



CURRENT B2B TRENDS

AND HOW TO IMPLEMENT THEM

How well a B2B company implements their marketing strategy can make or break them, so keeping an eye on the latest trends is essential to getting ahead of the competition.

From simple first steps, such as implementing or expanding a digital platform, to bigger picture strategies like ABM campaigns, all of these elements are important for businesses to understand.

So what are the B2B marketing trends that we're seeing right now? What sort of marketing will be the most popular in the coming year, and how can you leverage these trends for your business growth?

Following are 6 trends that we think you should consider adding to your marketing strategy now.



NOT DIGITAL
MARKETING –
MARKETING FOR A
DIGITAL WORLD

The pandemic forced in-person customer interactions to go remote in a big way - and this digital shift is here to stay.

Customers...

Are comfortable doing business entirely online (desktop and mobile)

Demand a high-quality digital experience

Prefer digital interactions

YOU SHOULD...

- ✓ Upgrade/reinvent your website
- ✓ Optimize mobile experience
- ✓ Refine hybrid/virtual events

90%

of B2B buyers start their buying journey with an online search (*Dialogtech*)

B2B buyers are more than

50%

through the buying process before they reach out to a potential vendor (*WebFX*)

73%

of B2B buyers involved in research and decision-making are millennials - and over a third of them are the sole decision-maker (*HBR*)



CONTENT – DON'T
JUST MAKE IT,
MAKE IT WORK
FOR YOU!

With the shift toward a digital-first buyer journey, digital content becomes critical to drive growth.

Online content...

Is being consumed more every day

Demonstrates expertise and value

Shows understanding of customers' pain points and needs

YOU SHOULD...

- ✓ Conduct a content audit covering all buyers and stages
- ✓ Build a strategy for both new and existing buyers
- ✓ Invest in SEO/SEM

41%

of B2B buyers read 3-5 pieces of content first before contacting a salesperson (*DemandGenReport*)

Nearly
70%

of B2B buyers find and consume content directly from a vendor's website (*99 Firms*)

77%

of B2B firms have a content marketing strategy (*HubSpot*)



USE AI (ARTIFICIAL
INTELLIGENCE)
TO AMPLIFY YOUR
MARKETING

Artificial intelligence (AI) is already making marketing smarter and more efficient with faster, better insights and analytics.

Artificial intelligence...

Improves targeting and segmentation

Makes personalization and lead scoring easier

Provides content insights

YOU SHOULD...

- ✓ Get predictive analytics
- ✓ Receive customer insights
- ✓ Clarify buyers with intent data

2/3

of B2B marketers are currently planning, evaluating, or implementing AI for marketing or sales initiatives (*Demand Metric*)

AI and machine learning are on track to generate more than

1.4 trillion

in value over the next three years (*McKinsey Global Institute*)

Marketers' use of AI soared from 29% in 2018 to

84%

in 2020 (*Salesforce Research*)



ABM (ACCOUNT
BASED MARKETING)
– YOUR TICKET TO
HIGH-VALUE SALES

Account-Based Marketing (ABM) is a targeted approach that identifies a smaller number of key accounts for highly personalized marketing.

A purposeful strategy...

Builds and focuses sales and marketing on an individual approach

Can drive a better conversion rate

Can be used as a retention/upsell tool

YOU SHOULD...

- ✓ Consider ABM software to execute on your strategy
- ✓ Integrate ABM into your marketing and sales training and expectations

87%

of B2B marketers reported their ABM initiatives outperform their other marketing investments in terms of ROI (*ITSMA*)

91%

of companies using ABM increase their average deal size, with 25% reporting an increase of +50% (*SiriusDecisions*)

#1

email marketing tactic used to improve engagement is email message personalization (*HubSpot*)



VIDEO & PODCASTS
ARE NOT "NICE-TO-
HAVES," THEY ARE
MUST-HAVES

Clients love multimedia content. It's engaging and easy to digest, and it can be far more memorable than written content.

Organizations...

See high ROI from video content

Can increase customer engagement with visual and interactive content

Can use video to better tell their story

YOU SHOULD...

- ✓ Create simple A/V – you don't need to overproduce
- ✓ Start small with "explainer" videos and interactive alternatives

81%

of businesses use video as a marketing tool – up from 63% over the last year (*HubSpot*)

82%

of all consumer internet traffic—that's 15 times higher than it was in 2017 (*Cisco*)

41%

of Americans listen to podcasts (*Edison Research*)



MARKET TO B2B
LIKE IT'S B2C

Utilize the best consumer marketing strategies for business-to-business marketing – including personalized campaigns, engaging on social media, and ensuring you have online reviews.

Customer-centric marketing...

Builds relationships through relevance

Aids in retention

Brings back inactive clients

YOU SHOULD...

- ✓ Audit your messaging and vehicles, ensuring you're talking to client wins and whys
- ✓ Consider your brand and know when/if to engage on social issues

92%

of B2B buyers are more likely to purchase after reading a trusted review (*Spiegel*)

64%

of consumers around the world want brands to take a public stand – B2B have an opportunity to inspire change, but only if it is authentic (*Martech Alliance*)

83%

of customers prefer informal tone in videos (no buzzwords or jargon, relatable people!) (*opt-in monster*)

We've seen a lot of changes in the past year and a half as companies – and the world – have had to adjust to a new way of life in a short amount of time.

There is no one-size-fits-all solution to any business marketing plan. That's why GrowthMode Marketing aligns with YOUR goals and focuses on the RESULTS you need. Contact us today to learn more!

LET'S TALK!

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