

# The Future of **B2B Marketing**

Strategies and Trends in the  
Digital Era



# Table Of Content

<b>1</b>	<b>The Future of B2B Marketing: Strategies and Trends in the Digital Era</b>	<b>01</b>
<b>2</b>	<b>B2B Marketing Space – An Overview in 2023</b>	<b>02</b>
<b>3</b>	<b>Areas of Opportunities in the B2B Marketing</b>	<b>03</b>
	● The Rise of Web3	03
	● Purpose-Driven Campaigns	04
<b>4</b>	<b>Challenges Plaguing the B2B Marketing Space</b>	<b>04</b>
	● Marketing and Sales Alignment	04
	● Difficulty in Technological Integrations	05
	● Lead Generation	05
<b>5</b>	<b>B2B Marketing in the Future: A Look at the Trends</b>	<b>05</b>
<b>6</b>	<b>Automation of Email Sequences</b>	<b>06</b>
<b>7</b>	<b>Widespread Podcasting</b>	<b>06</b>
<b>8</b>	<b>Videos will Become Mandatory</b>	<b>07</b>
<b>9</b>	<b>Use of AI for Successful PPC Campaigns</b>	<b>07</b>
<b>10</b>	<b>Chatbots Finding a Niche</b>	<b>08</b>
<b>11</b>	<b>Rapid Adoption of Funnel Software</b>	<b>09</b>
<b>12</b>	<b>Content Repurposing Gains Popularity</b>	<b>09–10</b>
<b>13</b>	<b>The Rise of Storytelling Campaigns</b>	<b>10</b>
<b>14</b>	<b>Hybrid Selling Takes Centre Stage</b>	<b>11</b>
<b>15</b>	<b>Influencer Marketing Gains Prominence</b>	<b>11</b>
<b>16</b>	<b>Final Thoughts</b>	<b>12</b>

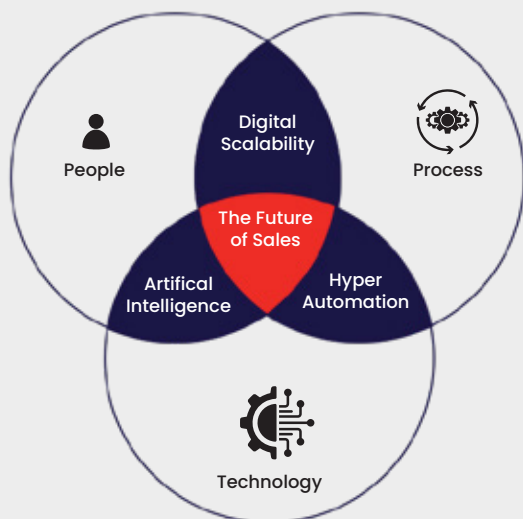
# The Future of B2B Marketing: Strategies and Trends in the Digital Era

*The only way to consistently grow in B2B is to be better than very good.*

While Seth Godin expressed these thoughts in 2010, the core idea remains the same. B2B marketing has grown exponentially, with organizations compelled to adapt constantly to stay ahead of the competition.

## The Future of B2B Sales

The Convergence of Hyperautomation, Digital Scalability and Artificial Intelligence



Classically when marketers only needed to showcase their products or services as the best in the market. The last few years have highlighted the importance of user-centric brand experiences and automation to drive traffic and increase conversions at a reduced cost.

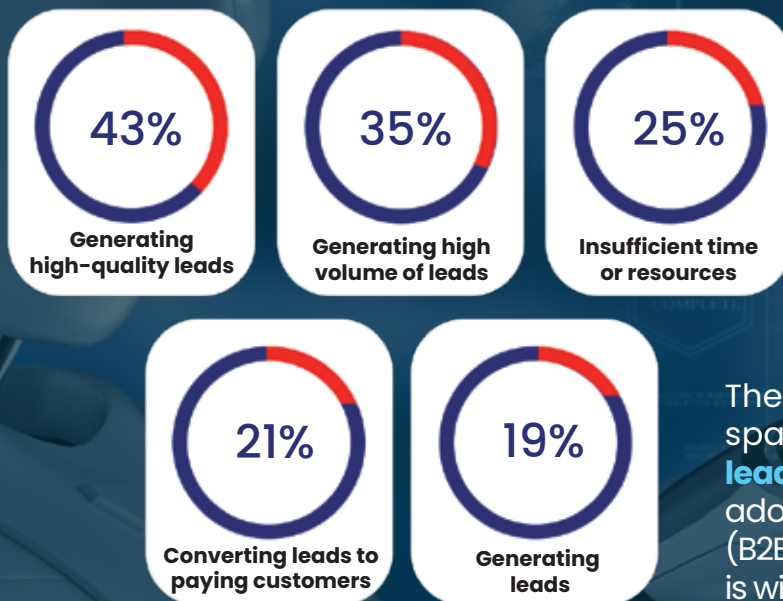
The advent of the digital era has forced the industry to go through a metamorphosis. These eminences have aided the top-of-the-chart industry mavericks to amplify their clientele, while simultaneously networking with their target audience and utilizing the marketing platform to channel their products more effectively.

