

# KEO Marketing MARKETER'S GUIDE



## 9 TRENDS IN B2B MARKETING THAT ARE WORKING



Insight  
Selling

EDUCATION MARKETING



Inbound  
Marketing

LEAD GENERATION



Outbound  
Marketing

ACCOUNT BASED MARKETING



Content  
Marketing

MOBILE • LOCAL • SOCIAL



Marketing  
Automation

LEAD NURTURING

# 9 TRENDS IN B2B MARKETING THAT ARE WORKING

Whether you are a do-it-yourself marketer or work with a team of professionals to manage your B2B marketing efforts, you know how quickly things change. Either way, it's important to recognize what's working and do it well. It all takes time and resources. You can't afford to waste your time or money on strategies that aren't moving the needle.

Here are the top 9 trends that are shaping successful B2B marketing programs:

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**1.**  
SOCIAL
- 

**2.**  
CONTENT  
MARKETING
- 

**3.**  
VIDEO
- 

**4.**  
INBOUND  
MARKETING
- 

**5.**  
OUTBOUND  
MARKETING
- 

**6.**  
ACCOUNT-BASED  
MARKETING
- 

**7.**  
EMERGING  
TECH
- 

**8.**  
DATA  
SECURITY
- 

**9.**  
ROI

# 1. SOCIAL



In addition to sharing your content, social media provides free and low-cost ways to expose B2B buyers to your brand and brand messaging. LinkedIn carries its own credibility in the business community and allows you to target specific industries and decision makers. LinkedIn offers organic reach through LinkedIn Sales navigator, and many advertising options.

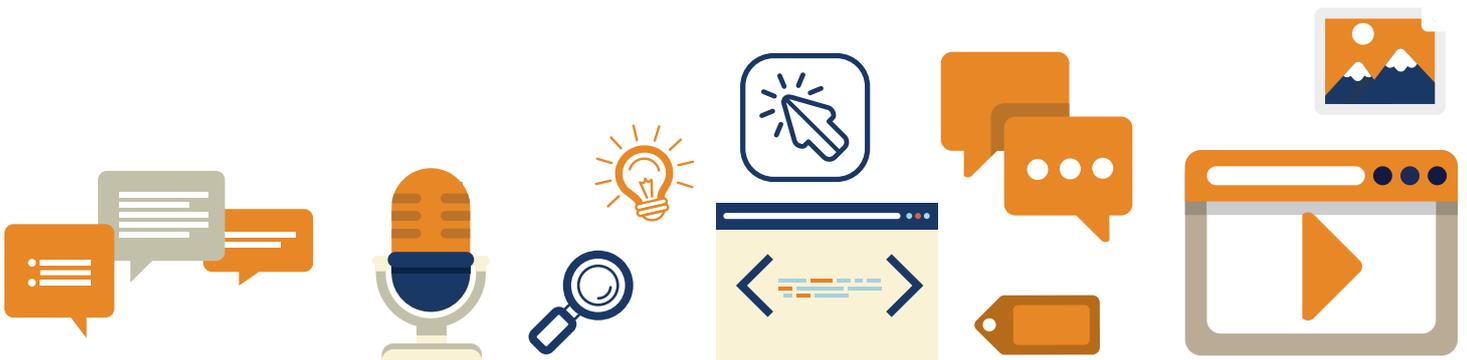
In addition to marketing on social media, social selling to build relationships is paying dividends.



## 2. CONTENT MARKETING

B2B sales are often about risk management. The more you can establish yourself as a quality resource - an authority - the more you mitigate that risk. Content marketing builds trust and generates leads.

You likely have experts in your organization that can author or dictate blogs, whitepapers, case studies, eBooks, and guest posts to create relevant content that solves problems. This positions your organization as experts and helps your prospects become more knowledgeable buyers.





### 3. VIDEO

By the year 2022, **82% of all IP traffic is predicted to be video**, according to researchers at Cisco. While we see the impact of video on social, it's increasingly becoming important for B2B buyers. **70% of B2B buyers are watching video** at some



point in the customer journey. **With the addition of video to LinkedIn**, business owners and decision makers can easily be targeted with free or inexpensive tools. While this can be done as a DIY project, professionally produced videos that are focused on education, product demos, and lead generation convert the best. The great news is that prices for produced video have come down significantly in the past year or so.



