

# Persona Dossier: Regional Marketing Director (SEA, B2B Tech, >\$50M ARR)

## 1. Snapshot Card

- **Typical Titles & Seniority:** *Regional Marketing Director* (SEA/APAC) or *Head of Marketing* – Director to VP level (15+ years experience) <sup>1</sup>. Often one level below CMO or GM, leading a regional marketing team.
- **Company Profile:** Mid-to-large B2B tech/SaaS firms (>\$50M ARR) in enterprise fintech, cloud, or software. Often HQ in US/EU with APAC hub in Singapore. Regional footprint covers Singapore, ASEAN emerging markets (Thailand, Vietnam, Indonesia) and ANZ. Company size typically 200–1000+ employees, high-growth or post-IPO scale-ups with multi-country operations.
- **Core OKRs/KPIs:** Pipeline *volume & value* (marketing-sourced/influenced pipeline \$), lead-to-opportunity conversion rates, and **ROI on marketing spend** <sup>2</sup>. Common targets include quarterly **MQL/SQL counts**, **CAC** (cost per acquisition), and **marketing-influenced revenue**. Also accountable for **brand metrics** (share of voice, awareness) and **campaign performance** (CTR, CPL, engagement) – but pipeline and revenue impact are paramount <sup>3</sup> <sup>4</sup>.

## 2. Day-in-the-Life Narrative

**6:30 AM:** Checks overnight Slack/Emails from HQ and local teams. Reviews the APAC **campaign performance dashboard** over coffee – yesterday's webinar leads, Google Ads CPL, LinkedIn engagement. Sees that Indonesian ad CTR is lagging and a Thailand landing page needs translation fixes.

**9:00 AM:** Joins a regional leadership call with Sales: pressured about this quarter's pipeline shortfall in Vietnam. The Sales Director asks if marketing can accelerate lead-gen – a familiar stressor. She agrees to reallocate budget to a quick campaign blitz, while internally worried about ROI.

**11:00 AM:** Firefighting mode – an upcoming Singapore virtual event has low registrations. She huddles with her team on **last-minute tactics**: an extra email blast, sponsor cross-promotion, maybe targeted LinkedIn ads. Balancing multiple country strategies, she's context-switching between a content localization request for Thailand and creative review for an Indonesian case study. **"You have to do everything and be everywhere,"** she muses, as demands span from strategic planning to trivial copy tweaks <sup>5</sup>. Biggest success metric? Filling the sales pipeline across all markets – and today that pressure looms large.

**2:00 PM:** Quick lunch at desk while reviewing this week's **marketing KPIs**. Prepares a slide for the global CMO showing APAC's contribution: marketing-influenced deals, cost per lead by country, and key wins (e.g. a big enterprise deal from a campaign in Malaysia). She knows global expects **"measurable returns on marketing investment"** <sup>6</sup>, so she double-checks the attribution model.

**4:00 PM:** Meets with a potential **agency partner** about support for multi-country demand gen. Her questions: Can they produce content in Bahasa and Thai? Do they have **case studies** in APAC? How will they

report performance? She's balancing skepticism (after mediocre experiences with local agencies) and hope that an external partner can relieve her team's bandwidth crunch.

**6:30 PM:** Wraps up by drafting next quarter's plan. This includes a new **ABM pilot** for key accounts in ASEAN, more **localized content** (webinars in Thai/Vietnamese), and budget for **marketing tech** upgrades. She feels the weight of juggling regional nuance with global strategy. Biggest stressors remain **hitting pipeline targets, proving ROI** to HQ, and ensuring the small SEA team isn't stretched too thin. Success means seeing **sales hit their number with help from marketing**, and hearing the global CEO mention APAC as a growth driver.

### 3. Tension Analysis – I.M.P.A.C.T. Pillars

A mapping of this persona's key challenges and latent pains, and why the status quo isn't sustainable:

