fact, on average, more than a quarter of open pipeline is discovered in dark-funnel channels before a deal is ever created in a CRM.

That's the reality of modern marketing. These moments of influence are messy, shared, and invisible — but they're powerful.

Focus too hard on attribution, and you'll underinvest in brand — starving the pipeline you're trying to feed.

Don't just measure what's easy. Influence what actually drives intent.



**"If you reach hidden buyers,  
just as well as target buyers,  
you will see an immediate  
spike in activity that will allow  
you to close more deals  
faster."**

Jann Martin Schwarz, Founder, The B2B Institute



*"Sales closes deals. Marketing just supports."*

*The truth...*

**84% of deals are won or lost before providers know they even exist.**

6Sense



## **Sales doesn't create demand -- they confirm it. Marketing makes the sale happen.**

Marketing is doing the heavy lifting early — creating trust, not just traffic. Self-serve is the new sales enablement.

About **[80% of B2B buyers]** want all or most of the buying journey as self-service. And **[80% will also initiate first contact]** when they are nearly three-quarters of the way through the process.

This means that by the time Sales knows of an opportunity, the shortlist has already been made.

Today's B2B buyers don't want to be sold to — they want to self-serve; exploring solutions, evaluating options, and making decisions on their own terms.

**[62% of buyers]** will consume as many as seven pieces of content before getting in touch. If your brand isn't showing up with the right content, in the right places, at the right time, you're not even in the running.

B2B marketers love to believe they can push buyers down a funnel. But the funnel doesn't exist. Give B2B buyers what they actually need — clear messaging, compelling proof and frictionless access to information. Then get out of their way.

**"The serial commercial engine is hopelessly out of date — and dangerously out of sync — with how today's B2B buyers buy. Sales reps are no longer the channel to customers, but a channel to customers."**

**Brent Adamson, Distinguished Vice President at Gartner**



~~“Unqualified leads are the reason  
your sales are slowing down.”~~

*The truth...*

Decision-making speed has  
declined by 30% thanks to buying  
committees getting bigger.

Gartner



## B2B buying teams now resemble micro-governments. Consensus is hard. Your message must align across diverse, risk-averse voices.

You're not convincing a person — you're winning over a panel. The B2B tech buying committee now averages 11 people, with conflicting priorities, hidden blockers and competing agendas.

Sales stall not because of the lead. But because of your entire marketing strategy is built around one primary persona and the other ten people in the room haven't heard of you —

Those who act as catalysts, endorsers and champions on the committee describe the experience as...

"Mediocre."

So, to break through, start clustering your personas and aligning your messaging with their collective values.

**[92% of tech buyers are more likely]** to engage with a tech vendor who has helped educate them on a particular subject or technology concept.

Confidence drives conversion. And confidence doesn't come

from generic messaging — it comes from relevance, education and strategic empathy.

If your message doesn't have range and teeth, it won't just fail to accelerate the deal — it'll leave your champions defenseless when they try to sell you in.



**"Buying group marketing requires a shift in mindset, processes and technologies over more traditional marketing strategies and letting go of a typical lead-centric approach."**

Dmitri Lisitski, Forbes



**"A killer value proposition will win over buyers."**

*The truth...*

**71% of buyers think suppliers haven't even grasped the real, day-to-day challenges they're trying to solve.**

Dentsu



## Buyers think you're not listening. This isn't a messaging issue. It's a leadership one. Speak their language, not your features.

A great value proposition isn't enough if it doesn't resonate with the buyer's actual struggles.

**[73% of buyers]** think ads don't always show a good understanding of their organisation's problems.

This gap **can't be bridged by wordsmithing** it requires prioritising buyer understanding at the strategic level. If your team doesn't deeply value customer insight, no amount of clever copy will fix the disconnect.

This means buyer empathy is not just a buzzword — it's a strategic necessity. Empathy isn't about selling features — it's about showing up when buyers are facing real hurdles. Align your message to their moments of need, not your product's list of benefits. That's how you create demand.

This is where category entry points matter. Your value proposition and messaging should be built around the situations and triggers that prompt buyers to act, rather than what you think makes your product so great.

**[89% of buyers]** are more likely to make a purchase when they feel understood by sellers. So, in a crowded market, it's the companies that build authentic relationships that will win. Every piece of communication should reinforce this connection. In doing so, buyers will feel safe in signing the contract — the biggest influencing factor when closing a deal.

Show buyers that you are there to solve their problems, not just push a product.



**"When companies connect with customers' emotions, the payoff can be huge."**

Scott Magids, CEO of Motista





*The biggest lie of  
them all?!*



*"You just need to tweak your strategy."*

*The truth...*

**You need to burn it down and rebuild it around how B2B buyers actually behave and what they want.**



# Challenge the lies!

**You can't fix a pipeline problem with more outbound emails or another thought leadership PDF.**

**See the cracks in your strategy's foundations and commit to a demolition job.**

- Bold growth comes from brave marketing: strategy-led, story-driven and commercially aligned.
- Build trust before the buyer signals intent.
- Own the narrative before the RFP is written.
- Nail the basics before you campaign.
- Build a website people can find — and actually want to use — before you throw more traffic at it.
- And view brand not as fluff, but function.
- Challenge the lies, rewrite the rules and ignite B2B growth.



## 5 cold hard truths

### Play the long game

Focus on brand-building that serves you this quarter and far beyond.

### Embrace the invisible buyer

Influence happens long before attribution starts. Be present where buyers actually are — podcasts, communities, peer chats, and dark social.

### Convince the whole committee

Your message needs range. Speak to everyone in the buying group, not just the person who filled out the form.

### Lead with empathy, not ego

Show buyers you get their real problems. Choose insight over catchy slogans.

### Burn the playbook

This isn't about tweaks — it's a total rethink. Adding new tactics onto a broken strategy won't fix it. Build your strategy around how buyers behave today, not how they used to.

## So what next?

### Audit your current strategy

Are you over-relying on attribution? Is your content genuinely buyer-centric? Are you shaping demand — or scrambling for it?

### Reframe your metrics

Start valuing unseen influence, not just visible conversions.

### Upskill your team

Equip Marketing and Sales to operate in a self-serve, buyer-led world.

### Talk to us

Let's explore how we can help you cut through the noise and capture more value.



**This guide was created by Cremarc Labs —  
the experimental arm of B2B marketing  
agency Cremarc.**

We're part think tank, part provocation engine. Our work doesn't aim to please — it aims to progress.

We challenge stale thinking, ask the awkward questions, and explore what's next — not what's already been done.

That's how we keep our ideas sharp, our strategies bold, and our clients one step ahead of the pack.

At Cremarc, we create marketing that matters: to your buyer, your business, and your ambitions.

**Spark strategy-led growth.**


**Captivate and differentiate.**

**Seize every opportunity.**



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