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EXCITING B2B MARKETING TRENDS

YOU NEED TO KNOW



Are you on the cutting edge of content marketing trends, or are you pedaling your legs to barely keep up?

We've compiled 12 surefire trends that are shaping the B2B space – hopefully, they don't come as a surprise.

1. ACCOUNT-BASED MARKETING

ABM delivers a **97%** higher ROI compared with other marketing activities. Practitioners say it helps align sales and marketing and make better use of marketing materials.



2. MARKETING AUTOMATION

44% of B2B brands have dedicated marketing automation platforms.



3. CUSTOMER EXPERIENCE

Speed, convenience, knowledgeable help and friendliness are the most undervalued CX traits among consumers.

4. ARTIFICIAL INTELLIGENCE

64% of agents with AI chatbots are able to spend most of their time solving complex problems, compared to just **50%** of those without.



5. VIDEO MARKETING

70% of B2B buyers watch a video as part of their product research before conversion.



6. MARKETING PODCASTS

B2B brands see podcasts as an ideal way to speak to and connect with auditory audiences.



7. LEAD CONVERSION

B2Bs are using more eBooks, webinars and email newsletters to nurture and convert leads.



8. LINKEDIN

LinkedIn accounts for over half of all B2B social traffic – and **80%** of leads.



9. LOCAL SEARCH

B2B brands can benefit from adopting a local SEO strategy.



10. PAID ADS

60% of large enterprises use paid ads alongside content marketing in their strategies.

11. RE-OPTIMIZATION

74% of B2B brands are creating long-form content, ideal for continuous re-optimization.



BIKE RECYCLING!



12. EMAIL MARKETING PERSONALIZATION

71% of email marketers who reuse fully personalized email addresses and their return on investment are "good" or "excellent," compared with just 41% who are in the early stages of adopting personalization.

B2B marketers are becoming more sophisticated in their content creation, technology and tactics.

ARE YOU?