As we take you through the existing market situation in the B2B setup and discuss further its potential growth, constraints, and other advancement-oriented tactics for your B2B business brand.



# Rise & future of the B2B marketing in 2023

B2B brands are currently embracing artificial intelligence and involving it in their daily business operations to rampantly pump their business workflow and overall efficiency using assistance from ChatBots and other AI-linked tools.



B2B marketing professionals have started leveraging this technology to view client data better. Given that AI has the processing power to examine thousands of datasets in a few seconds, it has helped create a marketing list that provides a 360-degree view of each prospect or client.

The popularity of AI technology in the B2B space is rapidly increasing, with **75% of leaders** expressing their willingness to adopt or continue using it for their business (B2B). Additionally, the B2B marketing industry is witnessing a surge in the following areas:

1

A focus on a full-funnel approach that caters to all client needs

2

An emphasis on brand building to attract prospects and foster a loyal clientele

3

Collaborative marketing strategies that incorporate inputs from multiple team members

As we move ahead, the **future of B2B marketing** appears to be bright, with several CEOs confident of increasing their marketing budget and multiplying conversions.

# Areas of Opportunities in the B2B Marketing

Innovation has played a crucial part in expanding the B2B marketing space. Prospects or targeted audiences are no longer satiated by what your products or services can do for them. They need an immersive brand experience to know if a long-term association with your business is the right decision for them.

Amidst the growing user awareness, marketing your offerings in distinctive ways is vital, hoping to attract the audience and convince them to enter the sales funnel.

