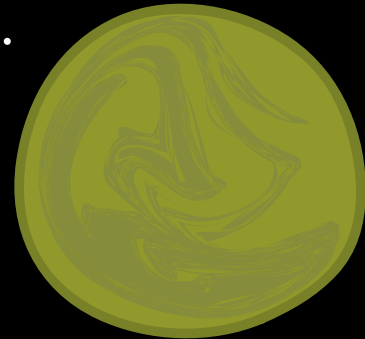
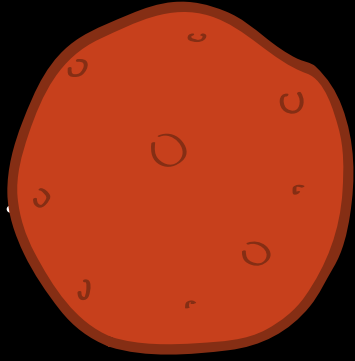


SOMETIMES IT CAN  
FEEL LIKE **MARKETERS**  
**ARE FROM VENUS.**





... **AND SALESPEOPLE**  
**ARE FROM MARS.**

Like in the story of  
**Marketing Mary**  
& **Sales Sam** ...

the conversation  
often goes like this ...





I give you great content but  
**you won't share it!**

All that content and social  
**doesn't work.**



You're not even **following up**  
with the leads I give you!





That's because the leads you  
give me suck, and marketing  
is just a **waste of money!**



You have no idea  
who **our** customer is!



Which is **costing**  
companies money.

A stylized illustration of a dark grey water tap with a single green drop containing a white dollar sign. The tap is attached to a dark grey structure with three white horizontal bands, representing a reservoir or tank. The word "Sales" is written in white on the left side of the structure.

Sales

A stylized illustration of a dark grey water tap with a single green drop containing a white dollar sign. The tap is attached to a dark grey structure with three white horizontal bands, representing a reservoir or tank. The word "Marketing" is written in white on the right side of the structure.

Marketing

SO **HUBSPOT** & **LINKEDIN**  
SURVEYED MARKETERS AND  
SALESPEOPLE AROUND  
THE GLOBE. 

To find out just how  
Marketing and Sales  
are working together.



AND WHAT THEY REALLY  
THINK OF EACH OTHER.

AND WHAT THEY REALLY  
THINK OF EACH OTHER.

SO LET'S START.

1 Joining forces to  attract prospects.

Content and social media are important to  
**marketers.**

Marketing professionals publish  
21% more posts to LinkedIn per  
month than sales professionals.

They use content to attract visitors to their website.



The screenshot shows the HubSpot website homepage. At the top left is the HubSpot logo. To its right are navigation links for "Home", "Careers", and "Products". Below the navigation is a dark banner with a phone icon, the text "Questions? Call us. 1-888-HubSpot x 1", and a photo of three HubSpot employees. Underneath the banner is a row of seven orange buttons with white icons and text: "Email", "Sites", "SEO", "Marketing Automation", "Landing Pages", "Analytics", and "Social Media". Below this row is a white text block that reads: "HubSpot is the world's #1 inbound marketing platform. Designed to replace the world's interruptive annoying marketing with marketing people love, HubSpot makes marketing more efficient, effective.... see more". Further down is a section titled "Recent Updates" with a blue link: "HubSpot Today's blogging tip is brought to you by Vaughn Regelin, Senior SEO & Analytics Sp... at Groove Commerce: <http://hub.am/1ih83kD> #blogfor30". At the bottom is a green and orange graphic for "The 30-DAY BLOG CHALLENGE" featuring "BLOGGING TIP #30" and a quote by Vaughn Regelin: "Do it right or don't do it at all." What I mean by that is if you are going to invest even just a little bit of your time and resources into blogging, go all in. Write a quality piece that is both educational and entertaining and DO NOT farm out content development to a sub-par provider. People can tell and it won't reflect positively on your site or brand. -Vaughn Regelin". A small HubSpot logo is at the bottom of the graphic.



But salespeople  content and social too.

**81** % of salespeople share relevant, professional updates on their social networks at least once per week.

**72%** of salespeople have used social media to source a deal in 2013.

BUT **MARKETERS** THINK  
**SALESPEOPLE** COULD DO BETTER.