Pillar	Burning Question (Pain)	Current Workaround	Hidden Cost of Status Quo
<b>I – Insights</b>  (Market & Buyer Understanding)	<i>"How can we get deeper customer insights in diverse SEA markets?"</i>  She worries their understanding of local buyer behavior is shallow <sup>7</sup> .	Basic reliance on CRM data and sales feedback for targeting <sup>8</sup> ; occasional one-off market research.	Missed opportunities and mis-targeted campaigns – <b>68% of APAC marketers lack effective buying-group identification</b> , leaving revenue on the table <sup>9</sup> . Decisions based on gut feel risk focusing on the wrong audience segments.
<b>M – Metrics</b>  (Measurement & ROI)	<i>"Are our marketing efforts actually driving revenue?"</i>  Under pressure to prove ROI on every campaign. Struggles with multi-touch attribution across channels.	Tracks lead funnel metrics in spreadsheets; uses Google Analytics and CRM reports for last-click attribution. Focuses on MQL counts as a proxy for success.	<b>Poor attribution</b> undervalues marketing's impact or overvalues vanity metrics. Could lead to budget cuts if she can't show "measurable returns on marketing" <sup>6</sup> . Also risk of <b>over-investing in low-yield channels</b> due to incomplete data.

Pillar	Burning Question (Pain)	Current Workaround	Hidden Cost of Status Quo
<b>P – Process &amp; People</b>  (Team Capacity & Workflow)	<i>“How do we scale campaigns across 5+ countries with a lean team?”</i>  Multiple languages and time zones strain her team. Frequent context switching hampers quality.	1) <b>Repurposing global content</b> without full localization. 2) Juggling many hats (each marketer covers multiple roles). 3) Hiring freelance translators ad-hoc.	<b>Team burnout</b> and inconsistent campaign execution. Important local nuances get lost, hurting engagement. Things fall through cracks – e.g. delayed launches – impacting pipeline. Quality suffers when the team is in perpetual scramble mode.
<b>A – Alignment</b>  (Across Sales & HQ Strategy)	<i>“How can I align regional marketing with sales targets and global vision?”</i>  Feels caught in the middle: local sales needs quick leads; global HQ pushes brand and compliance.	Conducts regular sales sync meetings and uses shared OKRs. Translates global campaigns to local reality (with minimal tweaks). Manages expectations up and down.	<b>Misalignment</b> erodes marketing’s credibility. If she prioritizes short-term lead volume (to appease sales), <b>brand building lags</b> (and vice-versa) <sup>10</sup> . Friction with sales (over MQL quality) or HQ (over brand compliance) can slow down campaigns and hurt results.
<b>C – Channels &amp; Content</b>  (Go-to-Market Execution)	<i>“Which media channels work best in each country, and how do we produce enough localised content?”</i>  Unsure if budget is optimally allocated across LinkedIn, Google, events, etc., in markets like VN or ID. Gaps in local language content.	<b>Favoring known channels</b> (e.g. LinkedIn & search) for all markets. Using English content region-wide with minor tweaks. Relying on distributors/ partners for local events.	<b>Wasted spend</b> in channels that don’t hit the right audience (e.g. missing local social platforms). Diminished resonance of one-size content – prospects tune out. Competitors with in-language content win mindshare. The <b>audience reach</b> remains limited (reflected in only 36% of APAC marketers confident they reach targets <sup>11</sup> ).

Pillar	Burning Question (Pain)	Current Workaround	Hidden Cost of Status Quo
<b>T – Technology</b>  (MarTech & Data Integration)	“Why is our marketing tech stack so fragmented?”  Using Marketo, Salesforce, maybe local webinar tools – but data isn’t synced. Reporting across tools is manual and slow.	Operates a patchwork stack: exports leads from events into Excel, manually imports into CRM; uses separate analytics for web vs. ads. Delays integration projects due to lack of IT support.	<b>Inefficiency and data silos.</b> Marketing spends more time wrangling spreadsheets than optimizing campaigns. Critical insights are missed or delayed (e.g. duplicate leads, or attribution gaps). It’s telling that <b>67% of APAC marketers cite integrating marketing technology as their top challenge</b> <sup>12</sup> – the status quo directly impedes performance improvements.

## 4. Buying-Committee Map

When this Marketing Director evaluates an outside demand-gen agency or service provider, the buying process typically involves a **committee**: - **Champion (Key Driver):** *Marketing Director herself*. She initiates the search for vendors to fill capability gaps (e.g. multi-lingual campaign execution). She defines requirements and internally advocates for the project.

- **Decision Maker/Sponsor:** Often the *Regional VP Marketing or CMO* (if above her) or the *Managing Director/ GM APAC*. They sign off on budget and need assurance of ROI and brand safety. The Marketing Director must sell the choice to them by highlighting strategic fit and proven results.