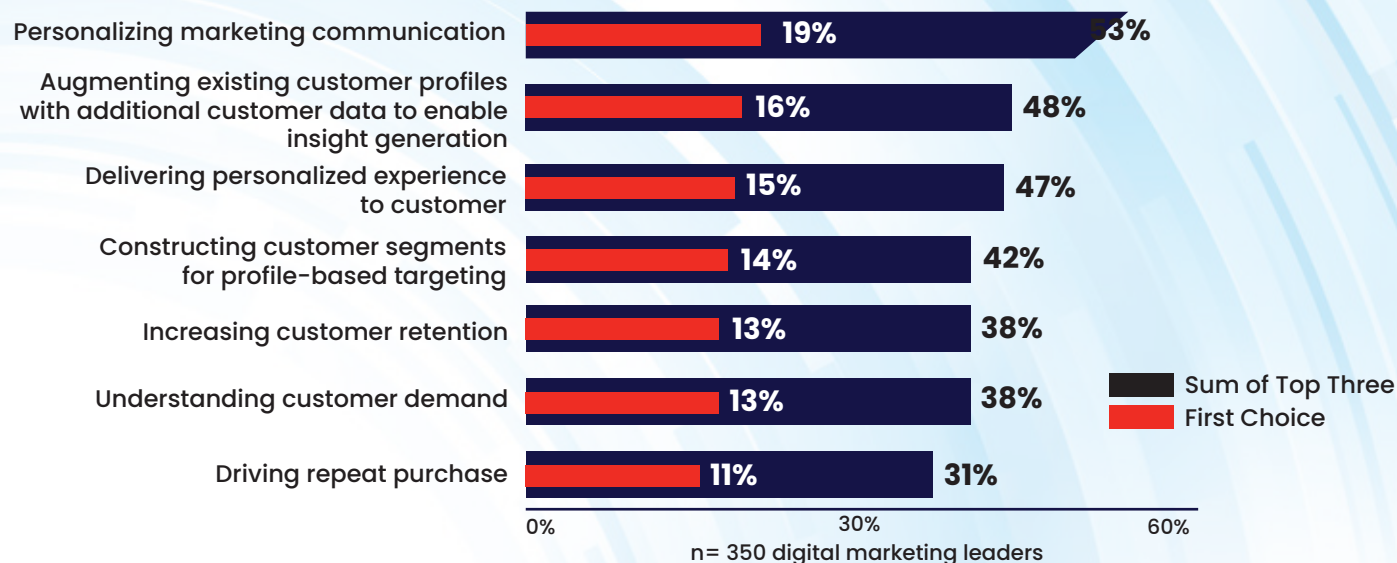


**Here are some top opportunities coming up in the B2B market:**

## The Rise of Web3

The digital era promises to put more control in the hands of the users, as the shift to decentralized data seems imminent. The introduction of Web3 will result in a more transparent marketing process between your brand and the audience, compelling you to adapt to community building and virtual experiences.

**Personalization is the most important objective for collecting customer Data**



Here, the focus lies on building trust. Zero-party data means that prospects will give you their data only when assured of your brand's commitment and expertise. Marketing in a Web3 space promises to be different than its predecessors.

Simultaneously, it gives you more room for innovation and standout campaigns that deliver.



# Purpose-Driven Campaigns

Ask yourself a simple question – What does your brand stand for?

## Why B2B Companies Embrace Purpose



Communicating your purpose to your audience is vital in 2023, as users relate better to a brand with a clear voice. Unsurprisingly, 62% of B2B users are keen on brands to have an opinion on issues close to their hearts and express them. This makes them relate better to the brand and also assures them the brand stands for something more than just their products or services.

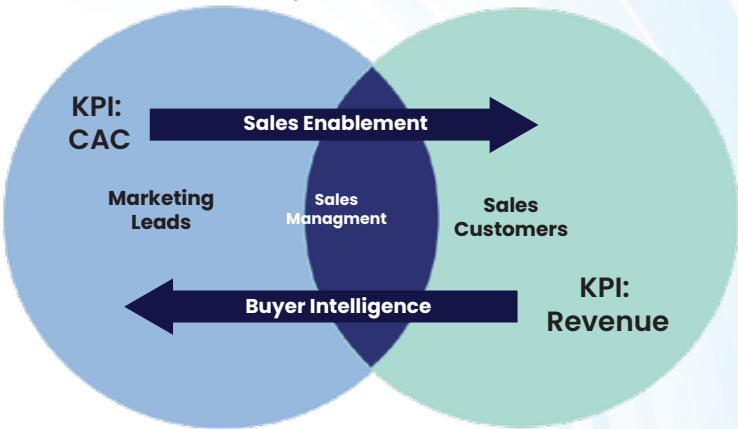
# Challenges Plaguing the B2B Marketing Space

The B2B business industry endures perplexing complications just like every other professional industry. Although the B2B marketing space has witnessed constant innovation and pushed its boundaries, it still faces multiple emerging challenges, such as:

THE B2B business industry endure perplexing complications just like every other working professional industry.

## Marketing and Sales Alignment

There's no doubt about it – marketing and sales teams can complement each other for more conversions and a consistent experience for users in the funnel. These teams can share their insights to build a more robust marketing strategy and capture global leads to increase profits and boost ROI.



- Competitive Intelligence** – Create short bullet points on why the customer selected you over the competition.
- Decision Diaries** – Precisely document the sales enablement process, so everyone know who needs what when.
- Multiple Data Points** – Consider customer service inquiries, actual product utilization and peer review sites.

But the problem is that every campaign starts with a severe misalignment between these teams. Inaccuracy in databases and lack of insights into the other space form the crux of the problem.

## Difficulty in Technological Integrations

With digital-first experiences on the rise, businesses are compelled to adopt multiple software to accommodate the company's needs. While most of these are carefully chosen for seamless integration with existing company software, others may exist as non-compatible entities.

Not only can this affect streamlining of data, but it also leads to a lack of connectivity, leading to slower decisions that impact overall efficiency.

## Lead Generation

Regardless of how impactful and personalized your marketing strategy is, it cannot be conveyed to the right audience without lead generation. This is perhaps the most time-consuming and research-intensive process, often deciding the effectiveness of your campaign.

