

# Future-Proof Your Marketing Pipeline

---

Smarter Strategies for Uncertain Times

# How modern B2B marketing teams are building revenue resilience, optimizing impact and gaining competitive edge during downturns.

---

The current market is volatile. Economic headwinds, shifting business priorities and general uncertainty have forced companies to re-evaluate every dollar or pound spent. In many cases, the first department to be hit with cuts is marketing.

But that instinct could be one of the costliest. Research has shown that companies who continue to invest strategically in marketing during downturns outperform those who go quiet. But why is this? Because consistency builds trust.

This guide outlines practical steps for building a marketing strategy that not just survives uncertain times but thrives in it.

If you prefer, you can watch our on-demand webinar which discuss the key points raised.

[Future Proof Your Pipeline – On-Demand Webinar](#)

# Reframing Marketing in a Volatile Economy.

## Finding Opportunity in the Uncertainty

- Economic pressures force prioritization.
- Scrutiny increases across all expenditure.
- Marketing often faces the early cuts, but this is short-sighted.

What the data says: A report by McKinsey shows that brands which maintain their visibility during economic downturns grow stronger, gain more market share and stay top-of-mind while their competitors go quiet.

**“Even if they’re not buying today, they are still watching”**

## Key Principles:

- Don’t go quiet, remember to be strategic in your thinking and planning.
- Marketing builds brand equity over time, not overnight.
- Full-funnel presence is critical, do not neglect one for the other.

# From Leads to Revenue. Marketing's New Role.

---

Marketing is no longer a support function within the business; it's a revenue engine.

The outdated viewpoint of marketing just filling the top of the funnel is dead. Today, the best marketing teams do so much more:

- 1) Tightly aligned to their sales teams
- 2) Influence full-funnel growth
- 3) Measure success by pipeline and revenue impact

There has been a seismic shift in recent years within the marketing environment. Previously, where volume of leads was enough, marketing teams now focus on value. Where they looked solely at number of impressions, they now consider the impact of these in the wider marketing context and where they focused only on generating MQLs, they now look at full-funnel metrics.

Indeed, modern marketing professionals must now:

- Own conversion metrics, not just clicks or leads.
- Partner and align with sales to forecast, optimise and close deals.
- Use data to justify decisions and secure budgets.

**“To get a seat at the strategy table and a budget to match, marketing has to think like a revenue leader”**



# Doing the Right Things... Only Better.

Cuts to budgets doesn't mean pause, it means precision.  
As a marketing leader, ask yourself:

- Is my team structured well enough to move and adjust quickly?
- Does our martech stack and tools actually support our objectives, or are they gathering dust?
- Can we scale up, or down, depending on conditions?

Nowadays, the brightest marketing teams:

- Audit their people, platforms and partners regularly
- Align with sales around fewer, but clearer metrics
- Be ruthless with underperforming channels

**“In uncertain times, efficiency becomes  
your greatest advantage”**

# Creativity Wins. Always.

---

Low cost isn't always most effective . In a race for efficiency, teams sometimes chase the cheapest tactics and tools. But the best marketing still requires quality, especially in the messaging, customer experience and creative.

Strong marketing departments can balance:

- Cost-per-lead with overall conversion percentage
- Volume with precision targeting
- Creative quality with relevance to their ICP

By focusing on the metrics that matter, marketing leaders will be able to decipher:

- Break-even cost per contact
- Sales team's conversion rate from marketing sourced leads
- Pipeline contribution, and source attribution, over time

# Align Revenue Metrics That Matter

Marketing teams need to understand and influence the backend funnel metrics.

Classic lead generation metrics like MQLs or email opens don't really tell the full story. Therefore, marketers are increasingly looking at:

- 1) Cost per opportunity
- 2) Conversion rate to closed / won
- 3) POAS (Profit on Ad Spend)

As marketing becomes more scientific and data-led, marketing leaders now need to ask:

- How many accounts are being exposed to our marketing?
- How many of these accounts are converting into pipeline?
- And what is our sales team conversion rates on marketing pipeline?

By asking, and answering, these questions, marketing teams can adjust their channel mix, creative and targeting accordingly, ensuring their budgets are used in the most precise way.

**“You can't optimise what you don't know.  
Understand your numbers, then act”**

# Audit Your People, Platforms & Partners.

---

Speed and agility in uncertain times relies on people and platforms. In the rough times, organizations need to know they have teams who can pivot quickly, and tools that deliver real value.

Ensure to regularly review:

- People, platforms and partners
- Ability to move with speed and pivot when necessary
- Structures to scale up or down
- What is driving the best results, and what is being underutilized

In the modern marketing world, leaders need to be ruthless where tools and vendors are concerned. Prioritize investments that support business objectives and revenue growth.

## **Conclusion.**

Building a resilient, high-performing marketing function in uncertain times isn't about surviving, it's more than that. Marketers need to be ready to win when others stand still.

Smart, strategic investment. Full-funnel accountability. Creative that converts and data that drives decisions.

This is how a modern marketing team will win.

## References

<https://www.mckinsey.com/capabilities/strategy-and-corporate-finance/our-insights/innovation-in-a-crisis-why-it-is-more-critical-than-ever>