- **Influencers:** *Sales Directors* (or Regional Sales VPs) have a say – they care that the vendor will deliver high-quality leads. A *Regional Product or Business Unit Head* might weigh in if campaigns are product-specific. The *Marketing Director’s team* (field marketing managers, digital leads) also influence by comparing tool compatibility or ease of execution with the vendor.

- **Blockers:** *Procurement* (will demand competitive quotes, drive price negotiation), and possibly *Global Marketing or IT* (they might insist on using a global agency or ensuring data compliance). If global HQ has a preferred agency roster, deviation can be a hurdle. Also, a *CFO/finance controller* could delay approval if ROI case isn’t strong.

- **Buying journey length:** Typically **3–6 months** for a significant agency contract. Includes needs analysis, RFP issuance, multiple pitch meetings, and internal justification. **Multiple stakeholders (often 6–10 people)** may get involved in evaluation, from marketing, sales, procurement, to legal <sup>13</sup>. Expect ~3+ presentation rounds and **about 17 meaningful interactions** (meetings, reference calls, emails) before a decision <sup>13</sup> – reflecting the complex B2B purchase process.

- **Preferred Proof Points:** This persona looks for **evidence and reassurance**. Key proof points include: **Regional case studies** (e.g. a tech campaign in SEA that drove measurable pipeline) with concrete ROI metrics; **client references** from other APAC B2B tech marketers she can speak to; the vendor’s **expertise in local languages and channels** (demonstrated by examples of Thai or Indonesian content, or local campaign success). She values vendors who can **speak her language of data** – showing reporting dashboards or KPI frameworks used for other clients. **Analyst rankings or awards** (e.g. Gartner/Forrester mentions, industry awards) are nice-to-have credibility boosters. Overall, she will be convinced by a vendor

who proves they know how to drive results **in APAC specifically**, can align to her KPIs, and has the endorsements to back it up.

## 5. Tech-Stack & Channel Mix

- **Top Martech Tools:** This persona typically oversees a **stack built around CRM and marketing automation**. Commonly used are **Salesforce CRM + Marketo** (or HubSpot/Adobe) for automation <sup>14</sup>, enabling lead tracking and email nurturing. Many teams add an **ABM/intent platform like 6sense** for identifying buying intent <sup>15</sup>. A **content management or experience tool (e.g. Uberflip)** stores regional case studies and assets for reuse <sup>15</sup>. Analytics are key – Google Analytics (or Adobe Analytics) for web metrics, plus built-in dashboards from ad platforms. For project management and collaboration, tools like **Asana or Trello** might coordinate regional campaign tasks <sup>15</sup>. Integration is a pain point – often these tools are not fully unified (hence the high concern about tech integration). The stack choice leans toward **global-standard platforms** (to align with HQ systems) but augmented by regional add-ons (e.g. a local webinar platform or a WhatsApp business API for certain markets).
- **Channel Mix:** The go-to channels are those proven in B2B, adjusted for APAC realities. **LinkedIn** is the #1 social channel – used for both organic content and targeted ads – given its professional audience (86% of B2B marketers globally use LinkedIn, the most-used B2B social platform <sup>16</sup>, and ~40% rate it the top channel for quality leads <sup>17</sup>). **Search marketing** (Google SEM and SEO) is critical for capturing intent; for instance, optimizing in local languages for markets like Thailand. **Email marketing** remains a staple for nurturing leads and account-based plays (via the marketing automation tool). **Content marketing** is heavily used – webinars, whitepapers, case studies – often promoted through **content syndication and PR** on industry sites. **In-person and virtual events** are big in this region: industry conferences, roundtables, and flagship webinars help generate and accelerate leads <sup>18</sup> <sup>19</sup>. In markets where Facebook or local networks are popular (e.g. Facebook in Vietnam/Indonesia for broader reach), she may include them for top-of-funnel awareness, but LinkedIn and search are generally favored for targeting decision-makers. The **media mix** is increasingly multi-channel: an APAC marketer often runs an integrated campaign with 4 or more channels (42% of APAC marketers use at least four channels per campaign <sup>20</sup>) – for example, a single campaign might span LinkedIn ads, Google search ads, email, and a localized webinar. This diversified mix is aimed at surrounding the target accounts across touchpoints. The **why**: reaching elusive enterprise buyers requires being present on multiple platforms – as one study noted, **71% of APAC marketers observed their B2B buyers using social media more in decision-making** <sup>12</sup>, and buyers typically need numerous interactions (often 17+) before purchase <sup>13</sup>. Hence, the Marketing Director allocates budget to a blend of channels that build both brand familiarity and generate direct responses, tweaking the mix per country (e.g. more events in markets where personal relationship is key, more digital in markets with high online research behavior).