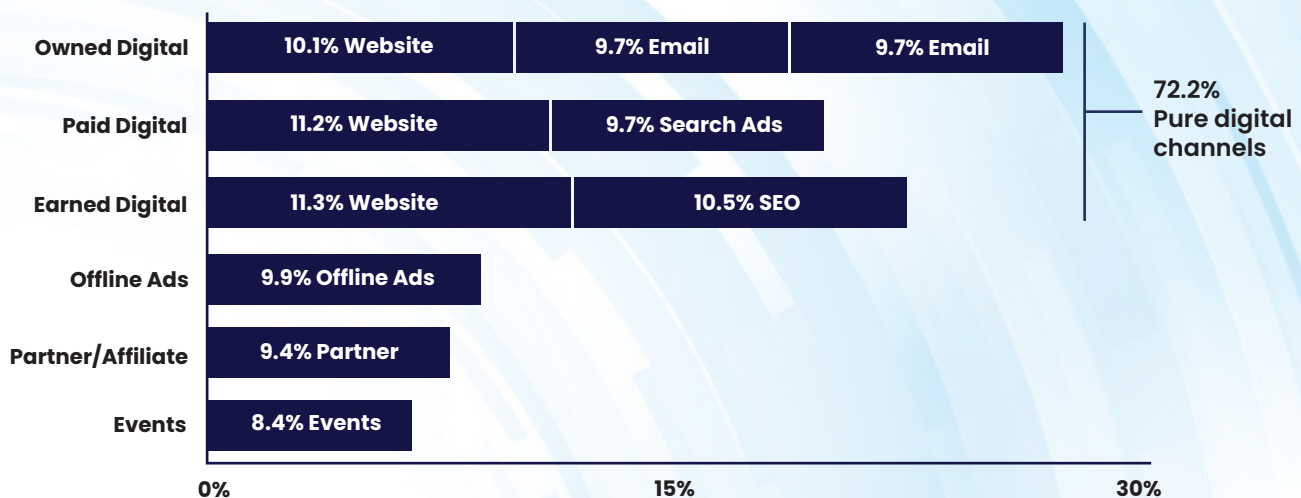
Granted, several data vendors in the market provide pre-packaged databases of different industries. However, lead generation remains a crucial point of concern for businesses worldwide.

# B2B Marketing in the Future: A Look at the Trends

The future of B2B marketing can be estimated with the assistance of emerging trends, especially the shift to digitalization. Market pressure has been a crucial factor in digital transformations, with **51% of businesses** making the switch to achieve significant growth.

### Marketing Budget Allocation Marketing Channels

Mean Percentage of Budget Shown



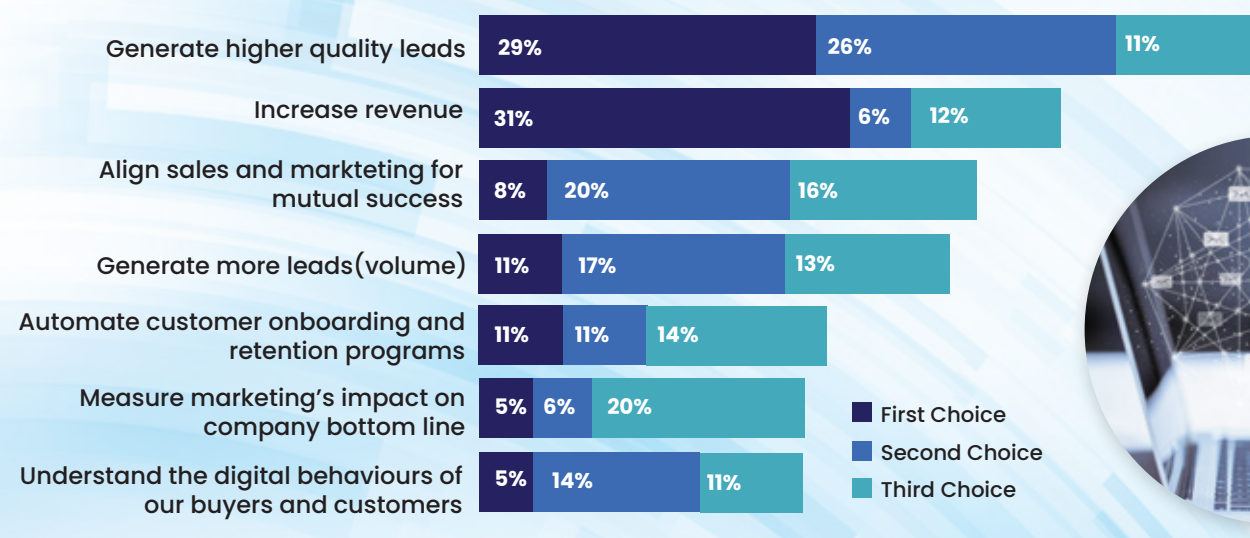
n= 384 marketing leaders; excluding "don't know"