### 4. INBOUND MARKETING

B2B buyers are heavily researching companies and products online. In fact, most B2B buyers are more than halfway through the buying process before they make that first contact. **Inbound marketing** is a strategic effort to increase the visibility of your business, qualified leads, and sales.

It includes tactics such as engaging content creation, SEO, SEM, social media, and mobile marketing. It is focused on making sure your brand is front and center and goes where people are looking.



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## 5. OUTBOUND MARKETING

There's a lot of noise out there. B2B marketers are trying to break through that clutter to capture the attention of prospects and stay ahead of the competition. This includes your advertising efforts, and direct marketing messages designed to generate leads.

It's especially important to have **outbound marketing** to reach potential B2B customers. Consider that a Baylor University study reports that **it takes the average salesperson 209 cold calls to get one appointment.** Effective outbound accelerates the success of sales calling efforts.



## 6. ACCOUNT-BASED MARKETING (ABM)

**Account-Based Marketing (ABM)** is a highly targeted approach that builds on outbound marketing. ABM identifies high-value prospects and creates personalized marketing and sales efforts. A sequenced and orchestrated strategy for specific B2B buyers cuts through the marketing clutter and helps guide prospects through the buying cycle.

Strategic **ABM typically delivers a higher ROI than any other marketing tactics**, leads to increased retention and higher average value customers.





## 7. EMERGING TECH

B2B marketers are experimenting with emerging tech. Chatbots and voice search have now become commonplace tactics. Augmented Reality and Virtual Reality are increasing in usage. Business Intelligence, such as Artificial Intelligence and Machine Learning, are also playing a larger role than ever before in marketing efforts. Combined with **marketing automation**, B2B marketers are seeing increased results.



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## 8. DATA SECURITY AND PRIVACY

Major developments over the past year have shaped the current atmosphere surrounding data security and privacy. **GDPR (General Data Protection Regulation)** in the European Union and **new privacy rules for data handling in California** have changed the landscape. Even if you don't overtly do business in these areas, you may be at risk. B2B marketers are being impacted by these trends and will need to take concerted efforts when it comes to any personally identifiable information.

You'll need to take these seriously and doing so can also be a marketable advantage.





## 9. MEASURING ROI

RETURN ON INVESTMENT

Just **7% of B2B marketers categorize their efforts to analyze marketing performance and impact as excellent**, according to a recent Demand Gen Report. That needs to change.

If you want to be more effective at marketing, do more of what works. Stop doing what doesn't work.

However, finding out which marketing tactics drive the biggest ROI can be a little more complex in our multi-channel marketing universe. Different types of marketing efforts all feed B2B buyers into and through the customer journey to purchase, but figuring out which ones are critical is, well, critical to your success.

Interested in knowing which of these trends will help your business hit your growth targets for this year? Request a complimentary marketing audit and we'll make a recommendation. Our audits are typically 40-50 pages long and give you a roadmap for success.

Why wait? There's nothing to lose. **Request a complimentary marketing audit today.**



# ABOUT KEO MARKETING

KEO Marketing is an award-winning business-to-business (B2B) inbound marketing agency in Phoenix. The marketing agency develops and executes successful marketing strategies and plans that significantly grow business. Some of the world's largest brands have depended on KEO Marketing for marketing programs that deliver tangible and substantial results.

Led by a team of experienced marketing experts, KEO Marketing specializes in B2B marketing strategies that deliver results. Some of these solutions include website design, search engine marketing and optimization, online advertising, social media, mobile marketing, local marketing and more.

For more information and to **request a complimentary marketing audit** visit [keomarketing.com](http://keomarketing.com).



## KEOMarketing

KEO Marketing, Inc. 1 W Elliot Rd Suite 108, Tempe, AZ 85284  
[keomarketing.com](http://keomarketing.com) | [audit@keomarketing.com](mailto:audit@keomarketing.com) | 480-413-2090