

KEO Marketing MARKETER'S GUIDE



ADVANCEMENTS IN B2B MARKETING: WHAT CEOS NEED TO KNOW FOR 2019



**Insight
Selling**

EDUCATION MARKETING



**Inbound
Marketing**

LEAD GENERATION



**Outbound
Marketing**

ACCOUNT BASED MARKETING



**Content
Marketing**

MOBILE • LOCAL • SOCIAL



**Marketing
Automation**

LEAD NURTURING

ADVANCEMENTS IN B2B MARKETING: WHAT CEOS NEED TO KNOW FOR 2019

B2B marketing is constantly changing to meet market demands and keep pace with the evolving use of technologies. The best way to stay ahead of your competitors is to anticipate how **B2B marketing** will change in 2019. Which new strategies and techniques will emerge to help companies stand out from the crowd and be heard?

This guide covers what you need to know, what is evolving, and where **B2B marketing is advancing in 2019.**



WHAT IS B2B MARKETING?

The definition of business-to-business, or B2B, marketing is a constantly evolving mix of marketing strategies used to help organizations reach their target audience. Companies use B2B marketing to sell products or services to other businesses. These other businesses can then resell them to the consumer, use them in their own products or services, or use them to support their business in other ways.

Important **B2B marketing** strategies include:

- **Account based marketing.** Also called ABM, account based marketing pinpoints marketing efforts toward specific accounts instead of individual leads or contacts. If you have a high volume of accounts, ABM might not be the most practical approach, but recent advancements in marketing technology make it easy to personalize messages while targeting a variety of accounts.
- **Sales enablement.** Marketing can help fill your sales pipeline through education and information. For example, savvy marketers are making it a point to share more of their content with sales teams and show them how and when to use it. Sales enablement aligns marketing with sales by helping sales name pain points and issues to which they can offer solutions.
- **Inbound marketing.** Buyers now educate themselves by consuming content online before they ever meet with a salesperson. Inbound marketing uses content to reach the buyers where they are on their journey of discovery. It works well when you have a large target audience, and you need to reach them at scale. You can attract prospects through blogs, white papers, infographics, social media, webinars, case studies, and more.
- **Email marketing.** Some marketers still consider email marketing to be the backbone of B2B marketing. But email marketing is one of the most effective ways to get personalized messages into the hands of your clients and prospects. Segmenting your email list and using data to understand you're the needs of your clients or prospects helps you nurture leads to pass off to your sales team.

These are only a few of the **B2B marketing** strategies available. Multi-channel and multi-platform marketing takes these and more to create a comprehensive and connected marketing campaign. The goal is to reach customers and prospects no matter where they are or in what stage of the buying cycle you will find them.

HOW WILL AUTOMATION IMPACT B2B MARKETING?

B2B automation allows marketers to scale their efforts to reach many targets and accounts. Advances in software and technology make marketing automation a must-have for savvy marketers today.

Marketing automation lets you move your prospects and customers through your sales funnel, making the most of your B2B SEO efforts along the way. With automation, you can track leads and follow-up with optimized landing pages to convert them. It starts with managing the process from the first click on your website until you make a sale.

You are most likely facing a longer B2B buying process today. Marketing has a bigger role to play because the greater part of the customer's journey happens before a prospect or lead ever reaches out to your sales team. Marketers must capture and engage prospects and nurture leads to move them along the sales funnel. Automation is the only way marketers can scale the level of attention needed.



HOW ARE B2B MARKETING AGENCIES USING NEW ADVANCEMENTS TO MEET AND EXCEED LEAD GENERATION GOALS?

New advancements are powering **B2B marketing strategies** that generate a significant return on investment. A mix of multi-channel and multi-platform techniques have evolved to become lead generating supernovas.

- **Account based targeting.** Marketers are more interested in quality over quantity today. Account based marketing allows marketers to personalize messages and generate leads more quickly. ABM generates better close rates and even lower time to close.
- **Demand generation.** Marketing advancements are focusing demand generation on filling your funnel. For example, you can use events, podcasts, influencer marketing, lead nurturing, email marketing, and other strategies as long-term demand generation practices.
- **Marketing and sales alignment.** New technology and automation are bridging the gap between sales and marketing. Marketing owns the early stages of the buyer's journey such as qualifying leads and setting appointments. Both sales and marketing will work together to find accounts to target and strategies to use.

B2B marketers are time-constrained more than ever. They also grapple with heavy challenges: lead quality, new business development, and lead generation. In addition, they must develop personalized, targeted customer experiences that engage and compel throughout the entire customer lifecycle. Evolving strategies and technology will help marketers meet and exceed these challenges in 2019.



ABOUT KEO MARKETING, INC.

KEO Marketing, Inc. is a full service B2B marketing agency that excels in driving tangible and substantial results for clients. Our award-winning and proven effective B2B **digital marketing strategies** help clients like you generate leads for sustainable, long-term growth.

For more information and to request a complimentary consultation, contact us today.



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