

COUNTING DOWN THE TOP 10 B2B MARKETING TRENDS FOR 2021

Explore and execute the strategies that B2B marketers deemed most important for 2021 via the 2021 B2B Marketing Mix Report.

HUBSPOT AUTOMATION

Thousands of marketers use HubSpot as their preferred choice for email and task automation. With functionality across marketing, sales, and CRM, HubSpot's automation capabilities allow for efficient workflows that free up huge chunks of time. We're not surprised that so many are using and loving this platform for the convenience and alignment it brings between departments.



REFERRALS

B2B is built by networking and interpersonal connections, so referrals will likely always be a major focus for marketers. Each year, we see that professionals depend not only on the recommendations and experiences of their counterparts to make important decisions, those inter-company relationships mean that everyone has to actively develop and nurture those personal connections to find and develop the strategic business partnerships. B2B purchases are big investments, but repeat business is a company-wide approach, and a personal touch goes a long way in building trust.

MARKETING & SALES COLLABORATION

The challenges 2020 introduced to the B2B landscape drove the most effective marketing and sales teams to closer collaboration to generate leads and make conversions. As we head into 2021, marketers will prioritize working with sales directly to better understand customer key pain points, develop strategies to connect with customers, communicate product and service offerings in the right ways, and help grow the business.

SEARCH ENGINE MARKETING

Search engine marketing (SEM) or paid digital advertising is available through more channels than ever before. With so many people working from home or across varied time zones, the opportunities to reach the most target market are plentiful and will continue to increase for the foreseeable future. Manage SEO, website development, and more. SEM is a critical tool that helps industries gain awareness, recognition, and sales relatively easily.



INSTAGRAM & YOUTUBE

We've been excited to see Instagram use increase by nearly 30% from last year, demonstrating the growing reliance of social media on job candidates. Job seekers look to Instagram for clues into a potential employer's culture—something companies need to get creative with as remote work becomes more commonplace. YouTube also saw a significant jump, increasing by 20%. From educational videos to instructional to product case studies, companies are using YouTube to showcase directly video content that helps build brand awareness and sales.



BRAND AWARENESS

In 2020, brand awareness made a big jump in marketing focus, from 17% to 27%. Brands' marketing activities collateral saw a significant increase from 15% to 21%, with countless companies pivoting their service and product offerings to meet new COVID-19 demands. It's not too surprising that branding and its activation through collateral are so relevant.

EMAIL MARKETING

Email marketing offers a phenomenal return on investment for marketers. This year's B2B Marketing Mix Report puts email among the top choices for winning leads, with a consistent ROI that has only been strengthened due to the COVID-19 pandemic.



SEARCH ENGINE OPTIMIZATION

Search Engine Optimization (SEO), when executed in variety, can provide ROI of value. Comprehensive and up-to-date SEO efforts help your website content pages, content, and more. Effective SEO builds connections with your target customers organically and strengthens every other aspect of your online presence. But sales marketing, recruiting, interviews, and social packages to be effective. While mainly slow, SEO continues to produce consistent results and remains a highly-valued asset for B2B marketers in 2021.

WEBSITE DEVELOPMENT

In B2B, the digital "face" of a company is most often their website. It's critical for all your products, services, capabilities, and methods of contact to be clear and up to date. These concepts aren't new, but COVID-19 has amplified that importance exponentially, providing industries that are historically slow to modernize to catch up ASAP.



ACCOUNT-BASED MARKETING (ABM)

Account-based marketing involves identifying, communicating with, and landing your ideal clients. ABM has slowly but surely gained traction in the past few years as marketers hyper-focus on their target audiences. ABM relies on building relationships, making LinkedIn one of the most effective platforms for B2B. Through tools like LinkedIn Sales Navigator, you can specifically target key accounts and personnel. ABM comes in many guises, but it's the most customer-centric, engaging marketing channel in 2021.

WHAT WE DO

Sagefrog is a top-ranked, full-service B2B marketing agency specializing in healthcare, technology, industrial, and business services. We have offices in Exton, PA; Philadelphia, PA; and Long Valley, NJ, and accelerate our clients' success through brand building and integrated marketing.



Are you ready to leap ahead? Contact Sagefrog today for a free consultation. www.sagefrog.com | (215) 210-9014 | info@sagefrog.com