

B2B DIGITAL TRENDS

B2B MARKETING GROWS UP



01. DATA IS DRIVING

The big overarching trend is an emphasis on data – every trend has data in its DNA.

02. BRAND STORYTELLING IS GROWING UP

The next level of brand storytelling is about how well brands can facilitate the story exchange and tap into stories that customers are sharing with each other.

03. PERSONALIZATION IS THE NEW CONVERSATION

Through tailored messages, customized experiences and predictive marketing, brands are on the mission to create highly relevant experiences for individual prospects and customers.

04. POST SALE IS MORE PROFITABLE

Finding, attracting, engaging and selling a customer is only the beginning of the customer journey. Existing customers, given additional value after the sale, not only become loyalists, but brand champions who are passionate about advocating for the companies they like.

05. APPS: NOT JUST FOR B2C ANY MORE



Apps assist prospects and customers in more informed decision making and will become a larger part of the B2B marketing toolbox.

06. VIRTUAL REALITY IS A REAL OPPORTUNITY



VR will become even more important for delivering customer experiences in the next five years. And it's promised to become more affordable as soon as 2018–2019.

07. THE “DIGITAL” MARKETING TEAM IS DEAD

And finally, stop talking about “digital marketing,” “digital strategies” and “digital teams” and put your energy and resources in creating an integrated marketing department, strategy and plan that result in more effective marketing for your company.