## 6. Trigger Events & Budget Cycles

- **Fiscal Year & Budget Planning:** Many such companies run on a Calendar Year fiscal (Jan–Dec), meaning **Q4 (Oct–Dec)** is budget planning crunch time. By November, she's submitting APAC marketing plans and budget asks for next year. Funds are typically released in January, with a mid-year reforecast around June. (If the org aligns to US HQ with a different FY, e.g. July–June, shift that accordingly – in either case, she operates on annual budget cycles with semi-annual adjustments.) **Budget cycles** tend to be front-loaded: major campaigns kick off in Q1 after budget approval,

another push in Q3 after H1 results. She often needs to “**use or lose**” budget by year-end, which can trigger spending on pilots or agency engagements in Q4.

- **Trigger Events for engaging vendors:** A few common scenarios prompt her to seek outside help (and issue RFPs/RFQs):
- **New Market Entry or Growth Surge:** If the company is officially launching in a new SEA market (e.g. Vietnam) or aggressively scaling in one, she'll need an agency to quickly provide local marketing execution (local PR, localized digital campaigns) since her team lacks on-the-ground presence.
- **Performance Gaps:** Missing pipeline targets can force her hand. For example, if Q2 pipeline for a product is 30% behind in Indonesia, she might engage a demand-gen agency by Q3 to amplify lead gen and avoid missing annual goals. An RFP is triggered as a rescue measure.
- **Global Initiatives/Products:** A new product launch globally with an APAC target might come with high expectations but little local content – she'll seek a partner to create **regionalized campaign assets** and media plans. The trigger is a global product team asking “We need X leads from APAC for this launch,” without giving extra internal resources.
- **Leadership or Strategy Change:** A new CMO or APAC GM often prompts reviewing all marketing approaches. If a new APAC GM questions the current demand generation results, she might proactively look for an agency that can inject fresh strategy or advanced capabilities (ABM, better analytics). New leadership's mandate for faster growth = new vendor considerations.
- **Budget Windfall or Cuts:** Sometimes, extra budget becomes available mid-year (e.g. HQ reallocates funds to APAC due to a success case) – she might quickly find an agency to execute a campaign in the short window. Conversely, if headcount is frozen or reduced, outsourcing to an agency becomes a solution to still get work done.
- **Budget Release Windows:** Typically, **Q1** is when budgets are unlocked (for Jan–Dec FY, Jan/Feb are busy with kicking off approved programs). There's often another mini release or adjustment in **Q3** after H1 review – if H1 results are good, additional funding might be granted for H2 campaigns (or cuts if behind plan). The **RFP timing** often coincides with these windows: many RFPs are issued in late Q4 to have a vendor onboard by Q1, or in Q2–Q3 to address mid-year needs. Notably, APAC marketers have been optimistic about budgets recently – e.g. **\*\*81% of APAC marketers anticipated budget increases for 2024 (up from 56% the previous year)** <sup>21</sup> – so when budgets rise, she looks to invest in scalable programs (often via agencies or new tech). Conversely, if macro conditions tighten budgets, she might consolidate vendors or demand more performance-based deals rather than issuing new RFPs.
- **Long-term vs. project engagements:** This persona prefers to time big **agency decisions** with budget cycles so she can secure funding. However, she might do **project-based trials** as needed (e.g. a one-off campaign pilot in one country) outside the normal cycle, especially if it can be funded from an existing program budget. A successful pilot then strengthens her case during the next formal budget planning to fund a longer contract.

## 7. Vendor Decision Criteria (Ranked)

When choosing a demand-gen partner, this Marketing Director ranks her priorities as:

1. **Proven APAC Results & Track Record:** She will insist on seeing **case studies for multi-country campaigns in SEA** with outcomes like pipeline created or ROI achieved. An agency's **track record** in similar B2B tech contexts is the top factor <sup>22</sup>. She's essentially thinking, “*Have you done this*

*successfully for a company like ours, in these markets?” Testimonials or references from clients in APAC are highly valued.*

