

TURCHETTE
B2B MARKETING & PUBLIC RELATIONS

WHAT MARKETERS NEED TO KNOW ABOUT **MARKETING**

By Fred Ghilino, Account Director

The last several years have been unpredictable for B2B marketers. Working remotely and canceled conferences and trade shows led to digital marketing strategies dominating outbound messaging. Advances in digital channels and technology have presented incredible opportunities for B2B marketers to be innovative and to grow. In the post-pandemic world, what strategies are B2B marketers using to find success? Find out what efforts are effective, which are not, and how after an unprecedented time in history...your brand can maintain momentum.

KEY FINDINGS

Connection with your customer
Customer engagement is most important for B2B marketers. Improving brand awareness and overall customer experience is critical.

Increasing budgets
68% of B2B marketers expect an increase in their digital marketing budgets in the next 6 months.

Quality over quantity
Marketers are developing quality content to help improve the customer experience and deliver quality leads.

OBJECTIVES

50% are focused on increasing customer engagement

47% are focused on improving customer experience

46% are focused on improving brand awareness

Marketers are realizing that customers are no longer satisfied with the B2B status quo. A more personalized approach is proving to be a more engaging customer experience.

How are B2B Marketers measuring success?

44% Website traffic

38% Cost-per-lead

36% Customer acquisition cost

36% Attributed revenue

35% Lead volume

33% Conversion Rate

31% Return on investment

Are you embracing new digital marketing trends? This decade provided challenging traditional marketing obstacles for B2B companies. Marketers were constantly in search of new methods to reach potential customers. They embraced virtual events and social platforms to help open the door to grow new audiences and drive brand awareness.

42% of companies are prioritizing new social platforms

34% of companies are prioritizing virtual events

30% of companies are prioritizing influencer marketing

68%

of companies expect their digital marketing budgets to increase

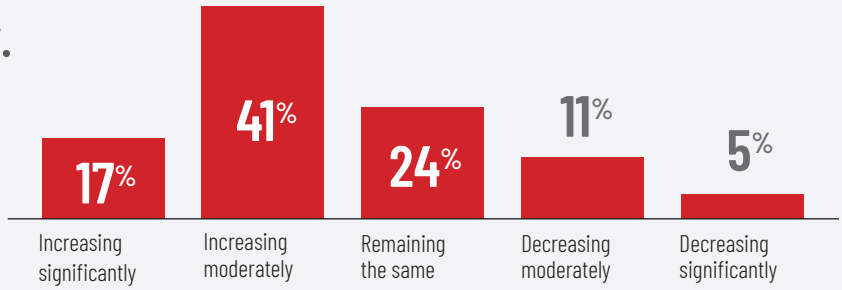
Marketing executives expect their budget dedicated to new marketing technology to change in the year ahead.

67% expect to increase their spend on marketing technology

30% describe this increase as significant

Evaluating your E-mail strategy.

E-mail campaigns work seamlessly with your other digital efforts to help generate leads, nurture prospects and keep existing customers engaged and informed. Here's how marketers plan to spend on e-mail efforts in upcoming years.



Improving the user experience is the top goal for 47% of B2B marketers. Here's what they say will have the most impact on overall strategic success.

57% Social media

47% Website optimization

42% Paid advertising

31% Mobile communication

30% Purchase process

26% Live chat/ chat bots

If you're looking to optimize your B2B marketing efforts, we'll help develop a successful strategy that will work for you.

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