

5 Ways Marketers Make a Bigger Impact with Enablement



#1

Manage disorganized content

When content is scattered across multiple locations, go-to-market teams can't find the materials they need, when they need it. An enablement solution provides seamless content production, distribution, and governance to make content easy to access, manage, and update.

#2

Support sales strategically

By leveraging enablement tech, marketing teams can completely eliminate the need for one-off requests by making personalized sales content readily available for sellers. This way, marketing teams can devote more time to higher value activities, and sellers can get to closed-won 12 days faster.

#3

Create content with ease

Content creation can be costly, especially as 60% of content that marketing creates goes unused by sales and 85% of marketers produce content that isn't effective. With enablement tech, marketers can streamline content production with automated assembly of dynamic assets that are brand compliant.

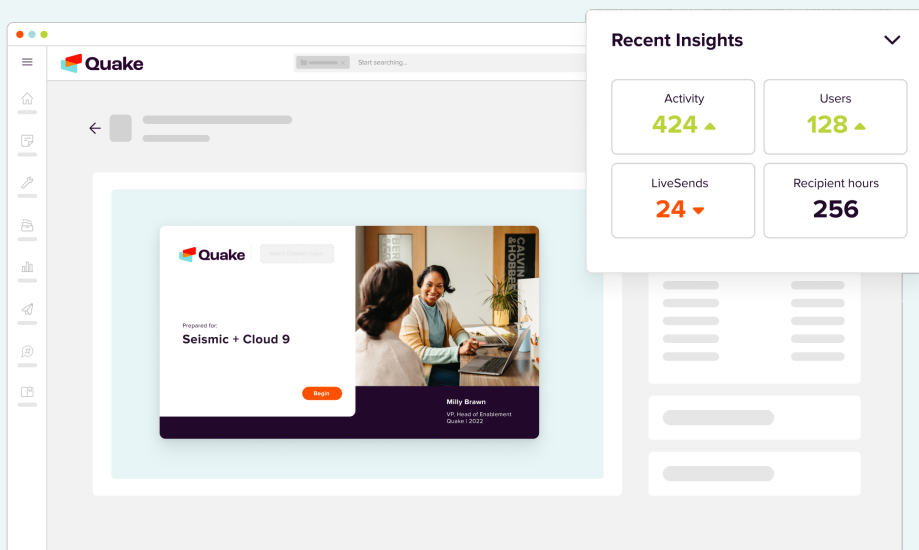
#4 Master go-to-market movements

Without an enablement platform, 80% of sellers can't find the content they need to delight their buyers. But with it, sellers will use marketing content 350% more often because they have easy access to the latest, most relevant materials for their buyers. It's a win-win for all involved.



#5 Improve revenue by doing more of what works

Marketing teams often lack visibility into which content does or doesn't drive revenue. With an enablement platform, you can create a stronger, smarter content strategy with insights and data from across the entire customer lifecycle.



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