2. **Local Market & Language Expertise:** Given the **cultural and language nuances** across Southeast Asia, it's crucial the vendor can execute in local languages (Thai, Vietnamese, Bahasa) and navigate local media channels. She looks for “*boots on the ground*” or at least native-language capabilities in the team. An agency that understands **APAC's buyer diversity and complexity** (and has staff familiar with those norms) earns trust <sup>23</sup>. If not, she fears spending money on campaigns that culturally misfire.
3. **ROI Accountability & Measurement:** She prefers vendors who are as **results-driven** as she is – this could mean **performance-based pricing models** (at least partly tying fees to lead or pipeline targets), or very transparent reporting. Since **marketing ROI is a top KPI** internally <sup>10</sup>, she will favor a partner who can prove effectiveness with data and even guarantee certain outcomes. Ability to integrate with her reporting (or provide a clear dashboard) is part of this criterion. Essentially, “*Will you make me look good by hitting the numbers, and show me the proof?*”
4. **Full-Funnel Capabilities (One-Stop Shop):** An ideal partner can handle **end-to-end demand generation** – from strategy and creative/content production to media buying and down-funnel optimization. She has limited bandwidth to coordinate multiple agencies, so she ranks highly a vendor that can deliver an integrated solution. For example, an agency that can both produce localized content *and* run the ads *and* optimize landing pages is attractive. This aligns with her need for always-on, multi-touch campaigns without the siloed approach of separate creative vs. media agencies. A cohesive approach also promises better consistency and less hand-off loss. (In the past, juggling many niche agencies was painful; she now looks for a partner that can cover most bases, or at least project-manage the whole funnel.)
5. **Strategic Insight and Chemistry:** Beyond execution, she'll gauge if the vendor truly “**gets**” the **B2B tech landscape in APAC** and can contribute strategic ideas (not just take orders). During pitches, she notes who challenges her thinking or provides new insights about, say, APAC CXOs' buying behavior. She also considers cultural fit: an agency team that communicates well, is agile, and **collaborative with her team**. Since engagement could be long-term, trust and ease of working together matter. An example of strategic value would be an agency pointing out a missed segment or suggesting a new channel backed by data. If the agency can connect their approach to her **business goals clearly (e.g. drive 20% more pipeline)** and even help educate her team, that's a big plus.

*(Overall, factors like price are considered, but she is willing to pay for value. She'll run the process fairly (often with a scorecard). In summary, a vendor with strong APAC references, multi-language capabilities, data-driven approach, and a comprehensive service offering will rise to the top of her list.)*

## 8. Recent Stats & Benchmarks (APAC B2B Marketing 2024–25)

- **Tech Integration Troubles:** As of Sep 2024, **67% of APAC B2B marketers said integrating their marketing technology is their top challenge** <sup>12</sup> – indicating widespread frustration with fragmented martech stacks.

- **Targeting Difficulties:** A Feb 2025 survey found **68% of APAC marketers lack an effective process to identify buying groups**, and only **36% feel confident** they're reaching the right audiences <sup>9</sup> <sup>11</sup> . This highlights ongoing difficulties in targeting and segmentation despite data tools.
- **Social Media's Rise:** **71% of APAC marketers observed an increase in the use of social media for research/decision-making by B2B buyers** (2024 vs prior year) <sup>12</sup> . Buyers are self-educating on channels like LinkedIn and Facebook more than ever, underscoring the need for a strong social presence.
- **Multi-Channel Marketing:** Over **42% of APAC marketers are using four or more different channels** in a typical campaign (2024) <sup>20</sup> . Embracing multi-channel strategies has become the norm, as teams try to engage buyers across numerous touchpoints.
- **Budget Optimism:** **81% of APAC marketers anticipated ad budget hikes in 2024**, up sharply from 56% the year prior (Nielsen's 2024 annual marketing report) <sup>21</sup> . APAC marketers are generally bullish, outpacing global peers – for instance, one study showed **38% in APAC expect a significant revenue increase in 2024, with 31% planning major budget increases**, compared to only 16% globally last year <sup>24</sup> .
- **Performance vs. Brand Balance:** Despite lip service to long-term brand building, **70% of marketers plan to prioritize performance marketing over brand initiatives in 2024** (Nielsen report) <sup>10</sup> . This skew toward short-term results may come at the cost of brand equity – a tension many in the industry are debating.
- **Marketing Overload:** **71% of B2B CMOs in Australia** (as a proxy for APAC) **said it's been challenging to focus on what matters – reaching buyers – due to so many competing demands** (LinkedIn B2B Benchmark, Jun 2024) <sup>25</sup> . This validates that marketing leaders are stretched thin, echoing the “do everything, be everywhere” pressure in APAC.
- **Complex Buying Committees:** B2B buying cycles remain lengthy: typically **6–10 stakeholders involved and ~17 meaningful interactions needed** before a purchase is made <sup>13</sup> . This was noted in mid-2024 research and underscores why marketing campaigns must sustain over long cycles and engage multiple roles (in APAC, buying groups can be even more complex with regional layers).
- **LinkedIn Dominance in B2B:** **86% of B2B marketers worldwide use LinkedIn**, making it the most-used social platform for B2B, and **around 40% rank it as the most effective channel for high-quality leads** <sup>16</sup> <sup>17</sup> . In APAC, LinkedIn's member base has grown (Asia Pacific now has the largest member share at 326 million+ users) <sup>26</sup> , solidifying its role as a key channel for enterprise outreach.
- **Gen AI Adoption:** The generative AI wave is being embraced: **58% of B2B marketing leaders in Australia (and other key markets) are already using generative AI in their marketing**, primarily to improve productivity and content creation speed <sup>27</sup> . Moreover, **60% of APAC marketers believe GenAI can positively impact marketing innovation and consistency** <sup>28</sup> . The persona is likely exploring AI tools for scale, even as full use cases are still being figured out.