But what lies in the future of this digital transformation? Which upcoming trends promise to change the B2B marketing space and witness widespread adoption? We'll let you be the judge as we explore the **future of B2B marketing**:



# Automation of Email Sequences

## Top Reasons B2B Marketers Choose to Implement a Marketing Automation System



Repetitive tasks during email marketing are counterproductive to every campaign. It consumes time and forces you to engage in manual efforts. Email automation allows you to send messages to the right audience at the ideal time. As artificial intelligence and machine learning grow popular and reliable, email automation is not a distant dream.

# Widespread Podcastings

Thought leadership is gaining traction as a reliable way to amass an audience. What's a better way to do that than podcasting? Businesses use this medium to discuss industry trends and use their expertise to highlight solutions to widespread problems plaguing the domain.

### DO YOU LISTEN TO PODCAST ?

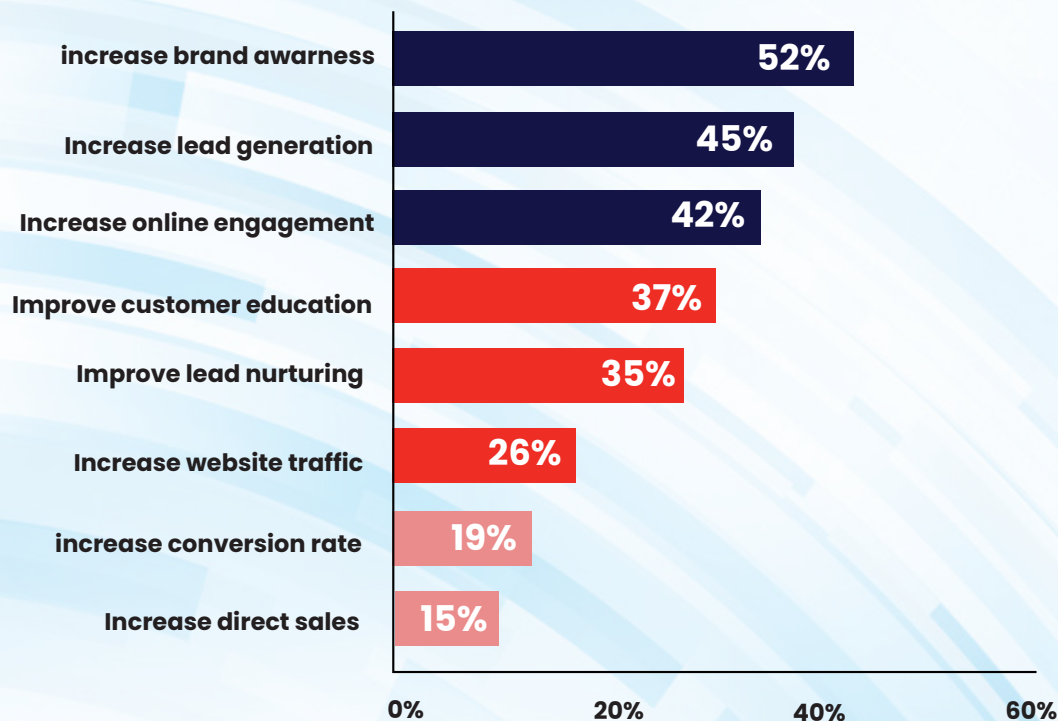


Plus, there is no shortage of listeners, as 44% of decision-makers admit that they listen to podcasts for business-related content.



# Videos will Become Mandatory

## Most Important video Marketing objectives



Adopting a planned video marketing strategy has yielded positive growth in sales, as expressed by **87% of B2B marketers**. Visual content has always been used to attract prospects and help them better retain information pertaining to your brand. But future trends showcase that videos will no longer be optional, and brands not opting for video marketing may be edged out.

