LEK

Digital-First GTM: How Leaders Stay Ahead in B2B Marketing



The GTM Shake-Up

The old go-to-market (GTM) sales playbook is broken as buyers take control

of decision-makers revisit

vendor websites multiple

times before purchase

88%

53%

rely heavily on social media for insights



The New B2B Maze

Buying decisions now take longer and pull in more voices



6-7 stakeholders involved in each





70% say technology advancements

significantly increase purchasing complexity

Buyers spend ~20 hours engaging with

around 13 pieces of content

Flip the Funnel — Fuel the Results

B2B decision

Digital-first GTM flips the script and delivers big wins

• Broad linear approach

Traditional marketing

- Limited segmentation and personalization

Targeted and data driven Prioritizes conversion

Digital-first GTM

- Stronger retention
- Higher ROI

Sales cycles shorten by ~31%

costs decrease

Customer acquisition

Qualified leads increase by over **70%**

Global Healthcare

Digital Transformation That Delivers

Services Provider company

Proof is in the results as digital-first GTM fuels growth



per lead **+75%** higher

~20% lower cost

organic traffic

Build a culture of

experimentation



Rapid business impact

Define ideal

customer profiles

Agile pilots

5 Steps to Digital-First GTM

Winning teams stay sharp with clarity, alignment and speed



Lead the Market: Start Today

Let's talk about grabbing market share and locking in

Contact L.E.K. Consulting



long-term growth.