(Sources: Anteriad “2024 B2B Marketing Outlook APAC” Sep 2024 <sup>12</sup> <sup>29</sup> ; Pipeline360 “2025 State of B2B Pipeline Growth” Feb 2025 <sup>9</sup> <sup>11</sup> ; LinkedIn 2024 B2B Marketing Benchmark (Australia) Jun 2024 <sup>25</sup> <sup>30</sup> ; Nielsen Annual Marketing Report 2024 <sup>21</sup> <sup>10</sup> ; Sprout Social/Statista 2025 data <sup>16</sup> <sup>17</sup> .)

## 9. Language & Messaging Cues (What They Say)

Real phrases and keywords this persona uses when discussing goals and pains, revealing their mindset:

- **“Old data is killing us.”** – Complaint that outdated/incomplete data is undermining campaign results <sup>31</sup> . Speaks to frustration with data quality and CRM accuracy.



- **“You have to do everything and be everywhere.”** – Comment on the overwhelming scope of modern B2B marketing in APAC <sup>5</sup> . She often feels spread thin across channels and initiatives.
- **“Our journeys are not linear.”** – Recognition that the B2B buyer journey is non-linear and unpredictable now <sup>32</sup> , requiring new approaches beyond the old funnel mentality.
- **“The inbound model...has become an outdated model in today’s buyer-driven world.”** – Admitting that traditional inbound tactics (eBook + form fill + SDR) no longer suffice <sup>32</sup> . Signals urgency to adopt new, buyer-centric tactics.
- **“Differing cultural norms...a vast array of languages create a complex market requiring a nuanced approach.”** – Acknowledges the reality of Southeast Asia’s diversity <sup>23</sup> . She uses words like “nuanced” and “complex” when advocating for local strategies (e.g. explaining to HQ why APAC needs a tailored plan).
- **“Deliver measurable returns on marketing investment.”** – Her mantra to the team and agencies: everything must tie to ROI <sup>6</sup> . Phrases like “measurable impact” and “ROI-driven” pepper her reports and vendor briefings.
- **“Need to stretch our budget dollars further.”** – Common refrain in planning meetings, especially if global budget allocations are tight <sup>33</sup> . Reflects a scrappy mindset: maximize results from limited resources.
- **“Balancing brand and performance.”** – She talks about this dual mandate frequently (often in phrases like “finding the balance between brand awareness and demand gen”). The tension between long-term brand building and short-term lead gen is top-of-mind <sup>34</sup> .
- **“Account-Based Marketing (ABM)”** – A buzzword she uses when strategizing how to go after key accounts. She’ll say things like “We’re piloting an ABM program” or “Can the agency support our ABM needs?” ABM is seen as a way to improve quality over quantity <sup>35</sup> .
- **“Data-driven decision making.”** – An oft-repeated ideal in her vocabulary <sup>36</sup> . She strives to back plans with data and expects her team (and vendors) to do the same. You’ll hear her emphasize being “data-driven” when defending a strategy (e.g. citing market research or past performance data to justify a campaign).