# Greater use of Artificial Intelligence:

## Where Are Users Most Likely to click on a Paid Ad



Sometimes, organic traffic may not be the best course of action, mandating the need for a pay-per-click campaign on search engines like Google. Shifting the campaign's responsibility to AI will enable faster and more efficient budgeting, catering to the latest market trends and personalizing the promoted content as much as possible.

# Chatbots Finding a Niche

## Chatbot Conversion Statistics

Average chatbots generate 35-40% response rate

**40%**

The best bot experience with more engaged customers can generate up to 90% response rate

**90%**

Chatbot technology can increase website conversion rates on average by between 10-100%, depending on the industry

**100%**

Ecommerce stores adopted the social media Facebook Messenger chatbot to 25%

**25%**

Better bot experience together with more engaged audience are getting 80-90% response rate

**90%**

Business leader claim that, on average, chatbots have increased sales by 67%

**67%**

57% of businesses say that chatbot deliver a massive ROI on mind minimal investment

**57%**

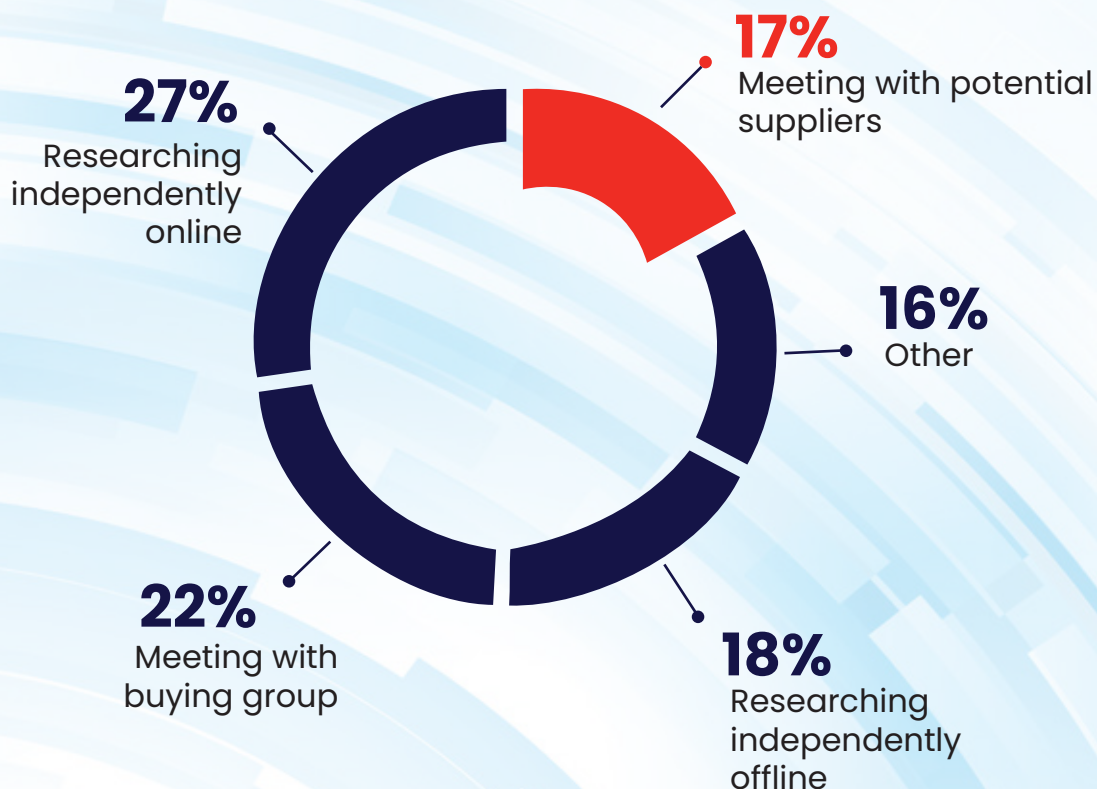


Chatbots are here to stay. Apart from providing seamless customer support, they are also impactful in providing a smooth experience for website visitors. Plus, the tiresome process of lead generation is simplified with an AI-powered chatbot that takes user information and helps marketing and sales teams employ their strategies without hiccups.