**40%** of marketers don't think salespeople do a good job of sharing the content they provide.

[Learn more about social selling here](#)



## 2 Understanding the Customer

**Buyer personas** help **marketers** to  
communicate with the right audience.

[Learn how to create yours here](#)

But not enough marketers are applying  
personas to their **marketing strategy**.



**41%** of marketers do not use  
buyer personas.

This makes it difficult for marketing to envision what a **good-fit lead** looks like.

Contrary to what **Sales** may think ...

Contrary to what **Sales** may think ...

**95% of marketers** said that lead quality is important to them ...

... but only **5%** of them think they give sales a perfect fit lead.

**AND SALESPEOPLE** AGREE ...

Only **6%** of **salespeople** think that marketing gives them **perfect-fit leads**.



**MARKETING** AND **SALES** AGREE ...



MARKETING **HAS NO IDEA** WHO  
THEY'RE MARKETING TO!

### 3 Nurturing the Relationship



When **59%** of marketers admit that they have **no formal agreement with Sales** to determine both teams' responsibilities ...

[Learn how to create an agreement here](#)

... and **40%** of marketers don't even know what a **marketing-qualified lead** is ...

OR ... A **SALES**-QUALIFIED LEAD

... it might leave some marketers asking,

**‘Where do I stand in this relationship?’**

AWKWARD



# AWKWARD


Having a **service level agreement** between Sales and Marketing can really help to **solve this problem.**

[Learn how to create an SLA here](#)





**87%** of salespeople  
think they do a good  
job of following up  
with leads Marketing  
gives them ...



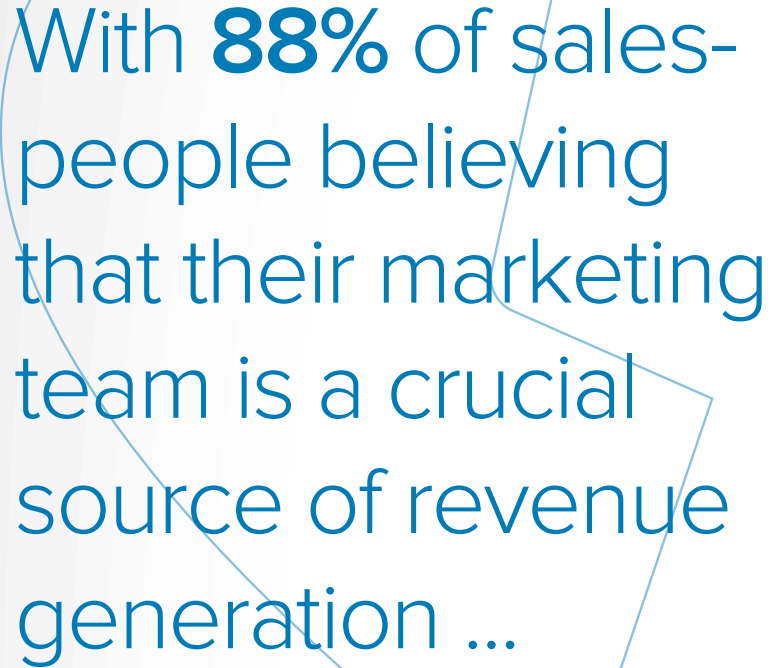
**87%** of salespeople think they do a good job of following up with leads Marketing gives them ...



... **only 64%** of marketers agree.

**BUT ...**

... with **88%** of salespeople believing that their marketing team is a crucial source of revenue generation ...



With **88%** of salespeople believing that their marketing team is a crucial source of revenue generation ...



... and **72%** of marketers believing that their sales team is collaborative ...

A large heart shape is centered on the page, split vertically into two halves. The left half is a solid blue color, and the right half is a solid orange color. The heart is positioned over a background of light gray, semi-transparent vertical stripes that fade out towards the right. The text is centered within the heart, overlapping both colors.

... there is hope for their  
relationship!



**4** In a perfect world, the conversation would go like ...



You give me **great content**  
**to share** on my social  
networks.



You give me great feedback  
to help develop an **accurate**  
**buyer persona.**

[Learn How Here](#)



Marketing sends me  
**perfect-fit leads.**

[Learn How Here](#)





Sales does a great  
job following up with  
leads now that we  
**have an agreement**  
in place.

[Learn How Here](#)



We avoid confusion by looking at the **same dashboards with shared goals.**

[Learn How Here](#)