*(These phrases were drawn from recent APAC marketing leaders’ comments and posts to reflect authentic language <sup>31</sup> <sup>5</sup> <sup>32</sup> <sup>23</sup> . They demonstrate her focus on ROI, her acknowledgment of regional complexity, and the immense pressure she voices about “doing it all.”)*

## 10. Recommended Content Hooks for a Signature Presentation

**Opening Tension Statements (with data-backed insight):** To grab her attention in a pitch or conference talk, hit her with provocative truths that map to her pains:

- “Two-thirds of your peers in APAC admit they don’t have an effective way to identify buying groups <sup>9</sup> – meaning potential customers are invisible in their funnel.” (Sets up the pain of poor targeting; she’ll likely nod, recalling her own struggles with reaching the right buyers.)

- “93% of APAC B2B leaders say building buying-group trust is crucial, yet 70% still double down on short-term performance marketing over brand building <sup>37</sup> <sup>10</sup> .” (Creates tension between what marketers know vs. what they do – she’ll recognize this as the brand vs. demand dilemma she faces, backed by the cited stat that 70% prioritize performance).

- “71% of CMOs confess they can’t focus on strategic priorities like buyer engagement because they’re drowning in competing demands <sup>25</sup> .” (Validates her daily chaos with hard data. Implies a solution: outsourcing or smarter focus can relieve this.)

Each of these statements is a *tension opener* that should be immediately followed by how your solution or insight resolves it. They resonate with the **I.M.P.A.C.T. pillars**: the first hits “Insights” (knowing your buying groups), the second “Alignment” (short-term vs long-term focus), the third “Process/People” (overload).

**Interactive Element Idea – Live Poll:** Engage her (and the room) by polling “What’s your biggest growth blocker right now?” with options like **A) Inadequate pipeline insight, B) Inconsistent regional execution, C) Unproven ROI, D) Siloed tech/data**. Have everyone vote via phone. This not only wakes the audience up, but visualizes how common each pain is. For example, if a majority picks ROI or data silos, you can immediately reference that “this mirrors industry research – e.g. **67% here struggle with martech integration** (and our poll reflects that) <sup>12</sup>.” It personalizes the problem and primes her to listen on how to solve it. (Alternative: a quick “**audit**” volunteer – e.g. review one attendee’s landing page or LinkedIn ad live to show gaps – but a poll is lower-risk and inclusive.)

**Next-Step Offer (Aligned with IMPACT):** End the presentation with an “*irresistible offer*” that speaks to her pains across the IMPACT spectrum. For example: “**IMPACT Acceleration Audit – Free 1-Day Workshop.**” Pitch this as a complimentary, no-obligation assessment where your team maps the company’s marketing against the six IMPACT pillars (Insights, Metrics, Process, Alignment, Channels, Tech). Deliverables: a mini report diagnosing where they’re strong or lagging (e.g. maybe their “Tech” integration is weak, or “Alignment” with sales needs work) and a roadmap of quick wins. This offer is attractive because it promises immediate *value* (she’ll get an outside perspective and some actionable recommendations tailored to her situation), and it aligns perfectly with her needs – essentially a taste of how your services can fill the gaps. Emphasize it’s customized for her multi-market context (e.g. includes a **local content audit** and a **pipeline metrics benchmark**). By addressing each pillar, it shows you understand her world comprehensively. It’s a natural bridge to a paid engagement, because once she sees the gaps (and gets buy-in from her team with the audit findings), the next step will be to let your firm help execute the fixes or strategy. Offering this as a limited, exclusive deal (e.g. “for the first 5 respondents” or “this quarter only”) can add urgency. This kind of next step feels **aligned to her IMPACT priorities** – it’s consultative, data-driven, and region-specific – making it hard for her to resist taking the next meeting.

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<sup>1</sup> <sup>18</sup> <sup>36</sup> Director, Marketing, Southeast Asia - Airwallex Careers

<https://careers.airwallex.com/job/70fd108f-0b14-4ee7-9cb9-cf8a2bd1ce77/director-marketing-southeast-asia/>

<sup>2</sup> <sup>10</sup> <sup>21</sup> 81% of APAC marketers plan bigger ad budgets in 2024 | BestMediaInfo posted on the topic | LinkedIn

[https://www.linkedin.com/posts/bestmediainfo\\_81-of-apac-marketers-anticipate-ad-budget-activity-7190599914366631936-8Hz2](https://www.linkedin.com/posts/bestmediainfo_81-of-apac-marketers-anticipate-ad-budget-activity-7190599914366631936-8Hz2)

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