# Rapid Adoption of Funnel Software

## Distribution of buying groups' time by key activities



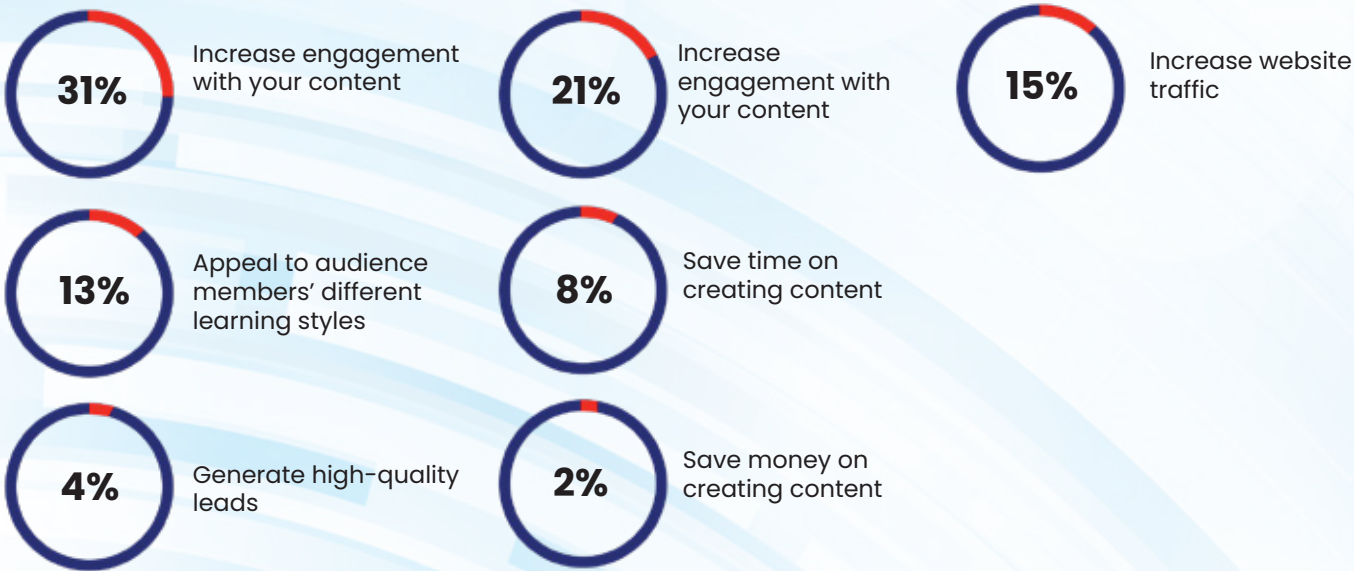
Technological integrations can tax the company, especially if some software is incompatible. An alternative quickly emerging is the sales funnel software that manages essential aspects of lead generation and tracks each stage of the milestone achieved in the buyer's journey.

## Content Repurposing Gains Popularity

B2B marketers have realized that several pieces of content have evergreen relevance. With the latest updates, older content pieces can be repurposed and refreshed to rank higher in SERPs. Plus, it saves you from the constant struggle of coming up with new topics for content marketing campaigns.

## Biggest Benefits Of Repurposing Old Content

Based on the response of 48 marketers

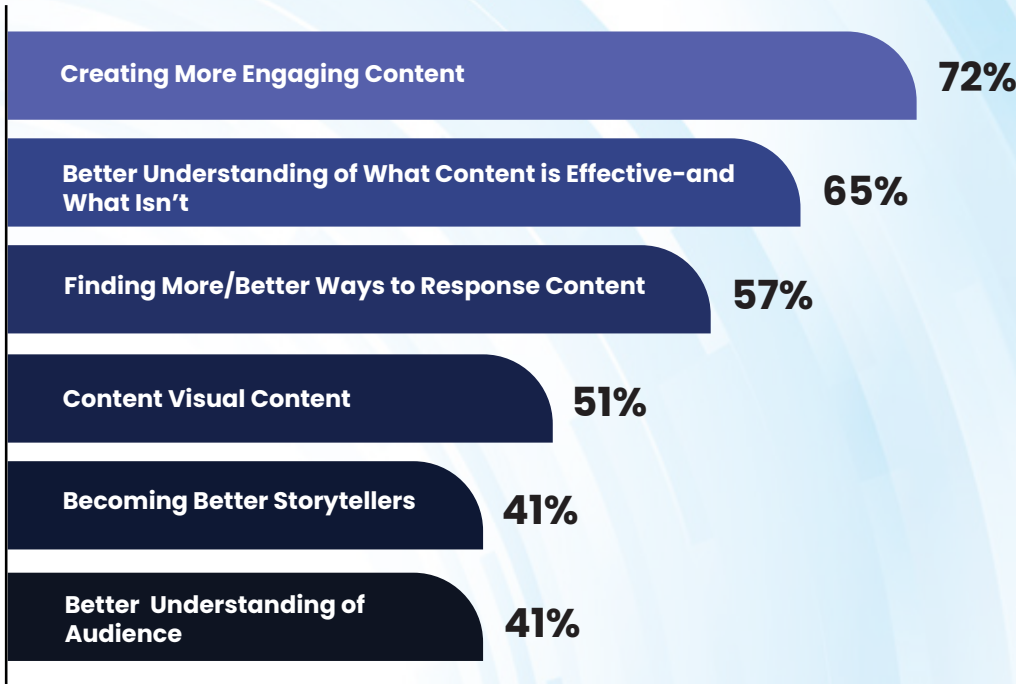


Unsurprisingly, the effect of content repurposing is echoed by **42% of B2B marketers**, who claim that it has helped them execute successful marketing campaigns and achieve positive results.

## The Rise of Storytelling Campaigns

Decision-makers are keen to know the story of your brand. They want to ascertain that your brand is real before making purchasing decisions or initiating long-term collaborations. Hence, storytelling campaigns have been on the rise.

### Top Priorities for B2B Content Creators



These campaigns aim to present the brand empathetically, accounting for common client problems and suggesting solutions with the prospects' view in mind. Even more remarkable is the fact that storytelling is known to amplify **conversion rates by 30%**



# Hybrid Selling Takes Centre Stage

Omnichannel experiences are getting more common with time. B2B marketers are leveraging digital capabilities to offer an in-person experience for decision-makers from the comfort of their homes. Hybrid selling relies on omnichannel outreach efforts to interact and engage with sales leads and satiate their queries about different products or services.



If that does not speak volumes about its effectiveness, here is an interesting statistic. According to a report by McKinsey, hybrid sales have proven to **drive sales by 50%**

# Influencer Marketing Gains Prominence

<p>Relevance of audience <b>91%</b></p>	<p>Subject matter expertise <b>79%</b></p>	<p>Influencer publishes on at least one platform <b>72%</b></p>
<p>Values align with the brand <b>64%</b></p>	<p>Ability to create content (text, image, audio, video) <b>51%</b></p>	<p>Advocate for our brand <b>39%</b></p>
<p>Size of audience <b>32%</b></p>	<p>Charisma and personality <b>31%</b></p>	<p>Professional credentials (education, job title, company) <b>30%</b></p>

Using the reach of an influencer to market and showcase your offerings has emerged as a great way to increase your audience. The best part is that you do not require top influencers with millions of followers. Micro-influencers with a loyal audience can give you the desired exposure and build trust in your products or services.

# Final Thoughts

The future of B2B marketing looks promising, as a combination of digitalization and AI tools promises to advance the space tenfold. Manual work is expected to reduce as automation takes the stage and eases outreach campaigns. Email marketing campaigns will be sent faster due to the lack of repetitive manual tasks.

Plus, marketing and sales teams can align their data and use consolidated means to bring prospects into the sales funnel. Marketing teams are more likely to focus on personalized campaigns that speak to the audience instead of generalized outreach efforts that barely discuss the benefits and advantages of the brand's offerings.

It is a step in the right direction, as the average B2B decision-maker is keen on availing of the complete brand experience. AI tools like chatbots can also help improve the overall experience and help you accumulate a reliable database that simplifies lead generation.

But the most impactful trend will be a combination of hybrid selling and influencer marketing. The former promises to elevate and standardize brand experience across all channels and influencer marketing will be crucial to achieving this.

The **future of B2B marketing** looks bright, as technological advancements and innovation promise to expand the space in new ways.







# Infoclutch

Infoclutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand has taken center stage from its inception three years ago. Infoclutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services

You can learn more about platform friendly mailing data by getting in touch with our expert at Infoclutch.

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